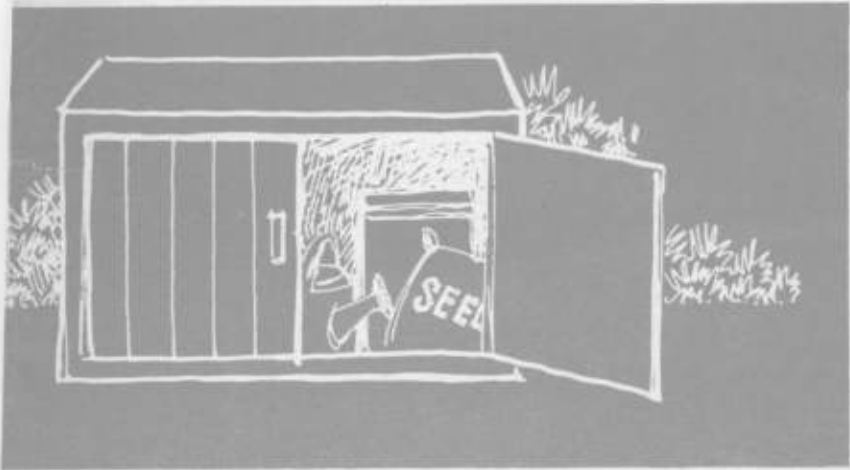


MERCHANDISING WEEK

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES

A MCGRAW-HILL PUBLICATION/50 CENTS/VOL. 98 NO. 41/OCTOBER 10, 1966



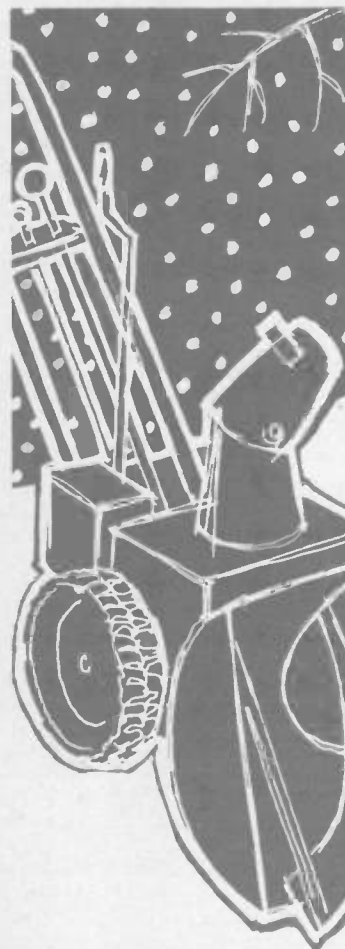
◀ □ □ □ The outdoors scene centers on the New York Coliseum today with the opening of the National Hardware Show. Retailers will be focusing their attention on the consumer appeals they will use in building fun and excitement into spring-summer promotions for outdoor items. For a full report, see..p.33

AT PRESSTIME □

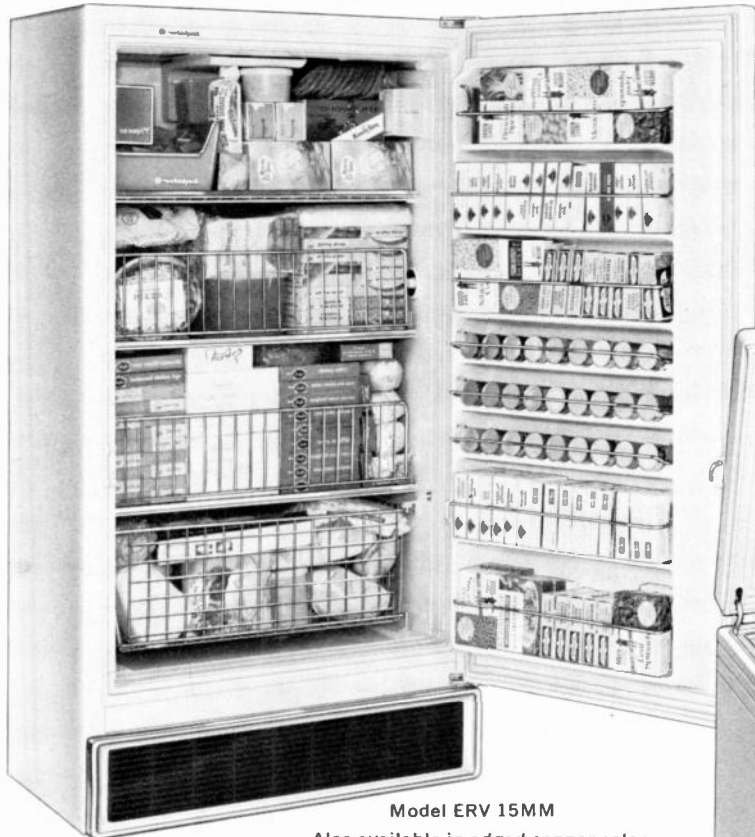
□ □ □ □ Philco-Ford in the black: "Consumer products will be in the black this year for the first time since Ford took over [in 1962], a full year ahead of our own schedule," said Carl E. Lantz, group vice president of Philco-Ford. Lantz also noted that consumer product sales in 1965 were up 43% over 1962, that sales in 1966 will show a 25% increase over 1965, and "our profit improvement will be even more significant."

Upcoming product moves to watch for: improvements in efficiency, size, and shape of room air conditioners; several "drastic" innovations in home laundry; two or three breakthroughs in tv tube technology. "For example, the nearly flat tv screen is closer to reality than you might think," Lantz said. (For more on the new look at Philco-Ford, see p.7.)

□ □ □ □ Color tv sales hit another record high during the week ended Sept. 23—the 38th week of the year. Distributor-to-dealer sales for that week climbed to 139,402 units—the best week in the history of color tv, according to Electronic Industries Assn. figures. Through 38 weeks, color tv sales totaled 2,959,666 sets, pushing 1966 sales 75.05% ahead of sales for the same period last year. B&w sales, however, are falling *continued on p.3*



New RCA WHIRLPOOL freezers give you the edge in exclusive features!



Model ERV 15MM
Also available in edged copper color

These freezers were made to sell. Their attractive and thoroughly practical interior design wins immediate customer attention. And the many new features available for '67 will make buyers out of lookers.



Model ERH 181

ALL THESE GREAT FEATURES HELP YOU SELL What's new in RCA WHIRLPOOL freezers? The IceMagic® automatic ice maker! This one is *really*



automatic. It makes up to 172 ice crescents (4.1 lbs.) every 24 hours and the spacious ice bin holds up to 9 lbs. You can show your customers that there are no trays to spill, pry loose or empty.

Another first from Whirlpool is the exclusive Sort 'n Load shelf. Model ERV 15MM (shown) has two. Their movable fronts can be tilted down so the housewife can stack packages while she loads, sorts or rearranges foods. When the fronts are tilted up, they keep



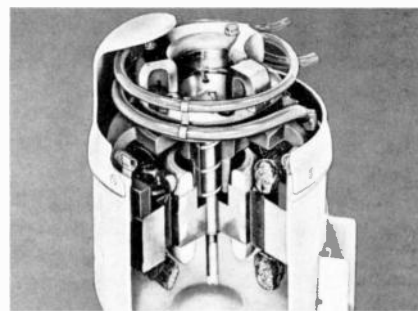
food packages from falling out. And, of course, in the bottom there is the convenient swing-out basket for large or odd-shaped packages.

This model is a true No-Frost freezer, which never needs defrosting. Other models, which do require occasional



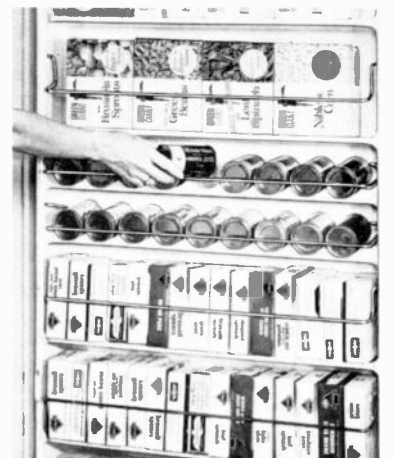
defrosting, are equipped with a handy defrost drain that takes the fuss and bother out of defrosting.

All RCA WHIRLPOOL freezers for 1967 feature the revolutionary new "floating-



quiet" compressor which is inverted within the housing. This unique design makes it quieter than ever before. Its efficiency actually increases during its first five years of use . . . it wears *in*, not *out*!

The RCA WHIRLPOOL super-storage door holds up to 103 standard size packages and 18 6-oz. or 10-oz. cans depending on the model selected. Unique design of RCA WHIRLPOOL freezer doors



provides more usable storage space than can be found in any other freezer of comparable size.

Other popular features are the MILLION-MAGNET® door, warning light, adjustable temperature control, automatic interior light, porcelain enamel interior—all designed to make your selling job easier.

**12 new uprights
and 5 new chests to cover
the entire market!**

**Get the full story from your
RCA WHIRLPOOL distributor.**



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

behind last year's figures. At the 38-week mark, distributor-to-dealer b&w sales for the year were 5%—or 269,074 units—lower than last year's total at the end of 38 weeks.

□□□□ **The new appliance association's latest step:** The fledgling trade group has incorporated in Illinois—with offices in Chicago—under the name Assn. of Home Appliance Manufacturers. The new group, which recently broke from the National Electrical Manufacturers Assn. (NEMA) under the banner of the National Appliance Manufacturers Assn., also appears to be steaming toward a merger with the American Home Laundry Assn. (MW, 19 Sep., p.3). Common areas to be developed immediately by the new association: (1) statistics, (2) a united voice in Washington, and (3) standards. For the moment, promotional activities have been put off. In fact, the promotional plans of three of the sections (refrigerators, dishwashers, ranges) in the consumer products group under the old NEMA setup have been dropped. The association faces some tough problems ahead. For example, what will happen to the smaller companies that do not have full lines and were very actively pushing "generic" promotions. Many of them feel they have been bypassed by the larger full-line companies, which are now prime movers in setting up the new association.

□□□□ **The laundry industry will "Waltz" again in 1967.** An American Home Laundry Assn. spokesman put on the record the decision to use the Waltz Through Washday theme for the fifth year in a row.

□□□□ **Daily statistics on dealer sales,** consumer trends, inventories, and production are the aim of RCA's planned "computer network," says Jack K. Sauter, executive vice president of RCA Sales Corp. Sauter says the computer system will receive and analyze daily information from distributors and dealers all over the country. "With such a data network," says Sauter, "the producer of home entertainment products, such as RCA, would have instant information on the buying habits and trends of the general public."

□□□□ **GE Appliance Center signs are coming down** over two of the Centers in the Cleveland (Ohio) area. The two stores, both owned by the same partnership, have added RCA consumer electronics and Whirlpool

appliances. Partner George Hoffman said his firm did not add the new lines just to have access to more color tv sets, but was interested in still another full line of electronics and appliances. Hoffman added that GE's full line will remain on the floor and that new store signs would be put up shortly. Although there are rumblings that some of the other Appliance Centers are considering adding new lines—a factor reinforced by the possibility of a strike at GE—none have done so yet.

□□□□ **More labor headaches for GE:** The company's hassle with labor intensified at presstime as the United Electrical Workers Union (UEW) asked members employed by GE to authorize a strike against the company. The UEW, which is bargaining separately, said it had taken this step because GE's contract offer had fallen "far short" of its demands. This move came as the White House continued to seek a break in the deadlocked contract negotiations between GE and 11 other unions representing about 125,000 workers.

□□□□ **Philco has increased dealer cost an average of 2.1%** on its 1967 room air conditioner line.

□□□□ **GE has cut another b&w portable tv price** in the New York City area. The company's 12-inch leader, which carried a national list price of \$84.95 when the line was introduced last spring, is now \$79.95. Also in the New York City area, ads are running for a 16-inch leader at \$99.95 (MW, 3 Oct., p.3) and a transistorized 9-inch portable at \$99.95.

□□□□ **SCM's purchase of Portable Electric Tools—**subject to the approval of stockholders of both firms—will mark the office equipment manufacturer's second move into the housewares-hardware field within the past year. SCM Corp. recently acquired Proctor-Silex, which it operates as a wholly-owned subsidiary. Portable Electric, based in Geneva, Ill., produces both consumer and industrial power tools, as well as lawn and garden tools. Officers of both firms last week announced an agreement in principle for the acquisition, calling for the exchange of one share of SCM common stock for each 4.545 shares of outstanding Portable Electric common stock. The transaction would involve some 160,000 shares of SCM common. SCM would operate Portable Electric—with its present name and management—as a division of SCM.

Deceptive retail prices: NARDA wants to build an FTC case

"The greatest harm to the retailing pricing structure of the appliance-tv industry is being done by the large chain and mass merchandiser advertisers who are abusing the concept of 'was/is' price advertising," charged Upton R. Ziesler, president of the National Appliance & Radio-TV Dealers Assn. (NARDA).

The statement came out of the group's semi-annual executive committee meeting where it was revealed that NARDA has been studying "was/is" advertising for a year.

"It is obviously misleading to promote an appliance in Sunday's news-

paper at something approaching dealer cost," said Ziesler, "and then raise the price Tuesday or Wednesday to what it should have been in the first place."

While few appliances are actually sold at the cut-rate prices, asserted Ziesler, "the customer is left with the expectation that she should be able to make her purchase at all appliance stores at these impossibly low levels."

To discourage the practice—if not stop it entirely—Ziesler said NARDA is interested in preparing a case for presentation to the Federal Trade

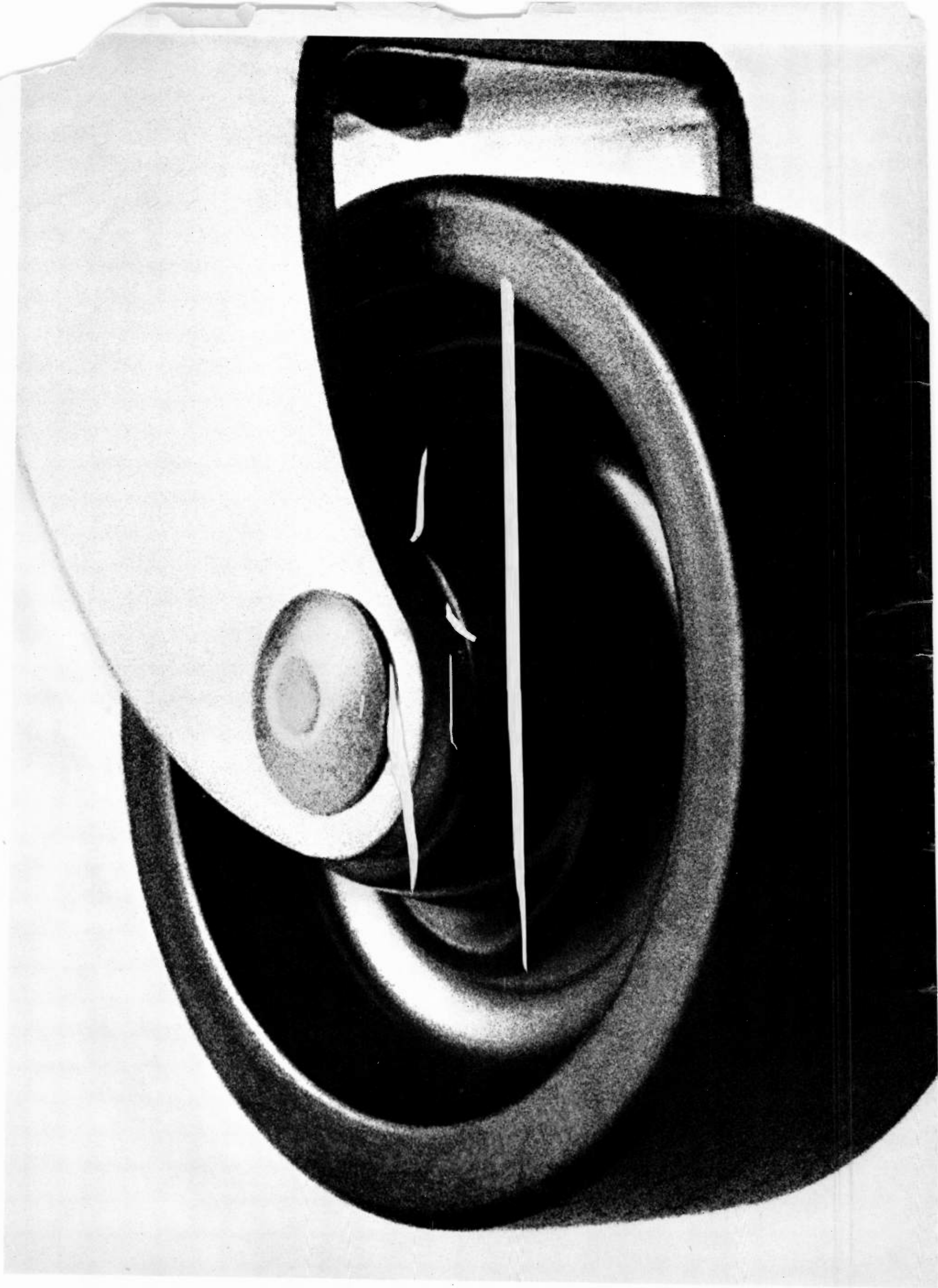
Commission. He called upon retailers everywhere to send tear sheets of this type of advertising to NARDA headquarters in Chicago's Merchandise Mart.

"We'd like to deluge the government with as many examples as possible of this abuse of communications in the hope that we can stimulate it to put a stop to the practice, which is giving our entire industry a black eye," Ziesler said.

It may not be misleading, however, to advertise a cut price on Sunday and raise it on Tuesday or Wednesday. This is the unofficial opinion

of an FTC attorney, who pointed out that an advertisement alone is usually not enough to prove deception.

The practice may be giving the industry a black eye, but as long as a store has enough merchandise on hand to meet demand, and as long as the store will actually sell the advertised merchandise, this attorney feels there is probably no deception. "In cases like this," he said, "we have to consider all the underlying factors. The Commission has always allowed a store to hold a bona fide sale." —Wallis E. Wood



Now that our name is Philco-Ford, it figures we'd announce a new product with wheels on it.

It's the new portable dishwasher from Philco-Ford. You can see it soon at your Distributor's Open House along with the rest of the exciting new appliance line from Philco-Ford. The portable dishwasher fills an important spot in our line. Gives dealers another opportunity for multiple sales. It's the kind of continued new product development and improvement you can expect to get from Philco-Ford. Make sure you see the new line of quality appliances from Philco-Ford. They're all designed to move. Even without wheels. Philco-Ford Corporation, Philadelphia, Pa. 19134.



Get the full details at your Philco-Ford Open House.

□□□□ **Tight money, inflation, prospects of a slump** in business—all of vital concern to appliance dealers—will be key issues in the elections Nov. 8. Surveys show that Republicans are running harder on these business issues—and perhaps stand more to gain from them—than on any electoral split over Vietnam and civil rights.

Republicans seem certain to gain seats in Congress in next month's elections, forcing President Johnson to tone down his Great Society goals of increased spending on education, health, and welfare. Even in the best

of times—which these obviously are not—it would be virtually impossible for the Democrats to maintain their 2-1 majorities in the House and Senate.

Most observers, however, do not see a Republican landslide in the making. Republicans are looking to pick up 50 seats in the House and a dozen in the Senate; but non partisan forecasters see the Republicans gaining, at most, the 38 House seats they lost in the Goldwater debacle of 1964, and no more than a few Senate seats. This would leave the Democrats with smaller majorities but still working control of Congress.

Phonola is not in the football business.

Are you?

Let's face it. We're both in business to make a profit. We do it by making the fin-



est stereo equipment we know how. You do it by selling that equipment.

And playing football doesn't help either of us. (That's for the back yard, not your salesroom.) Sure, we like to play ball with you. We give you a quality stereo line cover-



ing a complete price range. We give you top components, engineering and style. We give you a sound line that satisfies the most critical ear. And we give



you an exceptionally good profit margin, to boot. Let your competitors play games. Phonola doesn't believe in football, except

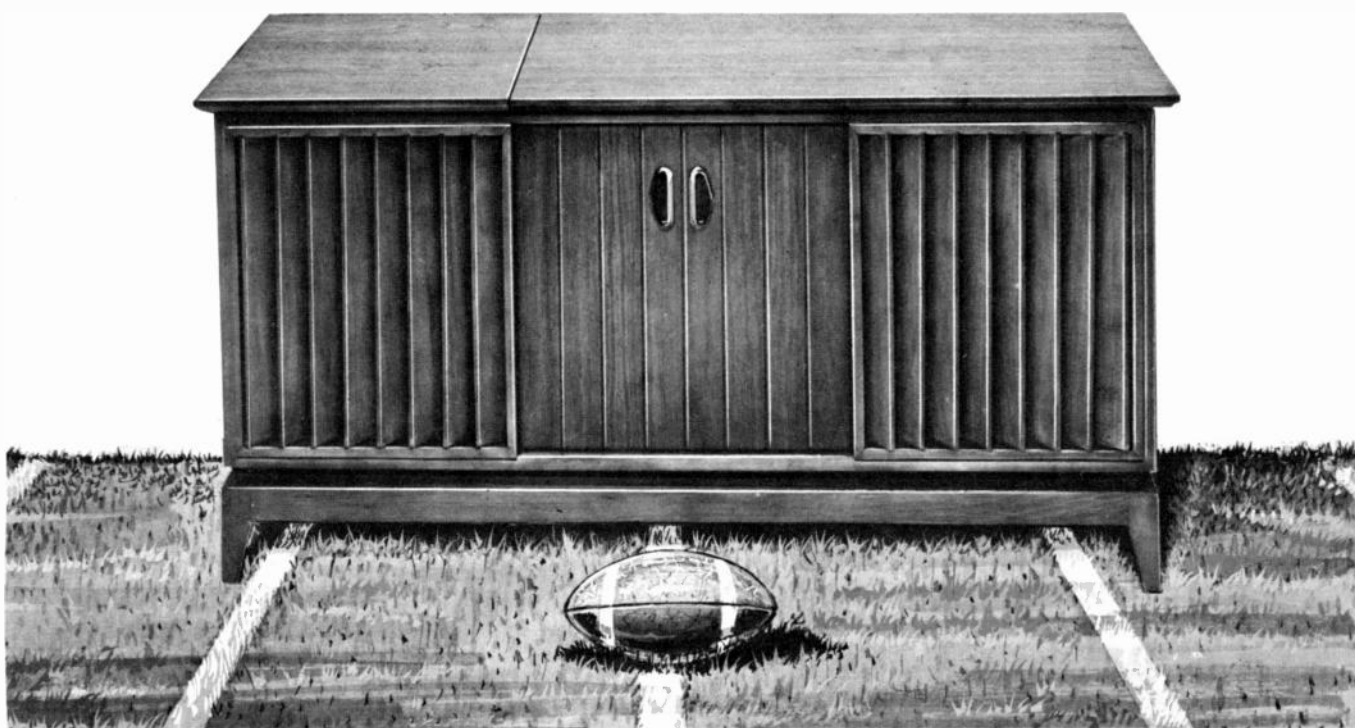
on the gridiron. If you must play football, play with someone else's line. To Phonola, business isn't a game.



VERY BIG IN SOUND

phonola®

WATERS CONLEY COMPANY, INC., A SUBSIDIARY OF THE TELEX CORPORATION
645 NORTH MICHIGAN AVENUE/CHICAGO, ILLINOIS 60611/(312) 944-5125



□□□□ **A new Department of Transportation** now seems to have a fairly good chance of final approval before Congress adjourns—only fairly good, however, because time is running short and versions passed by the House and Senate are quite different. A conference committee will have to iron out these differences in the next few weeks, or the bill will be lost. The aim is a coordinated transportation system to move goods faster and more cheaply.

Under the House version, the Maritime Administration would be left out of the new department entirely. The Senate version would include the Maritime Administration, but strip the Secretary of Transportation of authority over ship subsidies and safety activities of the Federal Aviation Agency and the Interstate Commerce Commission.

□□□□ **A Hazardous Household Products Commission** seems to be dead for this session of Congress. The House has passed the so-called Child Safety Act, giving the Department of Health, Education, and Welfare authority to ban sales of toys that contain hazardous materials; but it deleted a Senate-approved provision to create a National Commission of Hazardous Household Products.

The proposal, a brain child of Chairman Warner G. Magnuson (D-Wash.) of the Senate Commerce Committee, was pushed through the Senate without hearings or debate. It is highly unlikely that it will be revived this year, but Magnuson plans to try again in 1967.



Tilt-down air conditioner controls



A 5.4-cu.-ft., tabletop refrigerator

A new name on new products as Philco unwraps its 1967 line

Philco-Ford distributors—men who had been just plain Philco distributors the week before—braved Hurricane Inez to look at new products last week in Hollywood, Fla.

What they inspected were two new side-by-side refrigerator-freezers, a 5.4-cu.-ft. tabletop refrigerator, a new range, a new tv set, and the new refrigerator, freezer, and air conditioner lines. The full 1967 line spotlights decorator fronts and the mighty Ford emblem. They also found Philco back in the dishwasher business.

The dishwasher move was apparently made to put Philco-Ford's foot back in the door of the builder market. Commented H. Thomas Stroop, director of marketing for the Appliance Division, on the dishwashers: "We will soon have product lines that will meet all the requirements of dealers and builders." Coming next will be under-counter dishwashers, food waste disposers, and built-in ranges and ovens, he said.

The two new side-by-sides, 19- and 21-cu.-ft. in capacity, bring Philco's total to four. The two new units do not have automatic icemakers, as do the two introduced last May.

The tabletop refrigerator—a first for Philco—is 34 $\frac{3}{4}$ inches high and 21 $\frac{5}{8}$ inches wide. The top is black Formica; the front is simulated walnut-grain Formica. Both top and front panels may be replaced, says Philco, which makes the unit in its subsidiary plant in Italy.

The new refrigerator line has 13 models that range in size from 8.5 cu.ft. to 17 cu.ft. Says Philco-Ford:

"Walnut, birch, and maple Formica fronts for two-door models are available from the factory."

The 1967 air conditioner line—16 models long—introduces a control panel that disappears behind a tilting door (see photo). The line also features "radically new louvers that afford positive air control." Capacities range from 5,000Btu to 33,000Btu. The line has vinyl-clad front panels in walnut grain, plus three optional fronts of antique white, ebony black, and maple.

Four new chest freezers have 15-, 17-, 21-, and 23-cu.-ft. capacities. The four upright freezers range from about 9 to 15.6 cu.ft.

The new 30-inch electric range has two ovens, one at eye-level. The lower oven door holds a Formica panel so that the housewife with a Philco refrigerator, "can match, harmonize, or contrast her range with her refrigerator," says Philco. The side panels of the range come in shaded copper, fawn, avocado, or white.

There are three portable dishwashers; they hold 12, 14, and 18 table settings. The top-of-the-line unit has four push-button cycles, a "wetting agent" dispenser, two pilot lights, and a cord rewind.

The new 19-inch b&w portable tv set features a black glass mask over the picture tube. Thus Philco joins Westinghouse, Packard Bell, and Sony with black-mask sets. Suggested retail price is \$179.95. Philco-Ford also introduced modular stereo components: FM-FM stereo tuner-amplifier, turntable, reel-to-reel tape deck, and 8-track cartridge tape deck.

Chrysler Airtemp's 1967 line: new series, decorator touches

The Chrysler Airtemp 1967 line of room air conditioners highlights decorator fronts, narrow widths in models up to 18,000Btu, and a new series to fit horizontal sliding windows. The complete line totals 35 models in six series ranging from 5,000Btu to 32,000Btu.

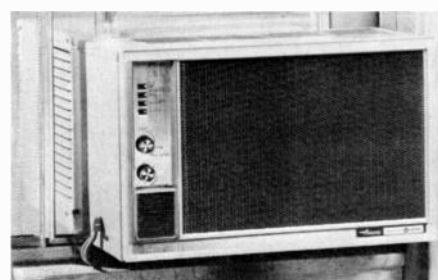
The sliding window series, (shown) can be installed with no window frame or glass modification, according to Chrysler Airtemp. There are two 115v units in the series: a 5,800-Btu and a 9,000Btu model.

Models in the new line—up to and including the 18,000Btu units—are 23 $\frac{3}{4}$ inches wide for narrow-window and through-the-wall installation. The company claims these units are the slimmest in the industry.

The Imperial Series consists of 10 models with capacities ranging from

6,500Btu to 18,000Btu. Two models in the series offer a special sleep-position blower setting for quiet operation.

The company again is offering reversible decorator panels with a new slide-in installation. The panels come in walnut vinyl-on-metal or textured cane beige, and may be painted, papered, or covered with fabric.



Airtemp sliding window unit

□□□□ A new tv picture display system using a laser beam scanned by ultrasonic waves has been developed by Zenith. The system produces large-size pictures for projection with sharpness and detail approaching that of a conventional tv picture; it represents a step toward new methods of tv picture display not dependent on the cathode-ray tube, the company says. The system, however, is still in an early stage of development. Dr. Robert Adler, director of research at Zenith, says that more efficient lasers or other light sources must be developed before the system can have important commercial applications.

□□□□ The first tape cartridge association has been formed by a group of distributors in the tape player and cartridge industry. It is called the American Tape Cartridge Assn. (ATCA). The group's newly elected president, Andrew Raftis, vice president-secretary of Chicago Stereomatic Corp., says that about 30 applicants are now being screened for membership in the association. Its purpose was outlined as follows: (1) To acquire, possess, and disseminate useful business information pertaining directly to the stereo tape cartridge and equipment industry; (2) To promote integrity, good faith, and equitable principles in the industry; (3) To discover and correct abuses, prevent or adjust controversies between respective members or their suppliers, and to generally encourage high ethical standards in the industry. The ATCA is planning its first national meeting in December in Miami.

□□□□ "Waltz" promotion plans will be aired on local women's television shows. Interview shows have been scheduled in: Chicago, Norfolk, Detroit, Pittsburgh, Richmond, San Diego, Phoenix, Milwaukee, Minneapolis, Boston.

□□□□ Philco has officially become Philco-Ford Corp. Henry Ford II, chairman of the board of parent Ford Motor Co., enthusiastically announcing the move said, "As I hope you know by now, we have turned it [Philco] around. Last year Philco sales climbed 17%. Had Philco been a publicly held company, it would, on the basis of these sales, have been about 125th on *Fortune's* 1965 list of the top 500 U.S. companies. It would have led such competitors as Motorola, Raytheon, Zenith, and Burroughs." Ford continued, "This year Philco expects a sales increase of about 30% over 1965. On the basis of the first nine months, I have no doubt that these expectations will be realized."

Robert O. Fickes, president of Philco-Ford, said, "This newest change does not indicate a major new direction in products . . . but it does mean that we have the added strength of the Ford name on all our product offerings. Nor does the change mean that we will move physically closer to Ford." Fickes added, "We believe it will have an impact on our customers which will contribute significantly to our continued growth." Fickes said that Philco-Ford hoped to reach \$1 billion in sales by 1970.

"From a marketing standpoint," Ford feels, "customers will find added assurance in dealing with a company whose name joins Ford and Philco."

PHILCO



New symbol for Philco-Ford Corp.

□□□□ **The optimistic outlook at AGA's convention** (see story at right) was reinforced when Milton E. Morgan, first vice president of the Gas Appliance Manufacturers Assn. (GAMA), cited the semiannual survey of GAMA members, which showed: (1) manufacturer shipments of ranges are expected to rise to 2,340,000 units, an increase of 3.2% over 1965 totals, and could rise by another 6% in 1967; (2) clothes dryer sales are expected to reach a new high of 795,000 units shipped in 1966, an increase of 12.3% over 1965, and could rise by another 7.9% in 1967.

□□□□ **Cassette and 8-track home players** will ride side-by-side in Sony Superscope's product lineup, says a company spokesman. Sony Superscope, which introduced a Philips-type cassette player-recorder at the New York Hi-Fi Music Show (MW, 26 Sep., p.1), is now working on a Lear-type, 8-track home player.

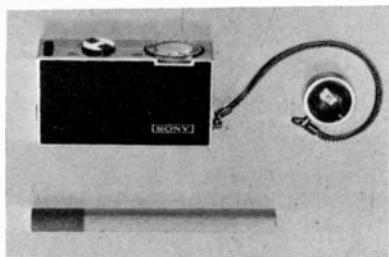
□□□□ **A slight increase in Japanese radio prices** could be signaled by a recent U.S. Customs court decision. The court ruled that duty on leather cases for transistor radios would be 20%, rather than the 12½% collected on actual radios and radio components. Lafayette, which was involved in the case, says it will not appeal. In the past, importers had the option of paying a 20% duty on the cases, holding the money in escrow, or paying 12½% until a decision was made.

□□□□ **More decorated-door refrigerators in Japan** are planned by Sanyo, which says it will increase its output of fancy-front units to 30% of its total refrigerator production next year. This year, 20% of Sanyo's refrigerators had decorator doors. The company has no immediate plans to export the decorator models. Sanyo's total refrigerator production, this year, it is estimated, will reach about 450,000 units, and will account for almost 25% of the total output in Japan, reports McGraw-Hill World News in Tokyo.

□□□□ **Admiral will build a new plant in Taiwan** for the manufacture of radios and other consumer electronics products to be exported to the U.S. Meanwhile, the company's production of color tv tubes—all 25-inches—now averages 1,800 units a day. Admiral's capacity will reach 600,000 tubes a year by the end of 1966, 900,000 color tubes by July of next year.

□□□□ **Hoffman shows four new furniture styles** in its 1967 line of 300w stereo consoles. They are: Mediterranean Spanish, at \$750; Country French Provincial, at \$750; Oriental, at \$625; and Walnut Contemporary, \$599.95. All models include AM-FM stereo radio.

□□□□ **A look at Sony's new IC radio** shows the set to be no longer than a cigarette. Actual measurements of the radio are 1.2 inches high, 2.3 inches wide, and 0.7 inches deep (MW, 3 Oct., p.3). Although the retail price and the marketing date for the integrated circuit radio have not been set, it is expected to appear in the U.S. market sometime next year.



First IC radio from Japan

Gas appliances on front burner at AGA's showcase convention

"We desperately need a self-cleaning range—now!"

That heated comment from an official of the American Gas Assn. (AGA), uttered at the trade association's "Wonderworld of Gas" convention in Atlantic City, sums up the feeling of the gas manufacturers on the topic of self-cleaners. For, while outward calm prevails in the range makers' ranks because sales have been zipping along, the widening ripple from electric self-cleaning oven range sales has the gas industry hustling. In fact, the electric industry is betting that the gas manufacturers will not come up with a self-cleaner by next year. The electric industry's theme for the 1966 range promotion in April will be: "Only Flameless Electric Ranges Offer You Self-Cleaning Ovens."

A gas self-cleaning range could come sooner, however. While AGA has been working on one in its research laboratory, the development arm of the trade group is about to team up with Sears, Roebuck & Co. in instituting a crash program to get a gas model to the marketplace. Research will be done at Roper, the company that makes ranges for Sears.

AGA showed off its prototype ranges with features that are or will be appearing in various range makers' lines for the coming year. For example, the lab model featured a "four-in-line" set of burners with a woodwork surface or cutting board that is reversible and removable.

Tappan showed a range with a cutting board and four-in-line burner set-up. Sears reportedly will incorporate this idea into its line in the future. Other features included on the AGA range: side-hinged oven doors, a high-speed forced convection oven, and electric spark ignition (a new electro-mechanical ignition device introduced by the Piezoelectric Division of Clevite Corp.).

A gas room air conditioner may be ready for the home by 1968. Conduccion Corp. showed a prototype central residential gas air conditioner, which the company hopes to field-test in the summer of 1967. A spokesman said that a room unit might be feasible in the following year, if the field tests on the larger unit are successful.

Appliance manufacturers exhibited their wares in individual booths and in a special section devoted to kitchen settings. The hot, new color—avocado—was very much in evidence in almost all range lines. Hardwick Stove showed a prototype gas range with a grate-free glass and steel cooktop. The porous ceramic top burners are mounted under a disc of Vycor (a new glasslike material), and inserted in the steel cooktop, which affords easy cleaning.

Other special sections at the exhibit were devoted to gas saunas and outdoor living (gas grills, lights). Elected new president of AGA was John H. Wimberly, president of the Houston Natural Gas Corp.

The robust electronics industry pays the price for super-growth

As the customers keep coming, a hiss of steam can be heard around the edges of the boiling economy. And the expanding consumer electronics industry is feeling the strain.

The three C's of the consumer electronics industry—copper, components, and cabinets—have kept it hopping to stay within shouting distance of customer demand. Not only material but labor and expansion costs are pressuring the manufacturers. While material costs have mushroomed and made headlines (taking the brunt of the blame for the recent color tv price increases), labor and expansion expenditures have exploded. Robert Galvin, chairman of the board at Motorola, says that, for his company, material costs are much less than labor costs, and labor costs are less than expansion costs.

The industry must expand. Console phonographs, radios, and, most important, color tv receivers are selling spectacularly well. Already manufacturers predict demand for 10 million color sets next year; but however, says W. Walter Watts, executive vice president at RCA, the industry will be "hard-pressed" to hit the 8-million mark next year.

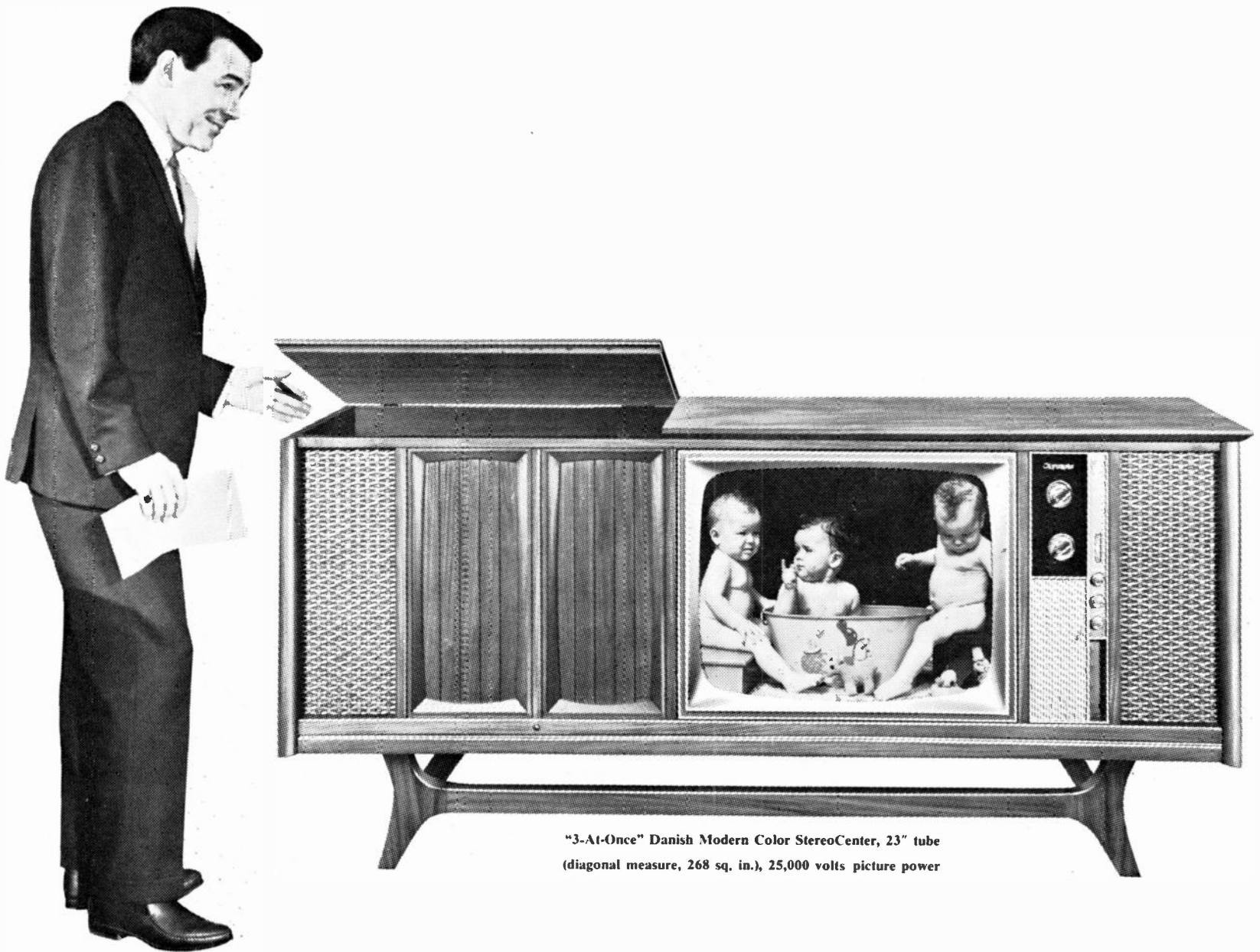
But Washington is watching. Last month President Johnson suspended for 16 months the 7% tax credit on

plant and equipment expansions as an anti-inflationary measure. However, even if the industry does postpone some of its multi-million dollar expansion plans—and there is not yet any evidence that it will—the new plants already built or those that are nearly completed still must be manned.

More plants mean more men are needed. The labor shortage problem is one of the most critical facing the industry. Unemployment in the nation now stands at a near-record low—3.9%—and the consumer electronics industry is feeling the squeeze. Three new plants—Sylvania's newly completed facility in North Carolina, Admiral's newly announced plant in Taiwan, and Oak Electro/Netic's proposed tv tuner plant in Wisconsin—have obviously been planned around areas with some remaining pool of labor (as have most of the plants announced within the last year).

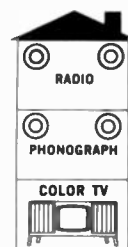
In Chicago—one of the tightest labor markets—one manufacturer observed, "If they can walk off the bus, we'll hire them." And wryly, he added, "We spend more on Help Wanted ads than on consumer advertising." At least one Chicago consumer electronics plant—that of Ampex—has a permanent "Help Wanted" sign in its driveway.

DEMOS THAT SELL! A BIG REASON WHY 6786 DEALERS CALL OLYMPIC THEIR No.2 LINE *...but their No. 1 profitmaker!*



"3-At-Once" Danish Modern Color StereoCenter, 23" tube
(diagonal measure, 268 sq. in.), 25,000 volts picture power

Olympic's the one with unbeatable "chain-action" demos in profitable color combos. Exclusives that prove "Olympic gives more, more, more!" Add these exclusive sales clinchers to all the new product features, the decorator furniture styling and quality, that start selling Olympic on sight! And remember, since we're not as big as some, we're practically unshoppable. When you switch to Olympic, you close more sales, give your customers better values—and you keep those fuller, fatter profits!



**Exclusive OLYMPIC
SOUND CONTROL CENTER
PLAYS ALL 3 AT ONCE!**

Plays Color TV, Radio and Phonograph in 3 separate rooms at the same time! Plays stereo in 2 rooms at once! Controls 100-watt peak solid state AM/FM/FM Stereo Radio, de luxe Stereo Phonograph, Multisonic TV Sound. Balanced 6 or 8 speaker stereo sound system. Exclusive ColorGlide guides accurate color tuning.

Olympic®



radios • phonographs • television • from the space age laboratories of 

LEAR SIEGLER, INC./OLYMPIC RADIO & TELEVISION DIVISION
LONG ISLAND CITY, N. Y. 11101



Model ERD 21MM

Let her pick the door swing...it's changeable!



Doors can be opened from the sides . . .



from the center . . .



from the right . . .



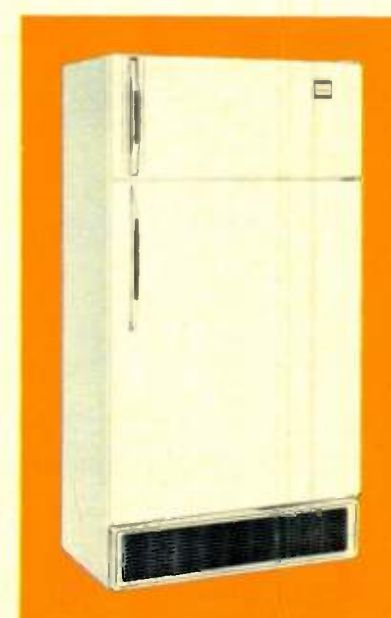
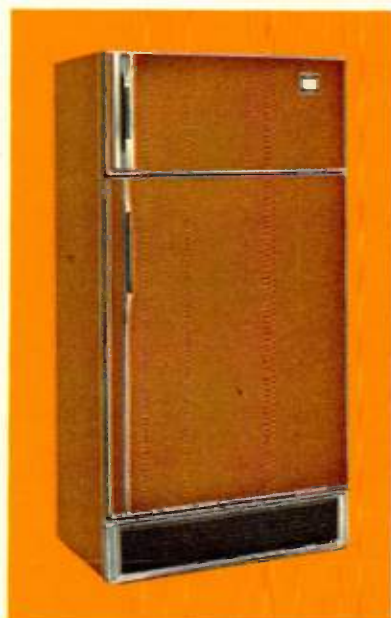
or from the left.



Looks like fine furniture when closed.

RCA WHIRLPOOL CONNOISSEUR TWIN

21.3 cu. ft. No-Frost refrigerator-freezer with 318-lb. freezer and the IceMagic. Doors can easily be switched, as shown here, so they open in any way that best fits the kitchen. Doors can be fitted with 1/4" wood panels or any decorative material, even thin fabric or wallpaper. Built-in rollers are front adjustable.



See these exciting new models, new colors, new ideas at your RCA WHIRLPOOL distributor's open house

Who else but...WHIRLPOOL gives you the edge?

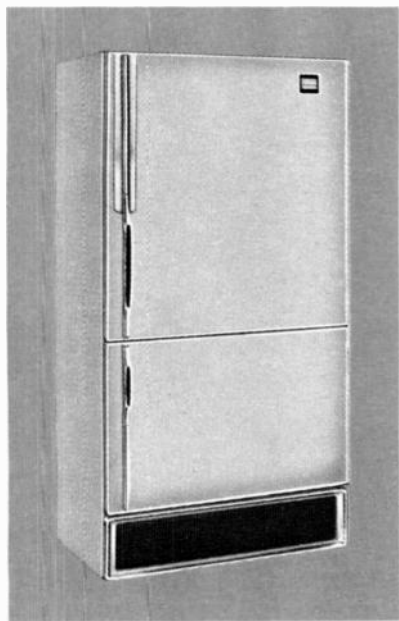
Brightest refrigerator ideas yet

*...new colors, new convenience,
new styling, new scope*

Go ahead . . . give the lady what she wants. It's easy with the new RCA WHIRLPOOL refrigerator-freezers for 1967. Because this is the line with *all* the conveniences women want. A refrigerator that never needs defrosting? There are RCA WHIRLPOOL No-Frost models. Those that make ice without ice tray mess? RCA WHIRLPOOL refrigerators have exclusive IceMagic automatic ice maker. There are models with top freezers . . . models with extra-big bottom freezers . . . and an All-Refrigerator without a freezer. Sizes run

from the 21.3 cu. ft. CONNOISSEUR[†] TWIN refrigerator and freezer, down to a compact 11 cubic footer. And speaking of edge, RCA WHIRLPOOL refrigerator-freezers come in colors that are a decorator's delight . . . white, plus edged tones of avocado, sapphire blue, fawn and copper. Get a line on the line that gives you the edge. Call your RCA WHIRLPOOL distributor today for a refrigerator-freezer line designed for your market. It's easier to sell an RCA WHIRLPOOL than sell against it!

[†]Tmk.

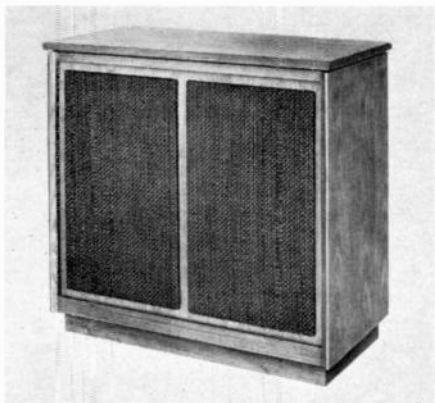


Who else but... WHIRLPOOL gives you the edge with the most salable feature since the ice cube? IceMagic[®] automatic ice maker. No mere gadget, the IceMagic is a bona fide convenience that fills, freezes and empties ice into a handy bin all automatically. And the Whirlpool-made ice maker is tried and proved, with over a million of them in use today.



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

New York Hi-Fi Show courts the New Consumer with sound and style



Fisher's 7-speaker system

From a bistro of jazz to a symphony bowl—the full range and adventure of sound played to the public at the New York Component High Fidelity Music Show. However, most of the significant innovations on display were not in high fidelity component systems but in styling.

Handsome styling of fine woods and decorative grilles—de-emphasizing the old box look—was the keynote of most exhibitions. Cabinets varied from the way-out look of Modern design to the solid-romantic appearance of Mediterranean. For example, JBL, of Los Angeles, showed a stereo

loud speaker system—called Paragon—in a sweeping 103-inch-long Modern cabinet of oiled walnut. The unit lists at \$2,250. Fisher Radio, of New York, showed a 7-speaker system—the XP-15 (left)—in a Contemporary cabinet of oiled walnut, at \$299.50. University Sound, of Oklahoma City, introduced a 4-speaker system—The Sorrento (below)—in a Mediterranean-styled, hand-finished Seville blue fruitwood cabinet. The unit's speaker grille is hidden behind double doors ornamented with brass hardware. It lists at \$369.50. University's fashion-consciousness has even

led it to offer a matching mirror (shown) as an optional decorative accessory.

Perhaps the most significant aspect of the Show was that the industry's new darling—the cartridge tape player—had its official introduction to the East Coast consumer. Stereo 8 players, for example, were shown by Lear and Bogen; Martel's SJB showed players compatible with both the Fidelipac 4-track and 8-track type of cartridges; and Norelco showed an expanded line of its cassette player-recorders.

Solid-state was everywhere at the Show and can be credited with spurring the development of more compacts, such as phono-topped amplifiers and receivers. One combination unit introduced by Bogen features a stereo 8 cartridge tape player, an AM-FM receiver, and a phonograph (shown p.14). Superscope, importer of the Sony tape recorder line, revealed that it had completely discontinued the use of tubes in its recorders.

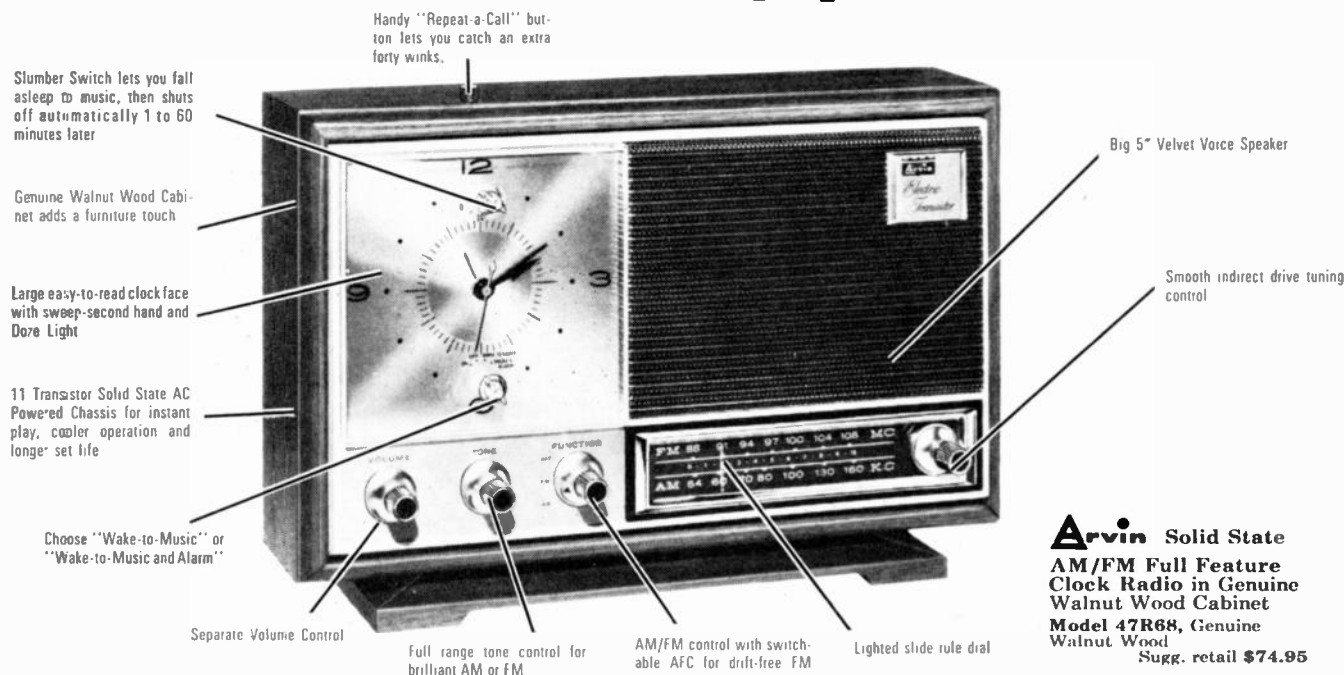
Ease of operation—as well as styling—was high on the list of improvements for tape recorders. Superscope introduced a Sony tape recorder—the Sonymatic 104—featuring a Retromatic Pinch Roller that draws away and down from the capstan and eliminates threading difficulties. It lists at \$99.50. Another Sony model introduced by Superscope is the 360, an “all-in-one stereo tape facility.” It has three heads, offers sound-on-sound, and is rated at 10w of output per channel. Suggested list price is \$275. Besides four other conventional tape recorders, Superscope introduced two cassette-type cartridge tape player-recorders (MW, 26 Sep., p.1).

A unique reel-to-reel tape recorder and Philips cassette combination unit was introduced by Impex Electronics Corp., of Los Angeles. This combo offers recording from reel to cassette, from cassette to reel, and from microphone, phonograph, radio, or tv. With 3-speed reel operation, a VU meter, two recording heads, 5w output, and a digital counter, the unit lists at \$339.95. A stereo version with two 8-inch speaker systems is expected to be introduced in several months, at \$399.95.

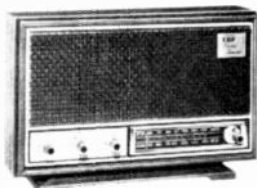
For more information and pictures of new products exhibited at the Hi-Fi Show, see p.14.

This **Arvin** clock radio in walnut wood lulls you to sleep, wakes you to music and alarm, plays AM or FM, lights up in the dark...even lets a guy oversleep and still make it to work on time.

(It also has a habit of waking up clock radio sales.)



Arvin Solid State AM/FM Full Feature Clock Radio in Genuine Walnut Wood Cabinet
Model 47R68, Genuine Walnut Wood
Sugg. retail \$74.95



Arvin Solid State AM/FM Table Radio in Genuine Walnut Wood Cabinet

Handsome all-wood cabinet features same quality radio features as Model 47R68 except full feature clock. Deluxe features include instant-play 11 transistor Solid State chassis, AFC for “drift-free” FM listening, variable tone control, lighted slide rule dial and large Velvet Voice speaker.

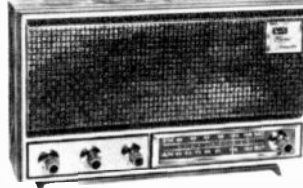
Model 37R68, Genuine Walnut Wood
Sugg. retail \$64.95



Arvin Solid State AM/FM Full Feature Clock Radio in Deluxe Walnut Wood-Grain Finish

Versatile clock radio features 11 transistor Solid State AC powered chassis, easy to read lighted clock face with Slumber Switch, Doze Light, “Repeat-a-Call” alarm, and sweep second hand. Dependable radio features switchable AFC for “drift-free” FM listening, full range tone control, and lighted slide rule dial.

Model 46R48, Walnut Wood-Grain Finish
Sugg. retail \$64.95



Arvin Solid State AM/FM Table Radio in Deluxe Walnut Wood-Grain Finish

Slim-styled cabinet of durable molded plastic finished in warm Walnut Wood-Grain features same radio features as Model 46R48 except full feature clock. Deluxe features include 11 transistor Solid State chassis, AFC for “drift-free” FM listening and lighted slide rule dial.

Model 36R48, Walnut Wood-Grain Finish
Sugg. retail \$54.95



University's 4-speaker system

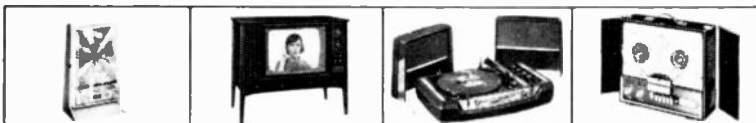
Arvin

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Value begins with Quality in Home Entertainment

As Nationally Advertised In: Life, Look, Newsweek, Sports Illustrated, Sunset, Time

For complete information, write, wire or call ARVIN INDUSTRIES, INC., Consumer Products Division, Department E-9, Columbus, Indiana
Visit these permanent show spaces:
Chicago, Merchandise Mart—1477; New York 230 Fifth Ave.—612;
San Francisco, Merchandise Mart; Hollywood, 1025 N. Highland Ave.;
Arvin Sales Dept., Columbus, Indiana.



RADIOS

TELEVISION

PHONOGRAPHS

TAPE RECORDERS

WESTINGHOUSE ADDS FOUR SIDE-BY-SIDE REFRIGERATORS

Automatic Ice-makers featured
in 1967 deluxe models

Westinghouse keeps pace with the growing consumer demand for larger capacity refrigerators. They are adding two 19-cu. ft. models measuring only 32" wide. Plus two 22-cu. ft. units which are 35 $\frac{3}{4}$ " wide.

The two 19.2 cu. ft. units have 8.1 cu. ft. freezers and 11.1 cu. ft. fresh food sections. The two 22.1 cu. ft. models offer 8.1 cu. ft. freezers and 14-cu. ft. fresh food sections. The deluxe version in each size features an automatic ice-maker.

All are totally Frost-Free with a wide complement of features including adjustable cantilever shelves, double crispers, and deluxe exteriors.

The line is priced to make floor step-up selling easier and more profitable. More than 50 Westinghouse distributors are now introducing the new side-by-sides to dealers throughout the nation.



You can be sure if it's Westinghouse





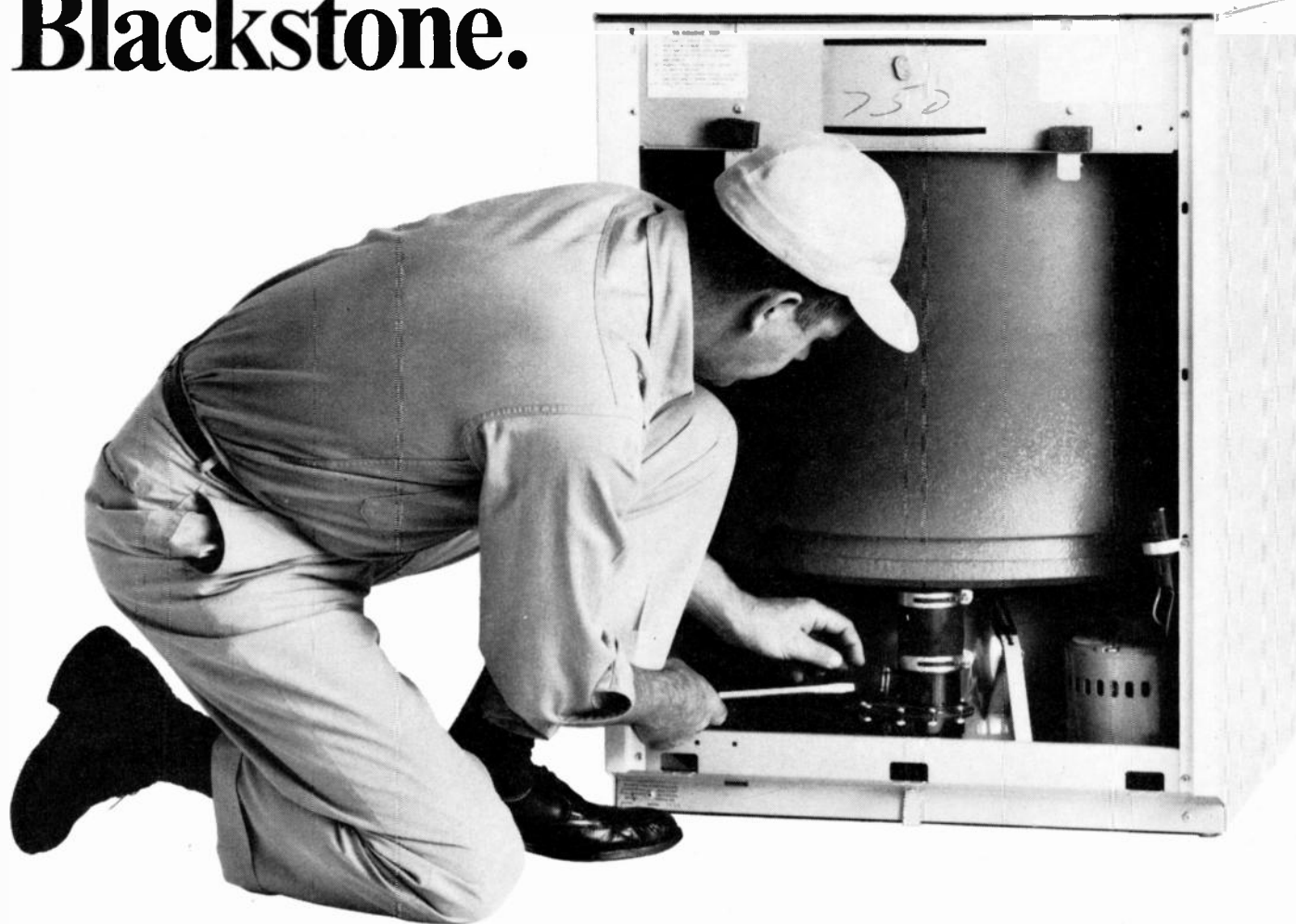
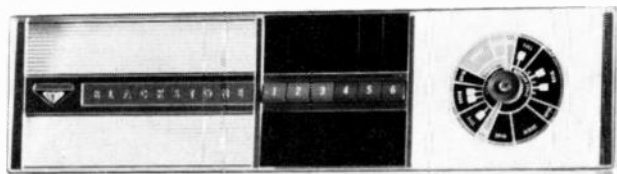
□□ Hi-fi units in Spanish decor are being shown by Altec. The Flamenco ensemble of speaker enclosures and equipment cabinet are constructed of

heavy natural oak complemented with Spanish-style grillwork. The speaker system, model 848A, consists of Altec's Voice of the Theatre System (A7) sound components, plus provisions for installation of any 12-inch or 15-inch speaker. Suggested list price is \$345. The Flamenco II equipment cabinet, model 882A, is shown flanked by two 848A Flamenco speaker systems. The equipment cabinet offers facilities for installation of electronic stereo components, including a separate tuner and amplifier, a record changer, a tape recorder, and an accessory tape deck drawer. It lists at \$359. *Altec Lansing, A Division of LTVling Altec Inc., 1515 S. Manchester Ave., Anaheim, Calif. 92803*



□□ University's speaker system comes in an octagonally shaped table with Mediterranean styling. The cabinet is hand-rubbed, deeply grained butternut and is accented with antique hardware. The system has three speakers and features University's Sonic Control—an all-electric, 3-section circuit that allows adjustment of the unit's three frequency ranges to room acoustics. It has a 12-inch ultra-linear response woofer, an integrated 8-inch mid-frequency speaker assembly, and a "reciprocating flare" ultra-high frequency horn tweeter that achieves maximum treble definition. Frequency response ranges from 20hz to beyond audibility. Suggested retail price is \$269.50. *University Sound, A Division of LTVling Altec Inc., 9500 West Reno, P.O. Box 1056, Oklahoma City, Oklahoma 73101*

Full front-panel access makes it so easy to service a Blackstone.



And it's serviceability that sells the ladies too.

Surveys show that ease of service is right at the top of the list of Blackstone sales features! Housewives realize that any automatic needs some service from time to time. And they also realize that "hard-to-get-at" washers can cost big dollars in labor to change a part that costs a few cents! With Blackstone's full front-panel access, major parts are right up front and easy to reach!

Another big Blackstone sales feature: exclusive Gyro-Balance. It eliminates excessive vibration, thump, walk and premature shut-off. And remember, Blackstone protects your profits with a territory plan your representative will set

up with you. He'll also give you a promotion plan that'll make you Blackstone headquarters in your neighborhood . . . on the full Blackstone line, from 3-cycle, single-speed models up through our 6-cycle, push-button model with stainless steel tub.

Get with Blackstone . . . and start keeping your profits on washer sales!



BLACKSTONE CORPORATION

1111 Allen St. • Jamestown, New York



□□ A Mediterranean speaker system is being shown by Jensen. The cabinet is finished in select distressed pecan veneer. It houses seven speakers, which are made up of four 15-inch Jensen Flexair woofers, a compression-driver horn-loaded mid-range, a compression-driver horn super-tweeter, and a direct radiating ultra tweeter. The unit lists at \$895. Jensen also offers two full-range, ultra-compact hi-fi loudspeaker systems, at \$57 and \$63. *Jensen Manufacturing Division, The Muter Co., 6601 S. Laramie Ave., Chicago, Ill.*

Chet's challenge

NORGE FREE RANGE WEEK
OCT. 17-21

Win one range or a carload during NORGE FREE RANGE SWEEPSTAKES WEEK. Every range you order during the week of Oct. 17-21 may be yours free. Call your Norge distributor . . . now!

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Savings Deposit Service
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Schildkraut Ford
Schildwachter Fuel Oil
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The New School
Thomas Haab & Botts
Tiffany
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Trans World Airlines
True Cigarettes
United Air Lines
United Artists
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United States Lines
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U. S. Trust Company
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Universal
Universal Ford
Universal Pictures
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Vat 69
Very Best Furniture
Virginia Conservation Dept.
Voca Corporation
Vogel Lorber
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William Wise
WNEW Radio
Woman's Day
F. W. Woolworth
Yorktowne Real Estate

Success. Just when we were sort of getting used to starvation.

It wasn't too long ago that instead of having a newspaper, we had a strike.

Some people figured our paper would never come out. And others figured if it did come out after such a long time, it would take us an even longer time to get back all the readers we'd lost.

We are pleased to announce that all the cynical figuring was wrong.

In our first week on the stands, we sold out everything we printed. Both in our evening and Sunday editions. And we're sure we would have sold more, if we could have printed more. Because a lot of people just couldn't get their hands on a copy.

In our first week on the stands, a lot of advertisers came along with us. Some of them had never been in an evening paper before. Obviously, they saw the potential in our new paper.

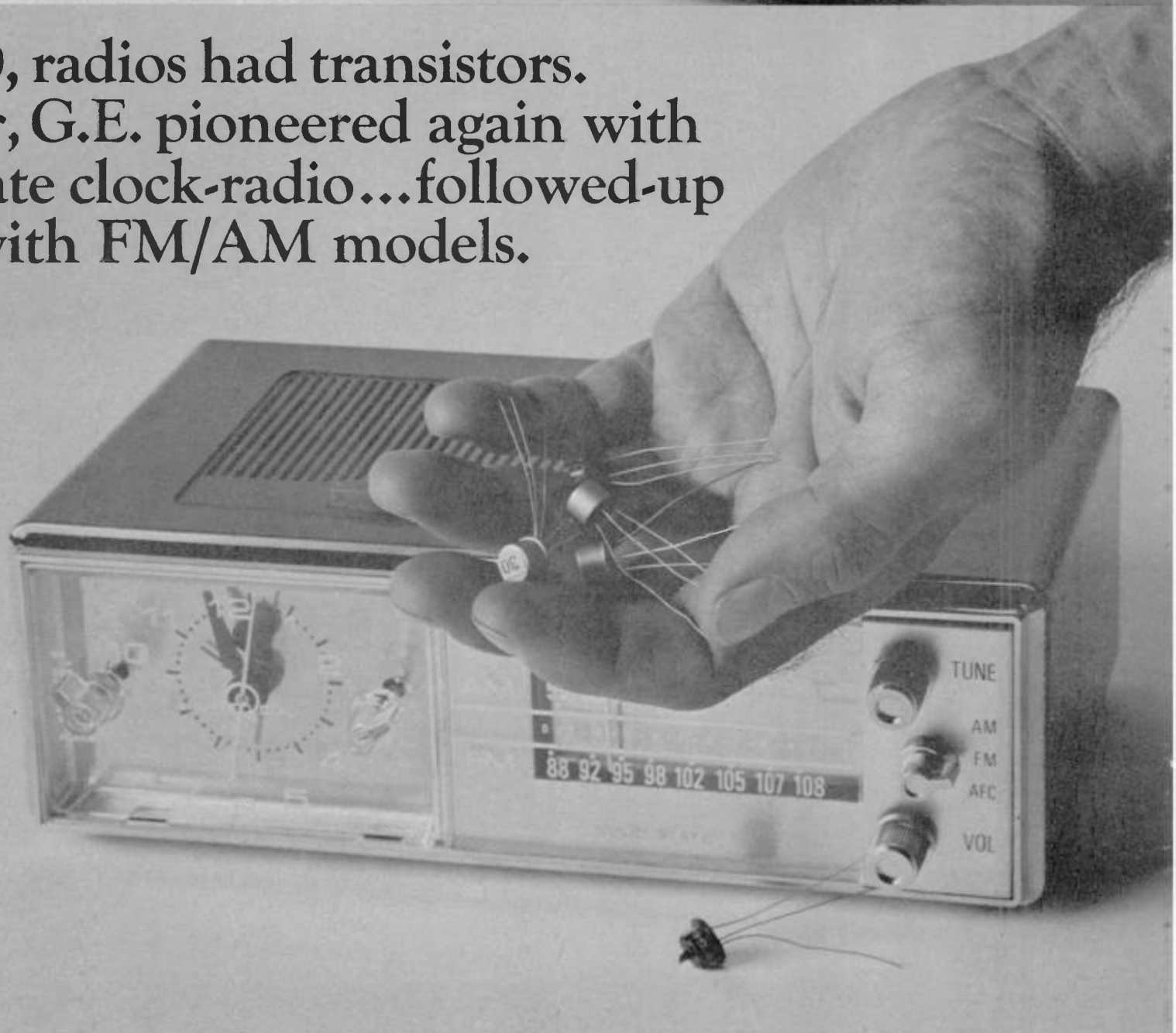
If your company didn't advertise with us the first week because you were waiting around to see if we'd make it, you'll be happy to know this: it looks like we made it.

World Journal Tribune

In 1946, radios had tubes.
That was the year G.E. put those tubes
into the first clock-radio.



In 1960, radios had transistors.
That year, G.E. pioneered again with
a solid state clock-radio...followed-up
in 1964 with FM/AM models.



In 1966, the news is micro-electronics.
And G.E. leads the industry again.



General Electric has put all the amplification functions of a radio into a chip the size of a dot.

What did we do with our dot-sized chip?

Developed the first portable clock-radio with true micro-electronic circuitry.

It's a tiny, smartly styled radio, of course. But what's *really* significant is the new micro-electronic technology which makes it so reliable we're offering an unprecedented three-year parts and labor warranty* on the radio and batteries.

Separate the portable from the clock, and you have a compact radio that plays up to 12 hours on nickel cadmium batteries. At night

the portable returns to its clock base and is recharged by morning. Together, the radio and base function as a full-feature clock-radio. Model C2450, \$39.95[†]. Portable Radio and base also available without clock: Model P1740, \$29.95[†].

This is just the first of an entire line of micro-electronic products from General Electric. Keep watching us for more exciting leadership news.

*General Electric will repair or replace at its option the portable radio or any part thereof which proves to be defective in material or workmanship within three years of date of original purchase. The charger, clock and auxiliary speaker are protected for a 90 day period.

GENERAL  ELECTRIC

Radio Receiver Dept., Utica, N. Y.

†Manufacturer's suggested retail price. Actual prices vary with dealer. Slightly higher West and South.

Three catalog houses make their Christmas lists: b&w tv prices tumble

Montgomery Ward, Spiegel, and Sears have already made their Christmas lists—and published their Christmas 1966 catalogs. As a sign of the times, the three companies have slashed prices on b&w portables, and, in many cases upped prices on color tv sets. A comparative look at the Christmas books (when possible, comparative prices from the companies' spring-summer catalogs will be given in parentheses) follows:

Portable television

Sears' low is \$79.95 for a 12-inch set with telescopic antenna and earphone. (\$77.50 for an 11-inch port-

able was the low in the spring-summer book.) For \$94.95 (\$114.95), Sears has a 9-inch solid-state portable. An 11-inch solid-state set is \$104.95 (\$124.95). Sears offers two 19-inch tube-type b&w portables at \$119.95 and \$154.95. Ward shows a 16-inch portable at \$94.95, a 12-inch for \$79.95. A 9-inch solid-state set is \$104.95 (\$124.95); a 12-inch solid-state model is priced at \$119.95. Ward also shows a 19-inch tube-type portable for \$144.95. Spiegel has a 9-inch portable from Admiral at \$79.95. A 12-inch Jet Set from Westinghouse is \$119.88. A 15-inch Admiral set is \$99.95. An Admiral 19-

incher is \$119.95. Spiegel offers the only b&w console shown in the three catalogs: a 23-inch Admiral at \$179.95. Spiegel also shows Symphonic's 3-inch tinyvision set at \$149.95.

Color television

Sears opens at \$349.95 (\$329.95) for a 19-inch consolette. Sears lists three 25-inch color combos; two at \$929.95, another at \$879.95. (None were shown in the spring-summer catalog.) A 25-inch color console will sell for \$649.95. Ward lists two color tv sets: a 23-inch combo at \$739 and a 19-inch color console at \$399.

Spiegel offers GE's 11-inch Porta-Color at \$269.95. A 19-inch Westinghouse color table model is \$399.95. A 23-inch Admiral color set with roll-about stand lists at \$499.95. And a 23-inch Admiral color console—in three different cabinet styles—is \$549.95.

Portable phonographs

Sears shows five manual, monaural phonos, priced from \$14.40 to \$28.50. Two automatic monaural phonos are \$37.95 and \$47.95 (for a unit with a tilt-down changer). A transistorized portable opens the stereo line at \$56.95. A 4-speaker portable with movable speaker wings is priced at \$94.95. A stereo portable with FM-AM clock-radio lists at \$124.95. And a portable FM-AM stereo radiophono with 50w peak power is \$179.95. Ward has two monaural, manual phonos at \$13.95 and \$18.95. Another monaural, manual model with AM radio is \$29.88. An automatic monaural unit is priced at \$34.95. The stereo portable line starts with models at \$59.95 and \$79.95. A stereo phono with FM-AM radio is \$99.95. A table-top stereo phono with stereo FM-AM radio is \$169.95. Spiegel: monaural, manual phonos are \$13.95, \$19.95, and \$29.88. A solid-state, battery-operated, automatic phono from Westinghouse is \$54.95. The stereo line opens at \$49.95 for a model with drop-down turntable. Other stereo phonos include a Westinghouse model at \$59.88, a drop-down unit with detachable speakers at \$89.95, two GE portables at \$56.95 and \$149.95, two GE component-type units with a "console look" at \$229.95, a component-look portable at \$79.95, and a stereo phono with FM-stereo radio at \$159.95.

Radios

Sears opens its AM-only pocket radio line at \$4.88 for a Hong-Kong-built set. Four other AM-only units range in price from \$8.95 to \$27.95. Four standard-size FM-AM portables are priced from \$19.50 to \$52.50 (for a 4-band unit). Sears shows three AM-only clock-radios from \$16.95 to \$31.95. Two AM table radios are \$10.95 and \$14.95. Three FM-AM clock-radios list at \$36.95, \$41.95, and \$51.95. Sears has five FM-AM table models, ranging in price from \$31.95 to \$69.95. Ward's low-end AM pocket radio is \$7.95. A 10-transistor AM portable will sell at \$14.95. An 11-transistor standard-size AM portable is \$27.50. The FM-AM portable line opens at \$29.50 for a 10-transistor unit. Two other FM-AM portables are \$49.95 and \$79.95 (for a 6-band portable). An FM-AM stereo table radio with separate speakers is priced at \$119.95. Spiegel has a 7-transistor AM pocket radio for \$4.95. Other pocket-size AM portables include a "micro" 10-transistor portable for \$7.95, a 10-transistor pocket portable at \$9.95, and a 12-transistor AM portable for \$8.97. Spiegel offers four Westinghouse radios: an AM radio-lamp-clock at \$34.95, a 4-band portable at \$49.95, an FM-AM personal portable at \$24.95, and an FM-AM clock-radio at \$42.95. And Spiegel has five GE radios: an FM-AM clock-radio at \$26.88, an 8-transistor AM personal portable at \$7.95, an AM table radio at \$8.88, and a 5-band portable at \$89.95.

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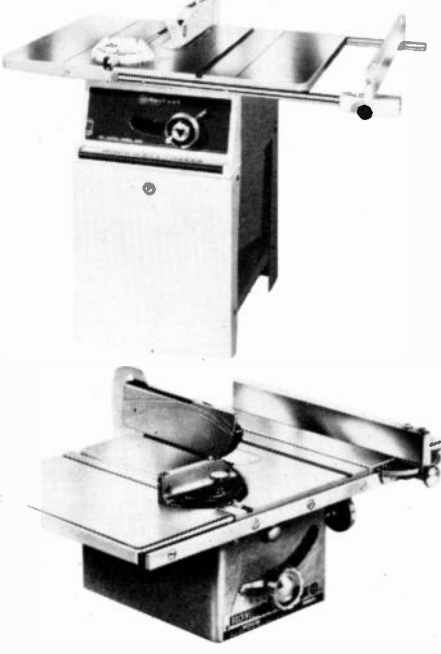
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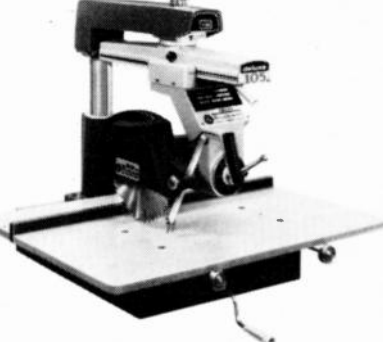
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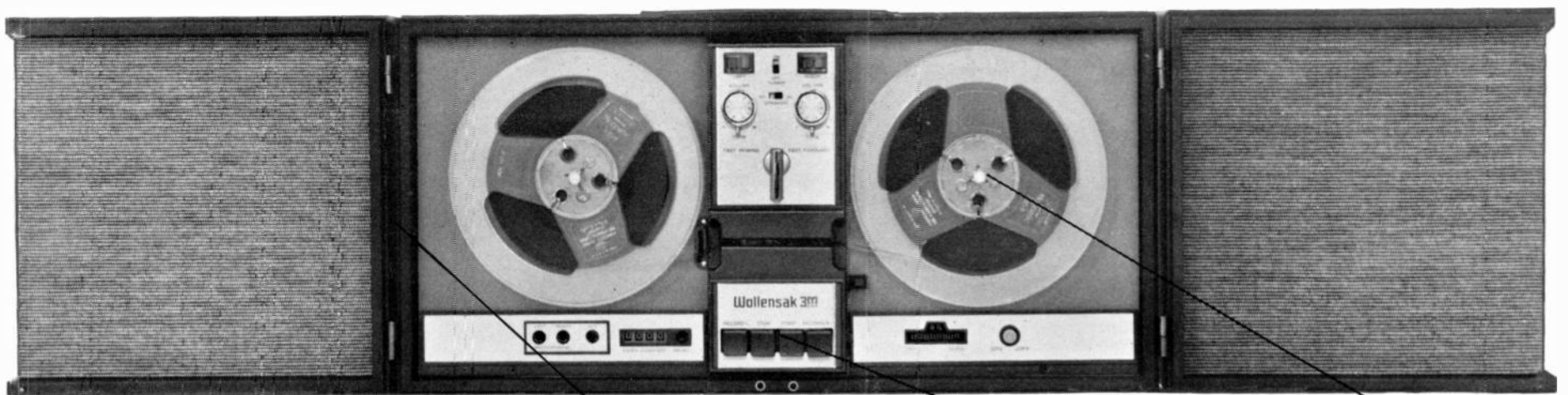
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**How can
a slim, sophisticated,
rich-looking,
desirable tape recorder,
that has been one of the
industry's hottest sellers, be made
even more popular?**

Here's how!



This year's Wollensak "5750" proves you can improve on a winner. Take styling. Lines are cleaner, sleeker, more modern. The cabinet . . . finely-finished hardwood. Soft, gold tones accent its decorator styling. And inside? You'll find dozens of important changes that make this the most reliable Wollensak ever created. But one thing hasn't been changed. This is still one of the hottest-selling tape recorders on the market.

Fine hardwood cabinetry and metals in soft, gold tones give a more distinguished, sophisticated appearance. Neutral-colored speaker fabric harmonizes with any decor.

Finger-tip contoured, power-activated push buttons give more positive control. "Control Central" keeps all controls in a handspan. 2 precision VU meters make gain control settings professionally precise. Four-digit tape counter accurately indicates program location.

Improved reel spindles and wider tape recesses for easier threading. Trouble-free performance assured by new balanced-torque motor, positive braking and linkage. The "5750" also includes automatic tape shut-off, automatic head demagnetization, automatic tape lifters.



Wollensak 3M
COMPANY

'a few places where misunderstandings might arise . . .'

Dear Sir:

Your article, "Pensions and Profit Sharing," in the September 26 issue is a most interesting, informative, and well-presented article.

As a researcher, I perhaps read an article more carefully than the average reader and, therefore, possibly see both pluses and minuses in articles that are not as obvious to other, more casual, readers. I mention this only because there were a few places in the article where misunderstandings might arise.

In the section on profit-sharing

plans—both in the first part where the author is speaking about IRS requirements for qualifications, and in the bottom part where he is speaking about the Council of Profit Sharing Industries' worksheet—there seems to be some confusion as to whether he is talking about the company contribution formula (the formula which determines how much the company will contribute each year to the profit-sharing plan [e.g., 10% or 20% of profits]), or the allocation formula [e.g., compensation with or without weighting for service].

The IRS requirement is as the author has stated it. There must be a formula for dividing the contribution among employees (i.e., an allocation formula). The IRS does not require a fixed company contribution formula, but permits plans where the annual contribution is left up to determination by the company's board of directors.

Also, throughout the profit-sharing plan section he makes reference to the company's contributing a percentage of compensation to employees (i.e., a maximum of 15% down

to a minimum of 1%). Taken on the face of it—and I am sure this is not what the writer intended—this would really constitute a money-purchase pension plan.

In other words, if a company's contribution formula, for example, called for a contribution of 5% of compensation and this money were invested for employees and paid out later upon retirement, this would constitute a money purchase pension plan—not a profit-sharing plan—because the company contribution would not be related to company profit level. If, however, the company shared 10% of its profits, and this contribution were allocated to participants on the basis of compensation—and in a good year this equaled 12% of compensation, in a poor year equaled 3% of compensation—then we have a profit-sharing plan. In short, I think the article could perhaps have brought out more clearly the nature of the company contribution formula.

One more point. I like the way the editor identified profit sharing with incentive (with some security aspects) and pensions with security (and some incentive aspects); but I did end up with an impression that I feel is not entirely accurate.

From the employer's viewpoint, pensions require a fixed commitment, and the employer takes all investment risks (as stated in the article); under profit sharing, the company's commitment is flexible (geared to profit levels) and the employee takes all the investment risks. From an employer's point of view, this would make profit sharing much more advantageous. From the employee's point of view, under pensions, with the employer making a fixed commitment and taking all the investment risks, and under profit sharing with the employer giving no guarantees and employees taking all the investment risks, pensions look much more attractive.

I believe this is an oversimplification; under both programs the employer makes a commitment. The nature of the commitment is somewhat different.

Under pension plans, it is fixed at a level actuarially determined to provide a certain level of retirement benefits; under profit sharing it is a commitment to share a certain percentage of profits with employees when the profits have actually been earned.

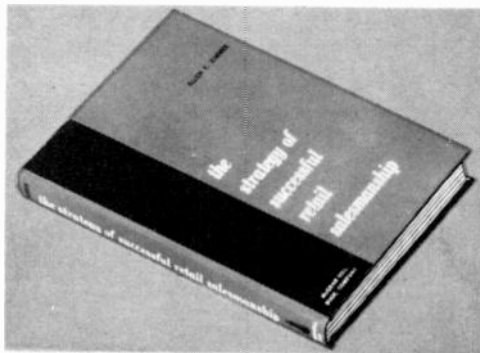
Under both plans employees take risks. Under a pension program, the employee risks the possibility that the company will go out of existence, be merged, or that he will leave prematurely and never realize any benefits under the pension program. Under profit sharing, the employee risks the possibility of investment losses, but also realizes the greatest opportunity of all, which is to participate in the dynamic growth of the corporation and in the investment and appreciation of the trust's assets.

I hope you do not take offense at my candidness. Over-all, the article was well handled and I am certain will be of great help to your readers in getting them to critically study this most important employee benefits area. I congratulate you on the excellent article.

Bert L. Metzger
Director

Profit Sharing Research Foundation
Evanston, Ill.

The best retailing is in the hands of the best sales people



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?

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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 practice 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

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.

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THE STRATEGY OF SUCCESSFUL RETAIL SALESMANSHIP

By ALLEN E. ZIMMER
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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

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.

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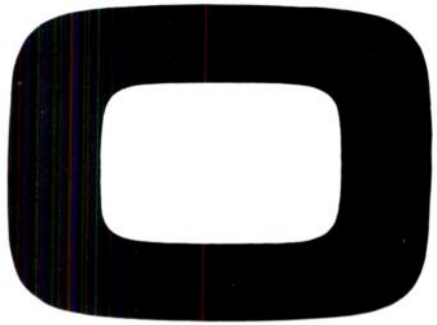
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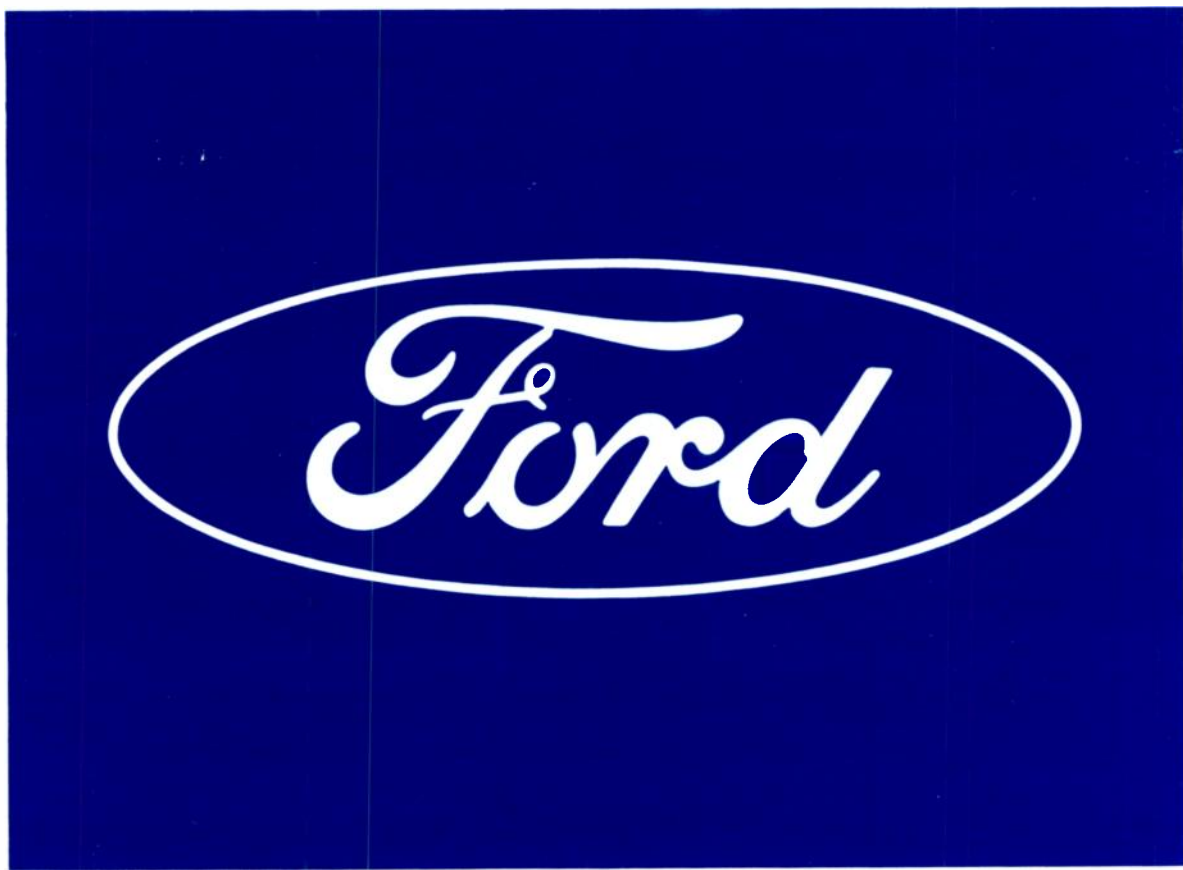
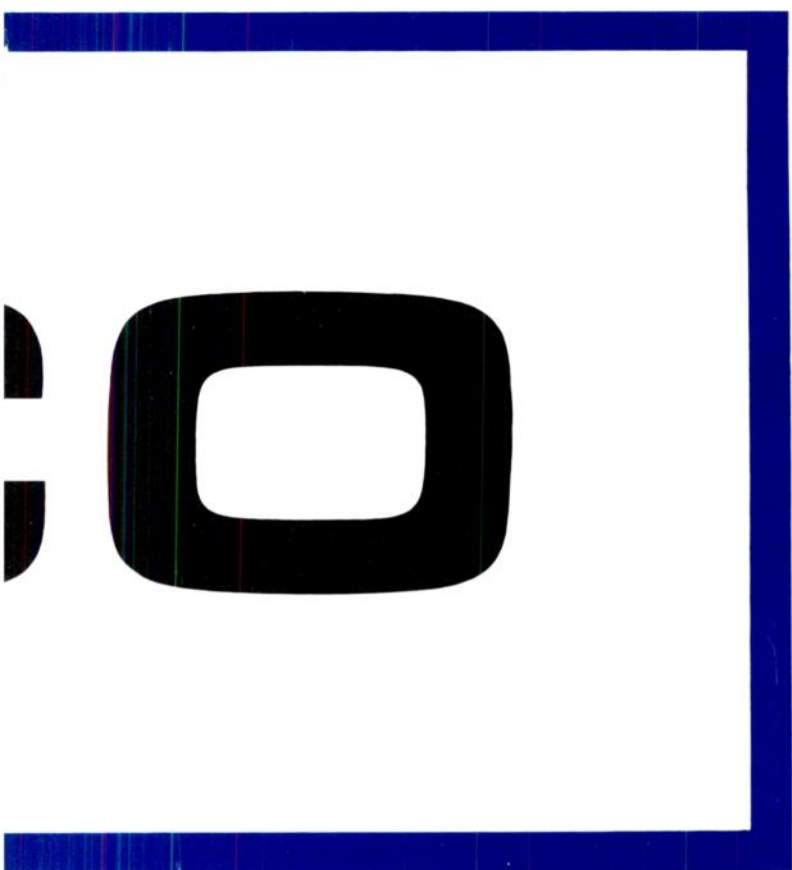
We hardly have to tell you what this tremendous name-power will mean to you. But here are a few facts:

The Ford name has been an American household word for nearly 63 years.

It is estimated that well over \$1,000,000,000 has been invested in advertising this name in the past ten years alone.

The Philco name has been a symbol of quality for many years, with over \$100,000,000 in advertising

d across the board.



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Put the Ford and Philco names together and you have name-power so powerful that the combined impact is certain to be tremendous.

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product, dishwasher, electric range or air conditioner, there'll be no doubt in their minds that they are getting the best. They'll be able to buy with the confidence that two of the biggest names in business are behind their purchase.

We've even changed our corporate name to Philco-Ford Corporation.



Television sets, stereos, radios, refrigerators, freezers, air conditioners, electric ranges, dishwashers, automatic washers and dryers and exciting new products of the future will bear the Philco and Ford names.

Now...Philco-Ford namepower is selling for you.

PHILCO

Ford

FAMOUS FOR QUALITY THE WORLD OVER



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TV demonstrations are one reason why.



(Lots of spots.)

The fall '66 TV schedule for TEFLON finished items is bigger than ever—a grand total of 214 daytime and prime-time spots. (Write us, we'll send you a schedule.)

Every one of these commercials shows your customers how the no-stick, easy-clean benefits of TEFLON can make their kitchen chores easier.

This big Du Pont television campaign is really stirring up sales—to brand-new customers for TEFLON coated cookware and to present owners who are buying their second, third and fourth pieces from the selection of new items.

This is your advertising. Take advantage of it. And get ready to sell.



Better Things for Better Living
...through Chemistry

*Du Pont's registered trademark for its TFE non-stick finish.
The certification mark on the TV screen is the only one that shows adherence to Du Pont-approved coating standards, assured through continuous surveillance.

GE in 'standout' bid for its housewares with new hang tags

GE's new hang tag, in conjunction with the product information program for its electrical housewares products, was designed to give the consumer immediate product information and identification of all GE housewares products on display in a retail store (MW, 3 Oct., p.25).

The new hang tags for floor care and power tool products measure 3½ inches square, while hang tags for all other products measure 2½ inches square.



A red and white GE monogram is shown on the cover of the black 4-page tag



The left-hand inside page, in reverse type, identifies the product and states the model number; the opposite page gives additional information and price

"FIRST WITH THE FINEST IN QUALITY"

- BUILT with precision Swiss Music Box (Plays both "Silent Night" and "O Come All Ye Faithful")
- REMOTE CONTROL cordset — 3½ feet in length
- CONTROL BOX with 3 individual switches for combinations of "MUSIC," "ROTATE" or "LIGHTS."
- UL APPROVED

only \$

T and H Service & Sales gets the Action-People®. Do you?



"Many of our customers have told me they found us through the Yellow Pages," says Ted Wainscott, owner, T and H Service & Sales, Inc., Anderson, Indiana. "Experience has taught me that we should be in the Yellow Pages to reach our best prospects. I also think the size of our ad and the fact that we stress service helps attract customers. Take a good look at our ad and you'll see we pack it with information. I think that's what people want when they pick up the Yellow Pages — facts. We consider the Yellow Pages one of our most valuable sales aids. I know it helps us."



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INC.

"Where Service Comes First"

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COLOR
TV HEADQUARTERS

COMPLETE LINE
RCA, WEISSFLOP,
HOMER, APPLIANCES
& E. T. Tunes

HOURS
MON THRU FRI 9 TILL 9
SATURDAY 9 TILL 5

1511 MERIDIAN OVER 11 YEARS
SAME LOCATION

• SERVICE •

ALL MAKES TV
RADIO
HI-FI - STEREO

ANTENNAS
INSTALLED AND
REPAIRED

WE WILL
TRADE
For Your Old
Television

DIAL
643-6995

FREE PARKING

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

KEY MOVES

Westinghouse—Arnold A. Evans is named mgr of sales development for the marketing organization of the Lamp Division.

Rival—Maurice Collins joins the company as assistant district sales mgr for Southern California.

Hamilton Cosco—Thomas G. Webb is promoted to the position of mgr of project engineering for the Household Products Division.

CORRECTION

The suggested retail price of AMF/Homko's rotary mower (model 1270) is \$309.95, not \$209.95 (MW, 5 Sep., p.37).

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	Average No. Single Issue Copies each nearest to issue during filing date preceding 12 months	
A. Total No. Copies Printed...	45,247	44,710
B. Paid Circulation		
1. Sales through dealers and carriers, street vendors and counter sales		
2. Mail subscriptions	41,178	41,000
C. Total Paid Circulation	41,178	41,000
D. Free distribution by mail, carrier, or other means	3,409	3,420
E. Total Distribution	44,587	44,420
F. Office use, left-over, unaccounted, spoiled after printing	660	290
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McGraw-Hill, Inc.
By JOHN J. COOKE,
Vice President & Secretary

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

Lear Jet Stereo 8*

the world's most complete line of revolutionary new 8-track tape cartridge players for home and auto



8-track automotive stereo tape cartridge player. Delivers brilliant full-dimensional stereo. Installs in any car, new or old. Features automatic 8-track changing. All solid state. Lear Jet Stereo 8 Model AS-830-H.



8-track automotive stereo tape cartridge player, with AM radio. The only automotive stereo system with AM radio in one compact unit for quick, easy installation. Features completely automatic tape cartridge operation. All solid state. Lear Jet Stereo 8 Model ASR-830-H.



8-track automotive stereo tape cartridge player with FM radio. Enjoy the sound of 8-track tape cartridge stereo, static-free FM or superb FM stereo. AFC for drift-free FM and FM stereo. Completely automatic tape cartridge operation. All solid state. Lear Jet Stereo 8 Model ASFM-830-H.



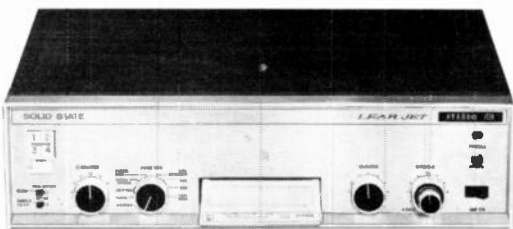
8-track stereo tape deck for the home. Plays the same popular 8-track tape cartridges through the amplifiers and speakers of your present home stereo system. Installs in seconds. Completely automatic operation. Handsome simulated wood-grain cabinet. Lear Jet Stereo 8 Model HSA-900.



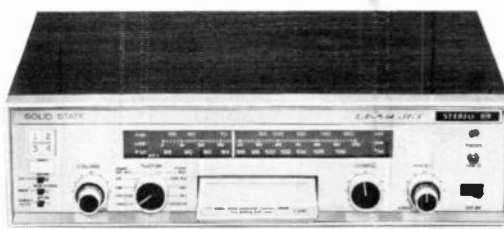
New Portable 8-track tape cartridge player. Plays anywhere... on rechargeable batteries or AC current. Special built-in battery charger circuit recharges batteries hundreds



of times. Completely automatic tape cartridge operation, detachable speaker enclosures. Plays stereo or monaural 8-track tape cartridges. Lear Jet Stereo 8 Model PS-8.



New deluxe solid-state Stereo Receiver, with integrated 8-track tape cartridge player. 80 watts of peak power. AM-FM and FM stereo tuner. Tape cartridge program indicator. Full complement of inputs, outputs and stereo controls. Plays stereo or monaural 8-track tape cartridges. Walnut wood-grain finish. Lear Jet Stereo 8 Model HR-80.



New 80 watt solid state Stereo Amplifier, with integrated 8-track tape cartridge player. A complete sound amplification center in one compact unit with all the inputs, outputs, and controls for every source of music. Completely automatic stereo or monaural 8-track tape cartridge operation. Beautiful walnut wood-grain finish cabinet. Lear Jet Stereo 8 Model HA-80.



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STEREO 8*

*Trademark

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New RCA WHIRLPOOL dishwashers with

Super Wash

give you the edge in washing action, models, colors!

When you sell the new RCA WHIRLPOOL dishwasher line for 1967, you have the edge over competition in every way! Sizes and styles to suit every prospect . . . undercounter models, front-loading portables, portables . . . eleven models in all. Five handsome new colors . . . white and edged tones of sapphire blue, avocado, fawn and copper. And there's lots more to sell, too! No pre-rinsing or scraping needed with new SUPER WASH. High-pressure jet nozzles shoot knife-sharp sprays of water to "peel" even dried on food off dishes. And they reach every dish, because these jet nozzles are scientifically aimed and located in two full-size spray arms. Dishes in the top rack get the same thorough washing as those in the bottom.

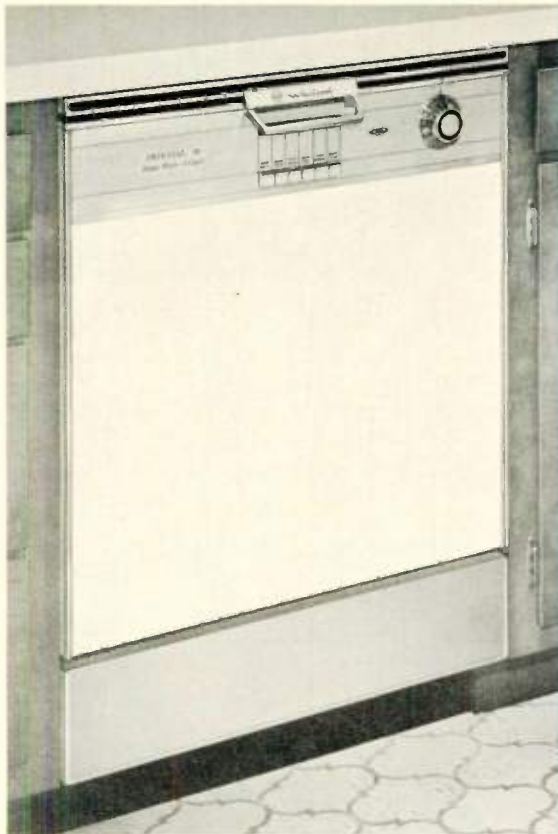
If you wash and rinse each dish by hand for hours, you still can't get them as clean as SUPER WASH does in minutes! Six pushbutton cycles handle every dishwashing chore from rinsing

china and crystal to scouring greasy pots and pans. The self-cleaning filter works full time during both washing and rinsing. Capacities up to 18 NEMA table settings.

But product is only part of the story. Now there are exciting promotions scheduled during every season of the year to help you sell. Ask your distributor about them. And get the complete story on how you can clean up with RCA WHIRLPOOL dishwashers.

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

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



Undercounters



SUPREME MODEL SRU-80



CUSTOM MODEL SRU-70



MODEL SRU-60

IMPERIAL MODEL SRU-90



Front-loading portables

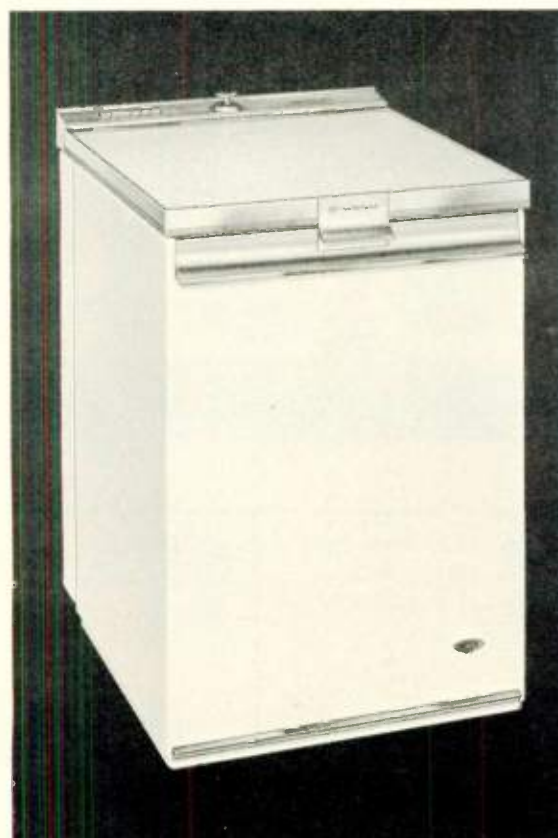


SUPREME MODEL SRC-80



CUSTOM MODEL SRC-60

IMPERIAL MODEL SRC-90



Portables



SUPREME MODEL SRP-80

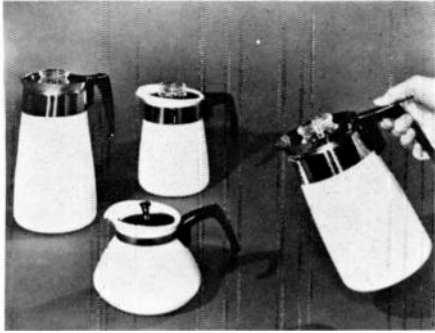


CUSTOM MODEL SRP-70



MODEL SRP-60

IMPERIAL MODEL SRP-90



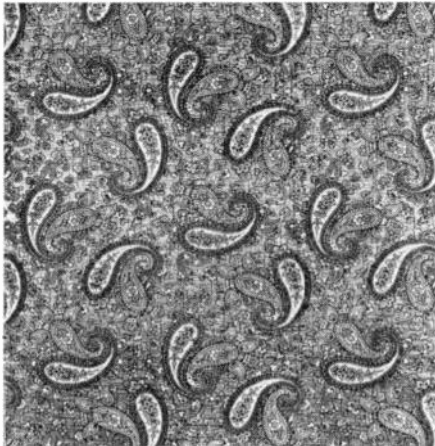
Four new beverage servers from Corning complete the Pyroceram line of all-white cookware. The servers list at \$8.95 for a 4-cup percolator, \$9.95 for a 6-cup, \$11.95 for a 9-cup, and \$6.95 for a 6-cup teapot. Corning Glass Works, Corning, N.Y. 14830

All-vinyl "Welcome" mats have been introduced by Superior Products. The link mats, according to the company, resist wear and tear, assure no slipping or sliding, and can be cleaned easily with a hose, mop, or damp cloth. The Welcome mats are available in olive and green on black, cocoa and beige on black, royal blue and azure on black, French gray and taupe on black, and in various colors. The all-weather vinyl is designed to withstand extreme changes in temperature and climate. A 14-inch by 22-inch mat carries a suggested retail price of \$2.49; a 16-inch by 24-inch mat lists at \$3.19. Superior Products Co., 1002 Lafayette Building, Philadelphia, Pa. 19106



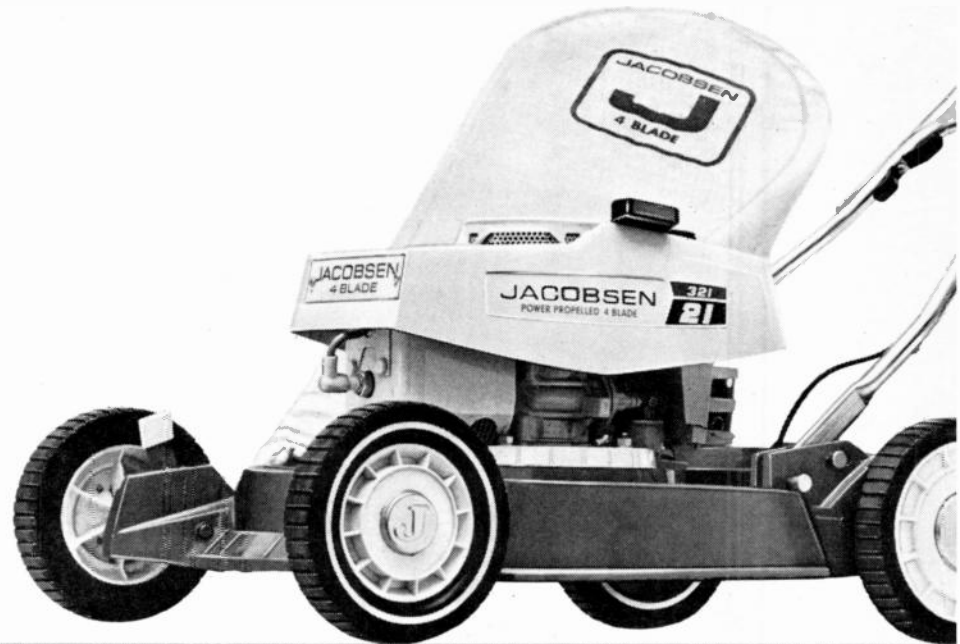
Four new barbecues have been included in Tonka's 1967 line. Called the Incomparable models, the barbecues are finished with a baked silicone base protective coating and are guaranteed for five years against rust-out or burn-out.

Tonka's new barbecue line, which consists of two Square Kettle models (model 6984 shown), a Round model with a stainless steel hood, and a pedestal-style Smoker model, features chrome-plated grids, spits with 4-tined forks, and multiple vents for fire control. Stainless steel fire pans are included on some models. The barbecues carry suggested retail prices ranging from under \$25 to under \$50. Tonka Corp., 5300 Shoreline Blvd., Mound, Minn. 55364



Decorative stick-on coverings called Cling-Foil are available from Columbus Coated Fabrics. The pressure-sensitive adhesive coverings, which have an aluminum foil surface, are non-shrink, cleanable, waterproof, fadeproof, opaque, and will reflect heat and cold, according to the company. They are printed in permanent vinyl links, and come in colors and patterns that range from bright and bold to classic and subtle. The 12- or 24-yd. rolls are 18 inches wide and carry a suggested retail price of 98¢ per yd. Shown is the Paisley pattern. Columbus Coated Fabrics, Borden Chemical Co., 1280 N. Grant Ave., Columbus, Ohio 43216

Sell Modern the Jacobsen way



JACOBSEN

Chet's challenge

**NORGE
FREE
RANGE
WEEK**
OCT. 17-21

Win one range or a carload during NORGE FREE RANGE SWEEPSTAKES WEEK. Every range you order during the week of Oct. 17-21 may be yours free. Call your Norge distributor... now!

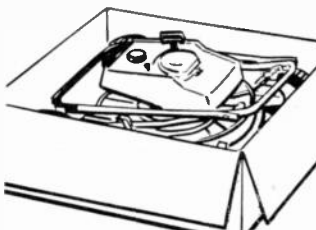
*All set up and
ready to mow!*

MEET US AT BOOTH 701

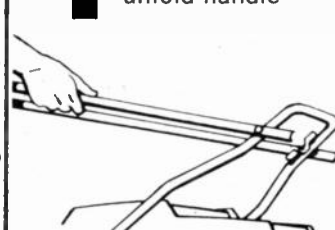


OCTOBER 10-13

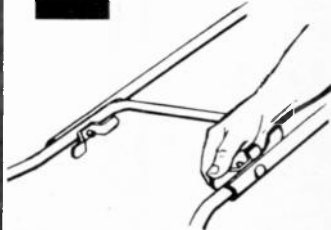
It's easy
as one-two-three:



1 Lift mower from
carton and
unfold handle



2 Lock two
wing nuts



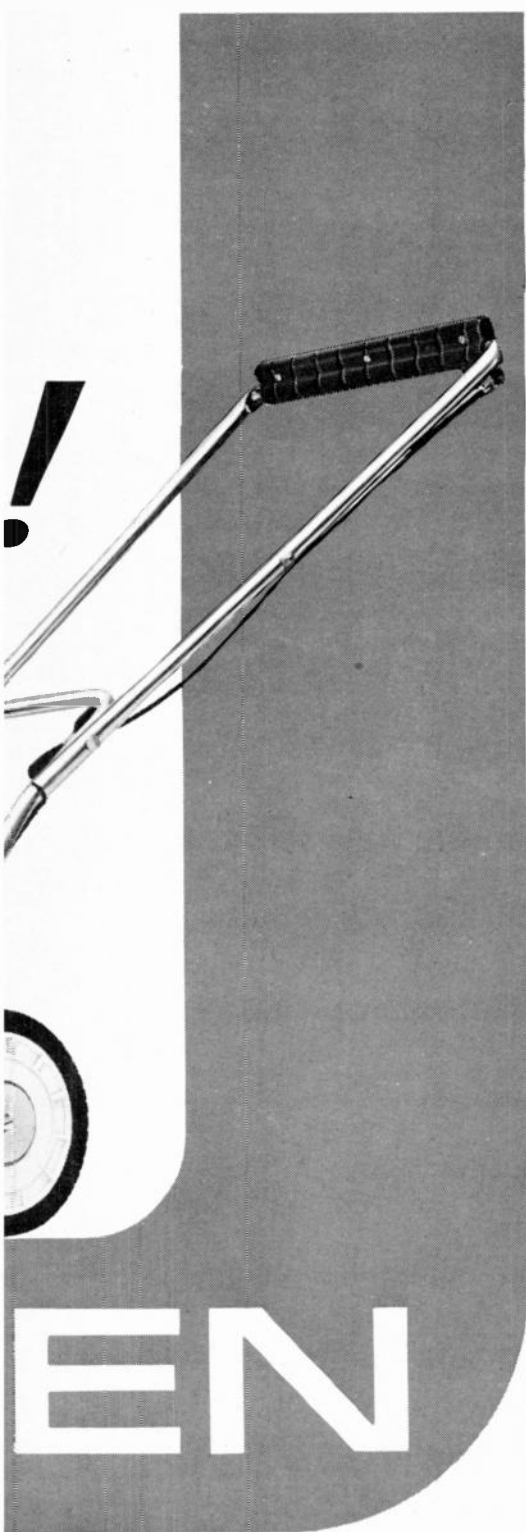
Ekco has moved into gourmet cookware for the first time with a colorful ceramic-clad aluminum line that is Teflon-coated inside. Sears is the first retailer to take on the line, including it in its 1966 Christmas catalog, and apparently has the new line on an exclusive basis for the Christmas season. Ekco did not show the new line at the July Housewares Show. Besides marking Ekco's entry into the gourmet cookware field, the new line also reportedly marks a major move by Sears to brighten its cookware assortments with more emphasis on gourmet-type cookware.

The new Ekco gourmet line is called Decor, and Sears prices a 12-piece Decor set, including lids and a nylon spoon and spatula, at \$49.95. The Christmas catalog page, in full color, describes the Decor line—available in flame orange, teal blue, or cocoa brown with black-colored Teflon—as “even-heating,” “light in weight,” and providing “no-stick, no-scour assurance.” The flame orange color is featured by Sears.

Catalog prices for the individual items are \$12.95 for the 5-qt. Dutch oven; \$9.95 for the 3-qt. casserole and \$8.95 for the 2-qt.; \$9.95 for the 3-qt. saucepan, \$8.95 for the 2-qt., and \$7.95 for the 1-qt.; and \$11.95 for the 10-inch skillet. Sears shows the Decor line along with Sterno's Country Cookery cookware, copper cookware and serving accessories, and kitchen gadgets, canisters, and spice racks.

Ekco's move points up several trends among U.S. cookware producers, who are moving more heavily into the high-end, gourmet-type cookware field after forfeiting much of the business to the import market. Gourmet-type cookware also fits into the shop concept marketing programs being adopted by cookware manufacturers, with Ekco being one of the leaders in adapting to the shop merchandising concept that is developing at retail. Ekco's move also underscores increased concern by cookware manufacturers over the serving and storing of food as well as the actual food preparation.

The reorganization of Ekco is official with Jack B. Blane stepping out as president of Ekco Housewares Co. Blane will continue as a part-time consultant until the end of the year. New president of Ekco Housewares, now a division of American Home Products Co., is Robert Sabini, who formerly headed the Ekco corporate structure, of which Ekco Housewares was a division. As a result of American Home Products' acquisition of the Ekco complex, Sabini moves into a more direct association with Ekco's housewares marketing, with the corporate structure being absorbed by American Home Products.



Here's the rotary mower line with mow-modern features that really sell mowers.

NEW FOLD DOWN HANDLE

Ends your costly set-up time. New Jacobsen 4-blade Rotaries are fully assembled at the factory . . . tested, adjusted . . . ready to mow in minutes. The hit of the 1966 mower season, customers saw it on TV and wanted it the minute they saw it. Fold-down handle permits carrying mower safely in auto with trunk closed or tucking it away in tight storage space.

4-BLADE CUTTING ACTION

Twice the cutting action of ordinary mowers. Exclusive Jacobsen cutting design makes mower easier to start, quieter and safer. Your customers can see for themselves that 4-blades make this a better mower buy.

MOW-MODERN FEATURES

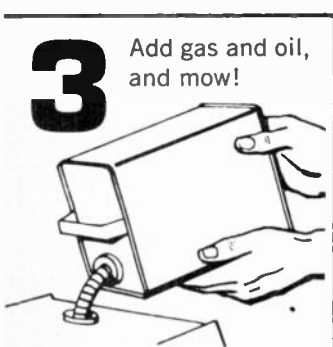
Stop and go control that operates with a twist of the handle . . . grass catcher with bigger capacity . . . wash-out port . . . and many other features backed by Jacobsen's reputation. Quality-minded home owners all over America know the Jacobsen brand.

SAFETY

The public is more safety conscious. All Jacobsen 4-blade rotaries carry the American Standards Association Seal.

THE TV MOWER FOR '67

More television commercials than ever. Radio, newspaper and big, colorful point-of-sale displays.



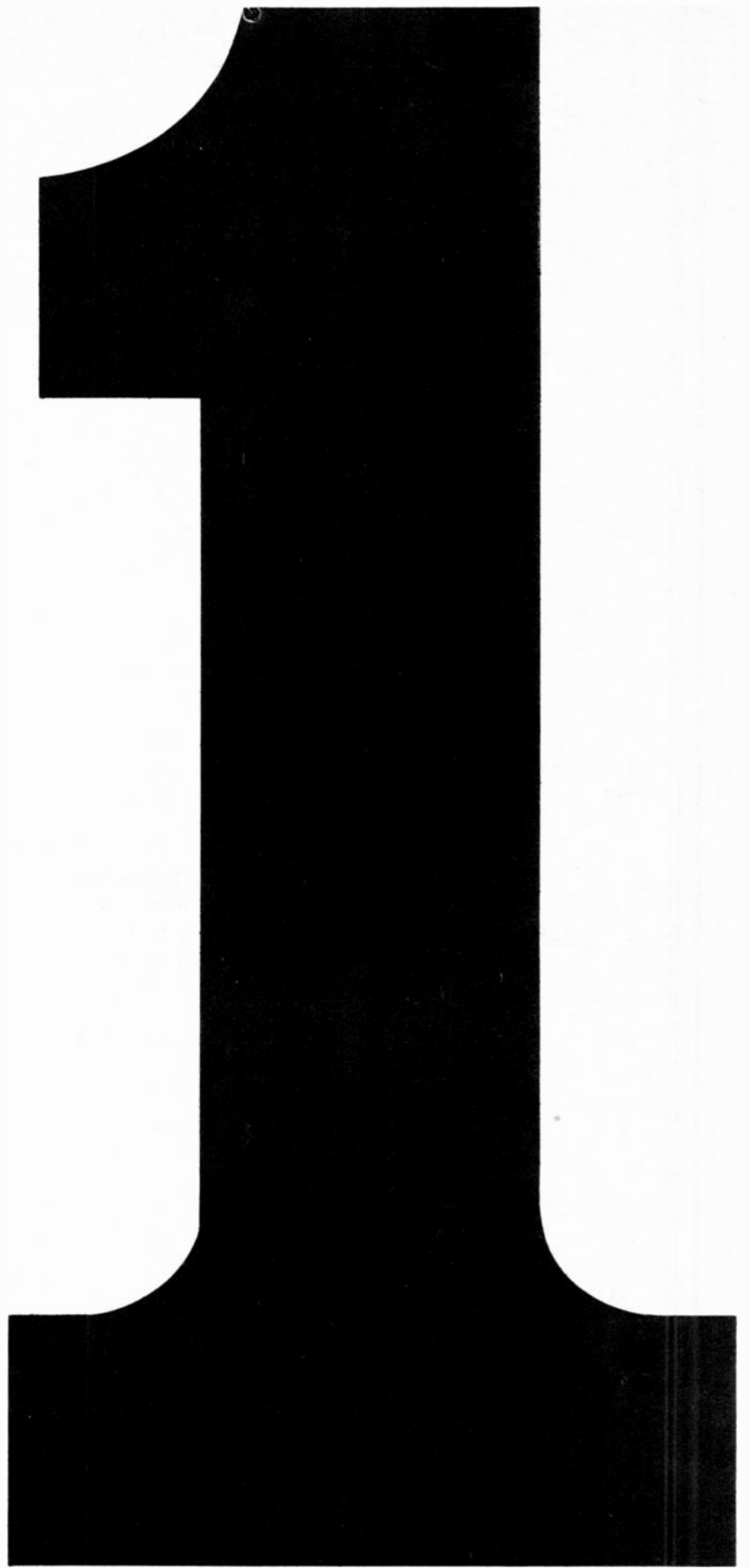
You'll see this sign of safety on Jacobsen mowers

JACOBSEN MANUFACTURING COMPANY
1721 Packard Avenue, Department F106
Racine, Wisconsin 53403

Please send information on your new rotary mower line and have the area distributor contact me.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

merchandising week is the new leader in department store mass merchandiser paid circulation*

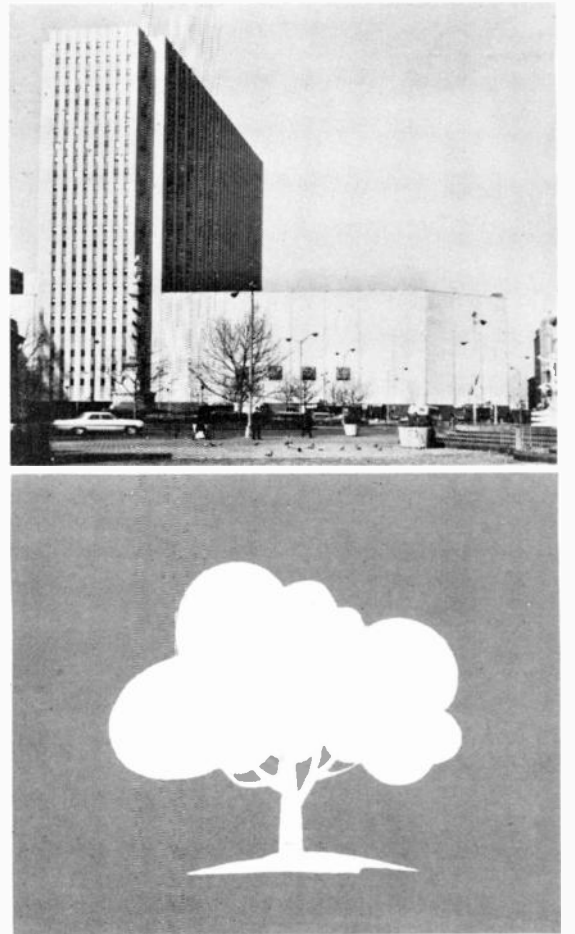


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MAY CO. / S KLEIN & CO. / MACY'S / LECHMERE SALES CO / D H HOLMES CO., LTD / BULLOCK'S, INC. / CARSON PIRIE SCOTT & CO
FEDCO / ABRAHAM & STRAUS / SILO DISCOUNT CENTERS, INC. / E J KORVETTE, INC. / ZAYRE CORP / BOSTON STORE / DAVIDSON'S
WEBB'S CITY, INC. / GIMBEL BROS CORP / FOLFY BROS. / FED-MART CORP. / HEMPHILL-WELLS CO. / RICH'S / SANGER-HARRIS / STIX
BAER & FULLER / BURDINE'S / BAMBERGER & CO / GRANDWAY STORES, INC. / AUERBACH CO. / H. C. CAPWELL / RIKE-KULMER CO.
H. C PRANGE CO / KAUFMANN'S / LABICHE'S, INC / RHODES / ALEXANDER'S DEPT STORES / SCRUGGS-VANDERVOORT-BARNEY, INC
FREDERICK & NELSON / THE F & R LAZARUS & CO. / C. L. GAYFER & CO., INC. / MAISON BLANCHE / WOODWARD & LOTHROP / WIEBOLDT
STORES, INC. / TOPPS / J. M. FIELDS, INC. / BLOOMINGDALE BROS / FEDERAL DEPT STORES / G. FOX & CO., INC / JOHN SHILLITO CO.
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HALLE BROS. CO. / HESS'S / JOSEPH HORNE CO. / THE MABLEY & CAREW CO. / MEIER & FRANK CO., INC / PIZITZ / SATTLEERS, INC

*largest department store / mass merchandiser paid circulation in the appliance-radio / tv-housewares field . . . December 31, 1965 Publishers' ABC Statements

PREVIEWING the National Hardware Show:

the outdoors moves 'in'



The great outdoors will move "in" in 1967—in growing consumer appeal and in retail promotions designed to bring fun and flair to merchandising seasonal housewares.

Retailers realize that garden goods and picnic/patio products, like few other housewares categories, work exceedingly well in the swinging, sophisticated merchandising approaches that are happening at the retail level today.

Leisure living is a highly merchandisable commodity. The broad scope of consumer appeals offered by spring-summer seasonal goods are matched by only very few other product categories.

And few other product categories lend themselves to the shop merchandising concept as well as do garden goods and picnic/patio products.

Outdoor products will be displayed with flair at retail in 1967, even more so than in 1966. The retail sales floor is becoming one big outdoor living scene.

Few product categories attract such a broad consumer market—from go-go Young America to the Leisurely Retired.

Leisure living helps sell work-oriented outdoor products, such as power mowers, as well as the fun-sun products. The consumer wants a power mower that will mow the lawn quickly, freeing him to take off for the local golf course.

Retailers are winding up a great season for outdoor products. Sales generally soared well ahead of previous years. In some cases, power mower manufacturers were hard-pressed to keep up with unexpected re-orders. Toro even pushed ahead its 1967 line in order not to miss out on the late-season sales this year.

Barbecue equipment moved forward in sales with good trade-up activity to the stylish smoker-wagons. And the portable barbecue came into its own as the back-of-the-station-wagon—or "second"—brazier.

Accessories are proving the real plums for profits. And retailers will be stepping up their coordination of barbecue picnic/patio products with an eye on add-on sales. More room settings will be used to display furniture and patio accessories.

When retailers shop the new seasonal goods lines at the National Hardware Show, which opens today at the New York Coliseum, they will be in a buying mood. They will be preparing for the "in" season.

The outside of the home is looked upon as an extension of the inside. It is being furnished, decorated, and accessorized like the inside. The outdoors is "in."

by Ed Dubbs

The retail stage is set for more dramatic displays and promotions of outdoor living products in 1967. Retailers will be relying more heavily on creating a mood of leisure living and summer time fun to provide the sales magic for barbecue equipment and accessories, summer furniture, picnic goods, and other outdoor products.

THE *leisurely* OUTDOORS

Macy's New York showed the way when it built Summerville, U.S.A.—a miniature village of summertime fun—in its Housewares Lower Level at its Herald Square store this year. (MW, 9 May, pp.22-23). Few retailers admittedly have the floor space to stage a promotion on the scale of the "world's largest store." However, most retailers will be working harder on turning their housewares departments into an irresistible outdoor scene, much in the same manner that retailers have created strong consumer appeal by focusing attention on a Christmas mood.

Coordination will be the rule, and

it will be approached in a number of different ways. Some retailers will attempt to weave an over-all summer theme into all housewares-hardware displays of summer goods. Others, especially in stores where one mer-



chandise manager serves for housewares and consumer electronics, will bring together housewares, portable radios, and phonographs in youthful Beach Party displays and ads. At least one large New York City department store reportedly is considering a closer tie-in of soft goods—especially sportswear—with housewares and sporting goods in a highly

coordinated over-all summertime promotion.

Summer 1967 will be the season in which the basket is woven into more summer goods promotions. This year the big retail emphasis has been on bringing paper goods into closer coordination with picnic/patio products. Since a growing number of housewares retailers have set up basket shops, or basket bazaars, the imported straw baskets have become almost a hot item for housewares retailers—and at profitable markups. Buyers point out that baskets fit nicely with their summer plans, including those for cutting flowers in the garden or for floral arrangements for the table.

Outdoor lines are being styled up and retail assortments are being traded up. The outdoors, more than ever, will be trade-up country in 1967.

The new barbecue lines will focus even more strongly on the high-end smoker-wagons. And novelty barbecues, including Royal Chef's new pig-shaped smoker-grill, point up the novelty trend in the outdoor living field. Tonka's use of pedestal legs on

The outdoor scene: 5 merchandising moods

The outdoors will get a hard sell on at least one score beginning this fall: The outdoors can be dangerous and the consumer should think safety first.

The danger of heart attacks will be emphasized in the promotion of snow throwers for the first time—at least, for the first time on an out-in-the-open basis. In the past, manufacturers and retailers have soft-pedaled the heart attack angle in their attempts to build snow thrower sales; so far, the product has been

THE DANGEROUS OUTDOORS

loaded with more potential than actual sales. The main promotional emphasis has been on status, which helped to sell a few snow throwers, but never really proved magical.

Americans today are more safety conscious and more health conscious than ever before. The consumer is diet-conscious, aware of the dangers of cholesterol, careful about nutrition. The consumer also knows that over-exertion while shoveling snow can result in heart attacks.

Armed with more supporting medical reports on the dangers of snow-shoveling, snow thrower manufacturers will deal with the subject of heart attacks more openly in snow thrower promotions this fall. Retailers are expected to follow suit. Sunbeam Corp. was the first to announce the new, harder-sell approach.

For the retailer, the health angle may be the next best thing to snow itself in helping pump much-needed sales life into snow throwers. And

it is now a subject best approached in medical terms, not in scare whispers.

Safety also will play a key role in the power mower business come next spring. The Outdoor Power Equipment Institute (OPEI), aware of growing governmental concern over the mounting number of power mower accidents, has beefed up its self-



policing of the power mower industry. Power mowers meeting OPEI's safety requirements carry an identifying sticker.

Safety is in the news—and promises to stay there. Automotive safety has most recently focused consumer attention on safety. And with more Congressional investigations planned, especially on products used around the home, the concern over safety is expected to remain front-page news in the months ahead.

Although many trade sources claim that you cannot sell safety, the front-page headlines may help disprove that old retailing axiom. And, at the very least, pointing out safety features and quality construction may help bring more trade-up sales in power mowers next spring.

Retailers will be playing up speed more heavily in promoting power mowers next spring. Power mower manufacturers and retailers alike are beginning to realize that what the suburban homeowner wants is a machine that will mow the lawn quickly and get him off to less tiresome, more enjoyable summer pastimes—for example, a leisurely round of golf at the community country club.

The success of the electric mower has been built largely on the basis of speed. Sunbeam realized the consumer desire for speed when it developed its highly successful "Turn a Lion Loose on Your Lawn" promotion for its electric mowers. If there is one feature the electric mower offers over gas-powered machines—which still claim the bulk of the business—it is speed: no pulling or cranking, no trips to the service station to get gas, and no need to turn the machine around at the end of a mowing strip.

Retailers will play up convenience features on gas-powered mowers, as well as electrics: for example, easier starting, easier cutting-height adjustments, and easier oiling.

The easy angle will be stressed, too, in an appeal to women, for manufacturers' market research indicates that more wives are doing the mowing in the family. And women, quite naturally, are more concerned over ease of operation than the horsepower and cycle specifications. To some buyer sources, women also are viewed as more likely to be influenced by a safety approach in merchandising power mowers.

Clearly, women will not be over-

its barbecue line points up the increasing furniture-fashion influence in the design of outdoor products.

The summer scene adds up to more emphasis on room settings, not only on the retail sales floor, but also in window displays. High-end summer furniture combined with the furniture-look in barbecues, plus decorative accessories—including gift housewares—will provide a luxury look in outdoor living for the New Consumer.

In addition to outdoor living, retailers will be using summer vacations as a promotional peg for housewares. The vacation angle provides an opportunity to work electric housewares—especially hair dryers and travel toothbrushes—into summer promotional plans. Housewares also will be featured for the growing number of Americans spending their vacations “camping out.”

Electrics—especially those for patio and terrace use—also will be tied in with other outdoor promotions. Open-style broilers, for example, will appeal to consumers who prefer to avoid the mess and bother that go along with charcoal cooking.

The outdoors is being decorated as an extension of the indoors. This can be seen in outdoor products picking up the decorator colors that are popular indoors. Summer furniture is being styled up, following the fashion trends of the living and dining rooms. Barbecues are using pedestals reminiscent of an Eames chair, have the look of tea carts, and even the appearance of case goods, espe-

THE DECORATED OUTDOORS

cially for deluxe smoker-wagons.

The outdoors is being accessorized—from metal owls, which serve as candle lighting, to growing sales for such products as fountains and miniature waterfalls.

Outdoor lighting looms big as the bright new product category for the lawn/garden goods field. Retailers report good sales from patio-type lighting, but low-voltage lawn lighting, with a big ticket and a nice markup, is being singled out by many buyers for stepped-up promotional activity. California, Arizona, Florida, and Texas are viewed as prime tar-

gets, and manufacturers and retailers expect the product category to do increasingly well in all parts of the country, but especially in the higher-income suburban areas.

In the New York City area, low-voltage outdoor lighting already is making sales inroads with consum-



ers in Westchester, parts of Long Island, and Connecticut. Buyers largely credit word-of-mouth for its growing sales and plan to step up advertising beginning with the pre-Christmas season.

Retailers will be putting added emphasis on patio/terrace accessories, for these products—especially the outdoor candles, ashtrays, and bas-

kets—make for good and easy add-on sales. In addition, they are profit plums. Macy's New York, as part of its Summerville U.S.A. promotion last year, built a sundeck setting to show off its accessories. The sundeck, sort of a semi-shop approach within an over-all shop concept, proved one of the most popular features of Summerville. Traffic was continuously heavy in the small area with customers waiting in line to get onto the sundeck.

The spring-summer season also provides retailers with an opportunity to expand their displays of imported baskets of all types and shapes. More and more stores are setting up basket shops in housewares, from traditional department stores to mass merchandisers. Great Eastern, for example, constructed a standout display simply using bamboo poles and a fishnet covering. It stood out amid the rows and rows of high-tiered, supermarket-like aisles that typify this discount operation. Discounters, in particular, are expected to beef up their displays for summer goods, a traditionally important product category to them.

that will pay off at retail

looked as much in the marketing and merchandising of power mowers next year. Retailers will be developing more promotional campaigns aimed at selling the women, and sales personnel will be instructed on answering questions posed by the female power mower buyer.

Women also want a lighter machine, and manufacturers have worked to provide less bulky, less heavy power mowers that are easier to operate. Sunbeam, however, discovered the consumers also wanted a machine that looked as though it could do the job. This forced Sunbeam's prod-

mower manufacturers can no longer ignore the electric mower and Sunbeam as a major factor in the power mower business. Power mower manufacturers also cannot ignore the role television commercials have played in building Sunbeam into a major manufacturer in the garden goods business.

There will be more entrants in the electric mower business as time goes on. Lawnboy is now promoting its

THE TIRE SOME OUTDOORS



uct designers to come up with an electric mower that was light in weight, but looked less like a toy than its first electric mowers.

Status will play a key role again in helping to sell more rider mowers next spring. Even suburbanites with little more than an acre of lawn to mow are fancying themselves country gentlemen with rotary riders. More retailers will be stocking a wider variety of rotary riders and smaller lawn-garden tractors next spring.

Retailers are winding up one of the best power-mower selling seasons on record—a season that saw electric mowers gain a bigger share of the market, a season in which the rider moved on its status-loaded sales pace, and a season during which trade-up sales came more easily.

More promotional efforts are in store for the 1967 season. Power

new electric mowers to the trade. And Toro has given in to electric snow throwers if not—as yet—to electric power mowers.

The power mower industry is moving into a period, in which more than ever, it will be attuned to the desires of the consumer in designing and marketing their products. Specifically, this means more convenience features on the products and stepped-up advertising campaigns, including wider use of television spot commercials.

For retailers, it should mean even less emphasis on price in merchandising outdoor power equipment and ever-increasing trade-up sales.

By virtue of its sales success, the outdoor power equipment industry has built a bright by-product business for housewares-hardware retailers: the outdoor metal storage shed business. And the metal storage shed looms as an increasingly important product—with growing importance in terms of year-round sales—for retailers.

Fall sales are now brisk for metal storage sheds as retailers have stepped up their promotional efforts. In the fall, the consumer is looking for winter storage space for the

THE CLUTTERED OUTDOORS



power mowers, rakes, and other garden equipment used and accumulated during the spring and summer. Some retailers expect the product's fall sales eventually will top its spring sales.

The cluttered garage has been singled out in promoting the storage shed, with emphasis on helping the consumer get the car back into the garage, especially in light of the ever increasing number of two-car families.

The appeal to organization also is being used effectively. Some retailers have started to tie in the storage shed with other “organizational”-type housewares, such as bathroom storage units and back-of-door storage units.

Retailers also are stepping up promotional efforts behind those metal storage units designed to hide garbage cans. These are gaining in sales, especially in urban areas. One buyer pointed out that offering a storage shed in a metropolitan newspaper ad appeals only to the suburban consumer, while inclusion of a garbage-can-hideaway unit broadens the appeal of the advertisement to include the urban dweller as well.

Style also is helping to sell metal storage sheds, which started out looking like ugly boxes. In the new

lines, retailers will be seeing more decorative and fashion touches, including better use of color. Last season, Arrow Metal focused on the fashion look of its metal storage sheds by hanging a crystal chandelier in a display unit.

Pricing also is expected to be up on the new lines that will debut either at the National Hardware Show this week or at the January Housewares Show. Manufacturers are

pointing to increased costs of material and shipping.

The entry of more firms into the field is helping to give the product category wider consumer exposure, as well as more national advertising support. Up to now, most advertising has been limited to retailer co-op programs. Manufacturers also are moving to become more national—than regional—in scope.

In addition to helping to build a new industry for housewares-hardware retailers, the clutter-storage problem also has forced outdoor power equipment manufacturers to focus more attention on designing products that can be easily stored: for example, power mowers and snow throwers that hang compactly against a wall.

Retailers shopping the Hardware Show for storage sheds will concentrate more efforts on securing guarantees of better servicing from manufacturers, especially in regard to deliveries and drop-shipping programs.

A sales closer only RCA WHIRLPOOL dealers can use:



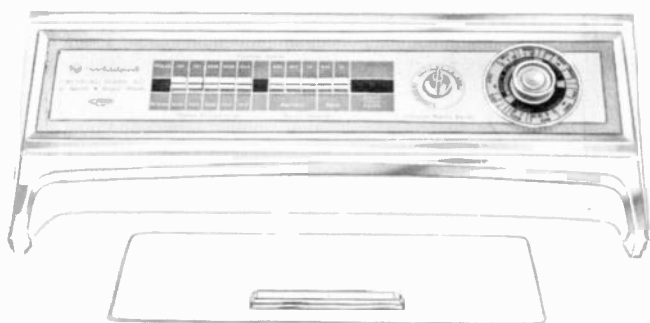
This lint filter does 2 jobs... it removes lint and cleans itself, all automatically!

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

That cleaning chore is a thing of the past with an RCA WHIRLPOOL. *This* washer features a new kind of filter. One that does two jobs. It not only filters out the lint *but* cleans itself

automatically. It's aptly called MAGIC CLEAN® filter and it's exclusive.

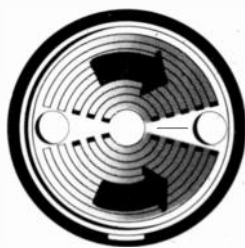
And the MAGIC CLEAN filter never forgets! Its lint-cleaning, filter-cleaning chore is repeated . . . quietly, efficiently, *automatically* . . . wash after wash, whether you are washing a 1-lb. load of delicates or a 14-lb. load of heavy fabrics.



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



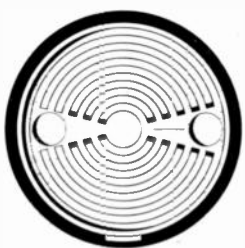
1. When wash cycle starts, filter starts collecting lint.



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



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



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

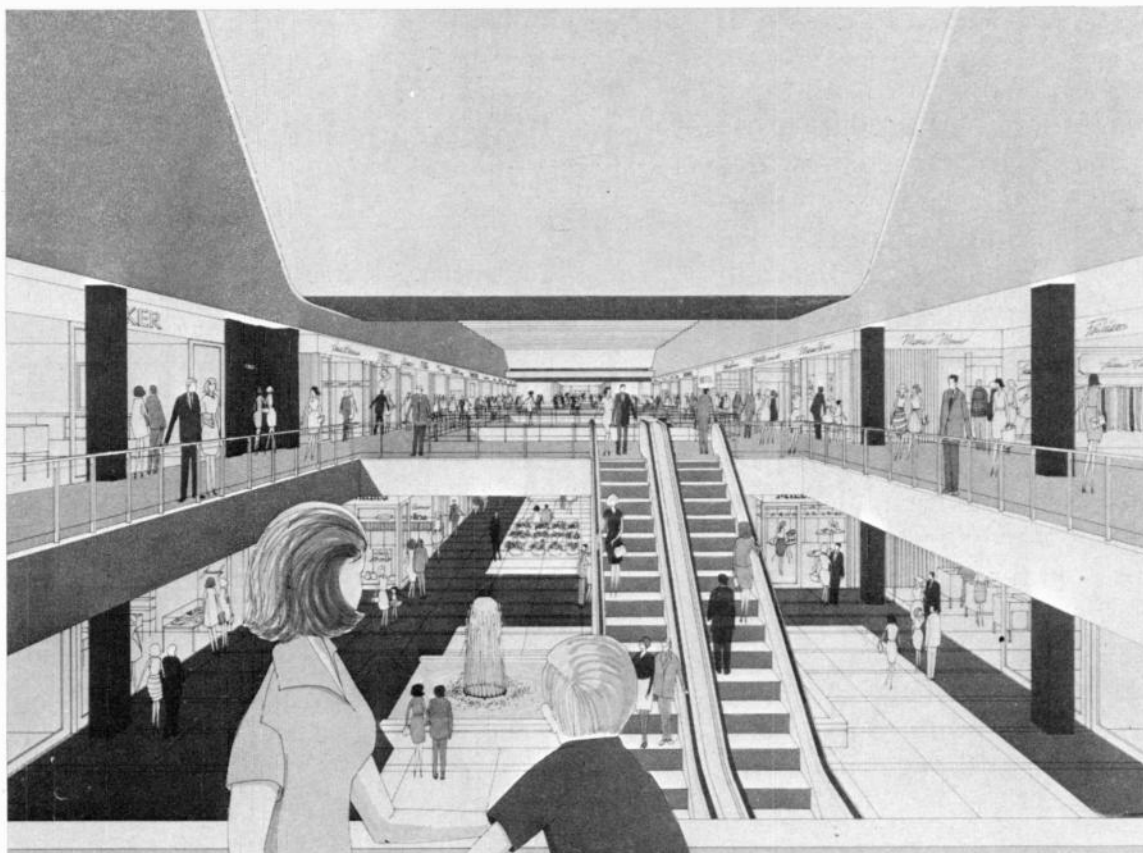
Dealers: Use this successful sales closer on the next prospect who comes into your store for a washer. Demonstrate with the illuminated filter display. It works!

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

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

Model LRA 992-0





Two-level shopping center set for 1967 launching in downtown New Haven. Goal: 40 to 60 stores.

New look on Main Street: Retailers attack downtown decay

Downtown retailing—sparked by an outburst of urban renewal programs—could be headed for a snappy comeback.

But words, alone, won't make it happen.

An official of the Department of Housing and Urban Development laid it on the line last week at a two-day downtown development workshop in New York sponsored by the National Retail Merchants Assn. (NRMA).

"Make no mistake about it—our cities are sick," declared Robert E. McCabe, general deputy of the federal agency's Renewal Products Administration. "The sickness is lack of decent housing, jobs, and education for many lower income families. And unless we cure the sickness in the city, we will fail to revitalize downtown."

This was no merchandising message. The nation's retailers, in essence, were told that a new and revitalized downtown is not one that merely builds parking garages for more cars, tears down one old building and replaces it with a new one, or spruces up the fronts of its business establishments.

Rather, it was a bold challenge to remake downtown—to recreate it as a new kind of focal point . . . a desirable mecca for business, culture, and entertainment.

James J. Bliss, the NRMA's astute executive vice president, summed it up:

"We are on the threshold of a new era in urban evolution," he told a jam-packed audience of several hundred retailers and city and state officials at the Waldorf-Astoria.

But the symptoms of urban decay cannot be attacked piecemeal, he said. "We must deal with the causes. Individual programs—whether slum clearance or downtown beautification

—are only stopgap measures. They must be part of over-all, long-range planning to . . . build in our cities an environment for man equal to the dignity of his aspirations."

Real estate planner Laurence Alexander also stressed the point that beautification is not enough. "You don't try to save downtown just with beautification," he said. Parking, transit, and traffic flow—these are related factors which must never be ignored, he added. At the same time, Alexander suggested that retailers "play politics"—in other words, work with local politicians to speed up the process of downtown beautification.

Have you ever wondered what it would be like to shop in the ultra-modern downtown shopping center of tomorrow?

Judging from conversations with a number of leading architects, MERCHANDISING WEEK comes up with this preview:

The center—located in the heart of the teeming downtown business districts—will probably be several stories high and contain at least two and possibly four of your favorite department stores.

It will not matter very much if the temperature outside is zero or 100 degrees because the enclosed center will be climatized.

Walking long distances from the

parking lot to the stores will be a thing of the past. You will be able to park your auto on any of the multi-level parking decks above, below, or near the center.

If shopping with Junior is a nightmare, you can deposit him for an hour or so at special baby-sitting facilities.

You won't need any cash—but don't forget your special charge plate, which will cover all stores in the center.

In addition to the stores, the center will probably house a large number of service shops, such as barber shops, laundromats, dry cleaners, beauty salons, etc. Restaurants, a bank, a car rental service, and a theater are also strong candidates for the center.

One leading New York architect, Lathrop Douglass, sees such shopping centers integrated into the community—part of a development contiguous with office buildings, amusement centers, high-rise apartment houses, theaters, and motels.

He also sees the downtown shopping center of tomorrow possessing an aura of glamour: elaborate landscaping, fountains, statues, and unusual ceiling effects. And when the center becomes part of a community complex, he said, "it will emerge as a total energy plant—providing heat,

light, and power for the community it serves."

Alexander also envisions a trend toward multi-level retail structures in the downtown area—likewise, the increasing emergence of fewer, but bigger, stores with greater product diversity.

He sees many cities moving in two distinctly different directions to resolve the agonizing traffic dilemma. On one hand, he looks for some cities to virtually ban automobiles. The other approach: the development of spanking new highways leading right into Main Street.

But what of the downtown store itself? What is it doing to retain its customers and regain some of the business lost to the suburbs? While there is no question, of course, but that many stores are undergoing costly modernization programs, the fact is that many are standing still—in effect, living on a past reputation.

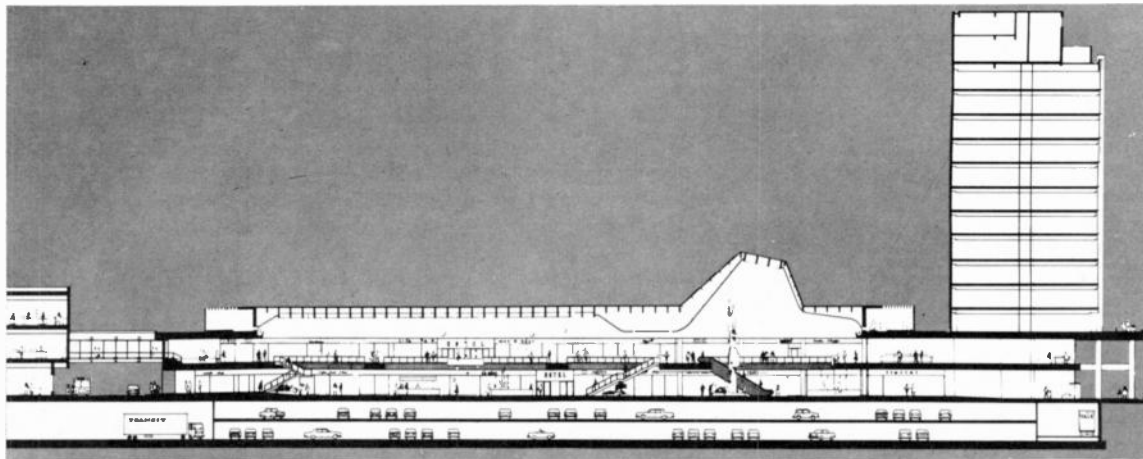
Commented one retail executive: "Many downtown department stores are dark, dirty, dingy, and decadent—with no spark of life, with no feeling for style. Many still operate with 30-year-old fixtures, which is incredible in these times. Doesn't management realize that outmoded fixtures lessen the desire to buy and shop?"

Most merchants, though, see downtown percolating. Says Bruce Gimbel, president of Gimbel Bros.:

"I may be sticking my neck out—but I believe downtown volume can be improved. Suburban competition over the next five years will intensify because of the heavy expansion there. And since very few new downtown stores are being built—you have good reason for downtown optimism."

Practically every merchant hopes that nobody is "righter" than Mr. Gimbel.

—Dan D. Dorfman



Plan for \$16 million Chapel Sq. complex in downtown New Haven, designed by Lathrop Douglass

□□□□ **Great Western moves into new product areas** and services for its franchised hardware-housewares dealers. Great Western, a West Coast answer to the giant Midwestern dealer-member distributors, such as Cotter and Ace, is offering its dealers a tire and battery department, a camera and film processing department, a greeting card and gift wrapping center, a counter display for tape recorders and tapes, a business machines display, sports equipment and toys, and bicycles and wheel goods. Great Western, with dealers in Arizona, California, Nevada, New Mexico, and Mexico, has also expanded into builders' hardware.

The company has acquired 96 new lines in the past year and a half—most recently, Ridge Tool and Hamilton Cosco.

Great Western also is offering a 196-page consumer Catalog of Special Values this month, an 8-page consumer circular for November, and a 16-page Gift Guide for December.

□□□□ **Power tool producers are making a case for product packaging.** Manufacturers and retailers alike are finding that the power tool kit—in a tool-kit-like case—is bringing the sales magic to power tools that the hatbox brought to the hair dryer. The sales spur from the tool-kit approach, plus the sales magic of solid-state, variable-speed controls, make the outlook brighter than ever for record-breaking sales—and retail profits—for the upcoming Christmas season.

□□□□ **NHMA will mail out room reservation forms** to buyers beginning this week. The National Housewares Manufacturers Assn. is again receiving the cooperation of the Chicago Convention Bureau in obtaining rooms for buyers planning to attend the Housewares Show, Jan. 16-20, at Chicago's McCormick Place. The hotels block off 9,000 rooms for the NHMA and the Convention Bureau.

Despite some early reports from several New York City buyers who have found difficulty in obtaining rooms on their own for January, an NHMA spokesman indicated that he expects no trouble in finding accommodations for all buyers planning to attend.

□□□□ **Corning seeks to spur its Buffet Servers** with "significant price reductions." The line, which won a Design in Housewares Award, has been regarded as a disappointment in retail sales. Many buyers have claimed that pricing has been too high. Corning now has cut the retail price on serving cradles and candlewarmers to 99¢ each; they formerly retailed separately at from \$3.50 to \$5. In combination pricing, a 2½-qt. covered saucepan with cradle now will retail at \$9, down from the previous price of \$12, and a 10-inch covered skillet with cradle has been cut to \$11 from \$14. The B-31 starter set has been reduced from \$30 to \$25.

□□□□ **GE toothbrush-clock production stopped** last week as the result of a strike at the Housewares Division's Ashland (Mass.) plant. Ashland was the only housewares plant affected by various walkouts that began at GE plants last week despite a Presidential call to extend negotiations between GE and the electrical workers' union on a national basis.

Manufacturers study timing of housewares price increases

The pricing situation in the housewares industry boils down to a matter of timing: when to announce price increases. It is not a question of whether prices will go up—but when.

Timing can be embarrassing, especially when manufacturers raise prices in the spring and then are forced to raise them again in the fall. "Somebody must be goofing in cost accounting," one electric housewares distributor assumed, rightly or wrongly.

Sunbeam apparently is assuming the role of "leader" in price increases in the electric housewares industry. In the spring, Sunbeam announced price hikes and the industry generally followed suit. Now Sunbeam has announced another round of hikes, and the industry again is falling into line.

How long to hold out is the question. There are indications that a number of manufacturers will attempt to put off a price increase until January. Others will make their move sooner. Some manufacturers, including Schick and Proctor-Silex, already have announced selective price increases.

"The pricing situation is so bad," one trade source commented, "that prices are being raised between the time manufacturers introduce an item and the time they ship it." This comment also, of course, reflects the wider time spread that has developed

in the industry between introduction and shipping.

Electric housewares manufacturers, particularly General Electric, are happy to have Sunbeam assume leadership in price increases in the industry, although they would be reluctant to admit it publicly. GE is in a particularly embarrassing position on pricing because its president, Fred Borch, is on a Presidential advisory commission set up to fight inflation. GE's Housewares Division, in Bridgeport, Conn., must await approval from GE headquarters in New York City on any hikes.

GE will make a move eventually, as will Westinghouse and most—if not all—other electric housewares manufacturers, trade sources predict. All are coming under the same cost pressures in a "warlike economy" that finds premium prices—some have even called them "black-market-like" prices—on copper and cordsets. Material costs have been an even bigger bugaboo than labor costs, although the latter, too, are rising, as evidenced by the strike now threatening GE.

The price pressures are not limited to electric housewares, of course. Plastic housewares prices, for example, also are headed upward again. Power tool manufacturers are facing the same price pressures as those confronting electric housewares manufacturers. But manufacturers are trying to keep the increases as selective as possible—and below 5%.



Toro tracks the suburban rider / tractor market

Toro is talking up dollar volume potential to retailers in promoting its entry into the rider/tractor field. The company is adding a line of reel and rotary riding mowers, dubbed Lawn Tractors, and an actual tractor line, called Suburban Tractors.

The new rider mowers begin at \$279 list for a 4hp, 4-cycle Lawn Tractor (shown). Others include a 5hp Lawn Tractor at \$399; a 6hp Big Red at \$449 for 25-inch housing, \$489 for 34-inch housing; and a 58-

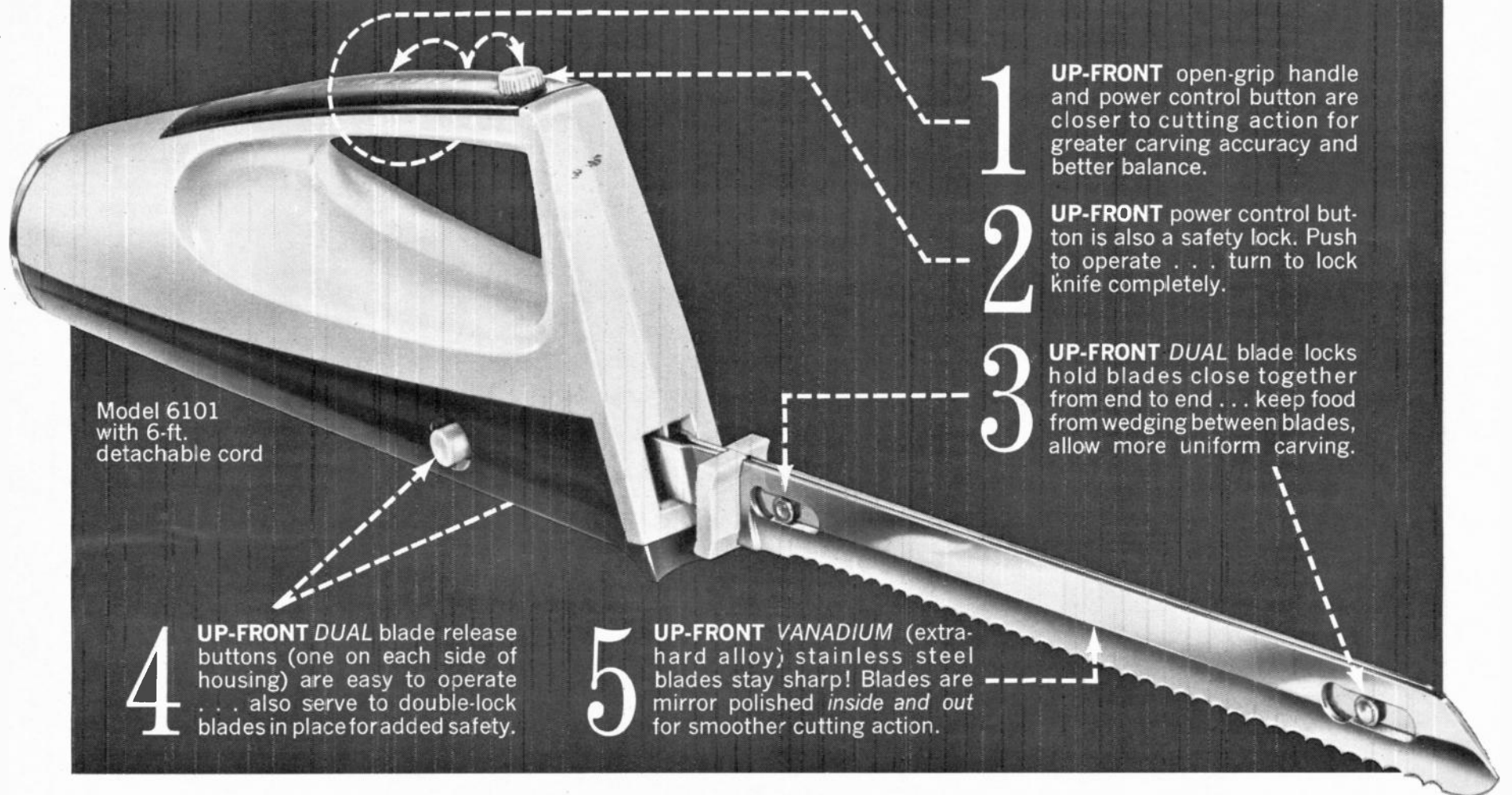
inch Professional reel unit to carry a \$549 tag.

The tractor line begins with a 7hp Suburban Compact Tractor at \$559, which includes 32-inch rotary cutting housing. Others range to a 12hp model at \$999 list.

R. W. Gibson, Toro executive vice president for marketing, points out that riders/tractors account for one half the dollar volume in outdoor power equipment. Rider sales totaled 500,000 units this year, up 25%.

New Electric Knife by **TOASTMASTER®**

5 up-front features give you the sharpest sales story in the business!



1 **UP-FRONT** open-grip handle and power control button are closer to cutting action for greater carving accuracy and better balance.

2 **UP-FRONT** power control button is also a safety lock. Push to operate . . . turn to lock knife completely.

3 **UP-FRONT DUAL** blade locks hold blades close together from end to end . . . keep food from wedging between blades, allow more uniform carving.

4 **UP-FRONT DUAL** blade release buttons (one on each side of housing) are easy to operate . . . also serve to double-lock blades in place for added safety.

5 **UP-FRONT VANADIUM** (extra-hard alloy) stainless steel blades stay sharp! Blades are mirror polished *inside and out* for smoother cutting action.

Make no mistake! The all new Toastmaster electric knife is *not* "just another model". Fact is, it's loaded with convenience features your customers can't find on any other electric knife. Besides the outstanding new up-front features listed above, the Toastmaster carving and slicing knife is *safety balanced* to tilt

blades up and away from food the instant power button is released. Has a built-in table rest, and comes complete with plastic blade shield and 6-foot *detachable* cord.

So with all these features (plus Toastmaster TV advertising on this new knife), you can really get cuttin'! See your Toastmaster distributor today for details.

TOASTMASTER

Portable Vacuum Cleaner . . . *complete with attachments*

A new, "above the floor" cleaner with beautiful charcoal Cyclac housing. It's lightweight (only 3 $\frac{3}{8}$ lbs.), has easy-to-hold open handle with thumb tip power button, strong suction. Handy shoulder carrying strap and 12 ft. cord make it easy to maneuver, anywhere. Packaged complete with 8 attachments. Designed and priced to sell on sight—in volume!

Every home, boat, car, truck, mobile home owner is a prospect!

TOASTMASTER®

. . . where one good thing leads to another



Toastmaster Division • McGraw-Edison Company, Elgin, Illinois • Toasters • Coffee Makers • Broilers • Irons Fry Pans • Portable Vacuum Cleaners • Waffle Bakers • Mixers • Blenders • Can Openers • Hair Dryers • Hair Clippers • Vibrators • Shoe Polishers • Power Tools • Fans • Heaters • Humidifiers • Electric Knives



Sunbeam puts its lawn-mowing lion under the Big Top

Sunbeam's lawn-mowing lion is going into show biz for the 1967 garden goods season.

Sunbeam, which turned a lion loose on the lawn last season, is bringing him back for an encore—but with a bigger and better act that will be tied to a circus-carnival theme: "The Greatest Lawn Mower Show on Earth." Retail displays will carry out the theme.

The new Sunbeam mower promotion, which will be featured on network television for the first time next spring, is part of Sunbeam's marketing concept of "bringing spectacular, stunt-type, appliance-type merchandising into the outdoor products field."

The Chicago-based manufacturer previewed the new promotional program and the new power mower line

to the press last week. Highlights include:

- Sunbeam's entry into the garden tractor field with an 8hp, 4-speed model at \$1,299.95 full-margin retail. Sunbeam also is adding a third rider mower.

- Entry into the 2-cycle gasoline engine mower field, a move designed to make its gas-powered mowers more price competitive.

- Entry into the non-powered, push-type reel mower field for the first time with two models.

- Addition of a good-better-best marketing concept for both electric and gas-powered motors.

- Better concentration of line in the volume-business area of \$80 and under.

- More National advertising support, including first use of network television for the power mower industry. Power mower marketing and merchandising generally have been done on a regional basis because of the seasonal nature of the business. (The season opens sooner, for example, in the South than in the North.) Sunbeam also will use a Sunday 4-color supplement in 59 major-market newspapers. The supplement will include dollars-off coupons for consumers.

Sunbeam has spent more than 10 years and untold millions in building up the electric mower business from nothing to a point where competitors are starting to sit up and take notice; obviously the company is pleased with the results.

"The electric mower industry really happened in the last 12 months," said D. F. Mitchell, Sunbeam's new assistant vice president and general manager of its outdoor products division. Mitchell predicted that within several years the electric mower will account for 40% of the total power mower market. Mitchell said that Sunbeam's 1965 sales were "well above 100% ahead of the previous year," indicating that Sunbeam is expecting even better results next season.

Retailers handling Sunbeam's outdoor products now number close to 10,000 outlets, Mitchell said, adding that this is about twice as many as any other power mower manufacturer. Sunbeam has set a long-range goal of about 20,000 retailers handling its outdoor products.



WHO

brings you the most profitable idea in percolators
...since coffee?

PS PROCTOR-SILEX®
"SEE-THRU" PERCOLATOR

Already launched with tremendous success in key cities, the new Proctor-Silex "See-Thru" Automatic Glass Electric Percolator may well turn out to be the hottest full profit plus turnover appliance in 1966! • Such exciting new features as the lift-out bowl for easy washing...easily removable basket assembly...plus the taste advantages of glass over metal...are all dramatically demonstrated in a series of television commercials (run on a saturation TV schedule). Should put you way ahead this year in percolator sales and profits! Who to contact? Your local P.S. distributor.



Chet's challenge

NORGE
FREE
RANGE
WEEK
OCT. 17-21

Win one range or a carload during NORGE FREE RANGE SWEEPSTAKES WEEK. Every range you order during the week of Oct. 17-21 may be yours free. Call your Norge distributor... now!

WESTINGHOUSE ADDS 19-INCH[†] PORTABLE TO COLOR TV LINE

Latest Instant-On[®] Color TV
wins sales at first sight.

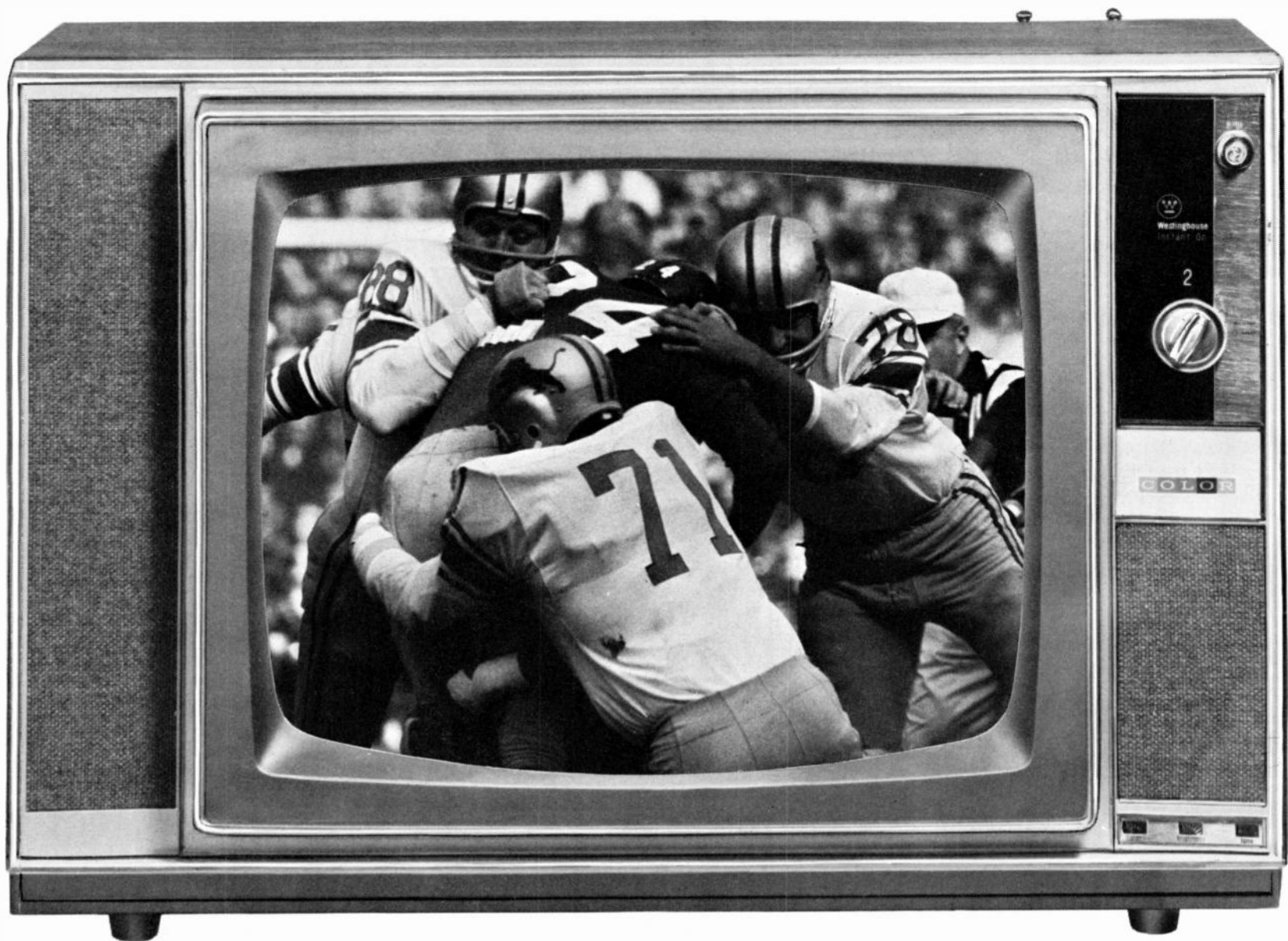
A simple demonstration wins prospects over. Just turn it on. Sound at once . . . picture in six seconds. A perfect picture, too. Because the Instant Color Fidelity is automatic . . . thanks to Westinghouse Memory-Fine Tuning. Each channel is pre-tuned for best picture and sound. No more fiddling with dials at every change of channel.

And only Westinghouse boasts the High Bright color tube. Brings in 180 square inches of sharp color. Pre-adjusted, via a detailed thirty-five minute color check before the set is packed and sent out—so it's clear and lively throughout the spectrum from the moment it's turned on.

And so is the sound. Two wide-range 3"x5" speakers deliver sound with a fidelity you'd expect only in top-class Hi-Fi.

As for that slimmer, high-style cabinet—that's what caught the customer's eye in the first place.

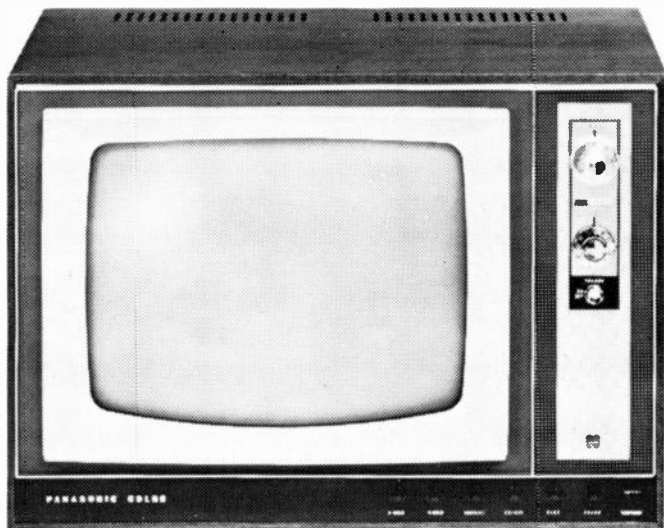
[†]Diagonal measurement



You can be sure if it's Westinghouse



You can sell Panasonic Color TV with 2 fingers.



Your thumb and forefinger, to be exact.

Use 'em. Turn on Panasonic's new 19-inch CT-66L color TV set (shown at left). Let any shopper have a look. Often that's all it takes to make the sale.

How come? Alongside ordinary color TV, Panasonic performs brilliantly. With colors that are remarkably rich, bright, true-to-life. Colors that practically sell themselves. Colors that can brighten your profit picture fast.

Try it. See for yourself.

Panasonic's new CT-66L table model/console is built with a host of extra-value features: Our "set-&-forget" VHF tuner for fuss-free color tuning. Automatic de-gaussing and earth phosphors for top color purity. Panasonic's 19", 90° rectangular picture tube*. Keyed AGC for sharp, steady clarity. 18 solid state devices, 27 tubes and color circuitry as sophisticated as any in the world today. An up-front speaker for sound that's plain sensational.

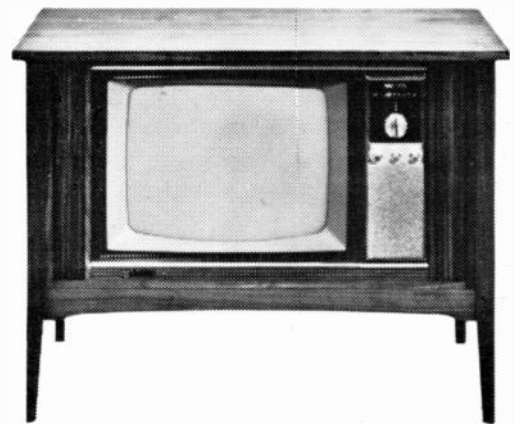
And all this comes in an elegant, slim-line walnut cabinet plus four console legs with each set. Lists at only \$439.95.

Another color TV star by Panasonic is the new 19-inch CT-67 (shown at right). This console* combines many of the same carefree-color features as the CT-66L. Comes in a luxurious walnut cabinet with the classic look of fine furniture. Lists at only \$479.95.

Right now, Panasonic is preselling the public with strong, reason-why advertising. Call your Panasonic salesman. Quick.

He'll help you put your finger on the most beautiful profits in color TV.

*176 Sq. inch viewing area.



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MID-WEST SALES/PANASONIC CHICAGO, 4615 N. Clifton Ave., Chicago, Ill. (312) 784-2200

WESTERN SALES/NEWCRAFT, INC., 8665 Wilshire Blvd., Beverly Hills, Calif. (213) OL 5-5160
HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC., 205 Kalihl St., Honolulu 17, Hawaii 847-315

INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 16 key products
New figures this week in bold-face type.

	date	1966	1965	% change
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FLOOR CARE PRODUCTS

Floor Polishers	August	92,841	91,589	+ 1.37
	8 Months	735,033	740,233	- .70
Vacuum Cleaners	August	417,213	376,644	+ 10.77
	8 Months	3,562,238	3,099,952	+ 14.91

HOME LAUNDRY

Dryers, clothes, elec.	August	179,210	142,796	+ 25.50
	8 Months	936,195	712,899	+ 31.32
Dryers, clothes, gas	August	82,835	70,463	+ 17.56
	8 Months	429,166	357,237	+ 20.13
Washers, auto & semi-auto.	August	396,085	347,965	+ 13.83
	8 Months	2,669,221	2,401,943	+ 11.13
wringer & spinner	August	50,378	50,635	- .51
	8 Months	356,850	389,842	- 8.46

OTHER MAJOR APPLIANCES

Air Conditioners, room	August	79,000	110,300	- 28.38
	8 Months	2,858,000	2,257,900	+ 26.58
Dehumidifiers	August	16,000	10,800	+ 48.15
	8 Months	219,000	189,500	+ 15.57
Dishwashers, portable	August	28,000	25,600	+ 9.38
	8 Months	250,400	197,000	+ 27.11
under-counter, etc.	August	80,000	69,000	+ 15.94
	8 Months	614,200	498,100	+ 23.31
Disposers, food waste	July	94,800	112,400	- 15.66
	7 Months	763,600	729,100	+ 4.73
Freezers, chest	August	51,000	50,900	+ .20
	8 Months	322,200	306,200	+ 5.23
upright	August	72,000	72,500	- .69
	8 Months	449,700	453,700	- .88
Ranges, electric	August	178,000†	178,700	- .39
	8 Months	1,381,100	1,310,800	+ 5.36
Ranges, gas	August	173,800*	194,700	- 10.73
	8 Months	1,453,600	1,433,100	+ 1.43
Refrigerators	August	522,000	464,700	+ 12.33
	8 Months	3,334,500	3,063,800	+ 8.84
Water Heaters, elec. (storage)	July	86,200	85,300	+ 1.06
	7 Months	607,800	618,400	- 1.71
Water Heaters, gas (storage)	August	209,870	204,240	+ 2.76
	8 Months	1,709,970	1,703,000	+ .41

CONSUMER ELECTRONICS

Phonos, port.-table, distrib. sales	Sept. 23	130,189	116,591	+ 11.66
	38 Weeks	2,213,409	2,266,492	- 2.34
monthly distributor sales	July	249,300	262,984	- 5.20
	7 Months	1,420,044	1,513,957	- 6.20
Phonos, console, distrib. sales	Sept. 23	49,288	49,499	- .43
	38 Weeks	1,193,814	1,038,653	+ 14.94
monthly distributor sales	July	112,446	128,655	- 12.60
	7 Months	905,453	739,643	+ 22.42
Radio (ex auto), distrib. sales	Sept. 23	420,283	336,042	+ 25.07
	38 Weeks	9,244,692	8,457,092	+ 9.31
monthly distributor sales	July	942,786	1,160,053	- 18.73
	7 Months	6,919,688	6,272,819	+ 10.31
B&w Television, distrib. sales	Sept. 23	190,617	202,838	- 6.03
	38 Weeks	5,107,328	5,376,302	- 5.00
monthly distributor sales	July	508,977	658,907	- 22.75
	7 Months	3,935,766	4,045,842	- 2.72
Color Television, distrib. sales	Sept. 23	139,402	108,987	+ 27.91
	38 Weeks	2,959,666	1,690,655	+ 75.06
monthly distributor sales	July	293,056	223,110	+ 31.35
	7 Months	2,114,250	1,061,649	+ 99.15

†Electric Range August Total includes: 123,000 free standing ranges, 55,000 built-ins.

*Gas Range August Total includes: 119,900 free-standing ranges; 16,500 high oven models; 17,900 set-ins; and 19,500 built-ins.

Source: EIA, VCMA, AHLMA, NEMA, GAMA.

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This is the second Avocado Green KitchenAid dishwasher ever made.

(The photographer's wife bought the first one.)



KDS-55AG

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But suppose someone doesn't want Avocado Green. No problem. Sell the Edged Colonial-tone, Copper Tone or White. And remember, when they build it in, Vari-Front panels will let them match their kitchen decor.

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