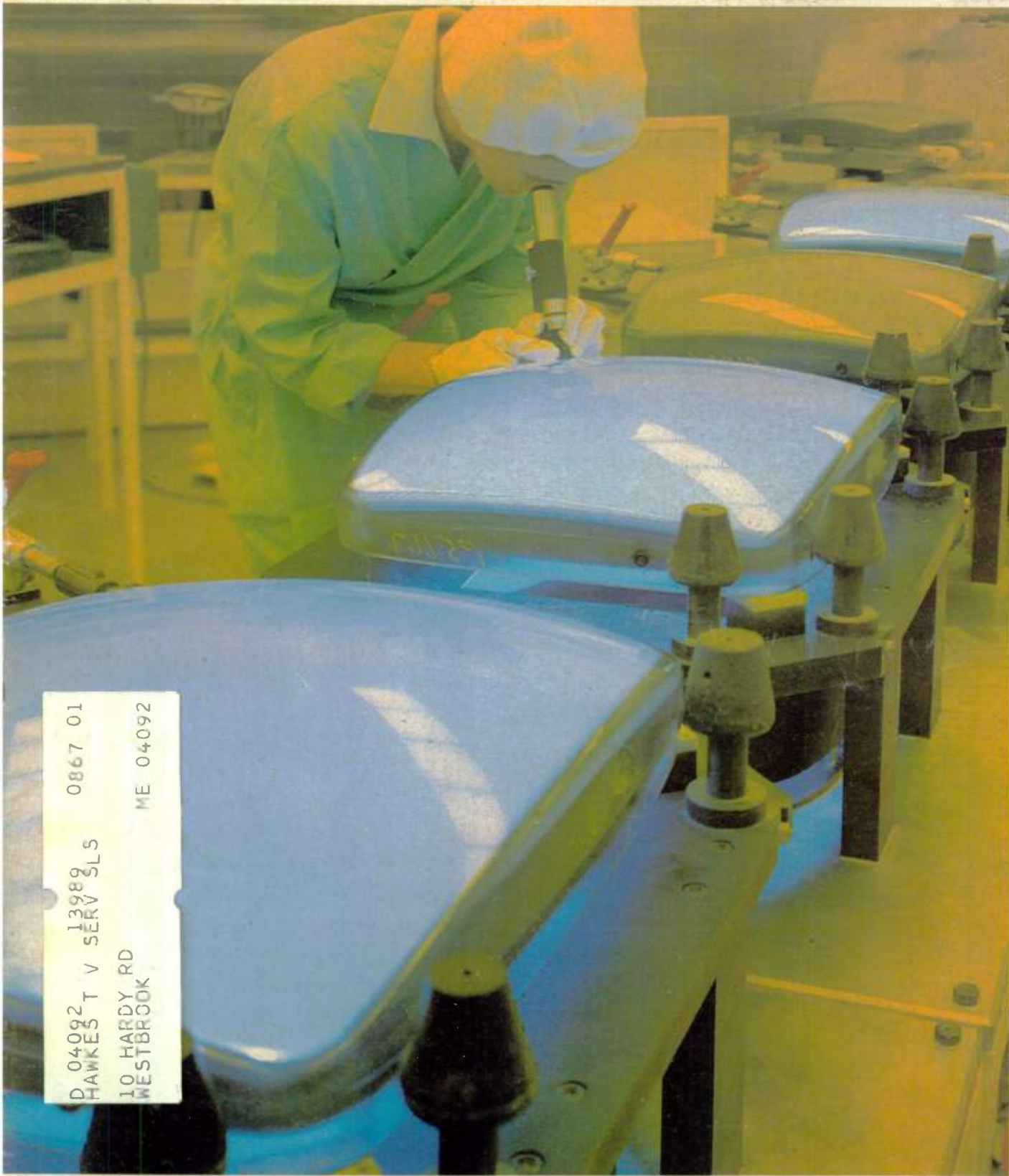


MERCHANDISING WEEK

FEBRUARY 6, 1967

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES /50 CENTS/VOL. 99 NO. 6/



◀ **Look out for trouble:
taking the measure of
new screen sizes** □□ p.11

**Just ahead for color;
a confrontation that
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from the boys** □□□□ p.7

**Inside Frigidaire:
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**Macy's New York
stages a 'happening'
for housewares** □□□ p.18

NEXT WEEK

**For an industry promotion: will you be caught
short when air conditioners get hot again?**

3 new reasons to check that spunky young company

See the new ideas in Ingraham's exciting new time and temperature lines.

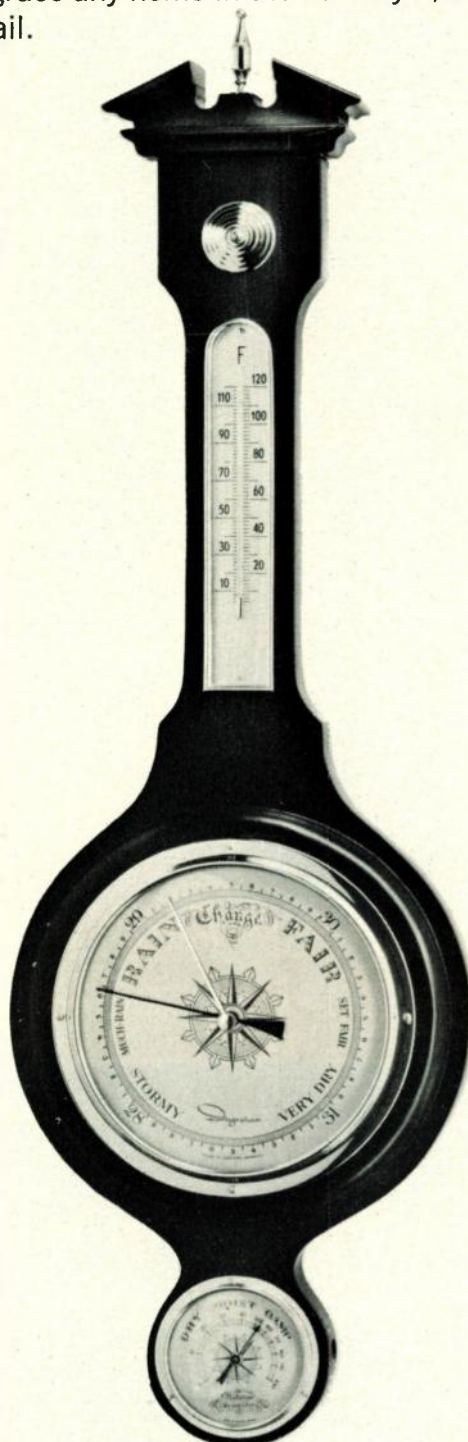
New decorative kitchen wall clocks.

COTTAGE. A new charming white pendulum wall electric. Early American motif packed with appeal for modern Americans. Black numerals on a golden background with black hands. Polished brass 5 $\frac{5}{8}$ " pendulum. Case is 9" high x 6 $\frac{1}{2}$ " wide. Two year guarantee. An exceptional beauty at \$9.98 retail.



A line of quality weather instruments.

MARLBOROUGH. It's one of an all new weather instrument line. Quality precision movements in a combination Barometer-Hygrometer-Thermometer. Solid wood, walnut finished case handsomely trimmed in polished brass. Porcelainized metal dial. 28" x 9", weighs 4 lbs. Truly a classic to grace any home in the country! \$38.95 retail.



Exciting new deluxe features in electric alarms.

HALO. Exciting new lighted Add-A-Nap bar offers more convenience. Glows in the dark to show alarm is set, gives sleeper an extra ten minute nap before alarm goes off again. Walnut grained finish on a plastic case, white lighted face with shadow box effect, 4 $\frac{1}{2}$ " x 4 $\frac{3}{8}$ ". And it's backed with Ingraham's two year guarantee! Retail, \$8.98.



See Ingraham. The Spunky Young Company with the products, the ideas, the mark-ups to give you your best year yet in clocks and weather instruments.

Ingraham

THE INGRAHAM COMPANY • BRISTOL, CONN., U.S.A.

□□□□ **Gross margins on color tv sets fell from 24%** in November to 22.4% in December for retailers enrolled in NARDA's EDP program. Nevertheless, color sales accounted for 35.3% of total sales for the month. Here is how gross margin shaped up on other products: portable b&w tv, 22.2%; stereo, 29.5%; refrigerators, 24.4%; washers, 26.2%; dishwashers, 25.4%.

□□□□ **The NHMA moves ahead in research**, authorizing a 6-month study to be made by Bee Angell & Associates Inc., of Chicago. Results will be made available to members of the National Housewares Manufacturers Assn. by the end of the year. The study is designed to gather data on matters such as housewares sales volume by areas of the country and by product categories; product trends in color, design, and styling; and methods of distribution.

The NHMA also announced plans for its Housewares Design '68 award program, which will be conducted again in cooperation with the National Design Center. Preliminary selections will be made at next January's housewares show, with the winners honored at the summer show. Plans also call for the association to provide retailers with more aid in creating promotions around the award winners.

□□□□ **A single one-line GE center remains in Cleveland, Ohio**, since Admiral appliances last week were added to a 4-store chain that formerly featured only General Electric products. The chain is managed by Earl Weichman and Adolph Kohlmeyer.

□□□□ **Insight into color tv prices** grew out of Macy's New York ads last week for the annual Magnavox factory sale. The Magnavox all-wood console with a round picture tube carried a \$448.50 retail tag, which Macy's advertised as the lowest price for a unit of this type at its store. A Magnavox wood (wood-grain finish) with a round picture tube at \$399.50 also had the lowest price of comparable models offered by Macy's. In addition, Macy's was pushing a Magnavox 18-inch [old 19] color portable with cart at \$388.50. The Magnavox factory-authorized sale list includes 28 color sets reduced from \$60 to \$100; stereo consoles are down from \$10 to \$100 per model.

□□□□ **Heavy snows have delayed AIKD's school**—which had been scheduled for Feb. 6—for a month. Over 40 students are already registered at the mid-western version of the American Institute of Kitchen Dealers' second training school, now scheduled for Mar. 13-17 at the Sheraton Hotel, O'Hare Airport, in Chicago.

□□□□ **A record national ad campaign** has been launched by Zenith Corp. for the first quarter of 1967. The program will be the largest in the company's history and the budget is 120% greater than that for last year's first quarter, according to L. C. Truesdell, president of Zenith. Ads on television and in newspapers and magazines will primarily feature Zenith tv receivers, with special emphasis on its new electronic color tv circuit.

Will AHAM and GE dance to the same tune now?

The winds of change were picking up as the fledgling Assn. of Home Appliance Manufacturers (AHAM) prepared for its board of directors meeting in Chicago this week.

On the agenda are the following important topics: formulation of a definitive dues structure; membership; government relations; standards; continued "peaceful separation" from the National Electrical Manufacturers Assn. and consideration of a merger with the Institute of Appliance Manufacturers. And

speculation over big-gun General Electric's possible role in AHAM was being pondered by many in the industry.

A new board chairman is slated for AHAM. D. D. Danforth, vice-president of consumer products at Westinghouse and chairman of AHAM's board, has served a year, and was very active before that in bringing the new association into being. But now, he is ready to step down. The possibility of W. D. Dance, GE's vice president and general manager of the

major appliance and Hotpoint Division—a man who favors a strong appliance association—becoming the next chairman is expected to be resolved at the weekend.

If GE's corporate powers allow Dance to take the job—and chances look good—it would be a dramatic entrance for the company into AHAM and would also lift the AHAM standard, which some say is wavering.

GE must make some decision: (1) whether to continue to hold off joining AHAM; (2) whether to join at

this time, while assuming a passive role for antitrust reasons; (3) whether to go full speed ahead and allow Dance to assume the commanding position in the association.

On other fronts, AHAM joined the USA Standards Institute and announced two meetings: one for the portable appliance group, at New York City's Delmonico Hotel, on Feb. 13-14; and one for the refrigerator and freezer group in Chicago, on Feb. 16. NEMA air conditioner standards will be observed to Sept. 1, 1967.

Walkie-talkie sales: important changes are in the air

The Federal Communications Commission (FCC) is considering important new rules for walkie-talkies that could affect the flourishing market.

The walkie-talkies, which operate at 27 megacycles with a maximum power of 100 milliwatts, are the only transmitting devices that do not need any kind of license and are free from FCC supervision.

Under the proposed rules, the 27-megacycle band would be closed to the small transceivers and reserved for licensed citizens band equipment. According to Julian Dixon, assistant chief engineer in charge of the technical division of the FCC, the walkie-talkie's operating wavelength would

be moved to the vicinity of 49 megacycles and provide for the continuing use of the 27-megacycle band for a period of time to enable present users to acquire citizens band licenses or amortize their investment."

The change is being considered because the citizens band and transceiver transmissions saturate the single-band wavelength and create interferences. Dixon explains that the proposed change would separate the two and reduce the interference. "I think the walkie-talkies would be much more useful at 49 megacycles than at 27 megacycles," he says.

Japanese importers are worried, nonetheless, because the new rules re-

quire changes in the equipment that would virtually render existing merchandise obsolete. They cannot visualize parents paying the \$8-\$10 necessary for the FCC citizens band permits on a pair of walkie-talkies purchased as children's toys at roughly the same amount.

The Japanese stake in any FCC ruling is obvious. Exports of transceivers to the U. S. climbed dramatically: they neared the 6.0-million mark in only 11 months of 1966, up from 2,883,917 units in 1965. While shipments have climbed, the average F.O.B. price declined from \$8.17 in 1965 to \$5.66 in the first 11 months of 1966.

Action on the proposed rules, however, is still at least a year or two away. Before the walkie-talkies could be relegated to the 49-megacycle range, the proposal would have to be approved by the Interdepartment Radio Advisory Committee of the Office of Emergency Planning. If approved, the Federal Communications Commission would invite comments from interested parties and then reply to them before taking final action.

Whatever the outcome of the FCC proposals, importers were clearly concerned at the weekend that publicity about impending changes will hurt business, particularly in less expensive merchandise.

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Do you have an honest face?

A man gets an uneasy feeling when he's buying a color tv. Can't help wondering if you're selling him \$500 worth of trouble. An honest face is a help.

A Philco Qualified Service sign is even better. Gives him confidence in your service. That's what sells today.

Your service technicians can get all the training they need at the local training meetings in your area. Then you can go right ahead and hang out the Philco sign.

Our Tech Data Service keeps them up to date with the latest developments in servicing and design.

The specialist training will mean quicker diagnosis and remedy, fewer call-backs. Better service all round.

You get the fastest parts delivery in the industry. Philco Parts Distributors keep almost every part you'll ever need.

Any part they don't have in stock will be on its way to you by air within 24 hours through our Lifeline Emergency Service.

And it can mean *more* repeat sales, too.

We tell all Philco owners about Philco Qualified Service in our product Use and Care books. Your store can appear in our Yellow Pages listings, and you become your area headquarters for Philco Service.

And there's plenty of attractive material to identify your store.

That's how Philco Qualified Service works, and how it'll help your sales. Call your local Philco-Ford Distributor for the details.

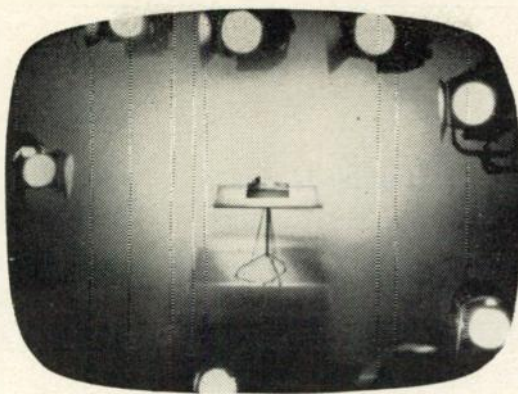
Ask for the Service Manager.



FAMOUS FOR QUALITY THE WORLD OVER



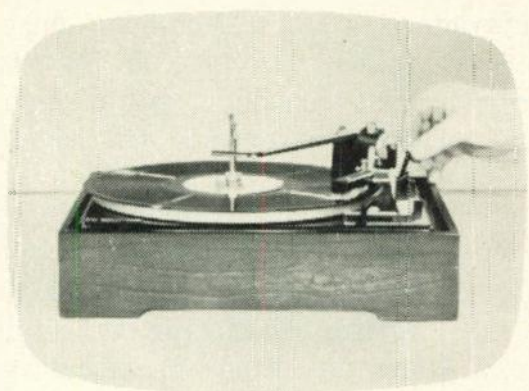
1. Now...a remarkable demonstration.



2. This is the BSR McDonald 500...



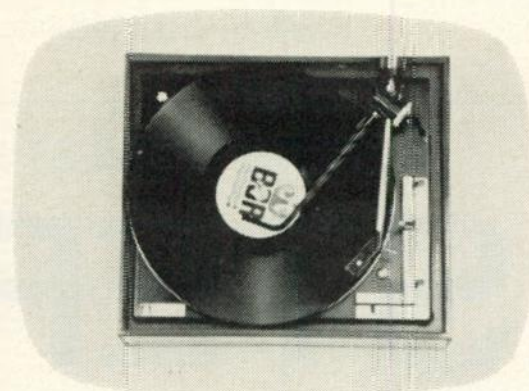
3. precision engineered in England.



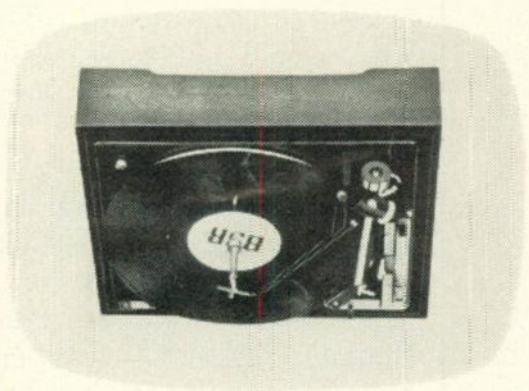
4. So perfectly counter-balanced.



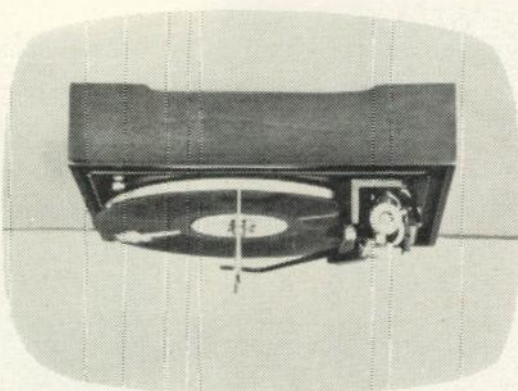
5. ...it will play upside down!



6. Here's proof...you see it...



7. turning over to a complete...



8. upside-down position. Still playing.



9. Featured at leading hi-fi stores.

Did you catch this amazing act on the Johnny Carson "Tonight" Show?

This almost unbelievable demonstration of the tracking ability of the BSR McDonald 500 automatic turntable is being telecast on the popular NBC-TV Johnny Carson "Tonight" Show as well as the "Today" Show starring Hugh Downs. This attention-getting commercial shows the BSR precision engineered automatic turntable doing a complete 180° turn... while it continues to play a record perfectly even when it reaches the completely upside down position! (The secret is the unique tone arm that is perfectly counter-balanced horizontally and vertically!) It's going to send hundreds of thousands of potential customers into stores everywhere looking for the BSR McDonald 500. If you're out of stock, better call us now and we'll rush your order while there's still time to cash in!



Precision crafted in Great Britain
BSR (USA) Ltd., Blauvelt, N.Y. 10913

□□□□ **Current methods of setting standards** for a wide variety of products—including appliances—may violate the antitrust laws. John D. Dingell (D-Mich.), chairman of a special House small business subcommittee, intends to delve deeply into this subject. He notes that the standards generally are established by representatives of big business; rarely are small companies or consumers represented.

Dingell will start hearings in March, posing this question: "Really, doesn't the setting of an industry standard often amount to a fight for competitive ad-

vantage and an effort to shut out competition from the little fellow?" He plans on-again, off-again hearings over the next two years—starting with building materials, but eventually getting into appliances and a number of consumer products.

□□□□ **Federal fair-trade legislation** was killed in the last Congress: now, the Johnson Administration is trying to bury it so deep it will never arise again. The President's Council of Economic Advisers (CEA) says, in effect, that fair-trade is a Depression-born device that has no place in the current economic system—and actually works to stifle competition.

Says the council: "Resale price maintenance permits manufacturers to guarantee attractive margin to retailers in order to encourage them to promote their products rather than those of competitors . . . Price maintenance agreements often raise prices to consumers." The CEA would like to see fair-trade laws—effective in some 20 states—eliminated.

□□□□ **Truth-in-lending legislation is back** before Congress, even though its longtime sponsor — Sen. Paul Douglas (D-Ill.) — was defeated for re-election last November. Sen. William Proxmire (D-Wis.) took up where Douglas left off, and introduced a similar bill that would require lenders to give their customers a dollar-and-cents accounting of finance charges.

Another bill to place a federal limit on interest charges has been introduced by Wright Patman (D-Tex.), chairman of the House Banking and Currency Committee, who has long been an advocate of cheap money. But Patman says he will delay any action on his bill until the Senate approves some kind of truth-in-lending measure. He may wait a long time. This is a far more conservative Congress than the last one, which refused to take Douglas overly seriously. Patman actually is considerably more interested in legislating a usury law than he is in providing a measure that calls for disclosure of borrowing charges.

SELL THE NEWEST IN SOLID-STATE CONSOLES!

STEREO III

I STEREO TAPE CARTRIDGE PLAYER **II STEREO HI-FI PHONO** **III STEREO FM RADIO**



72" Model ST213: Danish Modern styling in oiled walnut veneers and selected hardwoods

EXCITING TRIPLE PLAY STEREO!

Another reason why **7301** dealers call Olympic their No. 2 line...

BUT THEIR NO.1 PROFITMAKER!

Olympic's the brand with spectacular features in all-solid-state stereo combinations! Complete, convenient, exciting...they add effortless, automatic, 8-track tape cartridge play to instant-playing radio and phonograph. Big, beautiful 72-inch or 60-inch cabinets. Genuine woods. Styling and quality that sing. Yet, promotably priced and unshoppable! When you switch to Olympic, you win more sales, give customers more. You earn extra profits, and keep them!

"STEREO III"—ALL 3 WITH INSTANT PLAY!

- All-solid-state chassis, no warm-up delays
- 100 watts peak power • Exclusive Sound Control Center governs 8-speaker balanced sound system, remote speakers • Plays same 8-track tape cartridges used in cars • Lighted tape channel indicator, pushbutton channel selector • Input-output for direct tape recording, monitoring • Calibrated tuning meter • 11" turntable, tubular arm, high compliance cartridge • Tape, record storage.



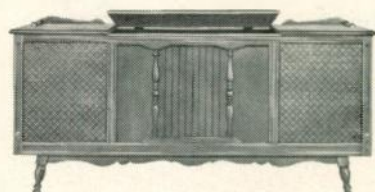
I STEREO 8-TRACK TAPE CARTRIDGE PLAYER



II STEREO HIGH FIDELITY PHONOGRAPH



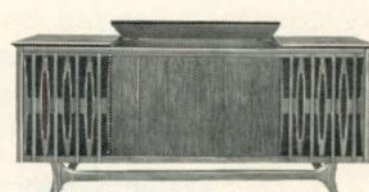
III STEREO FM — PLUS AM/FM HI-FI RADIO



60" Model ST214, Early American Styling



60" Model ST215, French Provincial Styling



60" Model ST216, Danish Modern Styling

Olympic

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



The course of color television: important changes just ahead

"This year will separate the men from the boys."

D. L. Mills, head of RCA's home instruments division, was discussing the company's glamor product: color television.

There is nothing incompatible with Mills' view and the continued healthy growth of color tv. But it was clear that if RCA's appraisal of the color market is correct, not everyone is going to share equally in the anticipated 1967 growth. And what RCA is now saying publicly other set makers are currently discussing privately.

Any analysis of color's growth this year, Mills maintains, must be done by brand name pulling power, not necessarily by total industry statistics. He appeared confident that the industry can hit 7 million color set sales this year, although he admits that the figure hinges on the effect of a tax increase, the course of the Vietnam war, the tightness of money, and the fate of the truth-in-the-credit bill.

Talk of inventory dislocation leads Mills directly back to his key point: consumer acceptance of specific brands. "RCA has no problems," he said, "but it is obvious that certain brands wouldn't be making the moves

they are now making if they weren't having difficulty."

The industry should be producing no more than 140,000 sets per week right now, according to Mills, or somebody will be building trouble.

The promotional year: The color year shapes up as one of the most promotional since those early, pioneering days when RCA alone tried to get the bandwagon rolling. The company has put aside more money to promote color in 1967 than it has in either of the past two years.

RCA also figures that this is the year the second set market begins to lather some steam. The company will introduce its 14-inch [old 15] portable in early March because, as Mills puts it, "some consumers are ready for a second color set."

The product mix will also change this year, according to Mills, and for the first time in four years the average factory selling price will almost certainly decline. (Average factory selling prices of color: \$348 in 1964, \$356 in 1965, \$370 in 1966.)

But the decline in factory selling prices will be brought about by the change in mix, Mills said, "not by any fundamental repricing."

—Donald S. Rubin

The next step for cassettes: a new dimension at Mercury

Getting away from the "coffin look": this is the way Mercury's new console audio center/cassette player is described by Perry Winokur, director of the company's home entertainment division. The Contemporary-styled console will be introduced by Mercury at the Music Show and the Electronic Industry Assn. (EIA) Show—both to be held from June 25 through June 29.

Standing about waist high, the streamlined model is the general size and shape of a compact refrigerator. Components included in the center are an AM-FM multiplex receiver, a 4-speed record changer, and the cassette player—all of which are in stereo.

Winokur explained that the compactness of the audio center/cassette player allows a cabinet design with a square look, rather than the traditional oblong shape. The console will carry a suggested retail price of \$229.95; it is the highest-priced item of Mercury's new 7-piece cassette player line.

Two of the seven models have already made their debut: the TR 8000, a playback monaural unit that retails at \$75.00, and the TR 700, a stereo player listing at \$159.95. A car version of the stereo audio center/cassette player, retailing at \$99.95, will be introduced in June just prior to the Shows; the four other cassette units will be featured at the two shows.

It is reported that the lower-priced cassette players—including the car unit—will feature mono recording, and that the higher-priced items in the line will record in stereo. A dig-

ital index, which will permit the operator to select any one song on a tape, is slated to be incorporated.

Winokur stated that the new line is in keeping with the public's increasing demand for cassette units. "It is expected that \$1 million in monaural and stereo cassette players will be sold by the industry in 1967," he said.

"The quality of sound is more than adequate," Winokur pointed out; "and the machine is easier to use than most tape recorders." Retail clerks can make an excellent presentation of the product with no technical difficulties. And, for the same reason, he observed, the cassette system holds tremendous appeal for women.

So far, according to Winokur, photography departments have proved to be the most successful dealers of cassette systems; but appliance and radio-television people quickly are becoming adept in this selling area. It is anticipated that the latter will soon become the big retailers in the product category.

To back up the push in equipment, Mercury has stepped up its production of cassettes with pre-recorded music. By the end of the month it hopes to have 103 on the market.

In projecting future plans for cassette players, Winokur hinted at the development of an automatic changer. "It's the next step," he said, "but not this year." Winokur's automatic changer would mean that a stack of cassettes could be played and ejected automatically, much in the same manner as the 3M cartridge models.

—Jerianne Roginski

□□□□ **New tv tube sizes to meet FTC rules** are almost a reality. Manufacturers—anxious to retain 19-inch and 21-inch viewable diagonal measurements for advertising in this volume area of the b&w set business—late last summer asked Corning Glass Works to develop the tubes in accordance with new Federal Trade Commission requirements on screen sizes. Last week, tube producers started examining samples of the 19-inch bulb supplied by Corning; the true 19-inch set could appear in manufacturers' lines in time for the introduction of 1968 models late this spring. The new 21-inch tube will take a little longer, but could be ready in time for the fall sales season. "These sizes have been around a long time," a Corning executive said, "and some marketing men evidently feel they need these odd-numbered sizes back in the line." Corning had required that at least two set makers request these sizes; the company does not make a bulb exclusively for anyone. (For an in-depth look at what is happening to screen sizes in retail ads under the new FTC rule, see pp. 11-14.)

□□□□ **Mercury is accelerating production** of cassette releases and will bring its total to 103 by the end of February, according to Tom Bonetti, director of tape cartridge products. In January, 18 new cassette releases were put on the market; 36 more will be added this month. Bonetti said Mercury plans to have 24 cassettes coming out every month throughout 1967. Music Tapes Inc., Roulette Records, and Audio Fidelity-Fantasy have contracted with Mercury to have their recordings released in cassette form.

□□□□ **Webcor-Dormeyer will hit the road** to introduce its new line to retailers. The company—which did not have the opportunity to show buyers its new wares because of the recent fire at McCormick Place—has scheduled the following exhibits: Dallas (Feb. 10-15); Cleveland (Feb. 10-11); New York City (Feb. 14-15); the Boston Housewares Show (Feb. 18-20); the Southeast Housewares Show, Atlanta (Feb. 19-22); and the Los Angeles Hardwares Show (Mar. 17-19). Minneapolis retailers will see the Webcor line Feb. 22-27.

□□□□ **The trend to bigger refrigerators** continued in 1966 according to year-end figures released by the National Electrical Manufacturers Assn. Of all units shipped last year, 61% were in the 14-cu.-ft.-and-over category, while more than one-third were in the 15-cu.-ft.-and-over category. Total sales of refrigerators with less than 14-cu.-ft. capacities dropped 9.9% from 1965. Food freezer figures showed an increasing popularity in 16- and 17-cu.-ft. models, which outsold 11- to 14-cu.-ft. units by 4.1%. While chest-type freezers remained the best sellers in 20-cu.-ft.-and-over units, their lead decreased to 1.9% in sales of 16- and 17-cu.-ft. units. Here is how 1966 and 1965 sales compared:

Refrigerators by unit capacity	Percent of total sales	
	1966	1965
10 cu. ft. and under	9.9%	11.5%
11 cu. ft.	1.7%	1.8%
12 cu. ft.	22.5%	23.9%
13 cu. ft.	4.7%	8.2%
14 cu. ft.	25.1%	28.4%
15 cu. ft. and over	36.1%	26.2%
Total all units	100.0%	100.0%

□□□□ **Over-all sales of gas ranges fell** in 1966, while those for eye-level models continued to rise, accounting for 11.5% of the year's total sales. The Gas Appliance Manufacturers Assn. reports that combined sales for the four types of gas ranges—free-standing, built-in, set-in, and eye-level—decreased in 1966 by 4.6% to 2,162,400 units from 2,266,400 in 1965. Eye-level sales rose 11.7% over 1965 to establish a new sales record of 248,300 units. Dryer sales also reached a new high on sales of 764,000 units—up 8% over 1965 total sales of 707,700 units.

□□□□ **A voice-actuated switch for tape recorders** with remote-control microphones has been introduced by Channel Master. The unit, called Vocatrol, has a variable sensitivity adjustment to pre-set the sound activation level and a three-second delay circuit to prevent shutoffs during pauses. It lists at \$12.95 and carries a 120-day guarantee. The unit gives Channel Master four voice-actuated tape recorders, starting at under \$60 for a 2-speed portable.

□□□□ **Zamoiski has signed an FTC consent order** prohibiting price misrepresentation and customer deception. By signing the order, however, the Washington-area Zenith distributor has not admitted guilt of the charges made against his company last September! (MW, 26 Sep. 66, p.3; 3 Nov. 66, p.3). Differences between his suggested retail prices and Zenith's are insubstantial, he explains, and can be attributed to his inclusion of service and shipping charges. He admits that listed dealer prices are higher than actual costs, but says listed prices do not include allowance for dealer benefits under the company's profit-sharing plan.

□□□□ **GE's consumer electronics division** has been divided into two new departments: a personal television department at Portsmouth, Va., which will handle the 16-inch-and-smaller color and b&w tv sets, and a major television department at Syracuse, N.Y., which will handle 18-inch-and-larger color and b&w tv sets.

General Electric also announced that GE Youth Electronic Products would be given away as prizes in a national Sweet Eatin' Sweepstakes being staged by the Kellogg Co. to promote its cereals. During the promotion, GE products will be featured on the panels of Kellogg cereal packages, and will be shown in 25 network television spot announcements.

□□□□ **A "Retail Wage and Hour Handbook"** is now available to members of the National Assn. of Music Merchants (NAMM). Published by the association, the book serves as an easy reference to the new rules and regulations of the Fair Labor Standards Act as they apply to the music business. The handbook is free to all NAMM member stores as part of the regular NAMM services; the only stipulation is that members subscribe to the association's regular supplement service. It is not available to non-members.

The association is introducing the handbook to prepare its member stores for extended coverage of the wage-hour law, which, as of Feb. 1, 1967, will include stores with \$500,000 in annual gross sales. Within two years businesses with \$250,000 in annual sales are expected to be included under the law.

Preview at Canada's Expo 67: Frigidaire's coming attractions?

Enter Expo 67. And—with a minimum of fanfare—enter Frigidaire of Canada exhibiting some innovations in kitchen and appliance design and construction that could tear the wraps off product plans for its U.S. counterpart. Innovations have been imported before from Frigidaire of Canada.

A sneak preview of the kitchens Frigidaire of Canada has designed and installed for Habitat 67—the "Eiffel Tower" of Expo 67—reveals: refrigerators with brightly colored linings on the inside; refrigerators with a new Ride-Aire feature that does away with the vacuum cleaner accessory; all-formica cabinets; and, located in the bathroom/utility room, a stacked washer and dryer with a Ride-Aire feature.

The Frigidaire kitchen is functional and possible today. And, except for the use of new materials and color combinations, the design is conventional: long and narrow, lined on both sides with appliances and cabinets. But for Frigidaire of Canada, this is the first fully company-designed and company-installed kitchen—and the first step toward kitchen design for the builder market.

Whether this means Frigidaire in the U.S. is ripe to examine the pre-packaged kitchen business is open to speculation. In this case, cabinet production for the 158 kitchens Frigidaire of Canada contracted to design for the Habitat 67 exhibit has been subcontracted to Hanover Kitchens of Canada Ltd. But Frigidaire supplied the specifications.

The cabinets are all formica, with aluminum extrusions around the edges; all other vertical surfaces in the compact kitchen—including refrigerator and built-in oven surfaces—are made of the same materials. The kitchens come in six color combinations—terra cotta, butterscotch, Dove grey, Concord blue, Sagebrush green, and Putty grey—and one kitchen is paneled partially in teak.

Splashily dyed plastic linings inside the two-door, 14-cu.-ft., top-freezer model refrigerators complement the cabinets with charcoal, Concord blue, old pewter, butterscotch, Tahiti green, and tomato red. Does this mean color-conscious consumers south of the Canadian border can look for color inside their refrigerators? Frigidaire in the U.S. will not comment.

But with color—as with any of the other innovations—this would not be the first time that U.S. Frigidaire marketed a feature first developed in Canada. The Ride-Aire feature first appeared in Canadian refrigerators in spring, 1965, but did not hit the U.S. until the 1966 line was introduced in fall, 1965.

The one kink in Ride-Aire that U.S. consumers have complained about is ironed out at Habitat 67. There, no vacuum cleaner is needed to make the feature work. Instead, an air-power unit about the size of a small hand mixer is attached to the frame of the refrigerator at the bottom. The self-contained air-blower would add about \$30 to the cost of the refrigerator if sold at retail, according to Frigidaire of Canada.

The stacked washer and dryer at Expo 67 depends on the Ride-Aire feature to function, because both units are stacked inside a steel frame with the dryer on top. Since the 12-lb.-capacity washer is top loading, the housewife—to use the washer—simply presses a button to activate the Ride-Aire feature, and the unit floats forward for loading. Of all its innovations, Canadian Frigidaire says the washer-and-vented-dryer unit is closest to marketing. The Expo 67 version of the unit is just over 71 inches high and 29 inches wide.

Frigidaire's appliances are only one part of the crowd of innovations in the house that Expo built. The entire Habitat unit consists of 354 precast concrete boxes randomly stacked to form an apartment house that resembles nothing so much as adobe cliff dwellings.

Each apartment consists of one, two or more of these boxes; each apartment has a garden of its own formed by the roof of the box beneath it, insuring each occupant the spaciousness and privacy of suburban living within an apartment house. Kitchens, bathrooms, window frames, and insulation are installed in the boxes before each is hoisted into place, and before the roof is connected.

Canadians hope that some of these innovations will have the same influence on construction methods as the Eiffel Tower's use of structural steel or the Crystal Palace's use of glass had on the architecture of their time. Both the national and local governments of Canada are staking a pretty penny on their bet.

Original estimates put the cost of the project at \$13.5 million, and that is still the official estimate. But the Habitat 67 architect's office places the cost at well over \$17 million, even though it has been decided that nearly one third of the units will be left unfinished.

Other manufacturers exhibiting at Expo 67 will not, for the most part, be represented by product displays—and even Frigidaire is avoiding too much use of its name with its products. Expo 67 is no commercial New York World's Fair. Although its primary purpose is to promote Canadian trade with other countries (80% of the Canadian economy depends on trade), it does so in subtle ways.

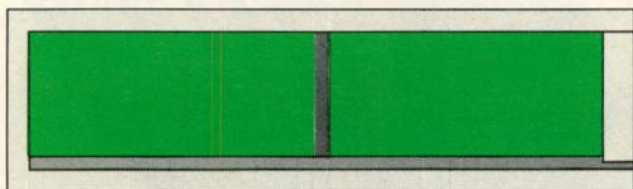
Many manufacturers represented at the exposition have sponsored a piece of art or sculpture. Some have sponsored part of the \$5 million it will take to landscape the over-1,000 acres that make up the exhibition site. Some have cooperated in preparing information exhibits—like the mass communications exhibit in the Man in the Community pavilion or similar exhibits in the Man the Explorer pavilion, Man the Producer pavilion, or in one of the many other exhibits.

Among the companies represented are: Canadian General Electric Co. Ltd.; Canadian Kodak Co. Ltd.; Canadian Westinghouse Co.; Dominion Stores Ltd.; Dupont of Canada Ltd.; IBM; and RCA Victor Co. Ltd.

—Amei Wallace

The one word sales talk.

"Watch!"



The Philco Color Tuning Eye says the rest.

In seconds, customers see for themselves that color tv from Philco-Ford really is easy to tune.

And easy, fast, foolproof demonstrations like Philco's are what are selling more and more color tv these days. That's because today's shoppers are getting more particular—looking for meaningful quality differences.

Philco-Ford specializes in these kinds of product differences. Visible product differences that overcome sales resistance. Features that can be seen, tried and proven on the showroom floor.

It's another example of how Philco-Ford technology helps you sell quality merchandise profitably.

If you're not a Philco-Ford dealer

and would like to see what we mean, visit your Philco-Ford Distributor and try out the Color Tuning Eye. It might just turn you into a Philco-Ford dealer.

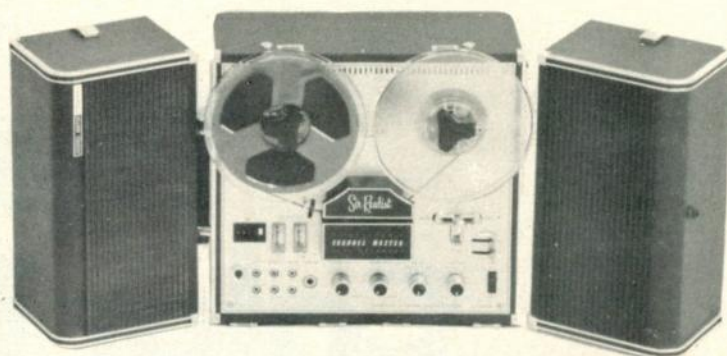


FAMOUS FOR QUALITY THE WORLD OVER
Philco-Ford Corporation, Philadelphia, Pa. 19134

Free sales clinchers!



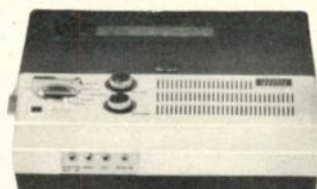
MODEL 6430, SIR REALIST



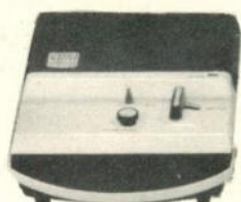
MODEL 6431, TROUBADOUR



MODEL 6549, PORTOFINO



MODEL 6471A, JETAWAY



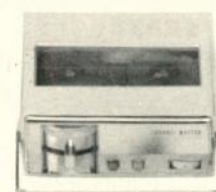
MODEL 6465, CHORALE



A



MODEL 6545, TAPE-A-LONG



MODEL 6456, MICRONIC

MODEL 6464, KEYNOTER



You're off your rocker if you think tape recorder shoppers can resist these.

Take the Vocatrol Voice Actuator on top of the tapes.

It would cost your prospect \$12.95 list if he bought it separately. But you can hand it to him with your compliments. All he has to do is buy Channel Master's battery-operated tape recorder A or B.

And because the Voice Actuator adds so much fun to taping (it automatically starts and stops the recorder at a word from you), it's bound to multiply your recorder sales handsomely.

How about the other recorders? They're no step-children either. Your customers get up to six tapes when they buy one. (2 1/2", 3", 5" or 7" reels—and the finest name-brand quality too.)

So there you are. Along with some top-notch solid state recorders, you get a full promotion package complete with: *Three* free sales clinchers (our unprecedented 120 day free replacement guarantee happens to be the third). Plus the fullest profit in the industry. Plus all the in-store dealer aids

required to create a little excitement.

What else do you need to keep you sitting pretty in the middle of all that traffic!

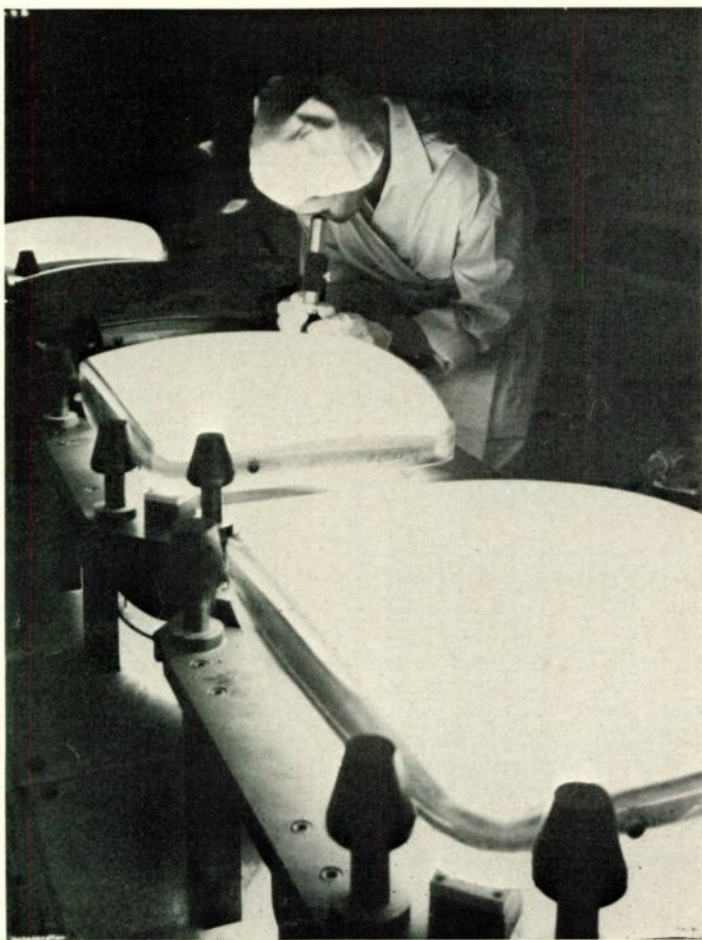
A call to your nearest Channel Master distributor.

You'll make it right now if you're smart.

**CHANNEL
MASTER®**

ELLENVILLE, N.Y.





About the cover: A technician in Sylvania's Seneca Falls (N.Y.) plant intently examines the phosphor dot pattern on the faceplate of a color tube. This is one of the earliest stages of inspection a tv picture undergoes on the long road to market. Once these tubes are married to sets and the ads commence, they will get a final check—the FTC test of whether or not the tube size is properly advertised.

IN OUR OPINION:

The tv industry plays a dangerous game with new FTC screen sizes

It's a mess.

After clipping retail ads of tv sets for a month to check compliance with the Federal Trade Commission's trade regulations on screen sizes, MERCHANDISING WEEK can only conclude that far too many of the nation's top retailers are headed for trouble.

And in too many cases, if the retailer is relying on set manufacturers for guidance he is out of luck.

Since last summer the industry knew the ruling was coming at the start of 1967. But late last fall, when set makers were asked how they were going to handle their own ads, far too many were vague or cagey.

A too typical story we have heard: a key account set up an ad for a Sunday comic section. His copy had to be finished six weeks ahead of publication date—a deadline he met by using screen size information provided by his local distributor, who got his numbers from the factory. After the ad was printed, the key account discovered that he had violated the FTC rules.

A couple of weeks ago, an important set maker requested permission from us to reprint our guide to the new FTC screen sizes for mailing to his distributors and 3,000 retailers. Fine. But isn't the middle of January a bit late to get rolling on a trade rule that went into effect on Jan. 1?

This lack of leadership, perhaps, has led to some of the strange patterns of compliance we found while scanning the retail ads in January. In some cases, important retailers—with high-powered ad staffs of their own—promoted sets in a manner that conformed with the FTC rules in one part of an ad and violated regulations in another section. Other ads were all wrong.

Anyone who thinks the FTC is kidding is only fooling himself. A conversation with the Commission's staff will quickly dispel any thought along these lines.

On the following pages, we have selected a series of ads that illustrate what is correct and what is incorrect under the FTC rules. The examples—right and wrong—were all run in January by some of the nation's most prominent merchants. In showing a few simple examples of "do" and "don't," we based our conclusions on a careful analysis of the FTC rules and expert advice.

After examining the FTC rules, we further recommend that the industry standardize on the viewable diagonal; there is precedent for this. Although altered, the diagonal picture tube measurement is still closest to what the public has been exposed for more than a decade.

Square inches simply do not mean a thing to the public—and to most of the trade. (Quickly now, what is the viewable diagonal on a 227 square inch picture?)

Manufacturers are so concerned over the diagonal that they are moving quickly to protect two important designations—19- and 21-inch b&w sizes—by developing new tubes with dimensions that meet FTC rules.

The 19-inch b&w portable will reappear in the 1968 line introductions this spring undoubtedly accompanied by fresh promotional ballyhoo. The 21 will come later this year. Now is the time to get ready. **The Editors** ➤

How to set up an acceptable ad:
a look at the FTC's guidelines

The Federal Trade Commission, with its new regulations governing the advertising of tv set screen sizes, has reduced television's picture to its viewable proportions. Previously, the over-all dimensions of a screen included the glass walls of the picture tube. But now, in effect, the FTC has ruled that the industry must live within these glass walls. The key sentence in the FTC rule, which went into effect on Jan. 1: "If the indicated [screen] size is other than the horizontal dimension of the actual viewable picture area, such size designation shall be accompanied by a statement, in close connection and conjunction therewith, clearly and conspicuously showing the manner of measurement." The new rule has cost the industry from one to two inches on every picture tube it has ever advertised. (For the correct new screen sizes, see the guide below.) Now when the advertiser wants to use any designation other than the viewable horizontal measurement—and no one shows any signs of embracing this alternative—he must clearly identify the particular measurement he is using. If the advertiser now wants to identify screen sizes by viewable area in square inches, he can do so without any problems. But in using the traditional measurement—the diagonal—the industry must handle the designation with extreme care or risk FTC action. In fact, many retailers currently using the diagonal measurement in their ads are running the risk of tripping over an asterisk: that typographical speck, that has drawn the Commission's wrath in the past. In the FTC's view, the designation "18-inch diagonal" meets its new trade regulation. If the industry, however, wants to use the phrase "18-inch sets" in its advertisements, it may do so, but only if the ad clearly and conspicuously indicates that this "18-inch" designation represents the diagonal measurement. And the FTC has a clear idea on how to accomplish this. The "18-inch set" designation must be accompanied by the term "diagonal measurement" and that term must appear in "close connection and conjunction" with the screen size, as well as "clearly" and "conspicuously." The emphatic repetition here is not accidental. The Commission evidently feels it has history on its side as a basis for making the point so clearly and conspicuously. In writing the new regulations, the Commission recalled its 1956 experiences in setting up trade practices for the television industry. At that time, the FTC observed that many industry advertisements inadequately or inconspicuously met the regulations. Small type or footnote disclosures did not meet the FTC's standards in 1956—nor do they now. —Donald S. Rubin

A guide to 1967 screen sizes†
COLOR TV

Table with 3 columns: Old diag. (inches), New diag. (inches), Area (sq. in.)

BLACK-AND-WHITE TV

Table with 6 columns: Old diag. (inches), New diag. (inches), Area (sq. in.), Old diag. (inches), New diag. (inches), Area (sq. in.)

†Unless otherwise designated, figures are from Electronic Industries Assn. JEDEC Electron Tube Council. *Submitted to the FTC as a guide by Engineering Committee on Cathode Ray Tubes of IA Japan **Dimensions supplied by manufacturer, and sufficient data is not available to confirm that they are in accordance with EIA standards.

- PERSONAL PORTABLE TV With side carrying handle. Model 12BP73. All stores \$79.95
- DELUXE PERSONAL PORTABLE Front speaker. Model 12BP71. All stores \$88.88
- BIG SCREEN PORTABLE TV Model 19BP101. West store \$99.95
- LARGEST SCREEN PORTABLE TV Model 21BT130. At 33rd, North and South stores. Was \$159.95 \$139.95

Any model numbers, like those shown here, that could be construed as size representations may draw fire from the FTC staff. It is best to stay away from this in your advertising.



How to attract
FTC attention
with your ads

The ads you see on these pages were run last month by a number of the nation's top retailers. They all have one thing in common: they do not comply with the new FTC trade regulations governing the advertising of tv set screen sizes. The ads were selected by MERCHANDISING WEEK because they illustrate the most typical mistakes retailers are making under the new regulations.



RCA VICTOR DELUXE 18"
COLOR TV PORTABLE, UHF-VHF,
TELESCOPING DIPOLE ANTENNA

Courtesy Days price \$419

18-inch picture measured diagonally, with UHF-VHF, automatic color purifier.

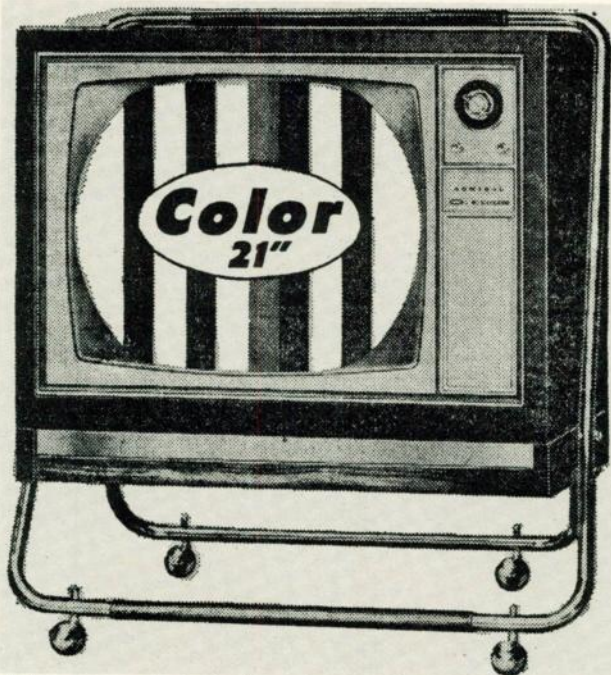
This ad would win no commendation from the FTC, which requires that the diagonal measurement be clear, conspicuous, and in close connection and conjunction with the 18-inch designation being used to describe the set.



18" Portable in
Woodgrain Cabinet
139.95

- * Two-pole swivel antenna • Instant picture, sound • Solid state and tube components for greater reliability • Slide rule UHF tuner • All-channel • Telephone jack, earphone • Tilt-down handle • 172 sq. in. view area. Viewable diagonal measurement.

This ad runs afoul of the asterisk, a speck of type the FTC dislikes. The way the FTC views ads today, this one does not use the diagonal clearly, conspicuously, and in close connection and conjunction—a point that cannot be made too often.



Admiral modern Color TV
has 265 sq. in. picture

REGULAR PRICE 418.88 \$388

New thoughts, new styles, new trends emblazoned in Color on your fabulous Admiral TV! It's out to win you over with sparkling bright pictures (26,000 volts of advanced Color picture power.) Super Scope tuner. PLUS a FREE roll-about cart! A one full year guarantee covers all parts, all tubes and all in-home service. Even includes installation.

PLUS You Get 388 Green Stamps

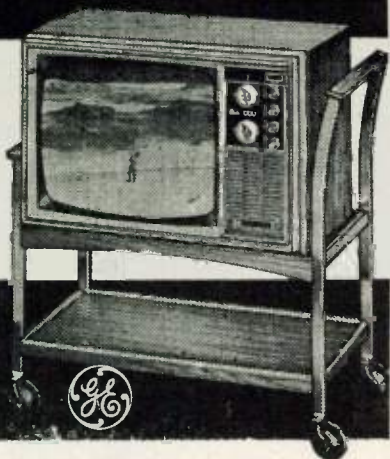
The square-inch designation in the upper righthand corner of this ad is correct, but "Color 21" in the center of the screen is dead wrong. Either eliminate it, or use 19 inches: the horizontal dimension.

18" COLOR TV

\$429

NO MONEY DOWN

FREE MATCHING
ROLL-ABOUT
TEA CART



Wrong. The 18-inch designation on this set appears without any qualifying phrase to show that the ad refers to the viewable diagonal the FTC requires.

PRICE CUT 35%!

KING SIZE **18"** PORTABLE

99⁸⁸

Satisfaction
Guaranteed at
or your money
back

WAS
134.95
•
LOW AS
1.50 WEEK
•
NO TRADE
NEEDED!

NO MONEY DOWN

No Payment 'til June!

- Big 172 sq. in. picture!
- Powerful 18,000 volt chassis!
- Screen measured diagonally!
- Handsome styling—perfect for any room in the house! 20C3731

Nowhere is 18 inches defined as diagonal; square inches does not rectify the error.



Wrong, again. Yes, the picture is rectangular, but the 22-inch designation refers to the picture's viewable diagonal. The ad nowhere states this fact and thus violates the FTC trade regulations. If the ad had used 22-inch diagonal in the copy, it would have been correct in the FTC's eyes.



23" color TV console in modern style

So you missed the Rose Bowl game in color again this year? Then it's time to start seeing all the other great color shows on your own set. This week you can buy this handsome console at a tremendous saving. Big 23" picture . . . 25,000 volts of picture power with 3 stages of signal strength for strong reception of all channels . . . automatic degausser to keep color true and clear. Danish modern style, in walnut-finished hardwood cabinet.

Regularly \$499 **\$466**
NO DOWN PAYMENT,
17.50 A MONTH
PRICE INCLUDES DELIVERY IN LOCAL AREA

*overall diagonal picture

Asterisk trouble here—and more. Use of "overall diagonal picture" designation violates the new rules, which require that ads use the viewable diagonal. If set is old style 23, then that is wrong, too.

SALE . . . 1967 ZENITH 22" screen black-and-white portable TV with power transformer, roll-about cart.

EVERY 1967 ZENITH color TV console with 265 sq. in. screen at is on sale.

SALE . . . 1967 ZENITH slim-line 20" black-and-white portable TV with power transformer, roll-about cart.

EVERY 1967 ZENITH color TV console with 295 sq. in. screen at is on sale.

SALE . . . 1967 ZENITH 18" black-and-white portable TV with power transformer, with or without remote control.

SALE . . . 1967 ZENITH stereo hi-fi console with AM/FM stereo radio, 4-speed automatic changer.

Right and wrong. The 22- and 18-inch black-and-white tv sets shown in this ad fail to meet FTC requirements. To do so, the retailer should have included the word "diagonal" right after the numbers. When the number stands alone, the

FTC believes the public thinks of a horizontal measurement (screen width), not the industry's traditional diagonal designation. The sets using square inches fully meet the new Commission trade regulations.

**GIANT 267-SQ. INCH
82-CHANNEL UHF-VHF
COLOR TELEVISION**

\$286.⁶⁷

Deluxe Philco "Cool Chassis" tube design; front-mounted tuning controls and front sound; legs optional, extra.

**22-INCH DIAGONAL
82-CHANNEL UHF-VHF
SWIVEL COLOR CONSOLE**

\$447.⁶⁷

Swivel-base permits turning the set in any direction, without losing perfect color purity; Golden Voice sound; 270 sq. in. picture.

**23-INCH DIAGONAL
82-CHANNEL UHF-VHF
LOBOY COLOR CONSOLE**

\$477.⁶⁷

Zenith's famous handcrafted chassis with no printed circuits and no production shortcuts; Spotlite tuning panels; 295 sq. in. picture.

**267-SQ. INCH UHF-VHF
COLOR 3-WAY HOME
ENTERTAINMENT CENTER**

\$447.⁶⁷

All 82-channel UHF-VHF Color TV; automatic 4-speed stereo phono, with multi-speaker sound; built-in AM-FM and FM stereo radio.

This ad uses square inches and the new—reduced—diagonal. Both clearly meet FTC requirements. But in promoting tv sets this way, the retailer does raise a question of ad strategy. By using inconsistent terminology from one copy block to the next, doesn't he run the risk of confusing the consumer? Only the trade realizes that the old round tube (267 sq.in.)—with its 19-inch horizontal—is at the core of this retailer's dilemma.



**A quick guide
to writing a
trouble-free ad**

The ads on this page also were run in January by some of the nation's top merchants. Without exception, these retailers wrote ads that met the FTC's new requirements on screen measurements. The ads show, too, that within the framework of the new rules there is still considerable flexibility in tv promotion in print. Whether or not these ads are effective is, of course, another question.

**All-Channel
Console TV**
22-In. Picture Measured Diagonally
#6131
\$138
No Trade-In
Required!

Clear, bright pictures every time from this powerful chassis. First quality speaker for fine sound. Conveniently located up-front controls and one dial control for both UHF and VHF channels. modern, styling.

The type may be small, but the designation—"22-inch picture measured diagonally"—perfectly meets the FTC's new specifications.

**ZENITH BIG SCREEN
TV ON ROLL-ABOUT
STAND**

has 82-channel UHF tuner

168.88
INCLUDES STAND

- 21,000-VOLT PICTURE POWER to bring in all stations brightly, clearly.
- ZENITH FIN-COOLED POWER TRANSFORMER for superb reception.
- HAND-WIRED CHASSIS, no production shortcuts.
- PEAK PICTURE CONTROL compensates for differences in TV station transmission.
- PUSH-PULL, ON-OFF SWITCH keeps volume control constant.

282-sq.-in. picture area.

It is tough to find any size designated here, but what is shown at the bottom of the advertisement complies with the new rules.



**Lightweight Slimline
74 Sq. In. Portable**

\$63
12-in. diagonal picture, 74-sq. in. Fine performance. Dual telescopic antennae. Jacks for earphone or speaker.

Right on both counts. The set does have a 74 square inch viewable picture, and, for good measure, the advertiser correctly identifies the diagonal measurement.



**CONTEMPORARY CONSOLE
COLOR TV IN 2 FINISHES**

\$449 \$15 monthly
no down payment.

The retailer does not identify the picture size he is advertising, a perfectly acceptable way out of this entire problem. But although this may be all right for round tubes, is price enough identification for rectangular sets?

**Silvertone Modern Console TV
22-Inch Picture**

"Measured
Diagonally"

(282 sq. in. viewing area)

Terrific Value!

**Silvertone 23-inch
(diagonal measure)
COLOR Console TV**

- Color as exciting and natural as looking through a window.
- Powerful 25,000 volt chassis. Colorguard Feature automatically eliminates color impurities.
- Keyed automatic gain control reduces picture flutter.
- Tinted safety shield reduces glare from surrounding room lights.
- Big 295 sq. in. viewing area.

\$4

Two ways of handling the same problem—advertising screen sizes without putting the diagonal in large type—come off with about equal effectiveness. Although the FTC would look closely at this strategy, the betting is that it would probably find the diagonal clear, conspicuous, and closely connected.

**PHILCO 18" DIAG.
PORTABLE TELEVISION**

Solid state transistorized tuner for full 82 channel reception. 172 square inch viewing area. Patented "Cool-chassis". Huge 6 inch speaker for fine quality sound. Glare-resistant optic picture tube. Disappearing handle and mono-antenna. Sturdy good-looking case lets you enjoy TV in any room in the house.



**FREE:
PARTS & SERVICE
WARRANTY**

A good example of advertising the diagonal in big, bold type. The Commission would certainly approve of this ad.



If you want to qualify

Occasionally a salesman finds himself in that Heaven of Heavens—a store full of buying customers, all clamoring for his attention. Which-ever way he turns, he is beset by more citizens than he could possibly handle.

This ecstatically overwhelming situation may occur on opening days, on sale days, on holidays, and during heat waves—along with other national emergencies.

For example, the veteran salesman will recall the buyers' stampede that occurred in July, 1950, a few weeks after the outbreak of the Korean War. At that time, the salesman had to learn quickly how to separate the wheat from the chaff, the potential spenders from those who were merely curious.

Time is the salesman's gold: waste a few calls on the not-out-to-buy and the day can be killed; qualify quickly and accurately and life is worth living.

Every salesman, after a point, reaches the granddaddy of all qualifying questions: "How soon do you need this?" This query will net answers ranging all the way from "I don't—I have three already" to "Well, we expect to have the house finished by Nov. 30, 1984."

On really busy days, however, most salesmen find it simplest to rely on a fast visual method of qualifying their customers. I have summarized some components of this system in the following "Overwhelmed Salesman's Guide to Visual Qualification."

It is dedicated to the memory of one Alexis Urb—currently a milkman—who spent the entire afternoon of July 17, 1950, attempting to sell a \$79 range to an elderly lady with a shopping cart, while his colleagues were busily writing up orders for 51 10-inch television sets with magnifying lenses, priced at \$349.95 each.

1. A pipe smoker—Negative. A pipe smoker does not arrive at a decision in less than an hour and a half. Alexis Urb was continually falling prey to pipe smokers.

2. A car key dangler—Negative. He left his motor running and he is waiting for his wife to emerge from the pharmacy next door with the deodorant arm pads.

3. A middle-aged couple looking at an air conditioner on Dec. 21—Negative. This is Australia?

4. Three men wearing pearl gray Homburgs—Negative. The first guy will not want to buy—and, if he does, the other two will talk him out of it.

5. A man with a French poodle—Negative. He is out walking the dog, and if they do not make it to the curb in time—wow!

6. A graybeard with an intense look grasping a brown paper bag—Negative. The bag is full of uncertain television tubes and he always waits for the busiest day on which to have them tested.

Here are some favorable signs:

1. A woman in her thirties carrying a brown paper bag in her arms—Positive. The bag contains two quarts of milk, a loaf of bread, and a head of lettuce; she is on her way back from the grocery; she spotted the slinky walnut stereo in the window; and she still has \$20 left of the weekly food money.

2. A man, a woman, and six chil-

dren standing in front of the 19-cu.-ft. refrigerator—Positive. They bought their 10-cu.-ft. box from you 12 years and five children ago; it is loaded with the baby's formula; the temperature outside has hit 100 degrees; and the sealed unit just conked out.

3. A burly, unshaven man in a grimy T-shirt with mud-streaked shoes—Positive. He is a construction worker; his \$450 weekly salary is in the pocket of his jeans; and he promised the old lady he would pick up another portable color set on the way home.

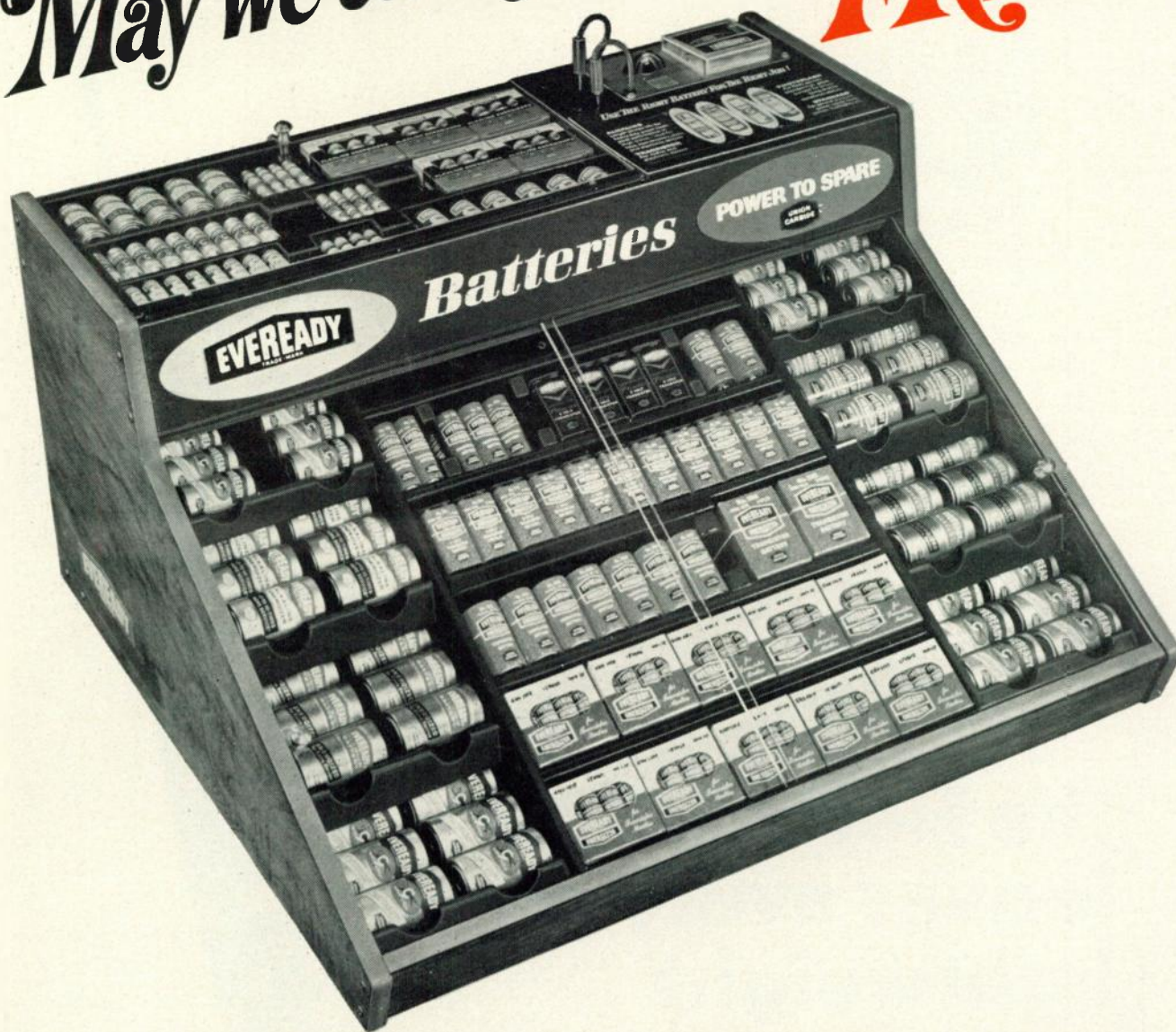
4. A young couple gazing cross-eyed at the stereo-color theatre—Positive. They are engaged to be married; the cabinet style is Spanish Seductive; and if she were offered the choice between a honeymoon in Capri and the set, she would sooner take the latter.

Of course, visual qualification on a busy day is not always 100% reliable. For example, the male member of the aforementioned couple may turn out to be seeking credit with a total of one month's steady employment and no co-signer closer than Bessarabia.

If this is the case, your only recourse on that crowded sales floor is to offer a silent prayer, open your eyes, and go "Eeny, meeny, miny, moe."

About the author—The man who writes this column is exactly what he claims to be—a hard-working retail salesman of consumer electronics, major appliances, and housewares. He wishes to remain anonymous (steady readers of this column will understand why). His opinions are his own, not necessarily of MERCHANDISING WEEK.

May we case your place?
FREE!



NEW "EVEREADY" DELUXE POWER CENTER

Includes a fast-selling assortment of "Eveready" alkaline, transistor, photo and flashlight batteries designed to satisfy 98% of all needs of the booming cordless market.

- PILFERPROOF showcase can be locked for maximum security.
- ATTRACTIVE maple finish with see-thru acrylic cover.
- PRECISION CALIBRATED TESTER . . . built in. Tests all popular transistor, photo and flashlight batteries.

Order Assortment No. 89 today and get your Deluxe Power Center FREE!

"EVEREADY" BATTERIES HAVE "POWER TO SPARE!"
13TH STRAIGHT YEAR OF NETWORK TELEVISION



"Eveready" is a registered trade mark of UNION CARBIDE CORPORATION



□□□□ Buyers like the new designs and features on the spring vacuum cleaner models. Special commendation is going to Eureka and its compact-shaped canister for solving the hose-storage problem. Several buyers interviewed by MERCHANDISING WEEK pointed out that the industry previously had conquered the problem of tool carrying and storage but that the new Eureka unit brought the "hose in line." Buyers, pointing to the popularity of push-buttons on blenders, also praised Eureka's use of push-buttons on its new Emperor upright.

□□□□ Two old vac features are being revived and dressed up in modern terms by Westinghouse and Sunbeam. Westinghouse is offering new uprights with metal beater bars—a feature that has helped Hoover gain sales leadership in the standard upright field. Westinghouse couples the beater-bar feature with its previous Twin-Jet double-suction action. Sunbeam also has come up with a new twist on suction control—and a clever name, Vari-Vac—for its new promotional canister model incorporating a choice of four suction powers. Although the suction control is strictly mechanical, Sunbeam has selected a name that will be nicely applicable to solid-state devices when they come into wide use in vacuum cleaners.

□□□□ Shop-type vacs are moving into more retail outlets, judging from buyer comments. Some department and discount store buyers who have not stocked the category in the past are adding a few models at their suburban branches. Buyers see the product as largely a suburban one, although manufacturers are stressing that retailers also should go after the commercial market—including apartment-house landlords in the cities. Regina and Westinghouse are offering new shop-type vacs, the latter with the name Super Vac.

□□□□ New polisher lines and stepped-up promotional programs hold out promise of increased retail sales. Westinghouse has added decorator colors to its polishers, and Sunbeam is switching its emphasis to rug cleaning.

□□□□ "Martha Washington Specials" is the twist Shetland has come up with for a special Washington's Birthday promotion behind two of its Fashionables canister vacs. Full-page newspaper ads placed by Shetland distributors will back up the promotion, which features the Buttercrunch and Tulips in Tangerine models at \$29.99 each—"first time on sale ever!" The two models are regularly priced at \$34.99. The sale will kick off a new Shetland campaign of newspaper and Sunday supplement ads.



This is a dirt cup.
Only the Regina Electrikbroom® has one.
It breaks the expensive dust bag habit.
Dust bags cost money—more than \$50
over the life of a cleaner.

Tell that to a woman and see how fast
you'll sell her a Regina.

Show her our exclusive Rug Pile Dial—
our powerful 2-speed motor.

Features like these sell merchandise.

You know it, we know it.

That's why the Regina Electrikbroom
is the only lightweight that sells in volume at over \$20 retail.

Dollar for dollar, feature for feature,

**the Electrikbroom®
leaves every other
lightweight
holding the bag.**



REGINA

The Regina Corporation, Rahway, New Jersey
In Canada, contact Switson Industries, Limited, Welland, Ontario

Door-to-door credit sellers cast housewares in a new role

Housewares are taking on an important new role as premium merchandise—rather than their traditional role as account openers—on the door-to-door credit sales routes.

While housewares remain popular as account openers for the door-to-door salesmen who sell credit, the products increasingly are being cast as premium in the move of members of National Assn. of House-to-House Installment Companies (NAHHIC) to bigger-ticket merchandise.

The trend to big tickets has accelerated within the last few years to a point where at least 20% of the merchandise sold by the house-to-house firms are classified as furniture and appliances. NAHHIC uses this catch-all category to describe all big-ticket goods, including color tv sets and other higher-priced consumer electronics.

Edward L. Sard, managing director of NAHHIC, points out that some of the association's larger members do more than 50% of their business in big-ticket items. This is particularly true among NAHHIC members who run retail outlets as well as maintain door-to-door selling routes.

Housewares as account openers are still important to NAHHIC members, but some, in interviews, told of bet-

ter success with more decorative merchandise—such as wall accessories—or with religious articles. Cookware, melamine dinnerware, and stainless steel flatware—which sometimes, of course, are sold as one complete package—remain basic to the door-to-door credit way of doing business.

Electrics shine best as premiums, according to NAHHIC members, who are offering them as "free" bonuses with the purchase of bigger-ticket items, such as dinette sets. The door-to-door credit sellers, with their traditional need of a three-times markup, have found it increasingly difficult to move electrics without some sort of "package" deal to blunt the price: for example, offering an iron with an ironing table, cover, and pad set.

What looks good on the door-to-door route this year, judging from exhibitor and buyer comments at the NAHHIC trade show last week in New York City, are: fans, after a banner season last year; colorful cookware sets, especially those Teflon-coated; mixers, but not blenders, which have not caught on as a door-to-door item; and decorative wall clocks—the gaudier the better.

—Ed Dubbs

The FDA gives 'facial sauna' its first complaint treatment

A battle over health claims and semantics with the Federal Food & Drug Administration (FDA) is facing at least one manufacturer of a "facial sauna" electric beauty device.

The FDA has impounded 59 units of the Saunda "facial sauna"—manufactured by Health Products, of Chicago—at Powers Department Store and Northwestern Drug, in Minneapolis. The FDA has charged that the product is "misbranded" in regard to its health claims, according to Horace Allen, FDA deputy district director in Minneapolis.

Earl Grawoig, president of Health Products, termed the Minneapolis impounding an "isolated incident" that does not affect other distributors and retailers of his firm's product, which was introduced last year. Grawoig said he did not have details of the FDA complaint, and that he and his attorneys are "investigating" the matter.

The FDA's Allen said the charge against Health Products and its distributor and retail outlet centers largely around "literature" that accompanies the product. The literature allegedly makes health claims for the unit, as well as describing it as a "truly modern version of the legendary sauna bath."

A fight over semantics may result from the fact that manufacturers and retailers are describing the new beauty devices as "facial saunas." Although the FDA did not spell this out in its complaint against the Health Products item, administration officials—according to trade

sources—have advised manufacturers to avoid the term. One new entry in the product field—Northern Electric—has called its device the "Facial Beauty Mist" appliance.

Technically, the "legendary sauna" produces dry (not wet) steam through the pouring of water over hot rocks. The new beauty units produce wet "mist" at about 116 degrees F. (Steam is generated at 212 degrees F.)

Questioned on his use of the "facial sauna" name, Grawoig asked: "What do you call it—a facial mister? You are getting bogged down with semantics."

The Saunda was the first American-made "beauty mist" device to be marketed through housewares channels. The unit was introduced last year at \$29.95 suggested retail; its sales success has encouraged other manufacturers—including Kaz and A. F. Dormeyer, in addition to Northern Electric—to enter the product category. Several imported models also are being marketed currently in the U.S.

Health Products has begun fair-trading its deluxe model at \$29.50 retail and, beginning in April, is planning to ship a promotional model with a suggested retail price of \$16.50. The lower-priced unit—dropped in to meet the new competition—has been dubbed the Saunda Debutante, and will come with lotions and creams like the higher-priced version. It will carry a \$14.50 "minimum co-op" price.

"We are selling a home facial—not an appliance," Grawoig said.

Regional shows are growing in number and size as a result of the McCormick Place disaster. One of the biggest—the Southeast Housewares/Mass Merchandise Show—is scheduled for Feb. 19-22 at the Merchandise Mart in Atlanta. It is sponsored by National Exhibits Inc., of Chicago. Meanwhile, the Merchandise Mart in Chicago is planning to hold a 3-day housewares showing beginning Wednesday (Feb. 8). And, on the West Coast, housewares reps have been encouraged to organize a summer show following the National Housewares Exhibit, which has been rescheduled for June 12-16 at Chicago's International Amphitheatre.

In addition to the regional shows—which include still another now being organized to run with the New York Gift Show—distributors have stepped up their local show activities; and more manufacturers are adopting the "put-the-show-on-the-road" tactic.

The NHMA is moving ahead with June plans, seeking—like everyone else—to push its schedule one month ahead because of the earlier dates for the summer show this year. Officials of the National Housewares Manufacturers Assn. were working last week to complete the booth layout for the International Amphitheatre. The association hopes to get this out to exhibitors by mid-February.

Meanwhile, the NHMA has scheduled a board of directors meeting for Apr. 27.

Pearl-Wick has gone baroque with a collection of French hard-milled soap for bath shops. Square in shape, with rococo design, the soaps come in four colors with a sandalwood scent, and are for both men and women. Those in blue and gold have an especially masculine appeal. The soaps will be available for delivery between Mar. 1 and Mar. 15, and will retail from \$1.50 to \$6. They are packaged in an alabaster-print foil box.

Also new from Pearl-Wick: a line of leopard-print vinyl bathroom accessories, including a basket priced at \$5.98, a chest at \$16.98, a chair at \$13.98, and a scale at \$12.98.

Key moves . . . GE names David T. McGoldrick to head the distributor sales division and Edward P. Roedema as business planning specialist for its overseas housewares division; C. Lynn Buckingham becomes a market planner for home care and comfort products of the domestic housewares division . . . HAMILTON COSCO appoints Herbert R. Whitecraft to manage the marketing operations division of the company's housewares division; Gordon Dablow is named as sales mgr of the division's national accounts section . . . INTERNATIONAL SILVER appoints Lawrence J. DeGeorge a corporate vp and John D. Shaw vp-sales and marketing for the tableware products division . . . INGRAHAM announces that George Kaniwec is mgr of product planning for the consumer products division, and John H. Holland is chief engineer for consumer products . . . ARVIN names John P. Sohn as vp and general mgr of its consumer products division and Thomas E. Wall as vp in charge of marketing for the same division . . . FASCO appoints Charles F. Crowley vp for consumer product sales.

Here's who's happening... Admiral • Bissell • Braun • Carlan Products, Inc. Chromcraft Dinettes • Club Aluminum • Con-lact • Corning • David Douglas Daystrom Dinettes • Detecto • Dormeyer • Duro-lite Bulbs • Ekko Housewares Eureka • Farbeware • General Electric • Gillespie Varnish • Hagerty Home Care Products • Hoover • Howell Dinette Co. • John Oster Mfg. Co. • Leland Industries Lincoln Beautyware • Magic Chef • Magicolor Paint • Maytag • Micro Aluminum • Nerge • Norris Therm-Roy • Philco • Proctor Silex Co. • Protex • Roetzer Gallier Regina • Revereware • Rival Mfg. Co. • Salton • Sauda • Shetland-Lewyt Sunbeam • Supra-Macy Dinettes • Toastmaster • Weaver Aluminum Weiland Polishes • Westinghouse • All in Macy's Housewares Show & Sale

Here's what's happening...
The swifty young
approach to keeping house.
Strictly the now scene.
More color, more pattern,
more design, more function.
It's U.S.A. '67. Dig it? Dig it
now...in Macy's Lower Level,
Herald Square and the
Macy's near you.

**MERCHANDISING WEEK**



**means
pre-testing
in hundreds
of homes**



**Before new appliances
of ours are okayed for volume
production, we place pilot models
in homes across the coun-
try. Then we contact each
user. If even a few find
something bothersome, it's
back to the drawing board!
We want all the bugs out of a
new model so it'll make friends
... and happy dealers. That's
our policy. Another reason why
WHIRLPOOL CAN MEAN
A LOT TO YOU!**

Remember . . . it's easier to sell WHIRLPOOL than sell against it!

Announcing... New big screen Zenith Rectangular Color TV Consoles at new low prices!

***Brand new screen size...
227 square inch
rectangular Color picture
wrapped in the
elegance of a compact
fine-furniture console!***

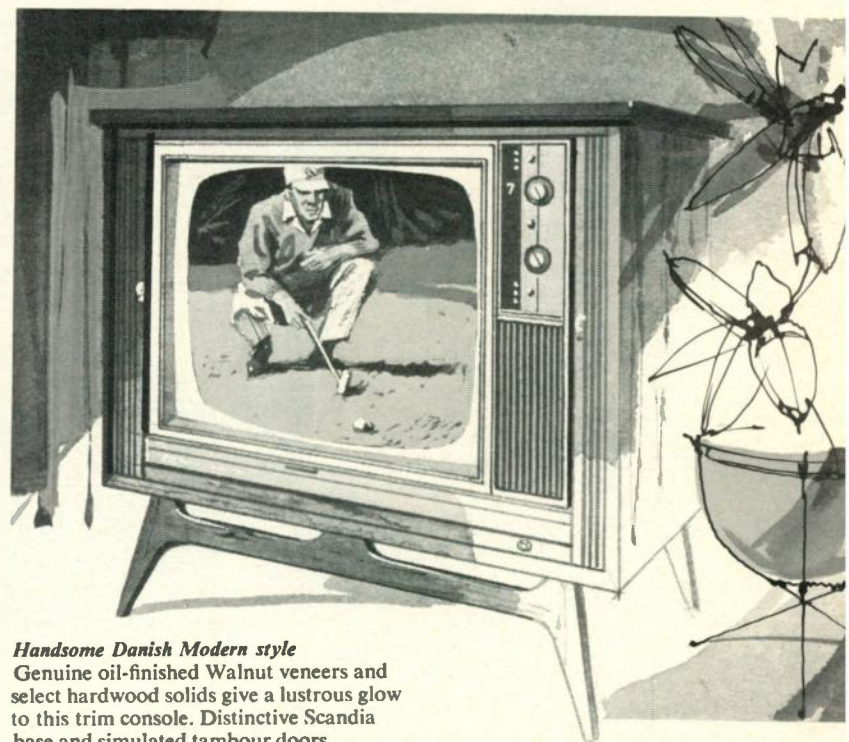
Now, for the first time, you can offer your customers a big screen rectangular Color TV in a compact console so slim and trim it fits almost anywhere.

And you'll be able to sell the famous features that make Zenith the standout in quality. The Sunshine® Color Picture Tube for Color TV's most spectacular picture. Zenith's Super Gold Video Guard Tuner for sharper, clearer pictures and longer TV life. And, of course, the famous Zenith Handcrafted Color Chassis for unrivaled dependability.

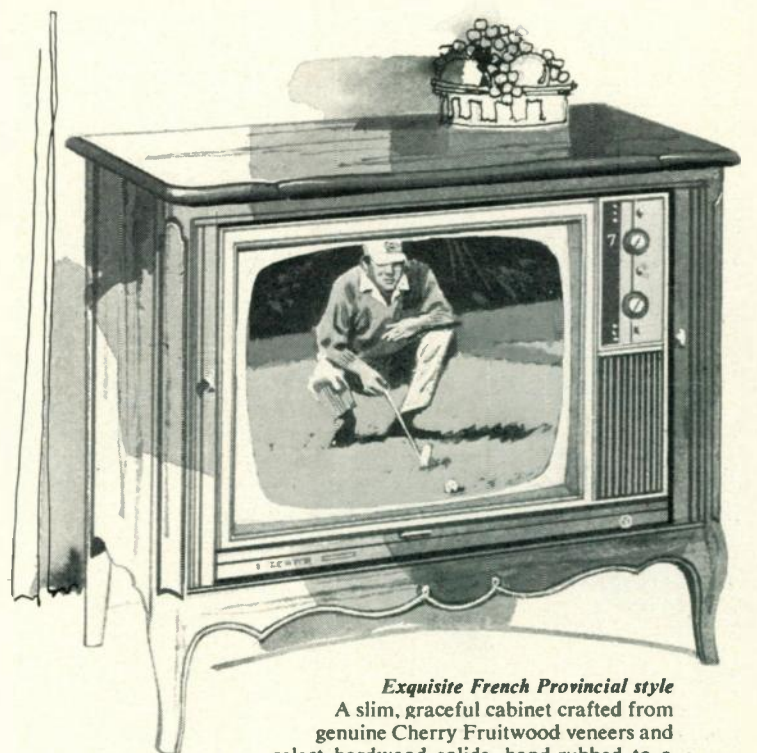
Zenith already offers you the best balanced line . . . and now, with the addition of the new big screen rectangular Console Color TV . . . you have even greater sales flexibility than ever. Order now from your Zenith distributor.

WHY NOT SELL THE BEST

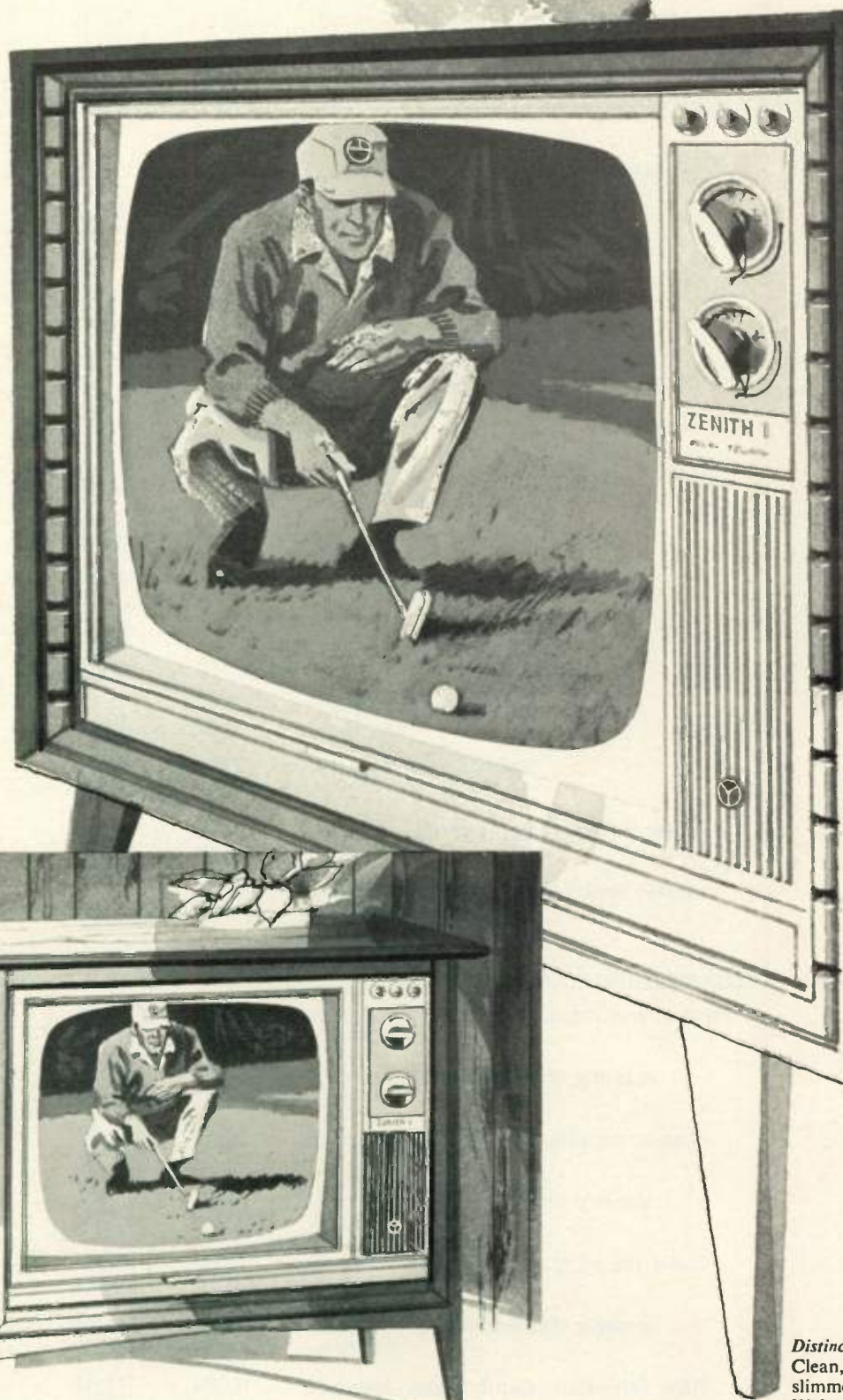
*Manufacturer's suggested retail price



Handsome Danish Modern style
Genuine oil-finished Walnut veneers and select hardwood solids give a lustrous glow to this trim console. Distinctive Scandia base and simulated tambour doors.
The Asbury, Model X4222W. \$549^{95}*



Exquisite French Provincial style
A slim, graceful cabinet crafted from genuine Cherry Fruitwood veneers and select hardwood solids—hand-rubbed to a beautiful finish. Cabinet features cabriole legs, serpentine-shaped apron and simulated tambour doors. *The Lorraine, Model X4228H. \$569^{95*}*



Beautiful Contemporary style
Cabinet features gracefully carved base rail and tapered legs. In genuine oil-finished Walnut veneers and select hardwood solids.
*The Shelby, Model X4214W. \$529⁹⁵**



Charming Early American style
Beautifully accented with Early American styled gallery, post-spoiled legs, and simulated tambour doors and drawers. In genuine Maple veneers and select hardwood solids.
*The Barrington, Model X4226M. \$569⁹⁵**

Distinctive Contemporary style
Clean, crisp lines make this compact console look even slimmer than it already is. In handsome grained Walnut color or grained Mahogany color.
*The Somerset, Model X4210. \$499⁹⁵**

THE HANDCRAFTED COLOR TV

ZENITH
The quality goes in before the name goes on

APPLIANCE-TV NEWS

□□□□ **Raw video tape from RCA in 1967** will be one of the many offshoots of RCA's newly formed Magnetic Products Division, which is headed by Joseph Stefan. The division was formed in response to RCA's sharp increase in magnetic product sales in the past two years; sales more than doubled in 1966 and are expected to double again this year. RCA's Charles M. Odorizzi, group executive vice president, estimates that total industry magnetic products sales will top \$325 million by 1971, compared with \$150 million in 1966. The biggest area of gain will probably be in the computer and information storage area, but video and audio tape will play an important role, too.

Estimates are that video tape recorder equipment sales reached \$2.5 million in 1966, with 15% of the total accounted for by tapes, and that by 1970, when many companies will be selling home video tape recorders, \$75 million worth of equipment will have been sold, with tape accounting for 15% of the total.

□□□□ **Another record year for home laundry equipment** is predicted by the Assn. of Home Appliance Manufacturers (AHAM). Factory shipments will increase by 7.6% over last year's total of 6,767,055 units, according to Guenther Baumgart, president of AHAM. The 1966 total is a 5% step-up over 1965 figures. The anticipated total—7,255,000 units—would make 1967 the sixth consecutive year of growth in home laundry.

□□□□ **Norelco is offering spring radio promotions** to distributors and retailers. One is a baker's dozen promotion, which offers a free radio with each order of 12 units in a specified mix of five different categories. Another offers a \$69.95 4-band portable radio free with each order for six World Receiver multi-band portables, which list at \$229.95 each. The promotion offers are effective through Mar. 31. Norelco also announced two price reductions: a solid-state 4-band portable at \$59.95—down \$10; and a solid-state AM portable at \$21.95—down \$1.

□□□□ **The future of the gas industry** will be discussed by 650 members of the Gas Appliance Manufacturers Assn. at their annual convention, Apr. 6-8, in Miami, Fla. A discussion by group executives on "Where This Industry Is Going" will highlight the 32nd meeting.

□□□□ **Caldor Inc. set sales record** in the 11-month period ending Dec. 31. The discount department store chain recorded a 43% increase over the comparable period in 1965, with volume up to \$65,284,484 from \$45,631,381. The 1966 figure marked the 15th consecutive year that the company has increased sales for both the period and for the month of December. Caldor will continue its expansion program throughout 1967 with the addition of two or three new stores, including a 100,000-sq.-ft. unit in Framingham, Mass.

□□□□ **Fedders will spend \$1 million in 1967** to boost sales of its room and central air conditioning units. Commercial announcements during six major golf tournaments between March and June by 200 ABC-TV stations, will reach an estimated 50 million viewers.

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
FLOOR CARE PRODUCTS				
Floor Polishers	November	90,817	120,074	- 24.37
	11 Months	1,035,015	1,083,783	- 4.50
Vacuum Cleaners	November	509,527	543,542	- 6.26
	11 Months	5,123,941	4,675,553	+ 9.59
HOME LAUNDRY				
Dryers, clothes, elec.	November	140,064	153,011	- 8.46
	11 Months	1,474,221	1,228,958	+ 19.96
Dryers, clothes, gas	November	61,570	81,295	- 24.26
	11 Months	682,698	628,746	+ 8.58
Washers, auto & semi-auto.	November	270,042	327,349	- 17.51
	11 Months	3,673,971	3,453,812	+ 6.37
wringer & spinner	November	34,602	43,085	- 19.69
	11 Months	487,031	536,168	- 9.17
OTHER MAJOR APPLIANCES				
Air Conditioners, room	November	82,000	85,200	- 3.76
	11 Months	3,065,800	2,339,100	+ 31.07
Dehumidifiers	November	4,000	5,800	- 31.04
	11 Months	232,800	203,600	+ 14.34
Dishwashers, portable	November	71,000	55,700	+ 27.47
	11 Months	432,800	344,100	+ 25.78
under-counter, etc.	November	68,000	70,200	- 3.13
	11 Months	849,700	707,500	+ 20.10
Disposers, food waste	October	126,100	111,900	+ 12.69
	10 Months	1,106,700	1,115,400	- .78
Freezers, chest	November	21,000	29,500	- 28.81
	11 Months	397,200	410,100	- 3.15
upright	November	42,000	47,300	- 11.21
	11 Months	606,500	619,700	- 2.13
Ranges, electric	November	139,000†	170,300	- 18.38
	11 Months	1,826,700	1,833,800	- .39
Ranges, gas	November	186,800*	192,200	- 2.81
	11 Months	1,999,500	2,068,600	- 3.34
Refrigerators	November	310,000	389,200	- 20.35
	11 Months	4,398,500	4,285,700	+ 2.63
Water Heaters, elec. (storage)	November	71,000	90,600	- 21.63
	11 Months	948,800	1,000,800	- 5.20
Water Heaters, gas (storage)	November	178,460	208,230	- 14.30
	11 Months	2,314,270	2,367,440	- 2.25
CONSUMER ELECTRONICS				
Phonos, port.-table, distrib. sales	January 20	66,443	55,396	+ 19.94
	3 Weeks	175,307	129,503	+ 35.37
monthly distributor sales	November	636,224	497,529	+ 27.88
	11 Months	3,609,225	3,337,786	+ 8.13
Phonos, console, distrib. sales	January 20	32,199	46,448	- 30.68
	3 Weeks	77,591	102,170	- 24.06
monthly distributor sales	November	155,371	188,912	- 17.76
	11 Months	1,555,782	1,441,793	+ 7.91
Radio (ex auto), distrib. sales	January 20	191,745	240,157	- 20.16
	3 Weeks	464,188	564,264	- 17.74
monthly distributor sales	November	1,189,980	1,261,281	- 5.65
	11 Months	12,130,854	11,550,668	+ 5.02
B&w Television, distrib. sales	January 20	118,074	178,356	- 33.80
	3 Weeks	282,939	463,000	- 38.89
monthly distributor sales	November	515,292	769,070	- 33.00
	11 Months	6,397,196	7,261,531	- 11.90
Color Television, distrib. sales	January 20	89,775	71,544	+ 25.48
	3 Weeks	219,629	150,941	+ 45.51
monthly distributor sales	November	484,950	286,179	+ 69.46
	11 Months	4,070,949	2,394,017	+ 70.05

* Gas Range November total includes: 134,100 free-standing ranges, 23,100 high-ovens, 13,800 set-ins, and 15,800 built-ins.
† November Electric Range total includes: 103,000 free-standing ranges; and 36,000 built-ins.

The Great KitchenAid Frame up.

We're talking about the strong frame that holds up our dishwasher. Some dishwashers don't have frames, so why do we bother? A frame makes our dishwasher stable and durable. Keeps it from twisting out of shape. And for many other reasons, as you can see below. The frame also upholds a great

KitchenAid tradition: quality. It's special features like the frame that make KitchenAid dishwashers work better, last longer and easier to sell. For more details, see your distributor. Or write KitchenAid Dishwashers, Dept. 7DP-2, The Hobart Manufacturing Company, Troy, Ohio 45373.



It helps support heavy wood tops or sink countertops so they don't put a strain on the tank.

It supports the tank; helps it keep its shape. Maintains correct dimensions—no warping, no rack binding, no fitting problems for installers.

It protects the tank from damage in shipping. Gives something rigid to fasten side panels to.

It's built with hat-shaped vertical members (instead of ordinary U-shaped channels) for greater strength.

It assures door and seal alignment with the wash chamber through years of openings and closings.

Makes two adjustments possible for easier installation. Kickplate can be aligned both up and down, front and back. Leveling legs permit height adjustment from 33 3/4" to 35 1/4".

KitchenAid®
Dishwashers

Products of The Hobart Manufacturing Company, makers of commercial dishwashers and food waste disposers.

See Your Dominion Rep First!

He's ready to talk deals, profits and diamonds! Don't miss out on Dominion's fabulous \$1,000,000 "Shower of Diamonds" Sweepstakes.

ALASKA

Rostron Alaskan Sales
Box 4-1708
Anchorage, Alaska 99503
Phone: 907-277-1945

ARIZONA

Leopold & Diner Assoc., Inc.
521 W. Marlette Ave.
Phoenix, Arizona
Phone: 602-CR4-8690

CALIFORNIA

Ford-Molina Co.
P. O. Box 65918
Glendale Park Sta.
Los Angeles, Calif. 90065
Phone: 213-CL5-1447
Wagener Enterprises
705 Veterans Blvd., Suite 2
Redwood City, Calif. 94063
Phone: 415-365-3337

COLORADO

Leopold & Diner Assoc., Inc.
2430 Alcott Street
Denver, Colorado 80211
Phone: 303-433-8421

FLORIDA

Leuck & Keim Co.
P. O. Box 81
Largo, Florida 33540
Phone: 813-581-1334

GEORGIA

Goodman Bros.
P. O. Box 11602
Atlanta, Ga. 30305
Phone: 404-233-4950

HAWAII

J. G. Little Company
Honolulu Merchandise Mart
Room 309, P. O. Box 124
Honolulu, Hawaii 96810
Phone: 808-587-891

ILLINOIS

Wesselhoff-Stout Co.
512 Higgins Road
Park Ridge, Illinois 60068
Phone: 312-825-4528

MASSACHUSETTS

Boudrot & Garside, Inc.
10 High Street
Boston, Mass. 02110
Phone: 617-HU2-1085

MICHIGAN

Latimer & Ziegler Assoc.
29400 Northwestern Highway
Southfield, Michigan 48075
Phone: 313-EL3-7850

MINNESOTA

Felsen-Moscoe Company
23 East 26th Street
Minneapolis, Minn. 55404
Phone: 612-TA2-5550

MISSOURI

Hoskins-Lohner-Sweeney-Schloss
Kansas City Merchandise Mart
2201 Grand Avenue
Kansas City, Missouri 64108
Phone: 816-GR1-2040
Hoskins-Lohner-Sweeney-Schloss
7730 Carondelet
St. Louis, Missouri 63105
Phone: 313-VO3-6300

NEW YORK

Janson-Ladonne, Inc.
220 Fifth Ave. Room 1003
New York, New York 10001
Phone: 212-MU3-4698
W. S. Owen Company
321 West High Terrace
Syracuse, New York 13219
Phone: 315-468-4264

OHIO

Lackritz & Quehl Co.
8234 Winton Road
Cincinnati, Ohio 45231
Phone: 513-522-0655
The Lackritz Company
518 Union Bldg., 1836 Euclid Ave.
Cleveland, Ohio 44115
Phone: 216-SU1-3244

R. H. Obermeyer & Associates
2780 Andover Road
Columbus, Ohio 43221
Phone: 614-HU8-9053

PENNSYLVANIA

Charles Butler Company
336 Fourth Avenue
402 Magee Bldg.
Pittsburgh, Penna. 15222
Phone: 412-281-9281

McGrory-Gayle Company
105 Forrest Avenue
Narberth, Penna. 19072
Phone: 215-MO4-8100

TENNESSEE

Simpson & Company
4939 Shady Grove Road
Memphis, Tennessee 38117
Phone: 901-683-5284

TEXAS

James & Cooper Co.
9200 Ambassador Row
Dallas, Texas 75247
Phone: 214-ME1-2905
James & Cooper Co.
12202 Mosey Cup Dr.
Houston, Texas 77024
Phone: 713-HO8-7541

UTAH

Leopold & Diner Assoc., Inc.
1725 Downingtown Ave.
Salt Lake City, Utah 84108
Phone: 801-467-1702

VIRGINIA

Goodman Bros.
619 1/2 Colonial Ave.
P. O. Box 1872
Norfolk, Va. 23501
Phone: 703-622-4521

WASHINGTON

Sam J. Maizels
224 Terminal Sales Bldg.
Seattle, Washington 98101
Phone: 206-MA2-3128



We wouldn't let you miss this promotion for a million dollars!

A million dollars worth of sparkling, dazzling, honest-to-goodness diamonds! That's what we wanted to see you about in Chicago. And we *still* do — because Dominion's fabulous \$1,000,000 "Shower of Diamonds" Sweepstakes is just too great to miss! Read the highlights here—then have your Dominion man give you all the profitable details.

\$1,000,000 in diamonds! Consumers can win 1000 diamond necklaces designed by world-famous Harry Winston—each one a certified \$1000 value.

Advertised in LIFE! Consumers see Dominion's lucky number ad in LIFE, bring numbers to your store to see if they are winners. 1000 winning numbers!

Your store name in LIFE! When you order Dominion appliances for this terrific promotion, we'll list your store name in our ad.

You win diamonds, too! Dominion dealers receive valuable diamond jewelry just for ordering appliances. The more you order, the more you win!

Complete tie-in package! When you tie in, we'll send you complete promotion materials. This package includes a fantastic consumer offer to boost your store traffic: a real diamond necklace worth \$10 (a certified value) for only \$3.75!

You may win a Jetaway Holiday! Dominion's outstanding wholesalers win a wonderful trip to the sun and fun-filled Grand Bahamas (during the coldest days of next winter).

Special Show Deals! And behind this sensational promotion is a great new Dominion appliance line. Your Dominion rep is ready *now* to talk *deals* and *profits*. Get in touch with him as soon as you can. Dominion Electric Corporation, Mansfield, Ohio 44903.

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