

MERCHANDISING WEEK

MARCH 6, 1967

EDITED FOR THE APPLIANCE, CONSUMER ELECTRONICS, AND HOUSEWARES INDUSTRIES /50 CENTS/VOL. 99 NO. 10/



◀ **Better step on it—
or Young America
will pass you by** □ □ p.13

**Excise tax on tv sets:
what the President
did not mention
in his message** □ □ □ p.6

**June Housewares Show:
a special news report
and an editorial** □ □ p.18

**Housewares display:
vignettes grow up
and up, and up** □ □ □ p.21

NEXT WEEK

**Selling the spring gift season: how housewares
can make it a beautiful time of the year**

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EDITOR & PUBLISHER

Walter R. Browder
Phone: PL 7-2800; area code, 212

MANAGING EDITOR Donald S. Rubin
Phone: PL 7-2800; area code, 212

PRESENTATION & PRODUCTION EDITOR

B. H. Schellenbach

Associates: Joan B. Antoine
Dorothy Miller (Chicago)
Ronald D. Wind

Assistants: Lucy Schmolka
Louis C. Keiler (Chicago)

Consultant: Jan V. White

SENIOR EDITOR Martin R. Miller
Phone: PL 7-2800

Senior Associate Editor: Ed Dubbs
Phone: PL 7-2800

Associate: Wallis E. Wood
Phone: PL 7-2800

Assistants: Amei Wallach
Phone: PL 7-2800
Irene Kanfer
Phone: PL 7-2800
Martin Steingesser
Phone: PL 7-2800
William Hutchinson
Phone: PL 7-2800

Contributing Editor: Joan Bergmann

RESEARCH MANAGER Alicia Donovan
Phone: PL 7-2800

Associate: Joan Lyons
Assistant: Marie Chiarello

ADVERTISING DIRECTOR H. Sherman Davis
Phone: PL 7-2800; area code, 212

BUSINESS & PRODUCTION MANAGER Marie R. Gombert
Assistant: Joan C. Cooley
Phone: PL 7-2800; area code, 212

DISTRICT MANAGERS

New York George Neuner
Roland DeSilva
165 W. 46th St.
New York, New York—10036
Phone: PL 7-2800; area code, 212

Pittsburgh Edward H. Hall
1430 Washington Road
Pittsburgh, Pennsylvania—15228
Phone: 343-5466; area code, 412

Midwest Edward J. Brennan
John J. Cherry
188 West Randolph Street
Chicago, Illinois—60601
Phone: CE 6-9818; area code, 312

South Central Robert L. Kendall
110 21st Avenue, South
Nashville, Tennessee—37203
Phone: 244-1836; area code, 615

West Coast Pete Heine
Dick Blase
9000 Sunset Boulevard
Los Angeles, California—90069
Phone: 273-1555; area code, 213



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AT PRESSTIME

□□□□ **January Housewares Show dates** are up in the air, but Dolph Zapfel, managing director of the National Housewares Manufacturers Assn., said at the weekend that the January Show definitely will be held at the International Amphitheatre in Chicago. Exact dates will be announced later. Although Zapfel declined comment, the Independent Housewares Show—operated by Jules Karel and Lester Olshansky—is believed to hold an option on the Amphitheatre for the second week in January; normally, the NHMA January Show is held at that time. The NHMA is believed to have passed the problem to Chicago city officials for resolution of the conflict. (For a special report on the June Show, see p.18)

□□□□ **GE has cut refrigerator prices:** GE has trimmed as much as \$50 from prices on its larger capacity, high-end refrigerator-freezer combinations. An example of the reduction is a cut in the New York fair-trade price for GE's lowest-priced side-by-side TFF-21D model, from \$549.95 to \$499.95. Proportionate decreases will result in dealer costs which, GE says, will put its dealers in a more competitive position on items that are no longer in the "luxury" category.

□□□□ **A GE self-cleaning oven for under \$230** will be introduced nationally as part of the company's "Spring Cleanorama" promotion program. The 30-inch unit is GE's lowest priced self-cleaner. In New York, it will be fair-traded at under \$220.

□□□□ **New head of Toshiba in the U.S.** is Noboru Takamiya. His appointment was designed to strengthen the company's sales organization here. Toshiba expects to produce 30,000 color sets monthly by April, and ship approximately 20,000 each month to the U.S. The company also plans to add vacuum cleaners and compact refrigerators to its line here.

□□□□ **Retail margins on color tv moved up** in January according to the National Appliance & Radio-TV Dealers Assn. Dealers participating in the NARDA Data System reported average margins of 23.1%, up

from December's 22.4%. Color tv accounted for 34.2% of sales. Stereo margins were 30.7% in January; the units accounted for 12.2% of sales. Dishwasher margins dropped to 24% from 25.4%, but sales, as a percent of total sales rose to 3.1% from 2.1%. Washer margins were 26.2%; sales were 5.5% of the total.

□□□□ **A whopping 333.8% increase** in color tv exports to the U.S. from Japan is what the January figures from the Japan Finance Ministry show. Last January, Japan shipped 4,096 units; this January, it shipped 17,770. The difference in dollars is \$726,858 versus \$3,246,633—a 346.7% increase this year over last. The average price per unit increased from \$177.45 to \$182.70. But while color was zooming, black-and-white was off all the way around: unit shipments were off 6.9%, dollar value was off 8.8%, and the average price dropped \$1.13 to \$52.75.

□□□□ **GE designs a new look in can openers:** the automatic cutter is placed on one side of the unit, and the activator lever on the other. This allows a plain front with a brushed-chrome covering. Model EC-14 carries a suggested retail price of \$15.98; model EC-15—with an added knife sharpener feature—lists at \$19.98.

The new openers have been dropped in for GE's second-quarter program, which also includes a spring push behind power tools. Two special "mini-sized tool kits," as GE calls them, are being offered on a limited-time basis at \$29.98 suggested retail. Kit MK-10 features a standard-speed 1/4-inch drill plus sabre saw head and accessories; model MK-20 adds an orbital sander head, plus accessories, to the standard-speed 1/4-inch drill.

GE's program also includes a number of other specials: the T-102S toaster at \$13.98 list; the EK-4 slicing knife at \$12.98; six clocks—three repeat alarms, two kitchen, and one decorative wall model; and two automatic blankets.

GE also will offer a \$2 consumer refund on floor care products, and a new counter display for can openers.

IAM predicts an era of appliance industry change

"Change" was the key word at last week's 35th annual convention of the Institute of Appliance Manufacturers (IAM). The 1,000 manufacturing representatives gathered in Washington, D.C., were told unmistakably by government officials, retailers, and their own dealers that the appliance industry must shift to meet the demands of a changing market.

A change in government outlook on the industry and its reflection on the consumer's growing demands for protective legislation present appliance manufacturers with perhaps their greatest challenge. Speaking on consumer protection to the IAM, Michigan Senator Philip A. Hart indicated that Congressional approval of the Truth-in-Packaging bill last October could well indicate a legislative trend.

Stressing Congressional responsi-

bility to help consumers determine value, Senator Hart suggested that a proposal to establish a National Consumer Information Center, now under House consideration, be expanded. Point-of-purchase information could be provided for the consumer through branch computers fed by the Center's main unit, he explained.

Means of consumer protection were under discussion by the Commerce Committee, on which Senator Hart sits, even as he spoke. At a subcommittee hearing, Assn. of Home Appliance Manufacturers (AHAM) president Guenther Baumgart pledged his organization's support to developing standards of consumer protection and product safety. Calling the industry "an outstanding economic citizen," Baumgart said that industry members were "... cooperating

with local, state, and federal governments in developing product standards that are practical and safe for use by the consumer."

Further more, the president of the Gas Appliance Manufacturers Assn. (GAMA), Harold Massey, told the subcommittee of his group's efforts in the same area: GAMA and the American Gas Assn. (AGA) "have consistently tried to help legislators with technical advice toward more meaningful and effective consumer protection," he explained.

An additional challenge of change—this time at the manufacturer level—lies not only in facing new demands, but in recognizing the right moment for facing them, said IAM president Sol Goldin in his opening remarks at the convention. "When we all came out with no-frost refrigerators we knew demand would de-

velop," he observed. "Some of us pushed no-frost too fast... and had warehouses full."

Industry changes were reflected in Goldin's invitation to AHAM for a merger of the two groups. Shifting areas of concern, Goldin explained, have created problems that require large-scale consideration from a truly representative trade group.

Merchandising must change, too, for no longer will department stores use profits in other areas to make up appliance losses, Bernard B. Zients of Gimbel Bros. told the group. The chain's vice president and director asked that manufacturers change low-profit margin pricing policies, inadequate sales promotion, and poor attention to trends in product styling to bring department store appliance merchandising out of a "critical" condition.

□□□□ **An excise tax on tv sets**—which has been recommended by the Carnegie Commission to help support educational television—will be a long time in coming; if, indeed, it ever comes. President Johnson asks Congress to charter the corporation for public television proposed by the Carnegie report; but he fails to mention excise taxes.

Members of the White House staff explain that the most important thing is to get the public corporation on the road—and then let the members consider and recommend means of financing it. The President urges

more money to help build educational television and radio stations, and \$9 million to get the public corporation going.

As for future funds, the President leaves that up in the air. He does maintain, however, that one of the first tasks of the corporation should be “to study the practicality and economic advantages of using communications satellites to establish an educational television and radio network.”

That is indeed a far cry from an excise tax on receivers.

□□□□ **The consumer is getting a bit more cautious** about the way he spends his money; at least that is the indication of the latest Commerce Dept. survey of consumer buying intentions. It shows—among other things—that 4.8% of those surveyed intend to buy a new television set within the next six months. A year ago, the figure was 5.8%.

Plans to buy a new car or house also are down—as are most categories. One of the few exceptions is air conditioners: some 3.1% of the families interviewed say they plan to purchase an air conditioner during the next six months. A year ago, that figure was 2.5%.

If business is off a little, blame it on the midwinter doldrums—and look to the future. The Census Bureau has been doing just that, and comes up with some encouraging statistics (encouraging, that is, if you happen to be in a consumer industry).

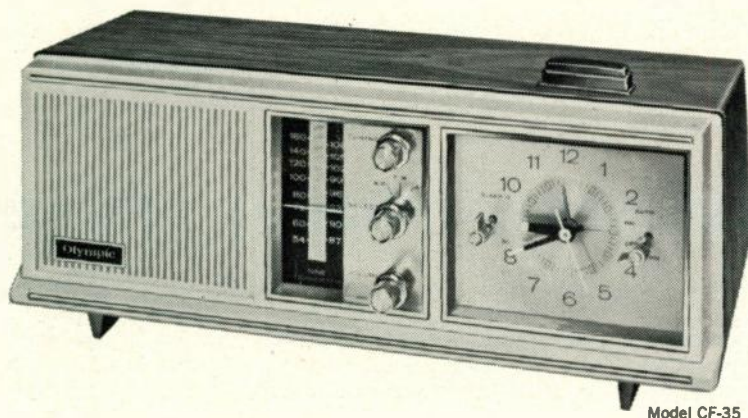
There now are something like 59 million households in this country. By 1975, says the Bureau, this figure will have increased by some 10 million. And by 1985, U. S. households will total between 81 and 84 million. That means a lot of appliances, by any standard.

Or, perhaps you are interested in a sideline or even another business. The Federal Power Commission estimates that the U.S. consumer will be buying upwards of 2 million electrically powered autos each year. Increasing air pollution problems will spark the necessary technological breakthrough.

OLYMPIC'S SOLID WITH SOLID STATE



Model SA600



Model CF-35

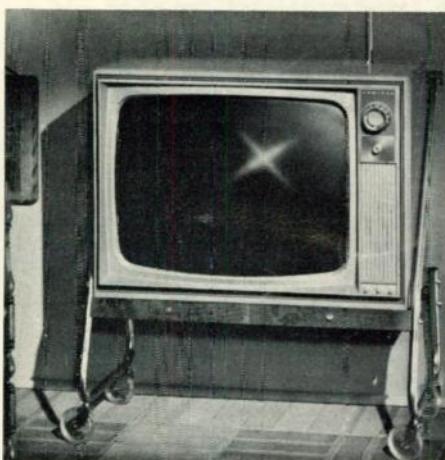
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The Lexington: 23-inch color console The Griffin: 22-inch b&w table model

Admiral adds more color, b&w to its 1967 television line

Admiral has dropped four new tv sets into its line: a 23-inch color console, two 22-inch b&w receivers, and an 18-inch b&w portable.

The color console—called the Lexington (shown below left) and designated model LN5735—is housed in an Early American style cabinet with a maple-grain finish. It features 26,000v of picture power, automatic degaussing, color fidelity control, a slide-rule control panel with illuminated channel indicators, preset fine tuning, and a push-pull off-on volume control. The Lexington carries an open list price. (Admiral's tagged 23-inch color consoles range in price from \$499.95 to \$750.)

The 22-inch b&w receivers have 20,000v of picture power, a 3-stage IF, a push-pull on-off volume control, a VHF-UHF dual tuner assembly, individual preference controls, a monopole antenna, and instant play.

One set—called the Griffin (shown below right) and designated model TNC3700—is a table model. Available in a Contemporary-styled cabinet with charcoal-, walnut-, or maple-grain finishes, it comes with a roll-

about stand. The other set—which is called the Ashburn, model LN3311—is a Contemporary-styled console with a walnut-grain finish. It has two speakers plus the other features of the Griffin. Both new 22-inch sets carry an open list price. (Admiral's tagged 22-inch b&w receivers range in price from \$169.95 to \$229.95.)

The 18-inch b&w portable—the Suburban, model PN90001—comes in a tan cabinet. It has 17,000v of picture power, a monopole antenna, instant play, and carries an open list price. (Admiral's 18-inch b&w line ranges in price from \$119.95 to \$149.95.)

In majors, Admiral dropped in a new electric range featuring Teflon-coated oven liners and a disposable oven bottom. The drop-in model will be available in white, copper bronze, and avocado. Other features of model FE3077: a fully illuminated back panel, an automatic timer, a one-hour minute minder, a timed appliance outlet, oven and surface indicator lights, an additional oven rack, and a porcelain broiler pan. An automatic roaster is available as optional equipment.

Capitol Records makes new tracks to beat the 'bootleggers'

Capitol Records Inc. is going into the 4-track tape cartridge business.

As **MERCHANDISING WEEK** predicted (MW, 30 Jan., p.5), Capitol is licensing Muntz Stereo-Pak to manufacture and distribute 4-track stereo tape cartridges containing selections from the Capitol catalog.

Capitol did not want to get into the 4-track business, had once said it would confine its tape-cartridge product to 8-track. According to Capitol president Alan W. Livingston, the change was made because there is widespread "bootlegging" of Capitol material through unauthorized, illegally dubbed 4-track cartridges, and because there is a significant demand by consumers for 4-track cartridges.

Livingston said, "Large quantities of 4-track cartridges illegally dubbed from Capitol recordings are now being sold throughout the nation. It is estimated that the number of bootlegged Capitol 4-track cartridges may be equivalent to the number that would be sold if Capitol itself released such a product."

An insight into maneuverings behind the tape cartridge scenes came from Livingston, who disclosed that as early as December, 1965, Capitol executives met with General Motors executives in an attempt to influence GM to equip 1967 cars with 4-track tape decks. "In view of 8-track technical problems at that time, it was Capitol's opinion that the industry would be better off standardizing on 4-track. GM was unwilling to do this," said Livingston, "despite the fact that Capitol offered to confine its product to 4-track in support of the move." Capitol no longer feels that it can be a primary influence on the direction taken by the tape cartridge player manufacturers.

Livingston stressed that Capitol's move into 4-track "does not in itself constitute company preference of 4-track." Capitol will continue to manufacture and distribute 8-track cartridges; indeed, it has just dropped the "total price" of most 8-track single cartridges from \$7.98 to \$6.98.

□□□□ **How Whirlpool looks at business.** Caution in wholesale and retail buying, a mood that hit the major appliance industry in the last quarter of 1966 and has continued into the first few weeks of this year, continues to require daily evaluation. This was the prognosis given by Whirlpool board chairman Elisha Gray II and president John Platts to the company's board of directors last week.

For the last two months of 1966, they pointed out, retail sales barely matched the previous year's results. Then according to the two executives, inventory reductions by distributors and retailers in the face of slow sales swelled factory inventories and caused plants to shut down.

The precipitous decline in factory shipments reduced earnings, but Whirlpool still reported sales for 1966 climbed 11.7% over 1965 to hit \$604,816,000. Earnings rose from \$35,860,000 (\$3.08 per share) to \$36,090,000 (\$3.11 per share). The 1966 earnings figure includes Whirlpool's interest in the unaudited earnings of Warwick Electronics for the final four months of 1966.

□□□□ **Maytag introduced its new dishwasher** to the St. Louis metropolitan area last week. The new market comprises the City of St. Louis, St. Louis County, and Madison and St. Clair counties in Illinois. The portable unit, model WP-600, was initially marketed in the Los Angeles area about six months ago.

□□□□ **Norelco has expanded its radio distribution** by adding 14 new distributors ranging from Alaska to Texas. The new distributors: V. F. Grace Co., Anchorage, Alaska; Tucker Wholesale, Tucker, Ga.; Anderson Electronics, Anderson, Ind.; S. A. Long Co., Wichita, Kan.; Wholesale Radio & Equipment, Lake Charles, La.; Koelemay Sales Co., Shreveport, La.; Lark Associates, Arlington, Mass.; Fitzpatrick Electric Supply, Muskegon, Mich.; Jack H. Samuels Co., Pittsburgh, Pa.; Pursell Electronics, Scranton, Pa.; General Radio & Electronics, Wilkes-Barre, Pa.; Smith Wholesale Co., Spartanburg, S.C.; Hardin Electronics Co., Fort Worth, Tex.; Don Calaman Co., Martinsville, Va.

□□□□ **Bulova has formed a special sales force** to handle its complete consumer product line, including radios, clock-radios, and phonographs. Michael D. Roman, vice president of Bulova, says the new sales facility will make it possible for the company to deal with special merchandising problems of department and specialty stores. "We recognize," Roman says, "that these stores have somewhat different merchandising and sales problems than do typical jewelry establishments."

□□□□ **James R. Gall has joined ITCC**—International Tape Cartridge Corp.—as vice president in charge of marketing. Gall had previously been vice president of the stereo division at Lear Jet.

□□□□ **The growth of FM stereo radio stations:** By the end of last month, 555 FM stations were broadcasting in stereo, reports the National Assn. of Broadcasters. In 1962, there were only 62 stations; 217 in 1963, 278 in 1964, 320 in 1965 and 435 at the end of 1966.

APPLIANCE-TV NEWS

□□□□ **Another reduction in GE's labor force** is set for Mar. 10 at its Electronics Park facilities in Syracuse, N.Y. About 1,300 employees—most of them with less than one year's service—will be laid off there. This follows layoffs of 800 in late January, another of 350 in February at the Syracuse facility, which produces large-screen (18-inches and up) color and b&w sets. Another 3,600 employees will be affected by a one-week's suspension of operations at the factory that will start on Mar. 13.

Reasons for the layoff, according to GE: adjustments of inventories, decline in industry b&w tv sales, and somewhat slower-than-anticipated growth of large-screen color.

□□□□ **More mobility for Porta-Color:** as a 1-month special during March, GE is offering a roll-about stand with its \$249.95 Porta-Color set. The company has just introduced two new Porta-Color units; a table model at \$199.95 and a new portable at \$229.95.

□□□□ **Frostword Puzzles are being featured** in Hotpoint's spring consumer promotion on no-frost refrigerator-freezers. The 10-week nationwide campaign offers over \$25,000 in prizes to consumers who can complete a puzzle of 13 words based on Hotpoint refrigerator features. Hints to the puzzle's solution will be placed in dealer stores. The program—designed to stimulate sales of the Royal 600 and Royal 900 models—was launched last week with the mailing of several million contest brochures to homeowners throughout the country.

□□□□ **Philco will merchandise service** through a new parts and service merchandising and planning department. The new department "will be responsible for planning, promoting, and advertising Philco-Ford service programs, and for increasing volume sales of Philco electron tubes," says the company. Sal Ricci, formerly national manager of service marketing, will manage the department.

□□□□ **Major appliances are turning green,** says Westinghouse, which expects to expand avocado decorator coloring in its range line this year. Kevin J. Sullivan, the company's range marketing manager, says: "While white remains the most popular color for major appliances, Westinghouse estimates that over half of the units sold are in the decorator category. Coppertan leads the decorator field with 30% of sales, but avocado has captured nearly 20% since it was first introduced less than a year ago. "This is an unusually fast start for a new color and indicates that avocado will probably reach a greater degree of acceptance than coppertan has today," says Sullivan.

□□□□ **J. C. Penney will open three new stores** and six auto centers in March as part of its planned expansion program for 1967. The activity, which includes the expansion and relocation of its Weatherford, Tex., store, will add more than 400,000 sq. ft. to the chain's physical facilities. New centers will open in Denver, Col.; Jacksonville, Fla.; Fayetteville, Ark.; and Mountain View, Calif.



RCA's \$14.95 Beanbag radio RCA portables: 8-inch b&w, 14-inch color

RCA sets its cap for youth, leisure, and color portables

RCA focused on the youth and leisure markets last week as it introduced the spring line, which will be backed by the single largest ad campaign in company history.

Highlight of the new line is the long-anticipated 14-inch color portable, which weighed in at 40 lbs. and sported a retail price tag of \$329.95—\$100 more than GE's 10-inch, 24-lb. Porta-Color leader. GE has a table model version of the Porta-Color at \$199.95.

"In pioneering the new set," said B. S. Durant, president of the RCA Sales Corp., "we are counting heavily on a second set market for color that will appear much sooner than it did in black-and-white tv. The color set viewer who is spoiled by color in the living room won't accept a monochrome substitute in the den or bedroom."

Features of the new portable include a 21,500v chassis; a picture tube with a glare-proof face plate; new, brighter phosphors; a degasser; and a dipole antenna. Billed as the "Headliner," the set comes in a 2-tone cabinet that combines black with either textured cameo Irish linen or harvest walnut.

RCA also broke fresh ground in pricing 18-inch color, bringing in its new leader at \$379.95, a \$20 reduction from last year's leader. The new leader comes in a metal cabinet with a beechwood finish. The company is also adding a new 23-inch table model in a walnut-grained vinyl-clad cabinet at open list.

At \$499.95, RCA shows a new 23-inch console in natural-walnut finish. For \$549.95, the company has what it describes as "a fine furniture console" in two finishes—mahogany and natural walnut. A pair of step-up consoles have also been dropped in at open list.

Star of the new b&w line is an 8-inch transistorized portable with an integrated circuit in the audio section, priced at \$119.95. RCA intended to introduce a similar set late last spring at \$129.95.

The new portable operates on house current, a 12v battery pack, or can be plugged into the cigarette lighter of an automobile. The rechargeable battery provides more than four hours of viewing time.

Another example of RCA's inten-

sified effort in the small-screen portable market is the new 11-inch leader, priced at \$99.95. The new 20-inch leader also breaks fresh pricing ground, entering the line at \$159.95, a \$10 drop from the comparable model last year. RCA's 15-inch model still kicks off at \$114.95. The new 7-model 18-inch line opens at \$129.95.

Eighteen portable radios—the largest number RCA has ever introduced at once—are aimed at the company's No. 1 sales target: the rapidly expanding young people's market.

Nothing so clearly illustrates RCA's pursuit of youth as the new Beanbag portable, a radio with a weighted Black-Watch plaid bottom, priced at \$14.95.

"Our new radio designs and features... have been designed with a specific young look, while adding the convenience of casual or outdoor living," explained Durant. The radio line, priced from \$6.95 to \$99.95 contains 11 multi-band portables, including a new FM-AM leader at \$16.95.

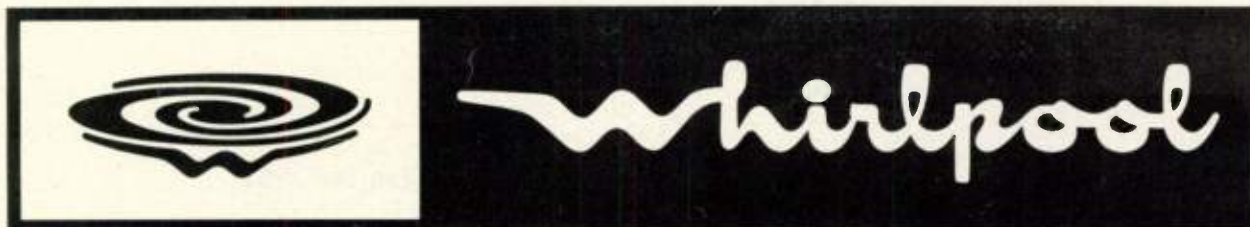
Six new portable phonographs are also designed with the young-adult and teenager market in mind. The line includes RCA's first battery-powered stereo phono, a solid-state model with a 4-speed automatic record changer, priced at \$79.95. The unit works on eight "D" batteries and features a pair of 4-inch speakers housed in a lift-off enclosure.

RCA is also offering a solid-state monaural model with a 4-speed automatic changer and an AM radio.

In the Swingline tradition, RCA shows a "V.I.P. Ensemble" portable with its own roll-about stand, a 12-inch turntable, a diamond stylus, and a pair of 4-inch speakers. The price: \$79.95.

A new automatic monaural unit with a 4-speed changer and earphone and private listening is priced at \$44.95. The leader model in the new line is \$39.95 monaural with automatic changer.

"RCA's principal interest in portable phonographs is the growing market of young adults and teenagers," Durant summed up. "This leisure-oriented segment of the total market presently influences more than 50% of all portable phonograph purchases."

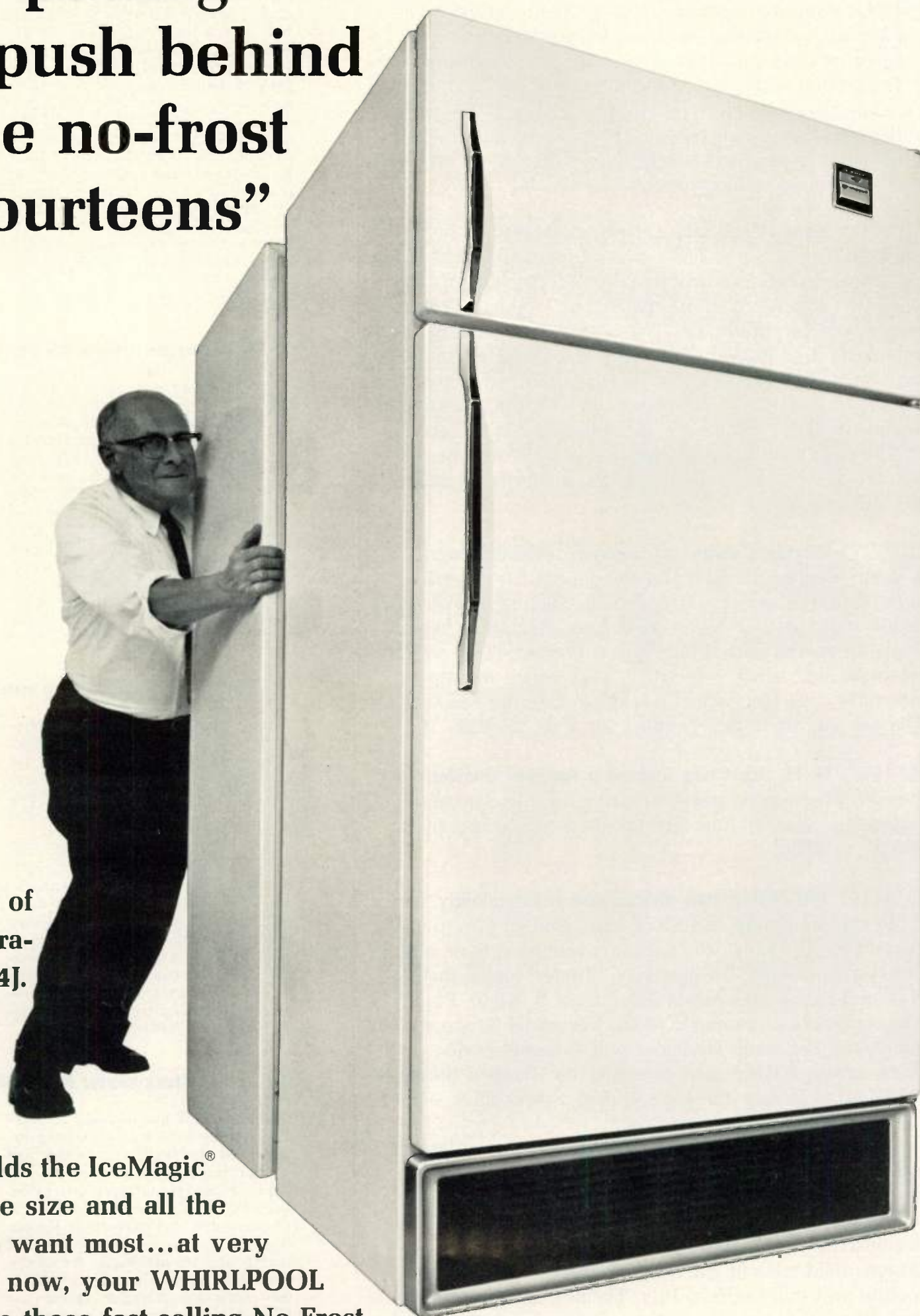


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Remember . . . it's easier to sell WHIRLPOOL than sell against it!



APPLIANCE-TV NEWS

□□□□ **Admiral's profit picture soared 53%** to the second-highest level in company history, profits before taxes hit \$10,016,963, or \$1.98 per share, on record 1966 sales of \$414,644,696. Claiming an increased share of both the color and b&w tv markets, Admiral's Ross D. Siragusa pointed out that when current color picture tube expansion is complete later this year, the company will have an annual capacity of 900,000 tubes.

Production of 20-inch rectangular tubes, originally scheduled to start in the fourth quarter, is just getting under way; the 18-inch color tubes, three months behind original production schedules, will not be available until the second quarter.

□□□□ **More stereo tape cartridge players** are in the works at Tenna Corp. The company plans to introduce a 4-track, 8-track, and combination stereo tape player and FM radio for the auto market, as well as a furniture model for the home. Tenna's present player, an automatic 4- and 8-track model, accounted for more than \$3 million in sales for the second half of Tenna's current fiscal year, according to Morton Mendes, president. Total volume for the fiscal year is projected at \$25-to-\$26 million. Of this total, 40% will be accounted for by sales of automotive sound equipment, Mendes predicts.

□□□□ **Maytag's appliance service training program** is being stepped up. S. R. Payne, general service manager, said 475 persons attended the factory school on retail appliance service in 1966 and efforts are being made to increase that number this year. Two-week seminars are being scheduled every other month, to alternate with the normal weeklong training sessions. The next seminar is scheduled for Feb. 27-Mar. 10.

□□□□ **H. H. Scott has formed a speaker division** to oversee production and marketing of its controlled-impedance speaker line. The speakers are priced from \$39.95 to \$250.

□□□□ **The NRMA has divided the responsibility** for its Personnel Group and Store Management Group between George Plant, who formerly managed both, and Charles A. Binder, respectively. Binder comes to the National Retail Merchants Assn. from S. Klein. Plant, who continues as manager of the Personnel Group and Employee Relations Division, will expand services in these areas. NRMA has renamed its Smaller Stores Division; it is now the Independent Stores Division.

□□□□ **Work on a new gas-powered air conditioner** will continue, with the American Gas Assn. providing an additional \$900,000 for further engineering refinements. Members of the gas industry will be given a demonstration of the unit's present efficiency this March; field tests of the 3-ton residential heating and cooling unit will begin in July. The new air conditioner was developed by Conduction Corp. in conjunction with the national trade association; if present work and tests produce anticipated results, it will be ready for high-volume production in 1969. The two organizations also plan to develop a gas-powered window air conditioner, although present finances and research are being devoted solely to the larger unit.

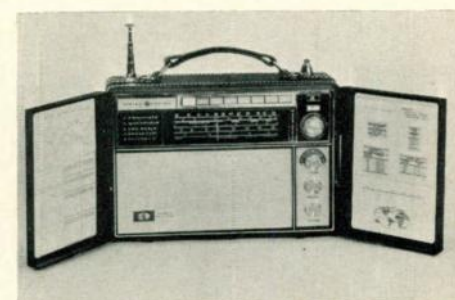
Motorola shows four AM-FM radios for 1967

The price leader in Motorola's new AM-FM line is a pocket-size slide-rule radio—model TP1D—with separate slide-rule dials and vernier tuning. It has 10 transistors and three diodes, and a tuned RF stage on FM. Suggested list price is \$19.95. A larger, personal-size AM-FM portable—model TP10D (shown)—features a 4-inch speaker and a variable tone control. It has 10 transistors and five diodes, a tuned RF stage on FM, and four IF stages on FM. The radio is housed in a black polystyrene cabinet and is powered by six "C" batteries. It lists at \$49.95. The line is completed by two carry-over models—TP11C and TP12C—which have suggested list prices of \$64.95 and \$74.95, respectively. *Motorola Inc., 9401 W. Grand Ave., Franklin Park, Ill. 60131*



GE introduces a new 10-band portable radio

The plus feature in GE's new 10-band portable is a built-in 2-way power system that can be powered on batteries or house current. Its reception bands are: AM, FM, long wave, marine short wave, and six short wave spread bands. The radio—called World Monitor-10—has a 7-inch by 5-inch oval speaker, a 1.5w amplifier with tuned RF on all bands except spread bands and short wave, flywheel tuning, a separate FM tuner, solid-state circuitry, and separate whip antennas for FM and SW reception. It comes in a padded, vinyl



case with swing-out doors. Suggested list price is \$150. *General Electric, Electronics Park, Syracuse, N.Y. 13201*

Channel Master has two multi-band portable radios

Channel Master is showing two solid-state portable radios, a 6-band model and a 4-band model. The 6-band radio—model 6437 (shown)—covers AM, FM, marine, long wave, and two short wave bands. Suggested list price is \$109.95. The 4-band unit—model 6436—covers AM, FM, marine, and short wave bands. Both operate on batteries and can be adapted to house current with an accessory AC adaptor-charger. Other features include tone and fine-tuning controls and external antenna connections. The two new radios carry Channel Master's 120-day free replacement guarantee. *Channel Master Corp., Ellenville, N.Y.*



Admiral offers seven AM-FM portable radios

Admiral's 1967 line of AM-FM portables starts with a 10-transistor radio called the Wayfarer—which has vernier tuning and a telescopic antenna. It carries an open list price. The middle-of-the-line includes: a 12-transistor portable—the Executive Classic—which has slide-rule tuning and an automatic frequency control, at \$29.95; and a 13-transistor radio—the Villager (shown)—with slide-rule tuning, tone switch, and AFC, at \$29.95. The line is rounded off with a 13-transistor multi-band radio—the All World—which provides coverage of short wave, long wave, amateur time signal, marine, and navigation bands, as well as AM and FM. Suggested list is \$199.95. *Admiral Corp., 3800 Cortland St., Chicago, Ill. 60647*



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than either the Tribune/American combination or the Tribune alone.

Reach more households with female head under 55

	ALL HOUSEHOLDS WITH FEMALE HEAD BELOW 55=100%		COST 1,000 LINES		1 PAGE COST	
			COST	C/M HH	COST	C/M HH
SUN-TIMES/DAILY NEWS	796,434	52.3%	\$2,450	\$3.08	\$4,000	\$5.02
TRIBUNE/AMERICAN	748,268	49.1%	2,390	3.19	5,322	7.11
TRIBUNE ONLY	534,656	35.1%	1,710	3.20	3,958	7.40

Reach more households with children under 18

	ALL HOUSEHOLDS WITH CHILDREN UP TO 18=100%		COST 1,000 LINES		1 PAGE COST	
			COST	C/M HH	COST	C/M HH
SUN-TIMES/DAILY NEWS	642,231	52.9%	\$2,450	\$3.81	\$4,000	\$6.23
TRIBUNE/AMERICAN	583,824	48.1%	2,390	4.09	5,322	9.12
TRIBUNE ONLY	411,281	33.9%	1,710	4.16	3,958	9.62

What's more, you can reach these households through the Sun-Times/Daily News combination at the same retail rates that local merchants enjoy.

SOURCES: Purchasing data, Who Buys What In Chicago Now; household coverage, Chicago's People & Papers; rates based on 1000-line C & S rate and 1-page C & S rate.

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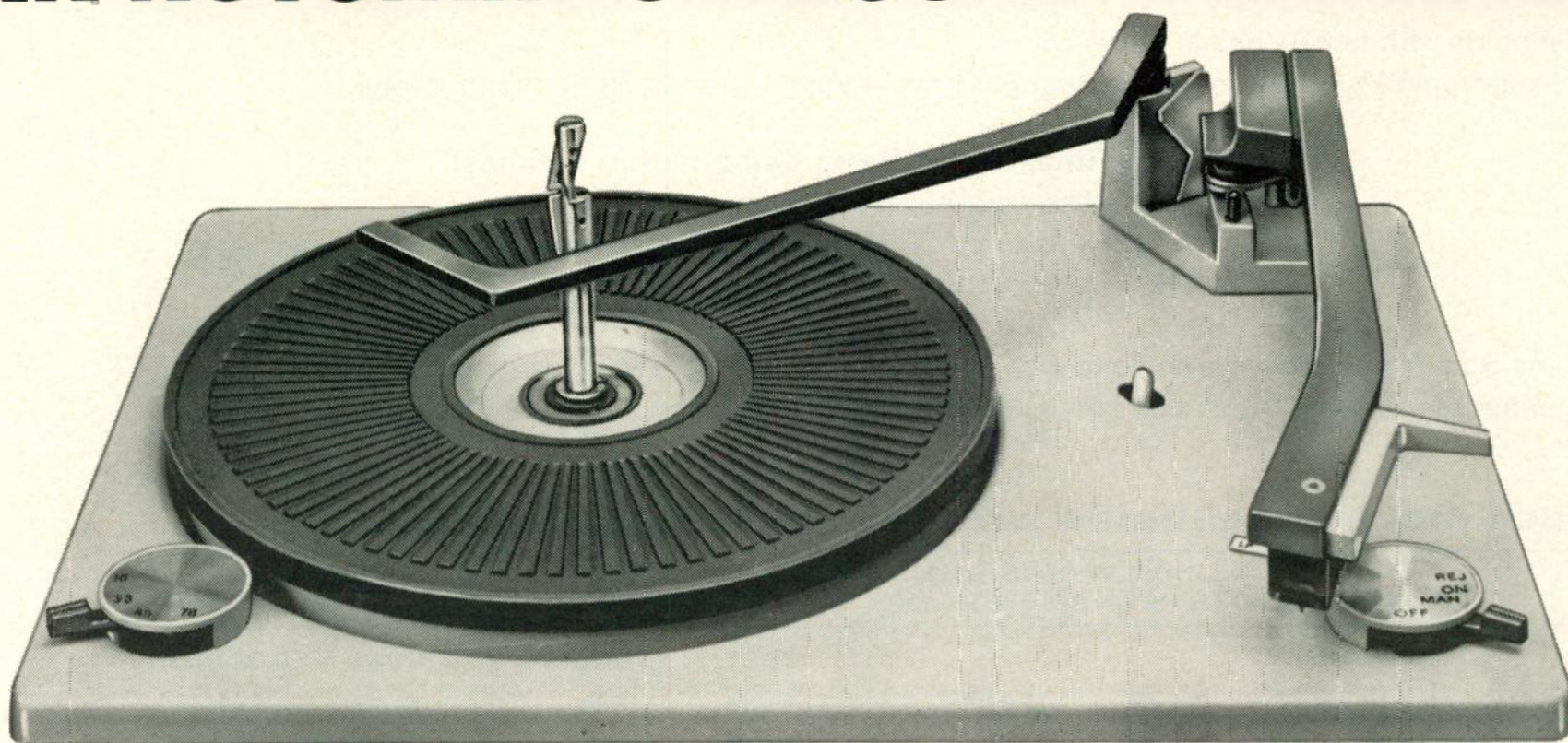
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FACT 2: Today 60% of our sales of UA-50 Minichangers—the dominant portable record changer in the industry—are specified in battery — AC/DC versions.

FACT 3: Even though these figures represent only BSR's sales, the fact is: BSR is the largest supplier of OEM changers in the world . . . so the trend is evident.

FACT 4: If battery operated Minichangers aren't featured up and down your line in all price ranges . . . you're missing out on a key volume and profit producer.



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YOUNG AMERICA IS THREE MARKETS

by Amei Wallach

So you don't dig your teen-age son.

So you don't want weirdos in long hair hanging out in your store.

So you would rather unchain your transistor radios than think of giving credit to some single guy who rides a motorcycle.

So those giggly young brides make you nervous.

Well, don't look now, but your sales are slipping.

Those hip-jiggling teens, those swinging singles, those brash young brides are the three faces of the youth explosion that has hit the marketplace with all the subtleness of a psychedelic free-for-all.

Right now, young people under 25 account for half the U.S. population. By 1970 their numbers will have swelled to 100 million. By 1975, there will be 70.7 million Young Amer-

icans between the ages of 15 and 34. By 1980, 40% of the U.S. population will be under 17. These under 25s spend upwards of \$24 billion a year. According to RCA, they influence 50% of all radio sales. According to Philco-Ford, young brides buy 10% of all television sets and console phonographs, and 8% of all refrigerators and automatic washers. Young marrieds account for 15%-20% of GE's housewares sales.

Those affluent Young Americans are the darlings of the furniture, the fashion, and the automobile industries. But appliance-tv, and even some housewares, retailers shrug it all off. "It's hard enough to make sales when we run an average ad for the average Joe," they say. "Do we want to limit ourselves further?" That depends.

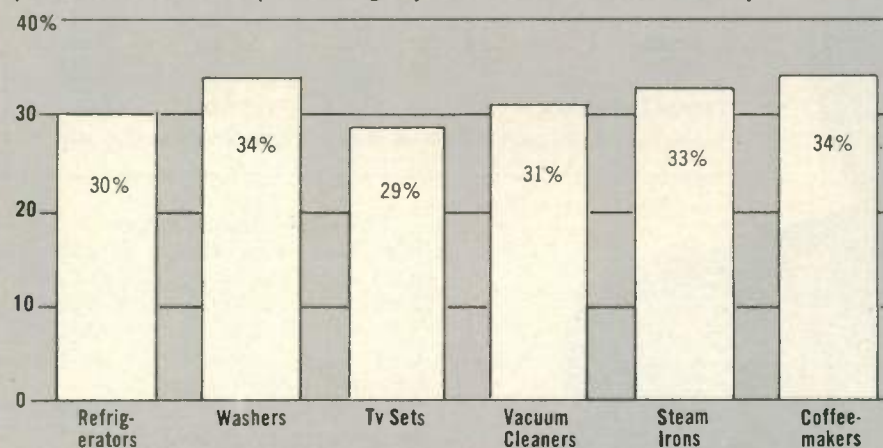
That depends on whether an appliance retailer can keep leaning on the fast-diminishing portion of the population that is the middle-aged replacement market. That depends on whether a tv dealer can keep competing with every other dealer for the same old faces in the same drab, dishpan way. That depends on whether any retailer wants to stand still—or expand his horizons.

Not every Young America market is for you. The majors dealer wants lots to do with the bride—less to do with the teen. The stereo/hi-fi outfit's target is the single. The radio-tv dealer needs the teen.

Young America has caused a revolution in fashion, in furniture, in music. And here are three ways in which Young America can cause a revolution in your sales.

Under-35 Market

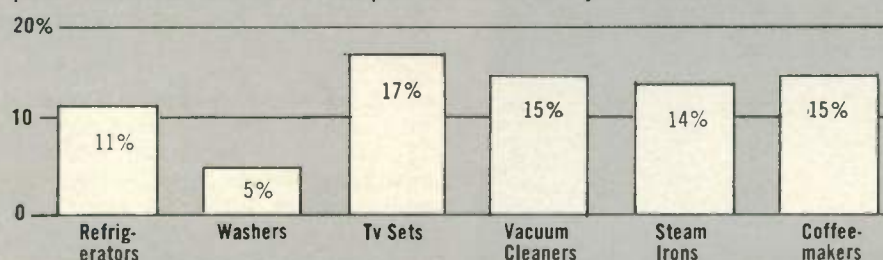
percent of U.S. sales of six products bought by households whose head is under 35 years old



Source: Reader's Digest Research Dept., July 1966

Bridal Market

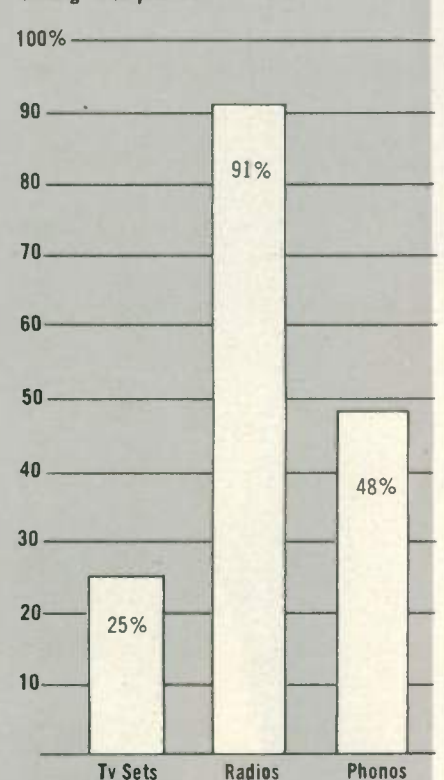
percent of U.S. retail dollar volume of six products accounted for by the bridal market



Note: First marriages only. Source: Ziff-Davis Publishing Co. Bridal Market Retail Spending Study, 1964.

Teen Market

percent of U.S. teen-agers owning three products



Source: Scholastic Roto Youth Poll, May 1966.

...COUNT 'EM

Cover and feature photos by Robert M. Denelsbeck

Young America market

1

Who they are: From teeny-bopper to All-American halfback, this market encompasses the 22 million teenagers who spent \$13 billion in 1964, as well as the six million college students who, according to *Time*, will spend \$4.5 billion after room, board, and tuition this year. Theirs is a world of Mod boots, schoolbooks, part-time jobs, and protest marches. They have been traveling in Trinidad, studying in Spain, and skiing in Switzerland. Their taste is international and sophisticated, and they want color, style, and imagination in the products they buy. They work summers and after school to earn money to buy those radios, records, phonographs, and tape cartridge players that fill their lives with the omnipresent beat. Their clothes range from snappy to sloppy—that “beatnik” in jeans browsing in the record department is probably a clean-cut coed. They’re mad about: England, Merrie Old and Mod New; The Beachboys; pop, op, and psychedelic art. They’ll react to promotions capturing their enthusiasms.

How you sell them:

Credit for teens is a sticky problem. On the minus side are all the sore spots: teens have no credit history, little employment background, and in most states are not legally liable for a contract. On the plus side, listen to Robert J. Britz, credit manager for Gimbel Bros. in Philadelphia, speaking for every with-it retailer in the country: “We can’t ignore statistics anymore,” he says. “We need those young people, and we have to handle them right.”

How? Different retailers opt for different answers—from limiting the size of the account, to asking the right pointed questions on the application form, to interviewing all teenage applicants, to avoiding single men like the plague.

of operation, only 8% of the accounts were closed—the same percentage as for adults.

Shepherds, in Providence, interviews each applicant, lets the interviewer set the limit, and gets a parent’s signature on each account.

Promotions for teens can run the gamut from gentle to gyrating, from scholarly to psychedelic, from revved up and racy to everyday and homespun. Here are just a few:

Borrow help from one of those myriad teen magazines that are flooding the country with retail tips and teenage folklore. *Seventeen* can help you set up cooking classes to demonstrate both small and major appliances; or throw “pop” parties for a Father’s Day promotion; or sponsor beauty workshops and fashion shows. *Co-ed Magazine* will help you organize a beauty course using portable electrics, or a Young Hostess course using all housewares.

Hold your own cooking courses in your model kitchen; start a teen graduation gift registry; lend appliances to, or work with, home economics classes; lecture to church groups; cooperate with the 4-H; keep track of teen “red letter days” and promote them.

Display for teens—blow up a photo of a movie star; use a small potted palm or a Tiffany lamp.

Entertain the teens—with the local rock-and-roll group, with a cartridge tape discotheque, with a local teen newsletter like the “A&S Junior Journal” on J. L. Hudson’s “Action Age.”

Hold contests—from paper dress design to dream kitchen design—and offer a vinyl cushion set or an electric hair dryer as the prize.

See that your hard goods buyers tune in to the high school “Youth Boards” that are such a boon to department store ready-to-wear buyers.

Get together with your local utility. Reddy Kilowatt, for instance, has prepared an exhaustive youth program for its member utilities. Here are just a few of its suggestions: hold a “glamor-train” afternoon, taking teens from department to department to see the products that make up their glamor world; or, if you are an independent dealer, cooperate with non-competitive specialty shops in town on such a program. Other ideas: songfest-hootenany talent competitions, microwave cooking demonstrations, junior citizen awards in cooperation with Junior Achievement and the Jaycees.

Advertise to teens—on the local disc jockey show, in the teen insert in your Sunday paper, in college and high school newspapers, magazines, and radio stations.

Teen-Age Girls: What They Buy

Products	High School Girls % buying	Avg. cost	College Freshman Girls % buying	Avg. cost
Radios	1.4%			
table	1.4%	\$17.84	6.7%	\$21.74
portable	2.4	20.63	8.3	24.29
clock	3.7	25.40	5.1	29.14
Portable Television	5.1	95.61	10.4	98.45
Portable Phonographs	7.3	33.17	12.7	40.36

Source: *Seventeen Magazine*—High School Story, 1966; *College Freshman Story*, 1966.

“The single male just isn’t as reliable,” explains Joseph J. Nugent, manager of the National Retail Merchants Association’s credit division. “He’s transient, with no responsibility, and he’s less likely to accept responsibility than a girl.”

Here is how some stores approach the teen credit problem:

Federated Dept. Stores is beginning to revise its credit application forms to include youth-oriented questions: level of education and educational status; do the parents have a Federated account; does the applicant own a car. Successful applicants between 18 and 22 get a \$100-\$150 limit on their credit line, and the marginal ones are given a special card which alerts sales personnel. “So far, our rejection rate for youngsters is no higher than for adults—about 10% to 11%,” explains Joseph P. Garcia, operating vice president for Federated.

Dayton’s, in Minneapolis, has a revolving charge account with a \$100 limit for under-25 customers with acceptable jobs. Each account is reviewed monthly, and, after six months, the account becomes a regular one. In the first year and a half

Young America market

2

Who they are: From the late-teen typist with a \$70-a-week paycheck to the pushing-thirty publicist who earns \$15,000 a year, this market encompasses the 15,028,000 carefree, swinging singles who crowd the streets of every city in the country. These are the apartment dwellers; the live-at-homes who can put as much as 60% of their salaries on their backs; the three-in-a-pad careerists whose biggest expense is taxes. If they are college grads, their incomes can be staggering: average offers to the class of '65 are estimated at upwards of \$6,000 for non-technical graduates, over \$7,500 for engineers and other technicians. Singles fill the art movie houses, deluge the discotheques, throng the museums, and shop high-end boutiques and specialty stores. Their tastes run to top-of-the-line components, console combinations, portable radios, and decorative housewares. Their tastes are subtle and sophisticated: Bogey instead of The Beachboys, the nostalgia of the Thirties mixed with the frenzy of today.

How you sell them:

Credit for singles is a horse of many colors. Depending on the group to be approached, retailers shudder with distaste, or rush forward, hands outstretched.

In general, under-25 blue collar bachelors are as taboo as their younger brothers. Young working girls are a different story—especially if they work for the local telephone or insurance company. These companies do a careful enough screening job on their employees to make a credit check almost unnecessary.

But the best of all risks is the college grad. "We love 'em," says Fred D. Freedlund, credit manager for Shepherds. "We know their background, we know they'll get responsible positions, and we know their incomes will continue to grow."

In fact, a growing number of stores actively go after college grad accounts.

"We get graduating lists and send everyone on them credit applications," explains Garcia of Federated. "We ask simple questions and eliminate obviously foolish ones. For instance, we don't ask, 'what was your last job?'"

Other organizations have worn a similar path to the college grad account. The gas and oil companies have been shipping credit cards to graduating seniors for years. And the Bank of America inaugurated a similar plan last year in leading California colleges and universities. It's a high-powered promotional-plus for smaller retailers, too. Get lists of seniors graduating from your local college, or home town seniors graduating from out-of-town universities, and send them credit forms.

Federated's Garcia remembers a happy way of courting working girls, too. When he was with Bonwit Teller, Garcia sent salespeople into city office buildings to find working-girl accounts with the help of a bottle of perfume.

Promotions for singles can cater to their "Beautiful People" image of themselves. Ever since Helen Gurley Brown took the sting out of being single, women as well as men could cast themselves in the role of the care-free young sophisticate with money to burn, places to go, and lots to do when they get there.

And this picture of the gay, active, and young-at-heart appeals to everyone—young and old alike. So promotions aimed at the swinging singles will tend to spread and overlap into other areas—even to middle-aged television addicts who wish they were gay, and active, and young.

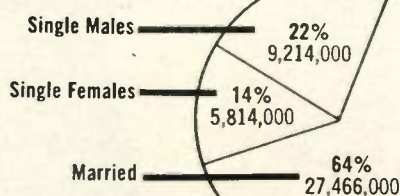
These singles have traveled in the

past, and they are traveling now. So a foreign touch stops them cold. Throw a foreign festival. Play up the Spanish in a Mediterranean console with candle sticks and a Spanish chair and the right music. Or scatter edelweis and the Swiss flag around a display of fondue dishes.

The men want to see those video tape recorders, stereo tape players, and tiny tvs they read about in *Esquire* and *Playboy*. Stock them. They want to see them in a sophisticated setting that flatters their taste and intelligence. They want salesmen who know what they're talking about, and a product mix with the latest in gadgetry and design.

The young woman shops to see the latest styles, the latest colors, the latest designs. She is lured by a store's stylish image, and she stays

The 18-to-34 Year Olds:



Sources: Playboy Magazine survey, 1966; U.S. Census Bureau Current Population Report #144, 10 Nov. 1965; Parents' Magazine Market Data Book, 1965.

to shop hard goods.

Dayton's goes for the young with interior decorating classes, and ski shows and clubs.

J. L. Hudson holds charm schools and fashion shows, and ties in with "Women-Who-Work" week in the spring.

Abraham & Strauss holds cooking classes to teach everything from formal cooking to preparing a quick football brunch. There are also gourmet cooking classes in the housewares department, youth-look pop art vignettes in the lamp department, a fishing clinic for men, and a young image for the whole store.

Macy's New York latest housewares promotion is geared to the young—married as well as single. The heart of the youth pitch is a Piazza Party, a booth papered on the outside with a black-and-white of vinyl check, painted in fuchsia on the inside. Above the light white display tables hang Tiffany-look and pop art Coca-Cola lamps. In the bathshop section are blow-ups from old motion picture stills.

Every retailer can go straight to the working girl by holding cooking classes in her company's (say the local insurance company's) auditorium—or to the working man by holding a video tape recorder demo.



Young America market

Who they are: From the starry-eyed 17-year-old just setting the date to the harried mother of 28, this market encompasses upwards of 12 million young families under 34, plus a new crop of over a million and a half new brides each year. Now, while she is buying her trousseau, registering for gifts, and furnishing her new home, the bride is one of the few original purchase targets a retailer has. She is not content with her mother's hand-me-down refrigerator; she wants the latest model. Her tastes run to elegance and Sunday best during these nest-feathering days, and she can afford them—40% of wives under 34 work.

3

How you sell them:

Credit for young marrieds is usually no problem at all. Apparently, the minute a young woman—or man for that matter—pronounces that magical “I do,” . . . zapp! . . . in the eyes of most states and most retailers, she achieves instant responsibility, plus all the insight into money matters she lacked before.

And, of course, it would be insulting to require a parental signature on her credit application.

The easiest way to run a bridal credit check is to investigate her parents. “We find that, if the parent pays well, nine times out of ten the girl will, too,” explains James D’Vito of Martins, in Brooklyn.

Bambergers buys lists of engaged girls and runs a credit check on their parents before the girls know about it. If the parents have a Bambergers account in good standing, the girl gets one, too. If the parents have no account but a good credit record, Bambergers sends charge plates to both girl and parent.

Other stores solicit accounts with mailing lists garnered from engagement announcements, or—like Federated—contact brides listed in their bridal registries.

Promotions for young marrieds start long before the wedding day. They begin the first day a young girl runs her mother's washing machine; the first day she cooks a meal in home-ec class; the first day she responds to your teen promotion.

Here are a few ways to reach her:

Gather statistics about the bridal market in your town—from the U.S. Government Printing Office, from the Chamber of Commerce, the courthouse, or the U. S. Census Bureau.

Then go after that market, starting with the bridal registry. And don't leave out housewares and appliances. *Modern Bride* magazine suggests that, if the bridal registry in your store ignores hard goods, the buyers should take matters into their own hands and go see the registrar to get her cooperation. Make sure she has a scrapbook of your wares, something the young bride can browse through while she waits to be interviewed. And see that she gets manufacturers' booklets, too.

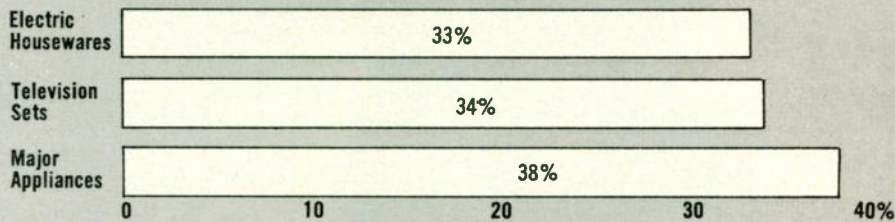
Independent dealers can take advantage of *Bride & Home* and *Modern Bride* promotions. Participate in a *Bride & Home* bridal fair at a college near your store. Join with other non-competitive merchants in town to hold a *Modern Bride* bridal forum. This magazine will help with the handouts and organization; you can help with a lecture on home laundry or electronic entertainment, and set yourself up as an expert in the eyes of the brides. Dayton's version of a do-it-yourself, in-store forum this January combined cooking courses with a lecture by Tucker Madawick, RCA's manager of design, and a Whirlpool major appliance clinic.

Stock and send brochures and hand-outs, like *Bride & Home's* “How to Buy Appliances,” or Maytag's “Bride's Guide to Home Laundry.”

Send brides a gift certificate worth a certain amount off the purchase of a major appliance. Or adopt Westinghouse's bridal promotional package—one used, one new appliance.

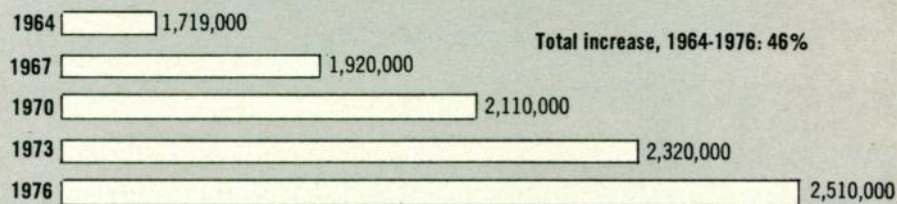
Follow up after the wedding. You have the mailing list now. Tell her about new laundry combinations, frost free refrigerators, or kiddie electronics for her growing family.

Percent of Hard Goods Customers Who Are Young Mothers Aged 18 to 34



Note: Housewares includes vacuum cleaners, sewing machines, steam irons, toasters, hair dryers, mixers, clocks. Tv includes black and white sets only. Majors includes refrigerators, freezers, washers, dryers, dishwashers, room air conditioners, gas and electric ranges. Source: Parents' Magazine Market Data Book, 1965.

Projected Growth of Marriages



Sources: U.S. Dept. of H.E.W.; Modern Bride magazine.



Sunbeam's move toward NuTone follows an established pattern

Sunbeam Corp.'s announcement last week that it is seeking to acquire NuTone Inc. underscores the growing importance of the builder market, even in this period of slowdown in housing starts.

The builder's market is no longer merely major appliance territory; now it is fair game, too, for electric housewares producers.

If the acquisition materializes, Sunbeam will exchange common stock for the business and assets of NuTone Inc. NuTone would then be operated as a wholly owned subsidiary.

What Sunbeam's move means. With the acquisition of NuTone, Sunbeam would own a major chunk—estimated at upwards of 30%—of the built-in range hood business. It would also put Sunbeam in solid in other built-in product categories, including exhaust fans, electric heaters, door chimes, stereo systems, intercom-radios, and mixer-blender combinations. And NuTone also makes a line of lighting fixtures aimed at the builders' market. (A similar recent housewares acquisition found Berns Air King, its eye on diversification, announcing the purchase of a lighting fixture firm.)

The route Sunbeam has chosen in entering the builders' market is similar to that taken by Scovill Mfg. for its Hamilton Beach subsidiary in purchasing Puritron. Since Puritron was acquired, about two years ago, Scovill has integrated its operation into Hamilton Beach, giving the electric housewares manufacturer a solid entry into the builder market.

Other housewares manufacturers

—from Arvin to the divisions of McGraw-Edison—have been toying with the builder market for some time, though they have largely been feeling their way. One manufacturer of major appliances, Caloric, has added a line of housewares for its built-in business.

The long-range implications of Sunbeam's move to purchase NuTone could be broader than merely putting the electric housewares producer into the builder market.

NuTone would be the second Sunbeam subsidiary in the electronics business. The purchase of Oster put Sunbeam into the space-age electronics field. Now the purchase of NuTone would put Sunbeam in the home electronics business—though at the builders' end of the market.

There are no indications that Sunbeam plans to offer a line of consumer electronics. However, Sunbeam's distribution pattern closely follows those of General Electric and of other major manufacturers of "traffic electronics."

Sunbeam has traditionally ruled out entry into the major appliance business: i.e., following GE and Westinghouse as full-line producers of majors, housewares, and consumer electronics. But Sunbeam definitely has not ruled out the so-called "minor appliance" category, which includes such products as countertop ranges similar to the Corning Glass "counter that cooks."

What is happening, apparently, is that in the builders' market, the housewares and the major appliance industries truly are meeting. They could well end up as strong competitors.

—Ed Dubbs

Tensor throws new light on the air purifier business

Front-page headlines make housewares news again. Coming to grips with the air pollution problem, Tensor Corp. has introduced a new Activated Charcoal Air Purifier for use in city apartments.

Applying the same principles used in gas masks, submarine air filtration systems, and some cigarettes, the Tensor purifier uses a cell containing 7 lbs. of activated charcoal in combination with a dust filter. The appliance can clean the air of an average size room or office in about an hour. Aimed at those "who want clean air and are willing to pay a price to get it," the Air Purifier carries a suggested list price of \$195 and is being test marketed at New York's Hammacher Schlemmer.

The Tensor unit is different from others currently on the market—such as those of Puritron and Honeywell—in that its charcoal adsorber and filter capture both major types of air pollutants: the poisonous gases and the solids. The model is said to be especially effective in filtering the carbon monoxide and sulphur dioxide that is found in the urban atmosphere.

The purifier can be operated for

about three months before change of filter is required. The cost of replacing the filter is \$25 and Tensor is currently working on plans either to reduce this price or clean the filter. The charcoal can also be reactivated.

One major drawback of the unit is that it is not entirely compatible with central heating and air conditioning units, because it requires a sealed-off room to operate at maximum efficiency.

The Air Purifier is housed in a formica and metal console that is 24 inches high and 21 inches square; the unit weighs 50 lbs.

Faced with financial losses in recent months, Tensor is currently working on a more aggressive advertising and promotion campaign for its high-intensity lamps. The firm is also developing a clock-lamp that should be ready in early spring and a clock-lamp-radio that will be brought out in the fall. Designed in the Tensor image, they will be priced at or below existing competitive products. Westinghouse innovated the combination clock-radio-lamp product with a model winning a Design in Housewares award.

□ □ □ □ Sunbeam's third price hike in 12 months will occur Apr. 1 when new price sheets are issued, according to trade reports. Sunbeam declined to comment on the reports. The company raised prices last April (the month it traditionally issues new price sheets) and again last September.

Sunbeam is known to object to the term "price hikes;" it prefers to term them "adjustments." In the past, the company has usually lowered some prices while raising others.

In January, Sunbeam signed a new contract with its production workers, who had voted to strike. The strike was averted, but undoubtedly the new contract paved the way for the forthcoming price "adjustments," which are reported to range up to 5% on portable appliances and higher on floor care products.

According to trade sources, Sunbeam field men are telling their accounts that the company's profits were down in its final fiscal-year quarter because "someone miscalculated production costs."

□ □ □ □ "We pay little attention to price hikes any more," one key distributor said in commenting on the reports that Sunbeam will raise prices. "We just take them with a grain of salt."

As usual, the Sunbeam "adjustments" are expected to set off another round of price hikes in electric housewares. However, it is predicted that a number of manufacturers will relay their increases until closer to the June Housewares Show.

□ □ □ □ The National Union Electrical Corp. has reported consolidated sales for 1966 to \$151,037,551, and earnings of \$6,591,190. Sales figures include total from Emerson Radio, which merged into the National Union in May, and from the Eureka Williams Co., vacuum cleaner and floor care products manufacturer.

□ □ □ □ The new round of price hikes on electrics, while reluctantly accepted as inevitable in some industry quarters, does not appear to sit as well with retailers at this time. A spot check of key buyers elicited comments that they are just recovering from the last round of price hikes in the industry, which started only last September. "For competitive reasons, we can't always get our prices up right away to reflect our increased costs," one buyer observed. Another buyer said he found it difficult to believe that the industry was in for another price increase—the third within one year. A further trade source pointed out that the Sunbeam price increase would appear to be coming at a period when there is a softening of prices in other segments of the industry, particularly among cookware producers.

□ □ □ □ Pollenex will add two beauty facial devices to its line of health and beauty products. The company—which will play up the steam approach to beauty care—has dubbed the units "Facial Steam Saunas." Pollenex (Associated Mills) will offer cosmetic kits with both devices: a promotional FS100 model, at \$24.95 list (\$19.95 minimum co-op price), and a deluxe model, FS110, at \$29.95 list (\$24.95 minimum retail price for co-op eligibility).

A new McCormick Place: chance for a fresh start

The June Housewares Show will be an improvised exhibit, rather than an experimental one.

And this it must be, considering all the problems (not the least of which is the Show's new date—one month earlier than usual).

Nevertheless, MERCHANDISING WEEK endorses the concept of setting up the Housewares Show according to product categories; it would enhance both the convenience and the effectiveness of the buyers who attend. Plans toward developing this idea upon the return to McCormick Place should be started now.

"This is a buyer's Show, and it should be set up for his convenience—not the manufacturer's," wrote William Noering, electric housewares buyer for Abraham & Straus, in a letter to the National Housewares Manufacturer's Assn. (MW, 27 Feb., p.5).

Noering has long been in favor of building the Housewares Show around product categories: putting the electric housewares exhibitors in one area, the cookware manufacturers in another, and so on.

The idea sounds good—and, in concept, it is. But it is loaded with problems.

The NHMA's managing director, Dolph Zapfel, is on record as saying he hopes the association can "move closer" to a category arrangement when the Show returns to an enlarged McCormick Place—especially if the City of Chicago follows through on present plans for constructing the building with all exhibit space on one level.

Under the present plans, there will be four exhibit halls—all interconnected—with buyer registration and other facilities in the center. Each hall will contain 150,000 sq. ft.—about 100,000 sq. ft. more than was available in the old McCormick Place.

Under this type of arrangement, it might be possible to assign all electric housewares exhibitors, for example, to one of the four halls. Perhaps another major and closely related category—such as cookware, since many cookware producers also make a few electrics—could share the same hall.

This might be a workable compromise. And it is clear that any attempt to arrange the Show by product classification will have to be a compromise—for a number of reasons:

- The entrenched seniority system that rules the Housewares Show in regard to booth location.
- The difficulty in deciding where to situate certain manufacturers whose lines cross into several product categories.
- The fact that exhibitors do not want their exhibit areas next to those of competitors. (The NHMA also has surveys that indicate some buyers frown on this.)

But an all-one-level McCormick Place—with all exhibit spaces "separate but equal"—would eliminate one major problem in arranging exhibitors by classification: no one product group would be forced to go into the basement.

There is hope of a better grouping of exhibitors in a one-level hall. And, since an enlarged McCormick Place undoubtedly will allow for additional exhibitors (there is a long waiting list), the need to set up the Housewares Show with buyer convenience in mind will be greater than ever.

—The Editors



The NHMA's home for a while: Chicago's International Amphitheatre

The show at the Amphitheatre: 'We'll learn to live with it'

"The Amphitheatre is no another McCormick Place; some people have called it an old barn, but it's the best facility available to us right now, and we are just going to have to learn to live with it for the next three shows at least. Every major trade show in the country is going in there."

That was the prognosis offered by Dolph Zapfel, managing director of the National Housewares Manufacturers Assn., before members of the New York Housewares Club last week. Speaking before a record attendance of 190, Zapfel repeated that the Chicago location was kept because not one other city could come close to it in terms of hotel and exhibit space.

The Amphitheatre—built originally for livestock shows—has 50,000 sq. ft. of floor space, four fifths of which is on a single level. In addition, the Amphitheatre management has promised that the facility will be completely air conditioned in time for the June show. "We're running a month earlier and we may have a cool June—I hope," Zapfel said.

"Try to improvise the exhibits as much as possible, until the dust settles with the Chicago Fire Dept.," Zapfel advised exhibitors. "Exhibit spaces will be the same 10- or 15-ft. units they were at McCormick, and display heights are being limited to eight feet because of fire restrictions. We are trying to change this to 12 feet and we'll let you know soon. In the meantime, try and use displays from other shows you're in or stick with standard display stuff."

"We can't give you any more space because we're losing some by setting up temporary meeting rooms for the buyers. But we're trying to work that out, too."

Extra attention is being focused on fire precautions. "There will be no storage of cartons behind the booths. Firemen will be on duty around the clock. There is no sprinkler system here, but there's no sprinkler system in the New York Coliseum or in Atlantic City either. You would have had a pressure cooker on your hands at McCormick if there had been one. The building would have gone up instead of down."

"There have been no changes in the rules for display materials."

"Just improvise the exhibits as much as possible," he repeated.



NHMA's Dolph Zapfel

"The fire department is driving every show manager out of his mind."

The Amphitheatre has parking facilities for 4,000 cars; and the NHMA is planning to run buses out to the stockyards area continuously. "We'll run enough buses throughout the day—every bus we can get our hands on."

Although the majority of the club's members seemed content with Zapfel's explanations, some dis-

sension did show up in the ranks. Irv Schactman, of Carlisle Manufacturing, apparently having done some independent research on other show-sites—Houston and Detroit—tried to press Zapfel to explain why they had not moved the show to either city.

"Houston didn't have enough space or cabs," Zapfel replied.

"You say they've only got 400 cabs. I found out they've got 1,170 cabs," Schactman retorted.

"You want to hold the show in cabs—is that where you want to hold it?" Zapfel questioned.

"Dolph, can we have a hot cup of coffee?" broke in Sidney Schultz, of H. Schultz & Sons.

Commenting on a question raised by Burt Sloan concerning a form letter he and several others had received from the Ambassador Hotel demanding a definite deposit and Friday check-out date, Zapfel acknowledged that switching show dates had presented a hotel problem. However, the NHMA does have a commitment from the Chicago Convention Bureau for 10,000 rooms. "I know nothing about this letter and I'd like to see it. You may not be able to stay in the places you're accustomed to, but you should be able to get a place."

Looking to the future and the new McCormick Place, Zapfel said, "It will be a different place. There will be no lower level. It will be four connected halls, 150,000 sq. ft. each."

He admitted that while reaction to pushing the show up to June had been "fantastic," it may be hard to keep a June date in the future because of the number of trade shows and conventions booked into Chicago. "If the response is overwhelming, we'll shoot for June again. This is an emergency show, however, and won't be representative. We just did it to get a head start . . . not to foul anyone else up."

A New Time...

June 12-16, 1967

A New Place...

International Amphitheatre

Chicago for the

47th semi-annual NHMA

National H



The site of the NHMA summer exhibit, and the dates, are different. Nothing else has been changed.

The International Amphitheatre in Chicago is a logical choice, both for its size and its location. It makes possible again a truly national show, at the trading cross-roads of the country. Located just a short cab ride from downtown Chicago, it will be served by a fleet of NHMA buses shuttling to and from all major hotels.

The exhibit has been scheduled a month earlier to give manufacturers and buyers a head start for the

major selling season of the year.

In all other respects it will be the same as before—the same semi-annual “homecoming” of people from all areas of industry activity; the same complete round-up of products and plans; the same shop-talk that will eventually be heard around the Housewares world.

We look forward to seeing you at the International Amphitheatre in June for what may well be the most important, most active, best attended and most exciting mid-year NHMA Exhibit in our 29-year history.

NHMA

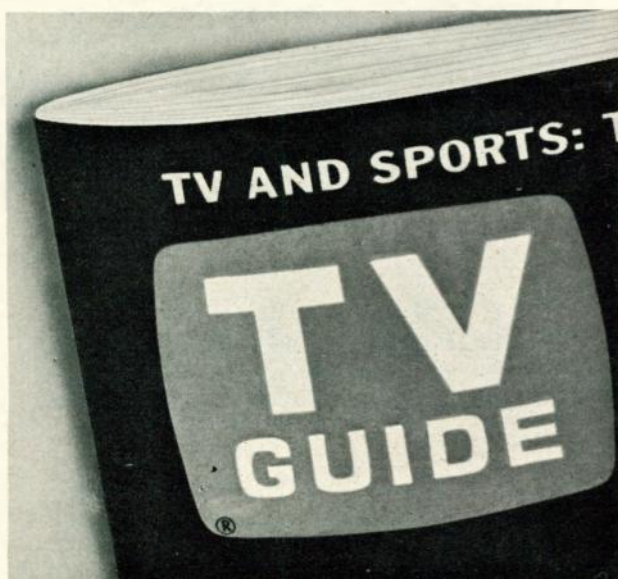
Serving the Housewares Industry Since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION
1130 Merchandise Mart, Chicago, Ill. 60654

□□□□ **Sears boasts a new electric carpet sweeper**, billing it, however, as a "lightweight upright" in a recently mailed flyer. Priced at \$29.88, the Sears unit is similar in appearance and concept to the General Electric SV-1 model. But Sears has added a new design twist: a cord storage container is placed on the front of the stick, giving the unit more of the appearance of a standard upright than the GE model. The cord storage container looks somewhat like the liquid dispenser on polishers/shampooers, but has an opening in the back for inserting the cord.

□□□□ **Look for other electric carpet sweepers** on the market, as vacuum cleaner manufacturers begin to view the GE SV-1 unit as a new type of cleaner rather than a typical lightweight vac. GE's SV-1 is expected to cut especially into the sales of manual carpet sweepers—some 1 million units annually—which is Bissell and Wagner territory. Bissell has never been able to break into the lightweight vac business—at least not to any great extent; undoubtedly, the company would find the electric carpet sweeper right up its alley.

Want to make some nice money? Use this guide.



Regina and TV GUIDE have joined forces—to bring you the most forceful promotion the floor care industry has seen in years. With a mammoth circulation of over 21,000,000, this Regina promotion means traffic—more traffic than you thought a promotion could ever generate. Here are the profit-packed highlights:

- 1.** REGINA will list your store in TV GUIDE. Your store can be listed in Regina national TV GUIDE ads. Millions will see these ads in America's top-circulation weekly.
- 2.** REGINA will run your own ad in TV GUIDE. We'll run your own store ad, in your own market, to your own customers, in TV GUIDE—on America's fastest-selling lightweight—the Regina Elektrikbroom®, or on the powerful Brush 'n Beat. And Regina will Co-Op the ad 50/50.
- 3.** REGINA will give you a free TV GUIDE display package. Window streamers, counter cards, door stickers, product hang tags, and product displays—all free to dealers participating in the Regina TV GUIDE promotion.

We've given you the guide. So if you want to make a lot of money with Regina this spring, it's up to you to follow it. Call your Regina Distributor today, or call Regina direct (201) 381-1000. **Deadline for dealer listing: March 15.** The Regina Corp., Rahway, N. J.

REGINA

Regina Power-Flite Portable, Elektrikbroom®, Brush 'n Beat Upright, Rug Shampooer / Polisher, Shoe Polisher, Upholstery Shampooer / Furniture Buffer / All Purpose Vacuum.

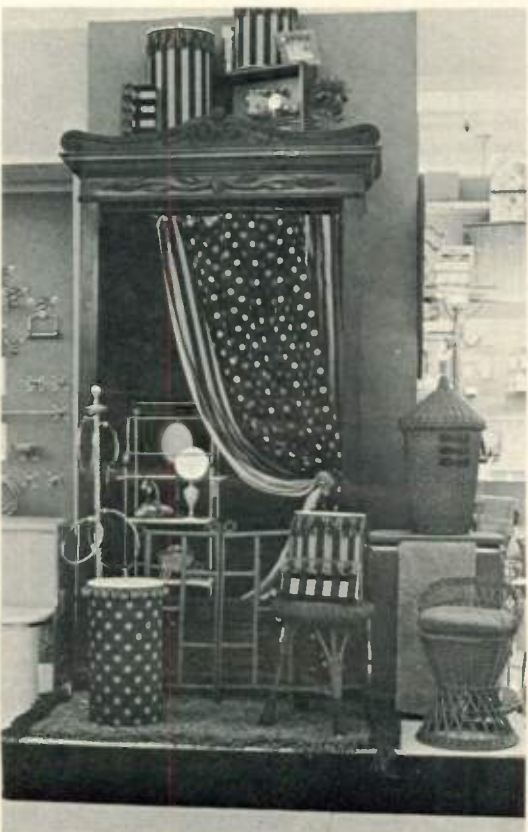
Regina is known to be considering an electric carpet sweeper, but reportedly will not enter the market this year. Most vacuum cleaner producers—and undoubtedly Bissell and Wagner, too—are closely watching the sales progress of the SV-1. So far, GE is finding it difficult to keep up with the demand for the unit.

□□□□ **Vac shipments are off to a slower start** this year, compared to 1966. January, 1967 shipments of home-type vacuum cleaners showed a 4.69% increase over the same month last year, the Vacuum Cleaner Manufacturers Assn. (VCMA) has reported. However, January, 1966 vac shipments soared 20.67% ahead of January, 1965 performance—a head start which enabled the vacuum cleaner manufacturers to end the year with the highly respectable 12-month increase of 9.32%. The first several months of the year traditionally set the pace for the vac industry's year-long performance. This means that shipments will have to pick up considerably in the next few months if the industry is going to better last year's gains.

□□□□ **When in Rome . . .** Shetland's incentive trip the week of Feb. 20 drew this response from a competitor to his sales force: "This is the week to get out and sell, from dawn to midnight." Nevertheless, Shetland officials and dealer-distributor accounts—numbering 433 persons—spent an "absolutely fantastic" (to quote Shetland) week in Rome.



High on shine: Abraham & Straus, Brooklyn, N.Y., department store, dramatizes the shiny/glitter look in bath accessories with a bright vignette that reaches to the sky.



It's the top: Stern Bros., New York City, tops an armoire with striped bath goods, while concentrating on polka dots down below—a warm-but-modern look.

Vignettes hit a new high*

Vignettes are looking up—in height, that is.

Two reasons: retailers are trying to make use of every bit of space. And a tall display can add visual drama.

The retailer may be a department store giant or an independent hard goods specialist; the problem of space—or lack of it—exists equally for both the big and the small. Longer manufacturer lines, product innovations, and the need for wider merchandise assortments have put a pinch on available retail space.

Vignettes—although they add a vital fashion touch—can eat up your space. Unless . . .

You position one up near the air conditioning vent—as did Abraham & Straus at its downtown Brooklyn, N.Y., store (see photo, top right).

You use an otherwise wasted column support for a simple, but effective, display—as did Stern Bros. at its 42nd St. store in New York City (bottom right).

The Stern's column display underscores the fact that a vignette need not be large to attract attention. This one merely shows two Teflon-coated frypans against a polka-dot backdrop, with an artificial fern adding a homey touch.

Going tall also heightens the drama of a tasteful vignette.

To dramatize the metallic look in shower curtains, A&S carries its vignette clear to the ceiling with metallic stage-like curtains (top left). The "wet look" of a hamper ensemble adds extra shine to the display—an attention-getter in the store's bath shop.

Stern's creates the height of warmth with another small-space vignette that features an armoire (bottom left). The warm look of wood is joined with colorful polka dots and stripes in items from the bath shop. The top of the armoire—serving as a platform for additional display—adds a crowning touch to the vignette.

Tasteful vignettes come in small—but tall—packages.

—Ed Dubbs

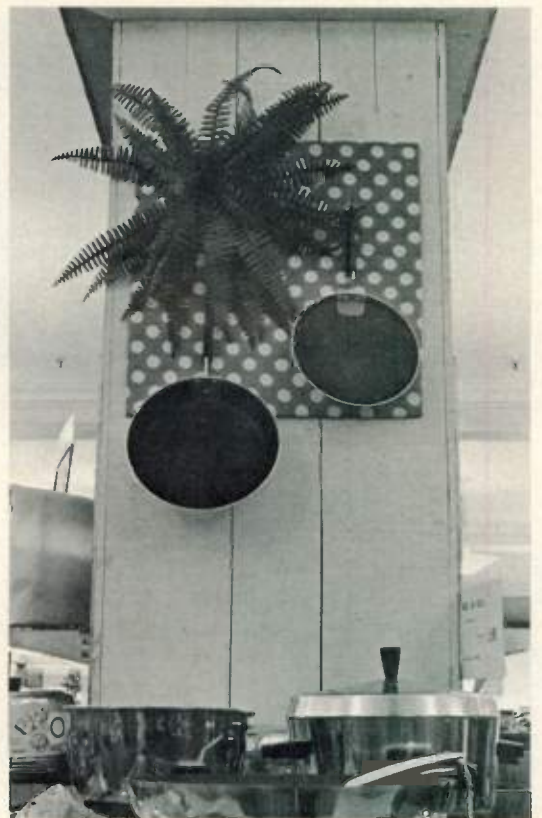
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Sitting pretty tall: A&S puts a painted chair and kitchen accessories up near the air conditioning vent for a "wasted space" display.



Above all, coordination: A&S coordinates accessories above a pantryware wall.



Climbing a column: Stern's places two T-Fal frypans against a polka-dot backdrop and adds a fern for a cookware column.

HOUSEWARES



□ □ A new bathtub security rail is offered by Frohock-Stewart. The rail—which fits all modern fixtures—provides a safe way of getting in and out of the tub, and is especially recommended for the aged and the physically handicapped. With a chrome-finished grip, it carries a suggested list price of \$8. *Frohock-Stewart Inc., 79 Beacon St., Worcester, Mass. 01608*

□ □ A tamper-proof lid was added to Slater's wiring devices. The locking feature prevents access to a duplex receptacle or combination switch device for which the unit serves as a cover. *Slater Electric Inc., 45 Sea Cliff Ave., Glen Cove, N.Y.*



□ □ Provincial elegance for the bath: Hanson's Tiara scale has thick foam padding and a new base that allows for a low silhouette. It is available in white, black, gold, Verdian green, Bristol blue, and Siamese pink, and retails at \$10.95. *Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill. 60062*

□ □ The PERMAPRESS TOUCHUP® is a new all-steel, folding ironing table designed for touching up permanent press materials, as well as ironing sleeves, pockets, ruffles, and other small areas. The table is finished in Wedgwood blue enamel. *Seymour Housewares Co., Seymour, Ind.*



□ □ Leopard skin translated into vinyl makes bath shop fashion news in this ensemble from Pearl-Wick:

Suggested retail prices: vanity chair, \$13.98; chest, \$16.98; round chest, \$12.98; scale, \$12.98; and basket, \$5.98. *Pearl-Wick Corp., 230 Fifth Ave., New York, N.Y. 10001*

□ □ Nostalgia is the package story for Imperial Knife's short line of cutlery designed in the style of yesteryear. The group includes Granny's paring knife, at 79¢; Granny's fork, at 98¢; and Granny's butcher knife, at \$1.49. Each unit has a stainless steel blade and dishwasher-safe, black Monomac handles. *Imperial Knife Co. Inc., 1779 Broadway, New York, N.Y. 10019*



□ □ A convertible game table—which can be used for card games, study, or casual dining at the flip of its tab-held cover—comes from Randall. It measures 48 inches in diameter and is available in light and dark green or light and dark brown—each with beige trim. Suggested list price: \$29.95. *The Randall Co., 5000 Spring Grove Ave., Cincinnati, Ohio 45232*

□ □ A miniature car vac with super suction—the Tornado—plugs into the cigarette lighter, is equipped with two attachments for heavy-duty cleaning, and lists at \$7.95. *Osrow Products Co., Hazel St., Glen Cove, N.Y.*



□ □ Designed for quietness, Broan's Lo-Sone ventilators have sound-deadening glass-fiber insulation in the housing; rubber torsion mountings; and a squirrel-cage blower driven at reduced speed to assure effective ventilation at minimum sound levels. *Broan Mfg. Co. Inc., Hartford, Wis. 53027*

□ □ Color scoop: a deluxe food scoop from Bonny Products comes in five luscious shades: orange, raspberry, lemon, avocado, and coffee. The suggested retail price is \$2.49. *Bonny Products Inc., 101 Park Ave., New York, N.Y. 10017*

KEY MOVES

RCA—Keith Niemann is appointed to the newly created position of mgr, sales planning and development—custom products. He was formerly national appliance buyer with the J.C. Penney Co.

GE—Five key managerial appointments in the electronics sales operation are announced: Richard D. Harris to mgr of advertising; Matthew L. Goslin to mgr of merchandising; Frank E. Yandrasits to mgr of marketing administration; George E. Fernal to mgr of facilities planning and warehousing; and Edward J. Molnar to distribution costs specialist.

Craig Panorama—A series of new alignments in advertising, marketing, and sales promotion are made known: Boylhart, Lovett, and Dean, Los Angeles, is named to handle all of the company's national trade and consumer advertising. Dickie-Raymond Co., nationwide direct-mail subsidiary of Metromedia Inc., is assigned responsibility for dealer and distributor sales promotion and preparation of Craig's ready-to-mail sales campaigns. Peter Corn Associates, New York, will direct all aspects of Craig's participation in nationwide trade exhibits. Other Craig appointments: Ronald A. Ryding, mgr of special projects, assumes added duties as mgr of OEM sales; Hank McCance joins the company as director of publicity.

Lloyd's Electronics—Earl Degner becomes service mgr.

Gibson—The appointment of two new vice presidents is announced: C. R. Simons becomes vp of freezer and electric range sales; G. L. Hendrickson becomes vp-key account and utility sales.

Viking Industries—Lon Cantor joins the company as director of marketing services.

Philco-Ford—Norman H. Schnell becomes mgr of sales planning for b&w tv in the consumer electronics division; C. D. Fuller is appointed district sales development mgr in the sales and distribution division; and William H. Winn joins the company as a marketing specialist in the consumer products group staff. The promotion of four mgrs in the district sales organization is announced: Austin M. Embree to district mgr, Dallas; Charles B. Steele to district mgr, Oklahoma City; James P. Harford to district mgr, Phoenix; and Raymond E. Nugent Jr. to sales mgr, Dallas district.

Caloric—Daniel H. Polett is named mgr of physical distribution and sales administration; Richard C. Dale is appointed to the newly created post of director of national accounts.

Matsushita—Russ W. Johnson is appointed mgr of advertising and sales promotion for the consumer products division.

Whirlpool—Robert W. Jolly becomes director of corporate group personnel, located at the Administrative Center. Judd Spray moves to the Education Center as mgr of marketing personnel development.

Studebaker—Alfred Janos is appointed to the position of president

of Franklin Appliance Division; Robert J. Devoursney is promoted to marketing mgr for the Schaefer commercial refrigeration group and the Franklin home appliance group of Studebaker International.

Westinghouse—John E. Baker is appointed district mgr for the Westinghouse Appliance Sales and Service Co.; Robert A. Anfanger is named mgr of product planning for the company's room air conditioner line.

Telepro—Arnold H. Kaminer is promoted to director of marketing for the entire company; both cartridges and cartridge players fall into his domain.

The Lindsay Co.—Hugh M. Lee is appointed district sales rep in Michigan for the company.

Gaffers & Sattler—Saul E. Levi is appointed to vp and general mgr; Ben F. Osborn becomes general sales mgr of the company.

Norcold—The appointment of Roland D. Payne as marketing mgr of Norcold Inc., subsidiary of The Stolle Corp. is made known. He will be in charge of the electric division. Richard C. Matz has been named sales mgr.

Tappan—Margaret Easley is appointed to the position of home service director, replacing Pauline Treisch who retires after serving 20 years in that capacity; Shirley Schafer is named assistant home service director.

Maytag—Jerry K. Rinehart becomes mgr of utility relations, succeeding Robert A. Strain who has been named Chicago Branch mgr.

Admiral—Three executive vps in the Admiral distributing branch organization are announced: Samuel Schwartzstein was elevated to executive vp of Admiral Corp. Metropolitan Division Inc. Also appointed executive vps are Edward M. Dryden and Victor Croft. The following general mgrs are promoted to vps of their respective distributing branches: L. A. Anderson (Pittsburgh); J. H. Dockendorf (Minneapolis); M. C. Eckers (Milwaukee); J. R. Hodgins (Boston); D. P. Mahin (Detroit); M. L. Manin (Philadelphia); F. D. Neer (San Francisco); H. M. Scott (Buffalo). Other branch promotions: Paul Bassin to vp-sales and Robert Rosenfeld to vp-operations, both in the Metropolitan division. Robert Gray to vp-sales and Fred Maecherlein to vp-operations, both in the Los Angeles-San Diego division. L. A. Caldwell moves to vp for San Diego.

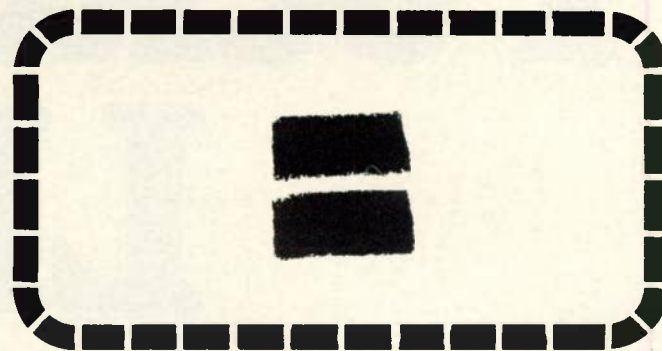
Roper Sales—Three management appointments in the field sales force are announced: Edward J. Schmidt is appointed district mgr for northern Indiana and southern Michigan; Vincent L. Santoni becomes district mgr for the city of Detroit; and William M. Warncke is named district mgr for Washington, D.C., western Maryland, and Virginia, a new territory. Also, announced: J. A. Eaton is promoted to mgr of administration, a new position; and Neal Eggebeen becomes division mgr for the Detroit division, encompassing Michigan, Indiana, Ohio, and Kentucky.

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	1966-7	1965-6	% change
FLOOR CARE PRODUCTS				
Floor Polishers	January	79,972	83,134	- 3.80
Vacuum Cleaners	January	454,899	434,498	+ 4.69
HOME LAUNDRY				
Dryers, clothes, elec.	January	152,758	124,674	+ 22.52
Dryers, clothes, gas	January	66,916	61,990	+ 7.95
Washers, auto & semi-auto.	January	286,011	288,482	- .86
wringer & spinner	January	30,957	28,947	+ 6.94
OTHER MAJOR APPLIANCES				
Air Conditioners, room	January	264,000	199,500	+ 32.33
Dehumidifiers	January	24,000	21,200	+ 13.21
Dishwashers, portable	January	39,000	31,300	+ 24.60
under-counter, etc.	January	75,000	65,600	+ 14.33
Disposers, food waste	December	94,600	122,300	- 22.65
	12 Months	1,345,900	1,344,800	+ .08
Freezers, chest	January	31,000	30,500	+ 1.64
upright	January	53,000	41,900	+ 26.49
Ranges, electric	January	158,000†	172,800	- 8.57
Ranges, gas	December	168,700*	197,800	- 14.72
	12 Months	2,162,400	2,266,400	- 4.59
Refrigerators	January	343,000	356,300	- 3.73
Water Heaters, elec. (storage)	January	74,000	80,200	- 7.73
Water Heaters, gas (storage)	December	175,810	246,670	- 28.73
	12 Months	2,490,080	2,614,110	- 4.75
CONSUMER ELECTRONICS				
Phonos, port.-table, distrib. sales	February 17	63,995	67,872	- 5.71
	7 Weeks	451,682	381,230	+ 18.48
monthly distributor sales	December	701,084	708,229	- 1.01
	12 Months	4,310,309	4,046,015	+ 6.53
Phonos, console, distrib. sales	February 17	29,422	43,128	- 31.78
	7 Weeks	209,639	280,346	- 25.22
monthly distributor sales	December	236,827	266,873	- 11.26
	12 Months	1,792,609	1,708,666	+ 4.91
Radio (ex auto), distrib. sales	February 17	206,502	290,977	- 29.03
	7 Weeks	1,333,839	1,660,777	- 19.69
monthly distributor sales	December	1,470,927	1,731,030	- 15.03
	12 Months	13,601,781	13,281,698	+ 2.41
B&w Television, distrib. sales	February 17	105,450	148,068	- 28.78
	7 Weeks	730,639	1,085,354	- 32.68
monthly distributor sales	December	552,548	766,450	- 27.91
	12 Months	6,949,744	8,027,981	- 13.43
Color Television, distrib. sales	February 17	89,870	77,725	+ 15.62
	7 Weeks	586,345	451,224	+ 29.94
monthly distributor sales	December	631,514	352,601	+ 79.10
	12 Months	4,702,463	2,746,618	+ 71.21

† January Electric Range total includes: 117,000 free-standing ranges; and 41,000 built-ins.
* December Gas Range total includes: 121,900 free-standing ranges; 21,000 high-ovens; 10,800 set-ins; and 15,000 built-ins.



equal means equal

No more, no less — just equal.
That's the way the handicapped want to be
considered for jobs — on an equal
footing with others. No special favors,
no special roadblocks. Just equal.
Hire the handicapped. It's good business.

THE PRESIDENT'S COMMITTEE ON EMPLOYMENT OF THE HANDICAPPED

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

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(Please print your new address below)

name & position

company

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

street

city

state

zip

Pocket-sized LIFE.

We'd never make it in a smaller size. This doesn't mean that there's anything wrong with small-size pages. But the idea of LIFE is a big idea.

If freckles or frescoes are essential to our purpose, we want to be able to show freckles and frescoes. Big. If it takes ten thousand words to encompass a subject, we want to be able to give it ten thousand words.

We are responsible to more than 33 million very perceptive men and women each week. Our subject is the world, the people in it and, sometimes, around it. Our readers like it LIFE-size.

There are other magazines that are just as big, but they're not weeklies. There are other weeklies, but they're not as big. LIFE simply wouldn't be LIFE in a lesser format.

We suspect LIFE advertisers wouldn't be LIFE advertisers either.

LIFE

