

MERCHANDISING WEEK

MARCH 13, 1967

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GOOD
GROOMING

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NEXT WEEK

**Electric housewares '67: a special report
on what the crystal-ball gazers see**



..... 30"

Tops in the all-new
Dual Temp line of
8 sizes, all no-frost,
7 with automatic
ice maker!



*Mfr. suggested list price, optional with dealer. All capacities net NEMA

Automatic Ice Maker

is included in this all-new
Admiral Dual Temp. 16 with
151 lb. freezer in a 15.5 cu. ft.
no-frost refrigerator/freezer
only 30" wide to retail profitably
at only

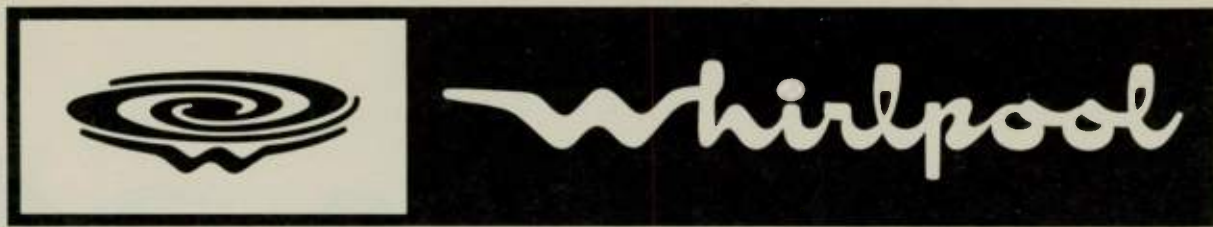
\$288⁸⁸

Model NT1679.
Ask your Admiral
Distributor about
it, quick!

Ideas that move merchandise come from...

Admiral

MARK OF QUALITY  THROUGHOUT THE WORLD



**is making
new moves
on these
fast
movers**



LPA 5500, LPE(I) 5500

Want a bigger share of the laundry market? WHIRLPOOL'S the line making some of the fastest gains in the industry! And this Spring, your WHIRLPOOL distributor is taking special steps to speed up the action even more on two popular washer-dryer pairs...the LPA 5500/LPE(I) 5500 with broad appeal...the LRA 7800/LRE(I) 7800 for an easy step-up. All WHIRLPOOL dryers and most WHIRLPOOL automatic washers have a Permanent Press cycle which provides a gradual cool-down to help eliminate wrinkles. There are many reasons why WHIRLPOOL CAN MEAN A LOT TO YOU. Check the deal...then make your move, too!

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



LRA 7800, LRE(I) 7800

□□□□ **Tappan has licensed a gas self-cleaning oven** from Chicago's Institute of Gas Technology (IGT), which developed the unit. The new IGT oven requires no special installation or ventilation. It has a cleaning cycle of about one hour, substantially shorter than that of most self-cleaners. The decreased cycle, Tappan says, means cooler exterior surfaces. Although the oven is not vented, it is designed to eliminate the release of smoke, objectionable odors and noxious compounds into the kitchen. No release date has yet been set by the company, but a Tappan spokesman unofficially indicated that it would not be for some time.

□□□□ **Radio shipments from Hong Kong** got off to a booming start in January, as manufacturers shipped nearly 1 million radios to the U. S. The shipment of 962,374 transistor sets to the U. S. represented a 288.2% increase over the comparable month in 1966. At the same time, the average price increased from \$2.53 for 1966 to \$2.90 for initial 1967 shipments, according to the Hong Kong Department of Commerce and Industry.

□□□□ **If there are any inventory problems** in color tv, they will not be found at Zenith. In the midst of reporting record sales (\$625,003,460) and earnings (\$43,474,636) for 1966, president Joseph Wright pointed out that Zenith factory and distributor inventories are low—a sign, he believes, of continued consumer demand for Zenith color receivers. The company's combined sales of black-and-white and color sets totaled almost 2½ million last year, according to Wright.

□□□□ **"Knock on Any Norge" is the theme** behind Norge's retail promotion for April and May. Included in the dealer program is a 50-piece display package that contains cards, banners, buttons, ad mats, and a consumer mailer offering customers a \$1.98 pair of gloves for 98¢ if they visit retail stores. Color tv spots on CBS and radio jingles will back the retail promotion.

□□□□ **Hotpoint hopes to spark spring sales** by billing three appliances as specially priced "value leaders" in newspaper and magazine ads and television commercials. Hotpoint's Teflon-coated "total clean" 30-inch electric range will carry a suggested retail price of \$199, the no-frost 17-cu.-in. refrigerator-freezer has a suggested price of \$298, and the 16-lb. automatic washer is expected to retail at \$239. Hotpoint dealers will be provided with a 53-piece store promotion kit called "Wonderful Time to Buy."

□□□□ **RCA added its support for public tv** last week. Speaking at the International Radio and Television Society's awards dinner, Robert W. Sarnoff, RCA president, endorsed a non-commercial television service for the nation and proposed that it be financed by government revenues. Although there were some who questioned whether non-commercial tv could develop into a vital service, Sarnoff said that the only way to find out is to test the questions. Sarnoff's endorsement marked the first time RCA has backed the request by President Johnson that Congress set up a public tv corporation. The President has requested \$9 million for the first year of the corporation's operation, but did not make any recommendations for long-term financing. It was considered significant that the President did not even mention excise taxes on tv sets—an idea put forward by the Carnegie Commission.

□□□□ **Consumer protection is industry's job**, Senator James B. Pearson told a New York convention of retailers last week. The Kansas Republican warned 400 members of the Variety Stores Assn. that business must continue and expand its efforts to meet consumer demands for product improvement, "... if excessive (government) intervention, detrimental to all, is to be avoided." W. E. Sturgis, vice president of the S. S. Kresge Co., agreed that consumer protection and information is a manufacturing responsibility, and asked that retailers be provided with the comparative information necessary to effectively assist customers in making buying judgments.

Shape of the plastics industry: new figures, old problem

The struggle between the plastics and metals industries continues. And the major appliance industry is like a protective mother watching two rich suitors battle for the hand of her daughter. No matter who wins, she will be happy. As the competition for the appliance industry's materials dollar intensifies, the appliance manufacturers are reaping the benefits of lower prices and new applications resulting from the infighting.

The appliance makers are aware that they are fully engaged with both sides in the struggle. As one appliance manufacturer's spokesman said at the American Management Assn's seminar

on "Plastics in the Appliance Field" last week, "I could give the same speech with a few changes at a meeting of the steel industry."

The reasons for the meeting were plain. The plastics industry wants to know how to take a bigger share of the materials business away from the metal producers. (For a look at the growth of plastics use in major appliances, see the tables below, which are compiled by Admiral Corp.)

With everything to gain and nothing to lose, the representatives of the major appliance, consumer electronics, and housewares industries put the issues straight to the plastics industry. While

noting that plastics were not being used exclusively for cost reduction by appliance manufacturers, Robert A. Fall, appliance planning manager for Admiral revived the most ubiquitous problem for the plastics industry. Fall, generally speaking for the entire industry, said that plastics makers must do a face-lifting job on their image if they expect to continue to accelerate their growth rate.

The problems of marketing an all-plastic refrigerator, though not specifically mentioned, have been on the minds of appliance marketing men for some time. If the plastics molders and allied producers provided a crash cam-

paign to upgrade the image of their products, the job of selling a plastic refrigerator would be that much easier for the appliance makers when they introduce their models.

When a major appliance company wants to sell a plastic feature incorporated in a particular product, Fall noted, it selects a name that does not imply it is made of plastic. Some examples: Admiral's food liners, called Dura Last; General Electric's small plastic tub in its automatic washers, called the Mini-Basket; and GE's Thinnette line of room air conditioners made of a new plastic, called Lexan.

—Martin R. Miller

Estimated amount (in lbs.) of plastics (excluding foam) used by major appliance manufacturers

Products	1956	1966	1970 est.
Refrigerators, freezers	75 million	107 million	180 million
Automatic washers	16 million	39 million	52 million
Room air conditioners	—	6 million	15 million

Average amount of plastics (excluding foam) used in three major appliance products

Products	1956	1966
Refrigerators, freezers	14.0 lbs.	16.9 lbs.
Automatic washers	5.0 lbs.	9.5 lbs.
Room air conditioners	1.5 lbs.	2.0 lbs.

Price trends: cost per pound for ABS and polystyrene plastics

Type of plastic	'56	'66	'70 est.
High-impact ABS	50¢	43¢	35¢
Low-impact ABS	50¢	36¢	30¢
Polystyrene	35¢	20¢	16¢

This is how you make a fast sale with color tv from Philco-Ford.



Turn one knob until the band narrows



and the color signal is tuned.

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 just might turn you into a Philco-Ford dealer.



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

Record merchants reappraise the tape cartridge craze

The gold rush fever that permeated tape cartridge talk at the National Assn. of Record Merchandisers (NARM) convention last March has subsided. In the sober light of this year's meeting in Los Angeles, merchants were singing a somewhat different tune.

Some, who had rushed into excessive inventory commitments with insufficient preparation, were feeling the sting of broken pie-in-the-sky promises. Others had learned from their years of experience with the new product that, while sudden riches were not just around the corner, respectable profits and steady growth were.

The tone of the talk

Columbia Records' general manager Clive J. Davis set the tone in his keynote address: "There have been, I believe, endless exaggerated, uninformed predictions about the future of tape. I urge caution. Not that there isn't a market here. But there ain't gold in them thar hills yet. If the market grows, it will grow at a steady—not a frantic—pace."

There were those, however, who felt that Columbia has not done its part to maintain the steady growth of the tape cartridge industry. Even before the convention began, both Capitol and Columbia had breached the once-united 8-track front, which, together with RCA, they had previously set for the industry. Capitol made the first crack in the dam with an announcement that it had licensed Muntz Stereo to duplicate and market Capitol 4-track cartridges. Then, a few days later, Columbia followed with a statement that it would soon be releasing 4-track cartridges; but the company has not yet specified whether it will license the 4-track operation or handle it itself. Only RCA—staunch defender of the 8-track system—did not make a move. And RCA seems to have had a far happier experience with cartridge sales than either of the other two companies.

There was some speculation as to what the Columbia-Capitol move will mean to the industry. "There's an awful lot of double-talk," said one rack jobber. "And I wish someone would show some consideration for the dealer—there's too much duplication and triplication of inventory already." Ron Bledsoe, of Liberty—a company whose cartridge sales were ahead of projections last year—noted: "A lot of momentum for 8-track came because it was only possible to buy RCA, Columbia, and Capitol on 8-track. Now, I don't know." Liberty's own experience has been that its 4-track cartridges ran neck and neck in the teen market, but that 8-track predominated with adults. And 8-track was the front runner for many other companies, too.

That became clear during the question-and-answer period following a tape cartridge seminar on the second day of the convention; distributors from all over the country stood up and indicated how their sales were going.

What the numbers showed

J. L. Marsh, in Minneapolis, sold 309 4-track cartridges—compared with 1,670 8-track units—during the month of January. At Merco Enterprises, in Melville, N.Y., current sales are running about 80% 4-track; and in Pittsburgh, one distributor claims a similar record. International Tape Cartridge Corp.'s national figures for December showed 8-track leading nearly five to one, with teen hits—always considered a 4-track category—running eight to one in favor of 8-track. In California—traditionally the stronghold of 4-track—the 8-track system is gaining ground, too. Calctron, in San Francisco, estimates that 4- and 8-track sales are about even; but the company cautions that its own experience may be distorted, since it favors—and pushes—8 track, and carries 8-track players. One Southern California rack jobber—who was selling 18 to one in favor of 4-track last March, reports that this ratio now has dropped to three to one.

All these numbers, however, are offset by the giant Muntz 4-track operation. President Earl Muntz claims that by the end of the year he will have sold 65,000 4-track cartridges throughout the nation (only 20% to 25% of his business is in California).

In general, the indications are that, while 4-track is still big in many areas, 8-track is growing at a faster rate. Many distributors, however, feel that consumer knowledge about the product is so low, they themselves can mold their markets into 4-track or 8-track, depending on personal preference.

Enter the consumer

How much the consumer really does know about cartridges and cartridge players remains open to question. Merchants at the convention felt that, until there are more players—especially home units—on the market, industry growth and consumer awareness will be slow. "Saturation of the marketplace will make the growth of our industry," said J. A. Rubenstein, of Calctron. "No amount of advertising can take the place of availability." But national advertising is badly needed. So far, only RCA—and, to a lesser extent, Lear—have advertised on a national scale. The automobile companies are notably phlegmatic in pushing the cartridge player. In May, however, Borg-Warner will help somewhat when it launches national radio ads during prime driving hours.

—Amei Wallach

□□□□ **Prospects at Lear Jet:** In an effort to assure everyone that everything is under control, the company last week sent out a mailing reaffirming the value of its franchise for 8-track cartridges and players. The mailing was signed by none other than William P. Lear, who has just reassumed the presidency of the company. And to counter a problem that reached serious proportions last year, Lear is offering dealers a 100% replacement deal on all defective players.

At last week's National Assn. of Record Merchandisers convention in Los Angeles, Lear officials said they would show a unit with a fast forward speed, as well as less expensive units at the Electronics Industries Assn.'s Consumer Electronics Trade Show in June. Lear is also working on an 8-track recorder, but the unit will not be ready for the June showing.

□□□□ **Three 21-inch-round color tv consoles** have been added to the 1967 Philco-Ford line. Two of the consoles are being offered at a new low price. One of them, finished to match walnut furniture, lists at \$469.95; and the other, finished to match Early American furniture, lists at \$479.95. The third 21-inch-round color set lists at \$499.95. All three consoles feature a Color Tuning Eye. Four other 21-inch-round color consoles in Philco-Ford's line range in price from \$499.95 to \$529.95.

Other drop-ins are: two 18-inch black-and-white portables, in the Pacer series, at \$129.95 and \$139.95; a 22-inch black-and-white console, at \$179.95; and a 9-transistor, AM-FM portable radio, at \$19.95.

□□□□ **Size of the portable color tv market:** RCA last week gave the first real inkling of just how large it considers the color portable will be this year; Jack K. Sauter, executive vice president of the Home Instruments Division, predicted that this category could account for 8% of the color mix in 1967. Thus far, only General Electric, with a line of 10-inch color receivers starting at \$199.95, and RCA, with a 14-inch set at \$329.95, are competing in this area. But the consumer electronics industry is betting that the other set manufacturers will join them by late summer.

□□□□ **RCA increased its promotion budget by 250%** and will spend \$3.5 million before the second quarter is over to advertise its consumer electronics lines. Theme of the promotion will be the "Swinging Season." On Apr. 2 or Apr. 9, RCA will run an 8-page color supplement in 402 newspapers around the nation in an effort to reach 45 million homes and 100 million consumers with its spring selling season message.

□□□□ **Consumer laundry information** will be provided by the Edison Electric Institute for distribution by the investor-owned electric utility companies. A 26-page booklet, "Laundry Know-How," has been compiled by the Institute's Home Service Department; special attention is devoted to ways of obtaining maximum performance from electric home laundry units. Also included in the publication: a checklist of things to do before calling a serviceman, and a description of methods for removing stains from washable fabrics. Information concerning the booklet can be obtained from the Edison Electric Institute, 750 Third Ave., New York, N.Y. 10017.

KEY MOVES

Sylvania—Ray D. Dennis is appointed to the newly created position of mgr of quality and customer acceptance.

Motorola—Mitchell J. Samaha becomes south central regional sales mgr

for Motorola Consumer Products Inc.

Arvin—John P. Sohn is elected vp and general mgr of the consumer products division and Thomas W. Wall is elected vp marketing.

□□□□ **The average retail price of refrigerators** during February was \$305, according to Daniel Starch and Staff, consultants in business research. This compares to an average selling price of \$310 in January of 1966, and \$311 in July of 1965. During the January-February, 1967, period, the average retail selling price by brand ranged from a low of \$236 to a high of \$374. Fifty-four models under 10 brand names accounted for 35% of the total sales; and a single model of one brand represented 2.3% of all sales, its retail price ranging from \$256 to \$380. This wide spread in the pricing can be attributed partially to the fact that the selling prices, in some cases, include optional features, delivery, installation, and finance charges. The Starch data is based on a weighted sample of 1,460 retailers across the country.

□□□□ **Increased services for smaller stores** is the aim of the new Independent Stores Division of the National Retail Merchants Assn. (NRMA). The new group, which used to be called the Smaller Stores Division, will be subdivided into sections—each with its own board of directors—to “develop suitable programs.” The new division should benefit the NRMA members as well as the over 150,000 specialty stores that are not members. It currently consists of five groups or sections, and “additional groups will be added when necessary.”

□□□□ **Help for the bookkeeping problems** of the smaller businessman comes from Simplex Systems Inc. The Warren, Ohio, firm has introduced a package that includes a combination checkbook and register, a quick-posting sales journal, simplified payroll records that record an entire year on a single sheet, a chart of accounts, and instructions for use of the materials in the system. Price of the Simplex System: \$29.50.

□□□□ **Transistor sales volume was up 18% in 1966** to \$476 million, while average values for the units declined 15.2% to 56¢. According to the Electronic Industries Assn., unit sales rose 41% to 856,000,000 last year, with silicon transistors accounting for more than half of the total. Dollar volume rose in all categories except germanium; and average values for all units—silicon, germanium, dual transistors, and field effects—fell.

□□□□ **New sales records were set** by all Motorola divisions except automotive products, as the company reported new highs in sales and earnings for 1966. Sales hit \$682,374,719, a 32% increase over 1965, while earnings climbed 3.5% to \$32,952,843.

□□□□ **NuTone will discontinue its built-in ranges** in a move to improve over-all company profits; the product has been losing money at a hefty rate for several years. Presumably, the decision has the approval of Sunbeam Corp., which is expected to acquire NuTone. (MW, 6 Mar. p.17)

□□□□ **To promote early air conditioner sales**, Fedders has priced a new 22,000 Btu model at \$280, approximately \$50 below the cost of comparable units. The model includes 3-speed operation, an automatic thermostat, fresh air and exhaust dampers, a slide-out chassis, and an adjustable voltage compensator. Model ACG22E3A operates on 230v; model ACG22E5A, operates on 208v.

The black-and-white tv market: how sales figure in 1967

This year is shaping up as the year that b&w television will abdicate its sales sovereignty to color.

An inverse relationship now governs b&w and color sales: that is, as color sales continue upward, b&w sales decline. During the first seven weeks of 1967, distributor sales of b&w television sets totaled 730,639 units compared with 1.1 million units for the same period in 1966—a 32.7% decrease. Color set sales during the first seven weeks this year totaled 586,345 units compared with 451,224 units in 1966—a 29.9% increase.

B. S. Durant, president of the RCA Sales Corp., predicts that b&w television sales this year will “probably dip under 6 million sets.”

Durant—like others in the industry—attributes the falloff to the impact of color: “When a person buys a color set, he is not going to buy a b&w set that same year.”

Nevertheless, RCA is optimistic about the ultimate future of b&w sales, and is willing to give up any part of the market. As a matter of fact, intra-industry fighting to retain b&w sales ground in the shrinking market promises to become quite rough.

“The mix is changing,” Durant says, “in favor of portables and other less expensive models. We are getting into the small-screen, low-priced competi-

tion in a bigger way.” (RCA earlier this month introduced its first under-\$100 tv set: an 11-inch b&w portable.)

GE recently offered (in limited quantity on the West Coast) a 10-inch b&w set, which is selling for \$69.88 and augurs the arrival of a set at the “magic” \$50 level.

Large-screen b&w sales are still holding their own, according to some manufacturers. Morton Schwartz, president of Olympic, says Olympic is only about 9.4% behind last year’s b&w sales. He adds, however, that the company “is moving toward small-screen b&w sets. Eventually the large-screen b&w set will fade out.”

There is fair weather ahead for portable and small-screen b&w sets, according to Philco-Ford: “Industry sales have been off,” says Armin Allen, vice president of the company’s consumer electronics division, “but more for consoles than for portables. We still see a good business volume in b&w and look for an upturn by mid-year.”

Ted Herkes, president of the Motorola Sales Corp., blames the softening b&w market on retailer apathy. Nevertheless, he anticipates a boost in b&w sales within the next few months.

Meanwhile, in the words of RCA’s Durant: “We are perfectly happy to trade a b&w sale for the sale of a color set.”

—Martin Steingesser

Japan's exports to the U.S. off and running in 1967

Japanese shipments of consumer electronic products to the U.S. got off to a good start in 1967, according to figures from Japan’s Ministry of Finance.

Color tv exports led the parade as Japan shipped 17,770 sets here in January, an increase of 333.83% over the comparable 1966 period. Radios with three or more transistors recorded a healthy gain as Japan shipped 594,210

sets here, an increase of 11.38%. In the all-important dollar volume category, portable radio shipments recorded an even larger gain of 27.5%.

Shipments were also up in the important transistor category. Here, exports climbed 44.82% to a total of 174,239 units worth \$1,205,483.

The only major category in which exports slipped was black-and-white tv.

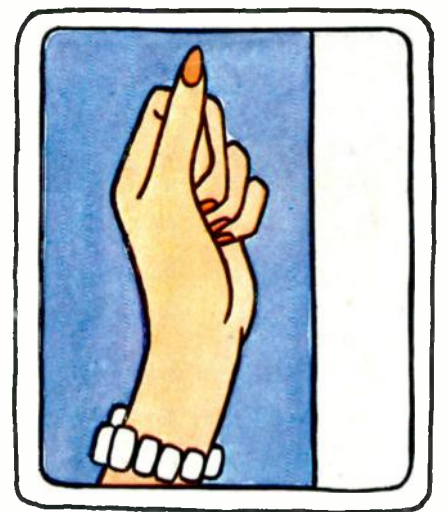
Japanese exports to the U.S.*

	PERIOD	UNITS			DOLLARS		
		1967	1966	% chge.	1967	1966	% chge.
Color Television (incl. chassis)	JANUARY	17,770	4,096	+333.83	3,246,633	726,858	+346.66
B&W Television	JANUARY	55,860	60,001	- 6.91	2,947,163	3,232,952	- 8.84
Transistor Radios (3 or more tr.)	JANUARY	594,210	533,491	+ 11.38	4,934,977	3,870,391	+ 27.50
Tr. Rad. Chassis/Kit (3 or more tr.)	JANUARY	22,926	20,076	+ 14.19	212,783	90,463	+135.21
Toy Tr. Radios	JANUARY	11,350	14,300	- 20.63	9,133	10,063	- 9.25
Total Tr. Radios (incl. car radios)	JANUARY	658,071	574,365	+ 14.57	5,572,418	4,061,695	+ 37.19
Tube Radios	JANUARY	22,065	36,885	- 40.18	372,288	452,486	- 17.73
Tb. Rad. Chassis/Kit	JANUARY	21,608	6,206	+248.17	161,188	85,677	+ 88.13
Phonographs	JANUARY	25,312	11,684	+116.63	285,772	111,319	+156.71
Radio-Phonos	JANUARY	26,146	12,831	+103.77	367,327	208,341	+ 76.31
Tr. Tape Recorders (port., rim-drive)	JANUARY	32,183	61,135	- 47.36	229,752	427,650	- 46.28
Tr. Tape Recorders (port., other)	JANUARY	73,575	29,021	+153.52	1,708,163	644,708	+164.95
Tb. Tape Recorders	JANUARY	3,827	5,395	- 29.07	209,697	287,316	- 27.02
Tranceivers	JANUARY	174,239	120,310	+ 44.82	1,205,483	990,280	+ 21.73

*Source: Japanese Finance Ministry

Knock

Knock!



If you think quality can and does sell appliances, you're knocking on the right door! Here's quality with a capital "Q" and a million dollar selling idea to go with it.

Hear the solid sound of quality!

Knock

any

A “bare knuckles” selling idea that gives your customers first-hand knowledge and feeling of Norge quality...a new top-to-bottom excellence in home appliances.



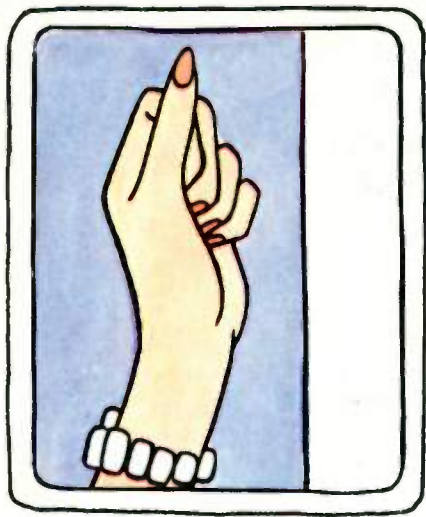
New Norge VHQ (Very High Quality)—the big difference in automatic washers you can see, feel, hear, *sell*. Norge line includes five VHQ models plus new Norge Scots—the family-size automatics designed to save detergent, hot water, operating time.



New Norge dryers—the best for durable press (and you can prove it!). Big 6 cu. ft. drum, lowest drying temperatures, biggest fan. Most Norge dryers have Stop-N-Dry for no-tumble drying of woolens, nylons, etc.



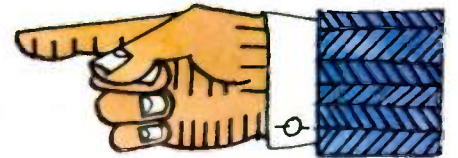
The most saleable line in refrigerators! Never-Frost convenience, Automatic Ice Makers, Handi-dor storage, Dairy Keeper, Thin-Wall design (foam insulated). Step-up models start from 10 cu. ft.



Norge

Norge!

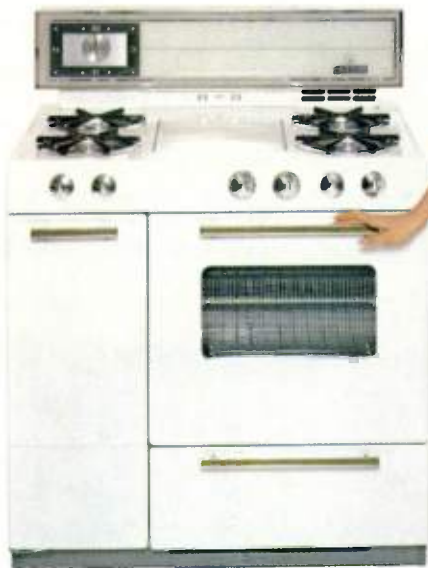
Norge turns you on . . . sends millions of prospects out to give Norge appliances the "knock" test. Play this soundsheet on any phonograph and hear the sweet sound of success knocking at your door.



A sturdy cabinet like this tells you there's quality from the bottom up.



Anybody who builds ranges this sturdy builds them to last.



Quality runs deep in an air conditioner so quiet, so solid.



All wood fronts, furniture styled. All Norge models have 7 quiet-maker features for quietest operation; remove up to twice the moisture from room air as other brands. Models from 5000 to 32,000 BTU's.

Norge ranges are tops in saleability —gas or electric. Full line includes full-featured 30" and 36" models, built-ins and modern Eye-Level Contessas. Great styling and colors.

Knock Knock!

Record-breaking network TV campaign will be knocking on the door of every TV home in the U.S. . . . all during the peak selling seasons.



PASSWORD



THE DICK VAN DYKE SHOW



CANDID CAMERA



THE BEVERLY HILLBILLIES



ART LINKLETTER'S HOUSEPARTY



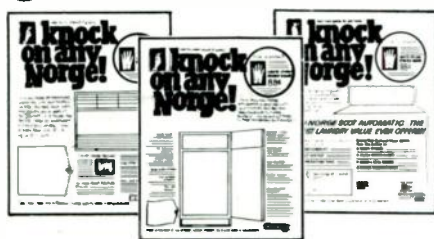
THE ANDY GRIFFITH SHOW

Sponsorship of these top network shows make Norge one of daytime TV's biggest advertisers. Talk about coverage! 110 million households! 80 million women! 150 million total audience!

Knock on the door of any Norge distributor (You'll see all the local support you need)

55-Piece Dealer Display Kit!

Five colors, complete, attractive! Includes colorful backguard displays, product stickers, window banners, hang tags, label badges, animated displays—everything you need to tie-in to the most dramatic selling idea in appliance merchandising.



NEWSPAPER ADS! Featuring all products! All tying in with the "Knock on any Norge" selling theme. Local radio commercials, too—with the same jingle your prospects will be hearing on Norge television commercials.



TRAFFIC PULLERS! White nylon stretch gloves! A regular \$1.95 retail value you can offer for 98¢ when prospects come in to your store and "Knock on any Norge."

NORGE

home appliances **BORG WARNER**

WRH

WASHINGTON NEWS

□□□□ **The appointment of Betty Furness** as presidential adviser for consumer affairs has normally restrained Washington in an uproar. No one doubts that she can, and will, make a substantial social contribution to the capital community. The big question is: what will she do for the consumer?

Miss Furness quite frankly admits that she does not do her own shopping and very little of her own cooking; she did not know the price of eggs on the day after her surprise appointment. But she says she is ready and willing to learn—and her record would seem to indicate that she has the ability to learn.

At first glance, the consumer protection movement would seem to be downgraded by President Johnson's replacement of Esther Peterson with Betty Furness. Johnson has been looking for a replacement for Mrs. Peterson for some time, as reported more than a month ago (MW, 23 Jan., p.4). But it was hardly considered likely that he would replace the consumer-oriented Mrs. Peterson with someone from Show Biz. But, then, the President loves surprises—and Miss Furness was one of those on the list of possible successors submitted by Mrs. Peterson.

Only time will tell, of course, what Miss Furness will do with her new job—or what her new job will do with her. But she does start out with two strikes against her. Not many people are taking the appointment seriously. Most expect the President will move the consumer office out of the White House, downgrading its functions.

□□□□ **The proposed national commission** on product safety is expected to win fairly easy approval in Congress this year, with Senate passage coming quite rapidly. The tipoff comes in the fact that Sen. Warren G. Magnuson (D-Wash.), sponsor of the plan, held only a one-day hearing on the measure before planning an early vote by the Senate Commerce Subcommittee on Consumers and the full Senate Commerce Committee. Magnuson heads both.

No outright opposition was voiced at the hearing. Guenther Baumgart, president of the Assn. of Home Appliance Manufacturers, and Harold Massey (managing director of the Gas Appliance Manufacturers Assn.), did not endorse the proposal. But they did say they would not oppose it. And two influential Republican members of the Subcommittee—Sen. Norris Cotton (R-N.H.) and Sen. Hugh Scott (R-Pa.)—favor the idea.

To clear up any possible misunderstanding, the Magnuson plan would not give the government any new authority to control the manufacture of household products. It merely would create a commission to study the question of safety and suggest new legislation.

□□□□ **The ITT-ABC merger is still up in the air**, and probably will remain there for a long time. Originally, the Federal Communications Commission voted 4-to-3 to permit a merger of International Telephone & Telegraph Co. with American Broadcasting Companies Inc. But the Justice Department, seeing possible anti-competitive factors, asked that the case be reopened.

The FCC majority is boiling mad at what it considers belated interference by Justice. And ITT and ABC issued scathing denunciations of the Department's position, charging that it withholds evidence that would favor the merger. Unless Justice changes its mind, however, FCC will have to reopen the case for full-scale hearings, or the case will wind up in court. No one wants that.



**HOUSEHOLDS WITH CHILDREN
DID NOT BUY 654,000
CLOTHES DRYERS LAST YEAR,
AS STATED IN OUR AD OF
FEBRUARY 20th. BUT THEY
DID BUY 1,404,000 CLOTHES
DRYERS LAST YEAR, MORE
THAN TWICE AS MANY!***

SOURCE: STARCH MARKETING DATA SERVICE

1,404,000 of the 1,924,000 clothes dryers sold in the past twelve months, were bought by households with children. That's 73.0% of the total market... nearly three times as many as were bought by households without children.

The superior purchasing power of families with children shows up in practically all appliance buying. And no wonder. The years when families are growing and homes expanding, are the years when most major product buying takes place.

PARENTS' MAGAZINE reaches a virtually 100% audience of families with children. On the other hand, close to one-half of the women reached by other leading magazines are childless women—your poorest clothes dryer prospects.

**PARENTS
BUY MUCH
MORE...**
Children make
the difference!



* Both Parents' Magazine and Daniel Starch & Staff regret the clerical error which caused us to understate the size of the households-with-children market for dryers by more than 50%. The data in this advertisement is correct.

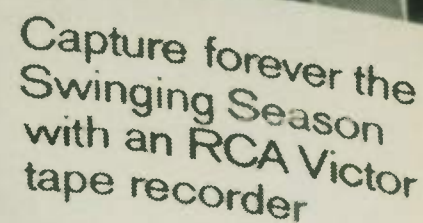
PARENTS'
MAGAZINE AND BETTER HOMEMAKING

Inspires
confidence
—increases
sales!



REACHING HOMES WITH 7½ MILLION CHILDREN WHO MAKE THE DIFFERENCE

A black and white photograph showing a close-up of a person's hands playing a violin. The view is through a window pane, which has a diagonal line across it. The person's left hand is on the neck of the violin, and their right hand is holding the bow. The background is dark and indistinct.




The Most Trusted Name in Electronics
g for the Swinging Season

See many new RCA Victor models at any of these dealers. Ask what they are offering for the Swinging Season

Living Season

You know how successful RCA Victor Week Promotions have been. They've set sales records 4 years in a row. Now here is a promotion that will set sales records for the Spring season.

Remember the powerful advertising support: 49 million 8-page, 4/c newspaper preprints • over 400 newspapers • Network TV commercials • Network radio • Co-op newspaper ads • Big point-of-sale kit • Outdoor.

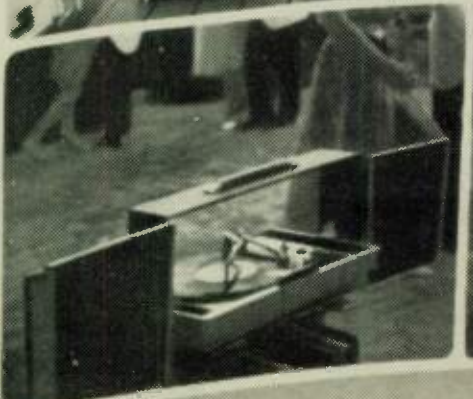
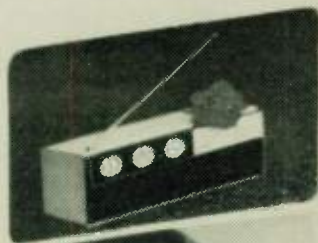
See your RCA Victor distributor now and get set(s) for the Swinging Season! 



The Most Trusted Name in Electronics

RCAVICTOR

presents
smart new
buys
for the
swinging
season



WDR



□ □ A new Admiral television console has been introduced: the Ashburn, a 22-inch model, is housed within a walnut-grain-finished cabinet. The 20,000v set features "Instant Play" reception, a 3-stage IF, VHF/UHF dual-tuning assembly, pull-push off-on and volume controls, two speakers, and individual preference controls. The new Ashburn is designated model LN3311 and carries an open list price.

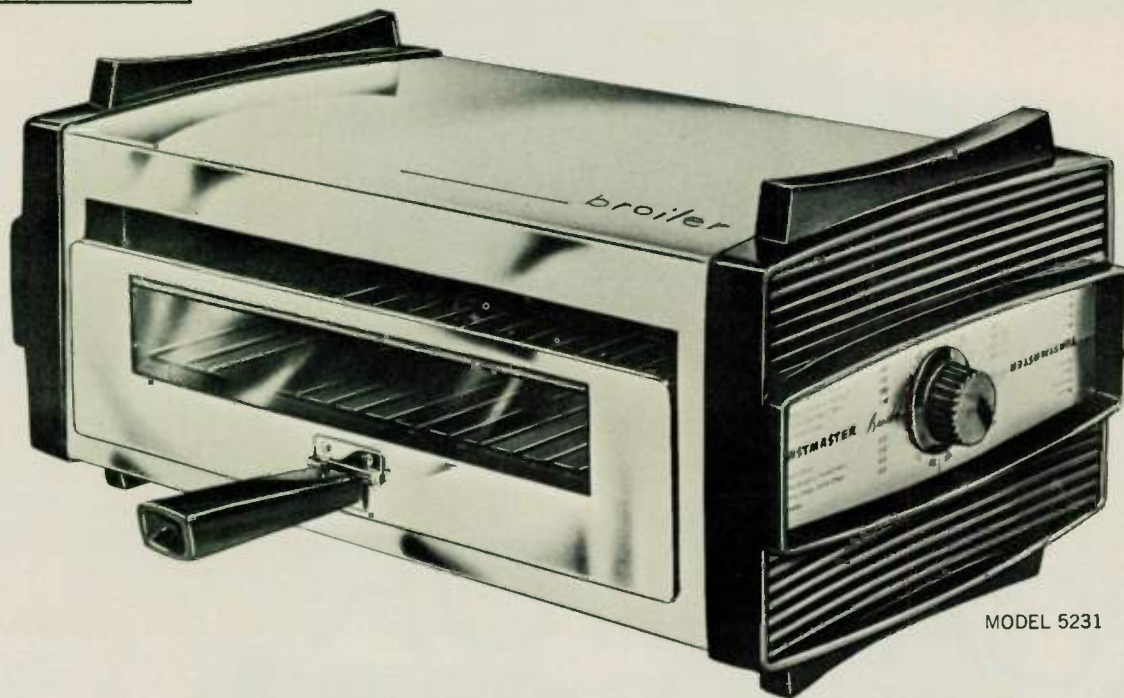
Another new Admiral set—the 18-inch portable Suburban model, features 17,000v of picture power, a monopole antenna, "Instant Play" reception, and unitized control systems. The Suburban, model PN9001, comes in a tan cabinet. It carries an open list price. (The Admiral Corp., 3800 Cortland St., Chicago, Ill. 60647)



□ □ Cartridge console convenience: a new console cabinet for stereo cartridges has been designed by A.R.C. Electronics Corp. to fit into both American and foreign automobiles. The console can be installed in front- or back-seat areas, providing locked storage space for personal valuables as well as stereo tapes. The all-metal chrome-plated unit has a spring-loaded cover, which closes to provide a convenient flat surface. The cartridge holder is easily installed and may be removed to another car without damage. It carries a suggested retail price tag of \$19.88. (A.R.C. Electronics Inc., Paramount, Calif.)



one good thing leads to another...



MODEL 5231

A portable broiler-oven that acts like a \$300 stove!

TOASTMASTER®

Smokeless Broiler-Rotisserie, Model 5256. Broils over water in stainless steel pan. Drippings can't stick. Cooks without smoke, spatter or mess. 3-position grill. Notched bracket for spit. Easy to convert from rotisserie to broiler.



Portable Broiler, Model 5211. Broils, warms, toasts. Use for anything from frozen dinners to steaks. Easy to clean two position broiler tray, with wire grill and hinge handle. Polished chrome finish. Broiling guide on side panel.



Show the lady how a flip of the wrist converts this modern marvel from a broiler to an oven and she'll flip... she'll buy! Cooks just like a full-size stove: with sheathed, self-cleaning heating unit on top, it broils steaks, chops, hamburgers. With heating unit on the bottom it bakes cakes, pies, pizza! This is the quality-built Toastmaster 2 in 1 appliance your customers will see again and again in national magazines and on TV. Sales of all Toastmaster broilers are already skyrocketing. And now we're adding impact advertising to make next season the biggest ever. Don't get left out. Feature Toastmaster broilers!

Sell the line consumers are sold on—

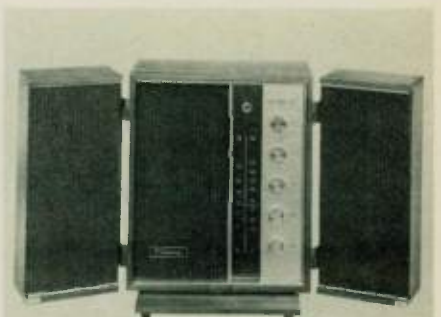
TOASTMASTER®

...where one good thing leads to another



TOASTERS • COFFEE MAKERS • BROILERS • IRONS • FRY PANS • PORTABLE VACUUM CLEANERS • WAFFLE BAKERS • MIXERS • BLENDERS • CAN OPENERS • HAIR DRYERS • HAIR CLIPPERS • VIBRATORS • SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS • ELECTRIC KNIVES • BUFFET RANGES

TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS



□ □ Craig's compact AM/FM table radio offers a center for high-fidelity-monophonic or precision-separated-ster-eophonic reproduction. The new unit—model 1502—features 21 transistors, 11 diodes, automatic stereo selection with stereo-eye indicator, automatic frequency control, and slide-rule vernier tuning. Other operational features include separate balance and tone controls and stereo phono input jacks, which are also suitable for tape-cartridge players. Two 7-inch by 4-inch PM speakers detach for perfect stereo placement. The unit, in a hand-rubbed-walnut cabinet, retails for \$132. (Craig Panorama Inc., Los Angeles, Calif. 90021)



□ □ A crosstalk-free tape player has been introduced by the Tenna Corp. Cross talk, which is prevalent in the pre-recorded 8-track cartridge, results from the inability to maintain tight sound tolerances during high-speed production processes. Tenna's new "Fine Tuning" control is a panel-mounted thumb-wheel that permits the listener to manually elevate or lower the playback head to get "on the right track" and eliminate crosstalk and other sound distortions. No retail prices are yet available. (Tenna Corp., Warrensville Heights, Ohio 44128)

Lear Jet Stereo 8*

JOIN NOW!

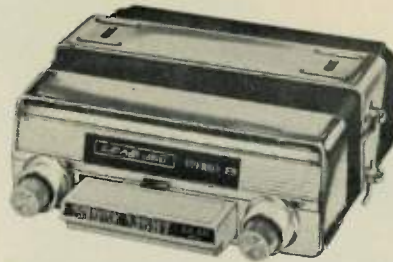
EXTRA PROFITS!

Special Dealer Advertising Program!

New Merchandising Aids!

New Full-Year Warranty!

DEALER CLUB PLAN



8-TRACK AUTOMOTIVE TAPE STEREO. Delivers brilliant full-dimensional stereo. Installs in any car, new or old. Features automatic 8-track changing. All solid state. Lear Jet Stereo 8 Model AS-830-H.



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



Speakers shown attached for compact portability.

NEW PORTABLE 8-TRACK TAPE CARTRIDGE PLAYER. Plays anywhere...on rechargeable batteries or AC current. Built-in battery charger circuit recharges batteries automatically. Plays stereo or monaural 8-track tape cartridges. Completely automatic tape cartridge operation, detachable speaker enclosures. Lear Jet Stereo 8 Model PS-8.



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



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

(Multiplex Adaptor optional.)

JOIN THE STEREO 8 CLUB for more profit on the world's finest 8-track tape cartridge players for home and auto! Call your Distributor for details TODAY!

LEAR JET

*TRADEMARK

STEREO 8

STEREO DIVISION

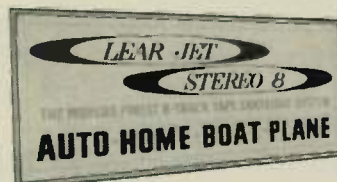
LEAR JET INDUSTRIES, INC.

13131 Lyndon Avenue • Detroit, Michigan (313) 272-0730

MERCHANDISING AIDS!

A complete line of display and merchandising aids available now from your Lear Jet Stereo 8 Distributor.

NEW COUNTER MERCHANDISER!
Demonstrate Lear Jet Stereo 8 with this new compact counter merchandiser.



NEW ILLUMINATED SIGN!

Light up your sales with this new Lear Jet Stereo 8 illuminated sign.



Contact your Lear Jet Distributor

Amarillo, Texas
West Texas Electronics
Tel. 806-376-6251

Atlanta, Georgia
Merrec Distributing
Tel. 404-351-2044

Birmingham, Alabama
Nelson Brantley Glass
Tel. 205-328-4310

Boston, Massachusetts
Record Wagon, Woburn
Tel. 617-933-6290

Buffalo, New York
Jet TV Sales, Inc.
Tel. 716-853-7244

Charleston, West Virginia
Handleman Co.
Tel. 304-925-2145

Charlotte, North Carolina
Carol Distributing
Tel. 704-333-9457

Chattanooga, Tennessee
Standard Appliance
Tel. 615-267-3709

Chicago, Illinois
James H. Martin Co.
Tel. 312-842-4440

Cincinnati, Ohio
Ohio Appliances
Tel. 513-821-6414

Cleveland, Ohio
Shuler Distributing
Tel. 216-475-2600

Columbia, South Carolina
Carolina Sales Corp.
Tel. 803-787-1434

Dayton, Ohio
J. W. Roll Company
Tel. 513-223-6259

Denver, Colorado
Ward Terry Company
Tel. 303-266-3181

Des Moines, Iowa
The Sidles Company
Tel. 515-244-0138

Detroit, Michigan
Rissi Electronics
Tel. 313-834-8420

El Paso, Texas
Midland Specialty
Tel. 915-533-9555

Erie, Pennsylvania
Warren Radio
Tel. 814-454-5286

Fort Worth, Texas
Advanced Stereo
Tel. 817-332-8401

Grand Rapids, Michigan
Radio Electronics
Tel. 616-459-4611

Great Falls, Montana
Music Service
Tel. 406-761-2420

Greenville, North Carolina
Carolina Sales Corp.
Tel. 919-752-3143

Harrisburg, Pennsylvania
D & H Distributing
Tel. 717-236-8001

Hartford, Connecticut
Eastern Records
Tel. 203-289-7431

Houston, Texas
Houston Air Center
Tel. 713-644-1701

Indianapolis, Indiana
Associated Distributing
Tel. 317-634-2591

Jackson, Mississippi
Mills-Morris Automotive
Tel. 601-355-0341

Kansas City, Missouri
Select Brands
Tel. 816-221-3429

Knoxville, Tennessee
McClung Appliances
Tel. 615-524-1811

Louisville, Kentucky
Handleman Company
Tel. 502-361-1336

Los Angeles, California
United Tape & Instrument
Tel. 213-735-1406

Memphis, Tennessee
Memphis Aero
Tel. 901-397-9341

Miami, Florida
Mainline Records
Tel. 305-621-3694

Milwaukee, Wisconsin
Taylor Electric
Tel. 414-964-4321

Minneapolis, Minnesota
Heilicher Brothers
Tel. 612-544-4201

New York, N.Y.
Steejay, Inc.
(Newark, N.J.)
Tel. 201-923-4900

New Orleans, Louisiana
United Distributing
Tel. 504-733-7920

Nashville, Tennessee
Hermitage Music Co.
Tel. 615-244-1790

Oklahoma City, Okla.
Dulaney's
Tel. 405-528-0511

Omaha, Nebraska
The Sidles Company
Tel. 402-393-2233

Peoria, Illinois
Bernard Distributing
Tel. 309-676-7697

Philadelphia, Pennsylvania
Nash Distributing
Tel. 215-886-6430

Phoenix, Arizona
Arizona Western Supply
Tel. 602-272-2363

Pittsburgh, Pennsylvania
Jack Samuels
Tel. 412-621-1816

Portland, Maine
Portland Records
(Boyd Corp.)
Tel. 207-772-6551

Providence, Rhode Island
Lavine Distributing
Tel. 401-GA-1-4000

Salt Lake City, Utah
Billinis Distributing
Tel. 801-266-3548

San Antonio, Texas
Perry Shankle Company
Tel. 512-223-1801

San Francisco, California
Pic-A-Tune, Inc.
Tel. 415-781-3886

Shreveport, Louisiana
Reed Distributing
Tel. 318-425-4491

Seattle, Washington
Gordon Sales
Tel. 206-682-7188

Watertown, South Dakota
Burghardt Radio
Tel. 605-886-5749

White River Jct., Vermont
Key Sales Co.
Tel. 802-295-2108

Wichita, Kansas
Graybar Electric
Tel. 316-267-1364

Baltimore, Maryland
Lawrence Associates
(Wheaton, Maryland)
Tel. 301-949-6464

Washington, D.C.
L/J Stereo Sales
(Wheaton, Maryland)
Tel. 301-933-5880

The Hoover Spin-Drying Washer just won't take "no" for an answer.



"I just don't have time to do my own wash." This Hoover washes the average load in just 4 minutes or less. That's less time than it takes to get the car out for a trip to the coin-op laundry. Less time than it takes for the commercial laundry to make out the sales slip.

"It doesn't look like it can get clothes clean." Looks can be deceiving. In those scant 240 seconds, the Hoover gets clothes cleaner than many automatics do after a full wash cycle of ten to fifteen minutes.

"I don't mind washing, but how do I get the clothes dry?" The Hoover spin cycle extracts the water and detergent at 2000 rpm. Three times as fast as most automatics. Some clothes come dry enough to iron.

"It's so complicated. You have to wash a load, then dry it, then wash another load." Not with a Hoover. It dries a load and washes a load at the same time. Cuts down washday to wash-hour proportions.

"It costs a fortune to buy soap and water for a washer." You can save up to 100 gallons of water over an automatic during an average 3-load washing. Use less detergent too, with Hoover's efficient washing action and handy "suds-saver".

"I don't have any room for a washer." The

Hoover measures less than 30" x 17": about the size of a utility table. Stores in the kitchen or bathroom; rolls to the sink for use with just fingertip effort.

"I don't have the money for installation." There's no installation, no expensive plumbing. Just hook it to the faucet and it's ready to go.

"I just hate stained-up washtubs." This one won't stain. It's made of stainless steel. And the spin basket is made of aluminum. No staining on clothes there, either.

"It's not the price, it's the repair bills that kill you." There's a nylon impeller in the pump. So there's no metal to corrode. The action is belt-driven. No gears to go bad. And if the belt wears out, even a fumble-fingers can replace it. No serviceman needed.

"The motors always wear out before the washers do." The Hoover has two motors. One for washing, one for drying, so each carries half the load. Both are built to carry heavier loads than they'll have to take so they last longer.

"What would someone like me do with a washing machine?" That's what they *all* say. But the Hoover has been bought by single

girls, mothers of ten, retired couples, farm families, even people who live in apartments and mobile homes.

"But I already have an automatic washer." Most people buy the Hoover as their only washer. But more and more families are buying it as their second washer. (If the two car family makes sense, why not the two washer family.) And for good reason. It washes so much faster, cleaner, better, and cheaper than the automatics that it makes a lot more sense. Then, too, you can keep it on the first or second floor so there's no more running to the basement.

"I can't afford it." Suggested retail is around \$159.95. Less than some people spend at a coin-op laundry in just one year. Cheaper than most automatics. More dependable, too. And a whale of a buy, no matter how you look at it.

Now do you see what we mean? When you stock the new Hoover Spin-Drying Washer, it is so easy to turn any objection into a solid and sensible reason for buying. Why, even tough customers who just would not be sold before find it hard to resist the Hoover. Take our advice. Accentuate the positive and put our washer on your floor. And listen to 'em say: **"Yes, Yes"**.

For information on the Hoover Spin-Drying Washer, get in touch with your local Hoover man. The Hoover Company, North Canton, Ohio.



THE SPRING GIFT SEASON

By Joan Bergmann

Cover photo by John Monaccio

TIME TO GET PERSONAL



Hartford's G. Fox & Co. zeroes in on the spring gift season with a colorful new Good Grooming bar in its electric housewares department. The merchandise assortment includes hair dryers, toothbrushes, shoe polishers, hair brushes, massagers, clothes brushes, and manicure sets—all products designed to help the housewares merchant capture the growing market for "personal" gifts.



Personal care electrics are a "natural" for spring gift-giving occasions, are just the ticket for presents that say "for you alone." This display idea houses a Personal Care Center in a tall armoire. Merchandising Week adapted the concept from "House & Garden," one of several consumer magazines that have put the spotlight on personal care electrics in recent issues.

How far will a woman go to make herself beautiful?

With a little coaxing . . . as far as your housewares department, wherever it is located. But . . . only if you get personal.

How personal can you get?

How personal are jewelry, furs, perfume, lingerie, ready-to-wear, and cosmetics? These—not housewares—are the favorite gifts for Mother's Day, certainly the most important of the spring gift-giving occasions.

And personal is the word for the kind of gifts bought most often for the other spring gift days: Valentine's Day, Father's Day, graduations, birthdays, and wedding anniversaries. (The only exception: weddings, where gifts for the home still, and always will, win out.)

What does "personal" mean?

Certainly it signifies "for you alone"—not to be used by the rest of the family. But, the trouble is that housewares have long been saddled with the criticism of being too impersonal—compared to the glitter and glamor of "For You Alone" gifts.

What is even worse, housewares, when not sufficiently romanticized, conjure up an image of work. No matter how much the manufacturer or the merchant talks about "work saving," the lovely lady who receives a "work saver" still knows that the emphasis is on the first word, that it is work to operate a vacuum cleaner or bake a cake.

The name of the spring gift game, then, is not "worksaver" or "housewares." It is "Personal Care," or "Good Grooming," or "The Beauty Bar."

And, the happy fact is that the housewares industry, including the retailer, has more than ever to offer in the way of products that bespeak personal care and personal involvement.

Moreover, beyond the broadened array of personal-care housewares on tap for spring 1967, is the "promise" that they offer.

The basic promise of a personal gift is generally enhanced beauty or sex appeal.

To a woman, specifically, it may be more beautiful eyes, a younger-looking complexion, provocative lips, gleaming hair, a better figure. From top to toe, it is the prettiest way to look this spring.

To a man, "personal" more and more means good grooming—looking and feeling more masculine. (Hence the whole new emphasis on men's toiletries and cosmetics.)

To both women and men, the housewares industry has products that promise.

The product assortment for women includes hair dryers, electric hair brushes, combs, and "instant" curlers—to start at the top.

And certainly the new glamor gift this spring will be the facial "sauna," designed to give a delicious glow to a gal's skin. The fact that so many manufacturers have jumped on this face-care bandwagon, with offerings tagged at from \$10 to \$30, would seem to point to a rapidly rising sales curve.

For the woman who is interested in showing the prettiest side of her face (and it is the rare woman who isn't, as evidenced by the millions of dollars spent on facial creams and lotions, there is increased sales potential, too, in such specialized face-care items as Songrand's facial patter, Ziegler's facial exerciser, a number of under-chin massagers, and a host of sunlamps.

Moving down a bit, for the woman who is

concerned about her figure and wants to keep "the body beautiful," there is a group of personal products that fill the bill: massagers.

True, a massager out of context is not very glamorous. But the promise of better "body tone," firmer muscles, and relief from tension lines and wrinkles is what the lady wants to hear.

Even a scalp massager can be glamorized by promoting the promise of a total hair-beauty package, displaying and advertising it alongside the other electric hair-care products to spell out the message that beautiful hair starts with a healthy scalp. Basically, this is the same technique used by the cosmetics department: package together all the items a woman needs to accomplish a specific purpose, fulfill a specific promise. She may not buy eye shadow, mascara, eye liner, and eyebrow brush all at the same time, but she is made aware that the store has a complete eye-beauty assortment, and she tucks this into her memory until she wants to buy another item in the eye-beauty line.

As for her legs, every man who fancies himself a girl watcher knows that legs are "in" this spring as hemlines go higher. The promise of the electric ladies' shaver is a smooth-and-sleek look, a promise that housewares retailers can fulfill.

Last but not least, are those overworked parts of the body, the hands and feet. Electric manicure sets (obviously good for pedicures, too) promise the kind of beauty treatment that only professional care has achieved in the past.

The product assortment for men, for Father's Day, male birthdays, and wedding anniversaries, include electric shavers, shoe polishers, travel toothbrushes, cordless clothes brushes, rechargeable cigarette lighters, massages, and, new this spring, the steam-valet from Westinghouse.

Why promote personal care for the spring gift season? Because housewares retailers are going to sell a certain amount of mixers, toasters, and power tools in any event. Because personal care is newer. Because personal care is "what's happening." Because promoting personal care can woo the gift dollar that might go elsewhere for other personal, but non-housewares, gifts.

Proof that the personal care concept has growing appeal can be seen in the stepped-up attention to the whole idea given by general-interest women's magazines that normally do not run a beauty column.

Since January, "House & Garden," "Cosmopolitan," and "Ladies' Home Journal," for example, have all run major features on personal care housewares.

"House & Garden," in a seven-page article, set out to show its readers how to have a "Pampering Room" in their homes. For those who could not devote an entire room to pampering, H&G designed a closet or armoire, such as the one shown on this page, to house a wardrobe of personal care products.

For women, H&G suggested: an exercise mat, a standing sunlamp, clinic scale, exercise-massage table, electric muscle toner, ballet barre, salon hair dryer, electric facial exerciser, electric manicure set, electric comb, and so forth.

For men, H&G's ideas included an electric massager, shaver, and bed vibrator—just for openers.

"Cosmopolitan's" pitch was a two-page feature, "The Electrical Storm," which illustrated 13 personal-care products.

And "Ladies' Home Journal" headlined its story "Steam: The New Beauty Essential."

We keep adding readers who keep reading ads.

Keep reading.



If we told you our 25½ million adult readers never miss a word in TV Guide, we'd be exaggerating. But not much. They read the news, the ads, the commentary, the ads, the programming, the ads, the reviews, the ads, the profiles. And the ads. It's summed up in Starch reports for six years running. Ad dollars buy more readership in TV Guide than in any other mass magazine. They also buy you more frequency for repetitive, competitive selling against your target market. All of which makes a strong case for adding us to your schedule. And keeping us there.

Sources: Current Simmons, Starch Adnorms.

SIZING UP THE MARKET

Spring, the season that should be the "second Christmas" for housewares business, too often gets lost in a panic of price promotions and pushed aside by a wave of ready-to-wear excitement. No housewares retailer in his right mind would let it happen to him in December. Yet, in the spring, many a housewares merchant has been heard to say that the "second Christmas" really does not mean much, and, outside of token efforts like splashing Mother's Day and Father's Day banners on a couple of ads, these retailers pretty much let the spring gift season take care of itself.

What is overlooked, however, is that the dollar volume of non-Christmas gifts exceeds that of Christmas gifts. The ratio is about 60% to 40%.

That is the figure for all types of gift merchandise. For housewares and electrics, the November-December share of annual dollar volume is estimated to be only 25%. For electric housewares alone, the figure is 35%.

Compare this to over 60% for toys and around 40% for items such as lingerie, watches, and fine jewelry.

The size of the spring gift business in housewares and electrics, of course, is more difficult to pinpoint than Christmas gift volume because, for the sake of simplification, it can be assumed that all November-December purchases become gifts. In the spring months, however, it is hard to determine what portion of purchases become gifts and what portion go for personal use.

On an annual basis, however, it is clear that the percentage of housewares purchased as gifts has been rising steadily. Consider these estimates:

Total electric housewares retail volume is approaching \$2 billion a year, and the gift-purchase portion of that is growing by \$200 million a year.

In 1958, about 40% of the total dollar volume was accounted for by gift purchases. By 1962 that figure had risen to 46%. Last year it stood at 50%.

Obviously, then, the gift-appeal of electrics is growing, and it is a safe bet that spring could get a fair share of this growth if the smart housewares retailer uses spring gift occasions to exploit this favorable trend.

For example, on the first gift-day of the spring season, Valentine's Day, the trend is to give something more substantial than candy and flowers. To the New Consumer, with the highest income level in history, candy is dandy, but not enough. It does not represent a sufficient amount of thought and money. At best, it becomes only a token or symbolic gift, and, because of the affluent society's growing weight-consciousness, candy is getting to be strictly for the kids.

The trend to higher-ticket gifts holds true for the rest of the spring gift-days as well, and the astute housewares merchant is not going to abdicate sales of electrics to similarly priced merchandise in some other department or store.

This should be especially true if he stops to consider that an important factor in the increasing "giftiness" of electrics is the ever-widening number and scope of products. Look at all the items that were not on the market only five years ago such as electric knives, most rechargeable battery-operated products, and the whole range of personal care and good grooming electrics. Look at the general affluence of the society and its desire for, and ability to purchase, higher-priced gifts. And, for what this means to spring sales, look at . . .

What housewares manufacturers are doing to increase their budgets for, and emphasis on, spring gift occasions in their print and tv ads:

General Electric is paying increased attention to spring gift themes in its ads this year (beginning with its Valentine's Day ad shown on this page).

Valentine-Rel.H
Gift Day

But all gift days are special days...when the gift you give is by General Electric

Valentine's Day, the first spring gift-day, signifies the start of a season full of opportunities to sell electric housewares as gifts, particularly considering the consumer trend to recognize these gift occasions as calling for something more than candy or flowers. General Electric's ad capitalizes on this trend by pinpointing the range of gift days and appropriate electrics.

And all its print ads are reminding consumers that "GE Makes a Great Gift, Too." GE is also beefing up its Mother's Day program, using Sunday supplements in the top 100 markets.

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And even manufacturers who are not among the top national advertisers are boosting their spring support for housewares retailers.

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Add all this advertising and promotional activity

to the statistical evidence and the economic climate and you come up with the sum and substance of the spring gift season this year. To round out the picture, however, one basic question must be answered:

Which gifts appeal most to which segments of the population? Or, in other words . . .

What is a gift?

In an affluent economy characterized by rising income levels and low unemployment, some generalizations can be made about the nature of electric housewares as gifts:

1. A well known name brand item has greater gift potential than a lesser-known brand.
2. A step-up model, with obvious features, has greater gift potential than a basic model.
3. An item with low market saturation tends to have its greatest gift potential as an in-the-family gift.

4. An item with high saturation tends to have its greatest gift potential as a gift for someone outside the immediate family.

5. Americans tend to be conservative in their gift giving habits to those outside the family. (Gifts to newly-weds, for example, tend to be those electric housewares items that have gained widespread acceptance. The average bride can expect to receive, from her friends and distant relatives, duplicates of staple, high-saturation items like toasters, frypans, and coffeemakers.)

Population differentials and confirmation for some of these generalizations can be found in a recent study by General Electric.

Although the GE study does not address itself specifically to gifts, it does point out that "new products" (that is, those with low market saturation) are first purchased by what GE identifies as "early adopters." These are consumers who reside in a metropolitan market, are mature, and, having family incomes of \$10,000 or more, are affluent.

The "early adopter" segment of the population buys more electric housewares items to be used within the family than does the rest of the population. The typical early-adopter family owns about 20 electric housewares products, whereas the average consumer family owns only about nine, according to General Electric.

What do early-adopters buy for members of their own family? General Electric says that 58% own blenders, compared to 16% of all households; 36% own party percs, compared to 14%; 29% own warming trays, compared to 5%.

For the spring gift season, with Mother's Day and Father's Day leading the way, the significance of this study is that the ideal way to promote the newer, higher-ticket, low-saturation items is to take aim at the high-income families who can be expected to buy these items as gifts for members of the immediate family (Mother and Dad).

Because these families are anxious to learn about—and buy—new items, because their income (and, presumably, their education) is higher than average, retail ad and promotion efforts can be a little more sophisticated and certainly do not have to be based on price alone.

The mass-market segment of the population, however, cannot be counted on for risk-taking in gift-giving. It is instructive to take note of the electrics most often given as gifts (no distinction here between "in-the-family" and "outside-the-family" gifts):

More than 60% of the purchases of the following items wind up as gifts: electric frypans, griddles, mixers (both portable and stand types), hair dryers, blenders, can openers, shoe polishers, knives, and warming trays. For coffeemakers, the gift quotient is about 55%; for toasters, around 50%.

January	31,000	30,500	+ 1.64
January	53,000	41,900	+ 26.49
January	158,000+	172,800	- 8.57
January	138,200*	162,500	- 14.95
January	343,000	356,300	- 3.73
January	74,000	80,200	- 7.73
January	192,100	225,340	- 14.75
February 24	40,450**	63,712	- 36.51
8 Weeks	492,132	444,942	+ 10.60
December	701,084	708,229	- 1.01
12 Months	4,310,309	4,046,015	+ 6.53
February 24	6,831**	43,388	- 84.26
8 Weeks	216,470	323,734	- 33.13
December	236,827	266,873	- 11.26
12 Months	1,792,609	1,708,666	+ 4.91
February 24	202,045**	274,134	- 26.30
8 Weeks	1,535,884	1,934,911	- 20.62
December	1,470,927	1,731,030	- 15.03
12 Months	13,601,781	13,281,698	+ 2.41
February 24	96,538**	154,736	- 37.61
8 Weeks	827,177	1,240,090	- 33.30
December	552,548	766,450	- 27.91
12 Months	6,949,744	8,027,981	- 13.43
February 24	80,577**	82,076	- 1.83
8 Weeks	666,922	533,300	+ 25.05
December	631,514	352,601	+ 79.10
12 Months	4,702,463	2,746,618	+ 71.21

* January Gas Range total includes: 102,000 free-standing; 16,200 high-ovens; 10,600 set-ins; and 9,400 built-ins.
** Weekly figures are unusually low as a result of EIA's readjustment to conform to final 2-month cumulative totals.

customers' demands? Wouldn't you like them made with unique, exclusive features that give you real selling points? (Like a blender that cooks... the only blender that cooks?) Wouldn't they move off your shelves faster if they had power enough to blend whole fruits and vegetables without pre-slicing or dicing? Wouldn't it be great if they could crush ice without attachments? Shouldn't it be a real quality line that stands apart from all others? Isn't that what you really want in a line of blenders?

You
get it
from
Ronson

Only Ronson Blenders have all these features: ■ Revolutionary wide-bottom self-feeding food container, powerful ½ hp motor and extra-large blades produce exclusive "toroidal-action" blending that assures faster, more uniform results. ■ Extra-large capacity food containers double as serving carafes. Serve right at the table. ■ Stainless-steel cutting blades heat-treated for permanently keen edges that never need sharpening or replacement. ■ Dual-purpose stoppers with built-in measuring cup. Add ingredients while blender is operating. ■ Stopper shows suggested blending speeds. ■ Easy cleaning. Wide bottom opening allows hands to enter carafe for thorough washing. Completely immersible. ■ Extra powerful. Crushes whole trays of ice without attachments or adding water. (No other blenders can!)



Carafe 2-speed blender. Famous Ronson features at a budget price. The greatest blender value ever.
Deluxe 5-speed blender. Push-button controls for blending accuracy. Larger blades draw more food with each stroke.
Electronic infinite-speed blender. Solid-state electronic speed control with infinite-speed range from 1 through 15, sustained power at all speeds. Automatic shut-off timer.
Cook 'N' Stir 10-Speed blender. The only blender that cooks. Adjustable heat to 375°. Stirs while it cooks.

Remember, Ronson does a lot more than light cigarettes.



**'...a letter
that was prompted
by an excellent
suggestion'**

Dear Sir:
In your February 27, 1967, issue you reported on Bill Noering's letter to Dolph Zapfel of the National Housewares Manufacturers Assn.
Enclosed is a copy of a letter that was prompted by Bill's excellent suggestion.

*Ray Waldman
Sales manager
Bathcrest*

Mr. Dolph Zapfel
National Housewares
Manufacturers Assn.
1130 Merchandise Mart
Chicago, Ill. 60654

Dear Dolph:
Three cheers for Bill Noering!
As an exhibitor, let me second the idea of assigning spaces for the June Housewares Show by category.
We are in the age of specialization and buyers are no exception. We can make it easier for them by, in effect, having a show within a show for the buyer who is responsible for only one or two facets of an extremely broad, all encompassing category—"Housewares."
In addition, I believe the manufac-

turer will gain an identity which will, in the long run, tend to improve both his product and his exhibit.
Let us take a page out of the retailers book. He has been extremely successful with the "shop" concept. Why can't we?

Very truly yours,
*Ray Waldman
Sales manager
Bathcrest
Oceanside, N.Y. 11573*

(Editor's note: Others wishing to endorse the idea of "bringing the shop" concept to the Housewares Show—as advanced by Bill Noering, veteran housewares buyer for Abraham & Straus—can write to Dolph Zapfel, care of the above Chicago address.)

INDUSTRY TRENDS

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

FLOOR CARE PRODUCTS

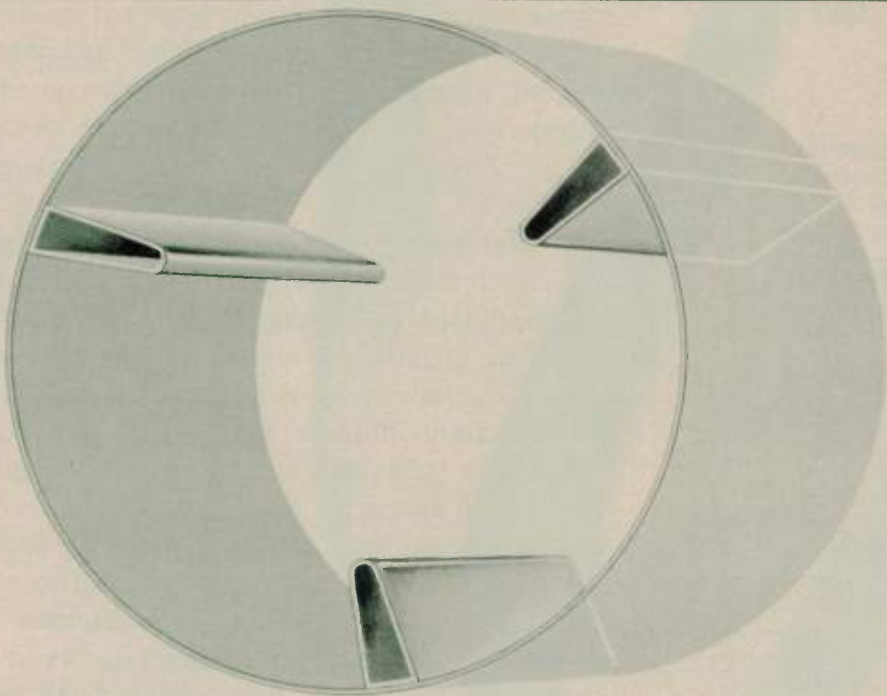
- Floor Polishers
- Vacuum Cleaners

HOME LAUNDRY

- Dryers, clothes, elec.
- Dryers, clothes, gas
- Washers, auto & semi-auto.
- wringer & spinner

OTHER MAJOR APPLIANCES

- Air Conditioners, room
- Dehumidifiers
- Dishwashers, portable
- under-counter, etc.
- Disposers, food waste
- Freezers, chest
- upright
- Ranges, electric
- Ranges, gas
- Refrigerators
- Water Heaters, elec. (storage)
- Water Heaters, gas (storage)



Here's an angle to

On the road or at home, TIME-subscriber families keep tape cartridge sales rolling. 67% of their cars were bought new, offering the latest electronic equipment. And with an average income of \$14,904, they're well up in the \$10,000-and-over quarter of U.S. non-farm households who accounted for half of home tape recorder sales last year.* Small wonder TIME was second of all magazines in 1966 consumer electronics advertising: no telling how far a market like this can take you.

*Starch Marketing Data Service 1967



SIZING UP THE MARKET

Spring, the season that should be the "second Christmas" for housewares business, too often gets lost in a panic of price promotions and pushed aside by a wave of ready-to-wear excitement.

No housewares retailer in his right mind would let it happen to him in December. Yet, in the spring, many a housewares merchant has been heard to say that the "second Christmas" really does not mean much, and, outside of token efforts like splashing Mother's Day and Father's Day banners on a couple of ads, these retailers pretty much let the spring gift season take care of itself.

What is overlooked, however, is that the dollar volume of non-Christmas gifts exceeds that of Christmas gifts. The ratio is about 60% to 40%.

That is the figure for all types of gift merchandise. For housewares and electrics, the November-December share of annual dollar volume is estimated to be only 25%. For electric housewares alone, the figure is 35%.

Compare this to over 60% for toys and around 40% for items such as lingerie, watches, and fine jewelry.

The size of the spring gift business in housewares and electrics, of course, is more difficult to pinpoint than Christmas gift volume because, for the sake of simplification, it can be assumed that all November-December purchases become gifts. In the spring months, however, it is hard to determine what portion of purchases become gifts and what portion go for personal use.

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Obviously, then, the gift-appeal of electrics is growing, and it is a safe bet that spring could get a fair share of this growth if the smart housewares retailer uses spring gift occasions to exploit this favorable trend.

For example, on the first gift-day of the spring season, Valentine's Day, the trend is to give something more substantial than candy and flowers. To the New Consumer, with the highest income level in history, candy is dandy, but not enough. It does not represent a sufficient amount of thought and money. At best, it becomes only a token or symbolic gift, and, because of the affluent society's growing weight-consciousness, candy is getting to be strictly for the kids.

The trend to higher-ticket gifts holds true for the rest of the spring gift-days as well, and the astute housewares merchant is not going to abdicate sales of electrics to similarly priced merchandise in some other department or store.

This should be especially true if he stops to consider that an important factor in the increasing "giftiness" of electrics is the ever-widening number and scope of products. Look at all the items that were not on the market only five years ago such as electric knives, most rechargeable battery-operated products, and the whole range of personal care and good grooming electrics. Look at the general affluence of the society and its desire for, and ability to purchase, higher-priced gifts. And, for what this means to spring sales, look at . . .

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General Electric is paying increased attention to spring gift themes in its ads this year (beginning with its Valentine's Day ad shown on this page).

Valentine-February 14 is Gift Day

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GENERAL ELECTRIC

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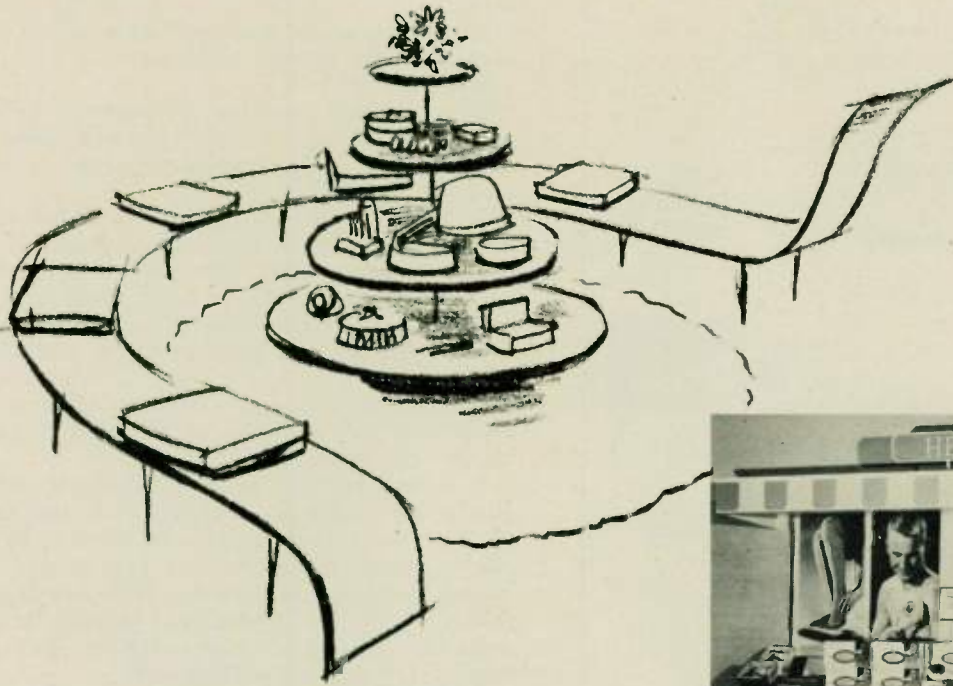
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GETTING HOUSEWARES

DISPLAY



Take a tip from the cosmetics department: set up a "gifty" Beauty Bar (above) where customers can sit, examine products, watch demos. May Co., Los Angeles, is one of the first stores to emphasize the "personal" in its housewares section (right).



The month when retail sales of certain electric housewares items reach a peak during the first half of the year is May—indicating that safe bets for successful Mother's Day promotions are the tried-and-true toasters, hair dryers, mixers, can openers, floor polishers, vacuum cleaners, and even knives.

May retail sales of toasters account for 6.9% of annual toaster dollar volume; hair dryers, 5.2%; portable mixers, 8.8%; stand mixers, 7.6%; can openers, 6.2%; floor polishers, 9.2%; vacuum cleaners, 8.7%; and knives, 5.5%.

Fewer conclusions can be drawn from June retail sales of the same items, except to note that the percentage of annual dollar volume that June accounts for is lower than May in each instance, indicating that bridal business continues to be spread out over the year.

June retail sales, however, do reflect the influence of Father's Day on electric shoe polishers, for example, contributing 7.2% toward annual retail dollar volume.

Yet, the fact that June contributes only 4.6% of annual retail volume in electric knives (less than February or September) would seem to indicate that stronger promotional pushes are needed to move these items for Father's Day.

Taken as a whole, 1966 figures on retail dollar sales of electric housewares (not including fans) show that May accounted for 7.0% of annual volume; June, 6.1%. (Some comparisons: January, 6.4%; February, 6.5%; April, with Easter in its midst last year, 5.7%.)

These figures indicate that a larger share of the spring gift market is open to housewares retailers who know how to go after it.

The question is: How does a retailer get consumers thinking housewares when they're thinking about gifts for the spring season?

Some of the answers:

—By broadening the merchandise mix to emphasize more "personal" gifts.

—By being alert to what the big-spending national advertisers are doing and then tying in locally to take advantage of the national campaigns and in-store promotions.

—By examining the idea of extending the Bridal Registry to housewares, or, at least, of cooperating with the Bridal Registry during certain spring events.

—By creating displays and arranging merchandise and fixturing that will entice the consumer to shop in the housewares department.

—By selling desirable benefits in advertising copy, rather than merely selling product. (Isn't it nicer to think of a steaming hot cup of coffee—every time—rather than just "Sale! Electric Coffeemaker."?)

The Neiman-Marcus ad for personal care electrics, shown on this page, illustrates the technique of selling benefits. The headline: "A pat in the right place can do a heap of good." The copy for the hair brush, only three lines, says, "The head tingles as this electric hairbrush does in minutes the job of a thousand non-electric strokes."

The question of whether personal-care electrics "belong" in the housewares department or appliance store can be answered easily: They belong where the consumer wants to buy them. If this means duplication of merchandise among departments in a department store, then so be it.

It is the consumer that counts, and, if she wants to buy a hair dryer in the housewares department, then she also should be exposed to a complete hair-care package there. The store that arbitrarily decides that a "health appliance

PACKAGING



West Bend's Country Inn packaging (above) and GE's shoe polisher kit case (top) are good examples of packaging that says "good taste" and "I am a gift" to the harried consumer.



These packages stay with the gifts during their lifetime, thus enhance their gift value. Dominion's bonus (above left) is a travel-case. Hamilton Beach's (above right) is a tray. Remington's (top right) includes shaver, plus mirror and charger.



ON THE GIFT LIST

cannot be sold in the housewares department is not consumer oriented, is not taking into account the consumer's desires.

In selling personal-care electrics, the housewares department has much to learn from the cosmetics department: how to display, promote, demonstrate and romanticize the merchandise, and how to sell its packaging.

Cosmetics and liquor manufacturers long ago learned that a "prestige" package goes a long way to turn an ordinary item into a gift.

At gift-giving times, the giver frequently is confused by the many choices she is confronted with. At the same time, she is well aware that whatever she selects will reflect her own taste and knowledge. It is during this critical time that an attractive package (and, perhaps, a name brand) will help her make up her mind.

The lesson for the retailer is: if an item comes in an attractive gift package, it might be worth his while to display both the item itself and its carton—just as liquor stores and cosmetics departments do.

Proper use of the Bridal Registry can be another "plus" source of gift business. The applicability of the Bridal Registry to dinnerware, glass, and silver—or any "add-on" merchandise purchased as a gift—is obvious. That housewares can use the Bridal Registry for merchandise—cookware, flatware—is also obvious.

But, too many housewares retailers are guilty of thinking that, just because a bride needs only one mixer or toaster, the Bridal Registry is of no use to the housewares department.

The problem here, perhaps, is multiplied by calling the service "The Bridal Registry." When it is thought of as a "New Homemakers' Service" (or some other name that broadens its scope), then the housewares department begins to realize how it can participate in—and reap some benefits from—the good old "Bridal Registry."

Today's bride is in the market for a house full of furnishings. As executives of Corning Glass are fond of pointing out, she is unlike the bride of a generation ago in that she starts out with nothing, she needs everything, and she wants it all at once.

Corning estimates that today's bride generates about \$3,000 in self-purchases and gifts during an average three-month period. Some sources suggest this figure is low.

Nonetheless, she is in the market for advice, and she is willing to rely on her favorite department store for help in planning her kitchen as well as in picking out her china and gown.

The housewares department that recognizes this can participate actively in bridal planning, particularly if the store already has a swinging bridal service in other areas. For a little extra cost, it can reap benefits both in gift business and in new customers.

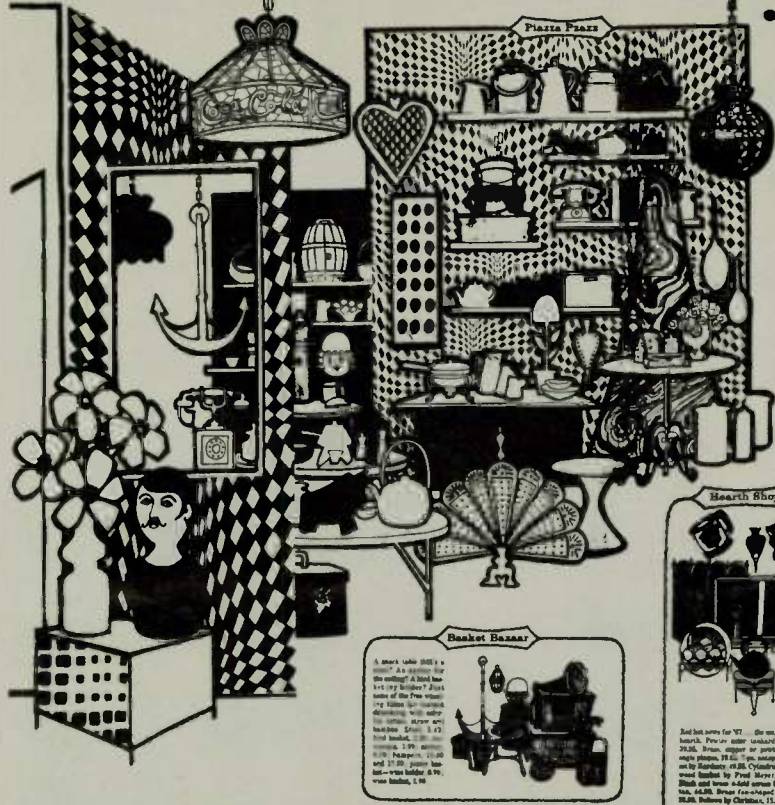
The bridal segment of the total market, according to Corning, accounts for 16.4% of all kitchenware sales, 14.9% of all coffeemaker sales, 37.4% of all electric frypan sales, and 43.6% of all dinnerware sales.

The Corning survey, made last year, also showed that new brides acquired two-thirds of their cookware and dinnerware as shower and wedding gifts, and that each wedding generates an average of \$154 in cookware sales and \$162 in dinnerware sales.

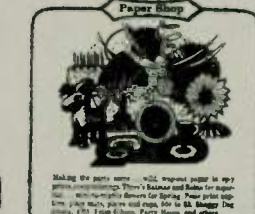
With some 2 million gals getting married this year these figures can be extended to indicate that bridal sales of cookware and dinnerware will top \$632 million—a nice chunk of business.

ADVERTISING

Housewares U.S.A. Macy's Show & Sale

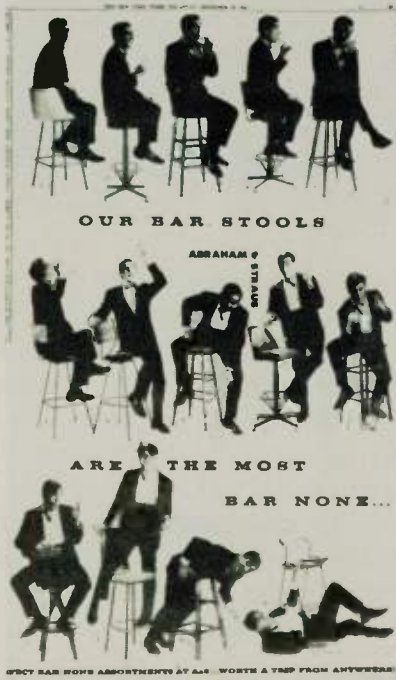


It's what's happening... a lively, vibrant approach to keeping house. Gladly the new name "See it to Place Place" wherever it's going. 100,000 new items, housewares take it to a light-hearted new outlook. It's new for Macy's Housewares U.S.A. Full of surprises like a 4-foot high telephone (and more), but tools and serving accessories in new-bright colors, wild way-out shapes and baskets, tempting tidbits from every shop in Macy's Filling Housewares. Lower Level. It's a fun place to browse for your home, for gifts... so just for fun. Come on, be present on at Macy's Herald Square.



See 32 action-packed demonstrations, aisles of ideas, more design, more pattern, more color... all on the Lower Level, Macy's Herald Square

Macy's New York has captured a gay, gifty mood in this two-page advertisement that is chock-full of good display ideas for spring-like vignette settings. Ad calls area "a fun place to browse for your home, for gifts."



Abraham & Straus uses humor to promote its bar stool assortment—a natural for Father's Day, and for tie-ins with blenders, other bar goods.



Neiman-Marcus sells glamor and enhances the gift appeal of these products by emphasizing benefits to the user rather than just features. "A pat in the right place can do a heap of good," N-M says for its hair brush, facial puffer, chin massager, and vibrator.

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Swing into the teen market with CONCORD



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Model F-20
UNDER \$25

Model 350
UNDER \$200

Model 300
UNDER \$130

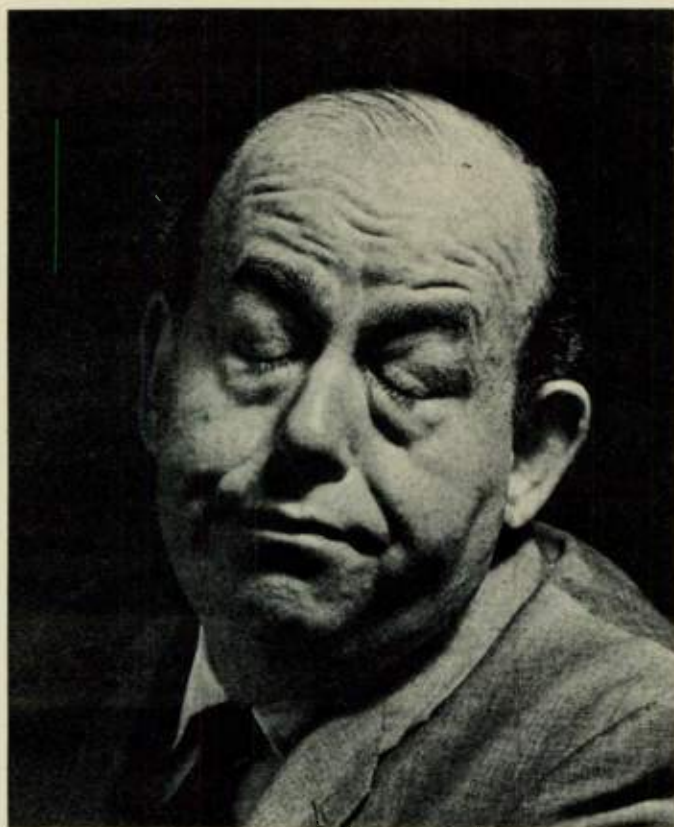
Model F-100
UNDER \$100

The Signature of Quality

CONCORD
ELECTRONICS CORP.

AUDIO TAPE RECORDERS
VIDEO TAPE RECORDERS
CLOSED CIRCUIT TELEVISION
COMMUNICATIONS PRODUCTS

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Frankly

**the retailers
who don't read
Merchandising Week
sell very few
appliances**

Our readers do the bulk of the retail appliance business in America.

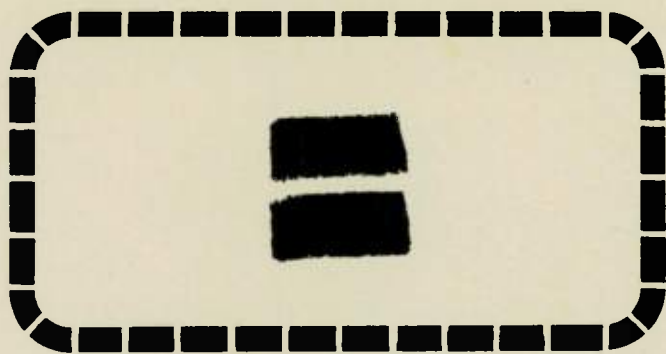
Can you blame us for insisting that if you're a manufacturer — with something to say to the men who sell your product—there is only one

logical place to do it. On the pages of Merchandising Week.

Our editorial pages speak with authority. So will your advertisement. But, most importantly, you'll be talking to the retailers who really count.

If you're not in Merchandising Week now, do yourself the favor of asking why. The answer you get might just be surprising.

MERCHANDISING
Read By the Retailers Other Retailers Follow **WEEK**



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.

attach present label here

(Please print your new address below)

name & position

company

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

street

city

state

zip

COOKWARE NEWS

□□□□ **A gourmet cook's treat is the French Kitchen:** a feast of cookware, utensils, and gadgets assembled to fill every oven-to-table need. Imported from France by Belgian Importers, and on display at Ross-Havers, 225 Fifth Ave., New York City, the French Kitchen boasts more than 1,000 pieces that can be purchased individually or as an entire shop.

There are complete groups of Vallauris ware, Apilco ovenware, and Faience pottery. Porcelain, tin, copper, blue steel, and aluminum cookware and utensils are all found in the Kitchen, which is stocked with a full assortment of brioche and pate molds, fish steamers, cake pans, casseroles, and cookers for couscous (possible successor to paella and fondue). The patterns—very French, very traditional, and most colorful—include daisies, field flowers, shellfish, ivy, wild game, vegetables, and fruit.

□□□□ **Gadgets from the French Kitchen** run the gamut from a wooden mortar and pestle, truffle cutters, champagne sealers, and parsley graters to pie crimpers, meat hooks, and a complete assortment of Sabatier French chef knives. Prices for the collection range from 50¢ for a nutmeg grater and range to \$150 for some of the copper cookware.

□□□□ **Display ideas from the French Kitchen**—adaptable to the retail sales floor—are borrowed from traditional French kitchens. Utensils are suspended from meat hooks, which are placed around a ceiling ring. A well-worn butcher block is the setting for the Sabatier knives. And gadgets and cookware are shown in a floor-to-ceiling fruitwood armoire—an especially authentic touch reminiscent of the kitchens of Normandy.

□□□□ **Macy's glamorizes specials and closeouts** for its storewide spring sale. Two full-color pages of the catalog are devoted to cookware specials. Closeouts include a 12-piece Wear-Ever Hallite cookware set with copper-tone covers priced at \$25.49, and an 8-piece set at \$17.39. Ekco's 9-piece set of Flintmaster stainless steel cookware is sale-priced at \$29.88. Macy's is also featuring Mirro's Teflon-coated aluminum saucepan set, egg poacher, and percolator at \$2.99 each—or \$5.83 for any two.

□□□□ **T-Fal adds no-stain** to the guaranteed features of its Aristocrat cookware line, which made its first test appearance before Christmas in Stern's, New York City, and Macy's, San Francisco. Now scheduled for wide distribution, the Aristocrat group offers 8-inch, 10¼-inch, and 12¼-inch frypans, and an 11-inch round griddle. All have the Continental flare design, which makes it possible to remove foods without the use of a spatula.

Prices for the Aristocrat line start at \$4.98 for the 8-inch frypan; the 10¼-inch frypan lists at \$6.98, the 12¼-inch at \$8.98, and the round griddle at \$6.98.

□□□□ **Key moves . . .** Wear-Ever appoints Harry J. Quinn Jr. as northeastern regional mgr-housewares division, succeeding J. E. Searight, who becomes national sales mgr for the food service division . . . Remington appoints Charles P. McDowell as marketing services mgr-electric shaver division . . . Helmac Products elects Vincent F. Cauchon treasurer and executive vp; John B. Tuk mgr-customer services; and James Vukoje vp of sales and marketing.

Go with the pros



Fedders and Golfdom's Greats Get Together on Network TV!

Starting in March, Fedders will sponsor the 1967 Golf Galaxy. The nation's top tournaments, carried live and in color from coast-to-coast! This *Million Dollar Drive* stars the greats of golfdom, competing for huge purses. And there are huge purses in it *for you*, too, thanks to Fedders.

These pro golf tournaments have an enormous, responsive TV audience. The nation's biggest spenders! That's why Fedders chose to sponsor this major network show. *It's the most significant and competitive springboard you could have for your promotional efforts at store level.*

Think of it. Fedders color commercials will be carried by over 200 ABC-TV stations... going into over 95% of all TV homes... reaching over 50 million viewers! All your best prospects will see and hear about Fedders. Count on it!

Tie-in with the Spectacular Fedders Commercials

Fedders new commercials drive home all these selling points for you: Reserve Cooling Power... exclusive Sound Barrier Front... long-lasting construction... all with the famous Fedders quality.

Be sure to play up this "million dollar" opportunity in

your stores! And GO WITH FEDDERS "LONG GREEN" PROGRAM! Your Fedders distributor will fill you in on all the facts—and give you every kind of TV promotional tie-in. All to prove once again that *Fedders Has a Better Way.*

SEE FEDDERS "GOLF GALAXY" ON ABC-TV...

Name of Event	Dates	Name of Event	Dates
Pensacola Open	March 26	Colonial National	May 20
Tournament of Champions	April 15		May 21
Dallas Open	April 16	Memphis Open	June 3
	April 22		June 4
	April 23	U.S. Open	June 17
Houston Champions International	May 6		June 18
	May 7	Cleveland Open	June 24
			June 25

LIVE AND IN COLOR

FEDDERS

World's Largest Selling Air Conditioner

problem in communication



Like an eskimo with a short whip—if the lead dog doesn't get the message the team won't mush. It just lays there and snoozes.

The same problem exists in getting your product story to leading merchandisers. By the time your message has been relayed from you to your salesman, to the distributor, to the retailer, to his floor salesman—there's a great loss of voltage.

In fact, you might not even recognize your own story.

Each Monday morning Merchandising Week gets your message through to 144,500 merchandisers, manufacturers and marketers. Your sales story reaches them with all the pizzaz you wrote into it. Influences them. Fills them in on product features. Sells 'em and keeps 'em sold.

Go the direct communication route—advertise in Merchandising Week—and watch the difference it makes!

MERCHANDISING WEEK

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

HOUSEWARES



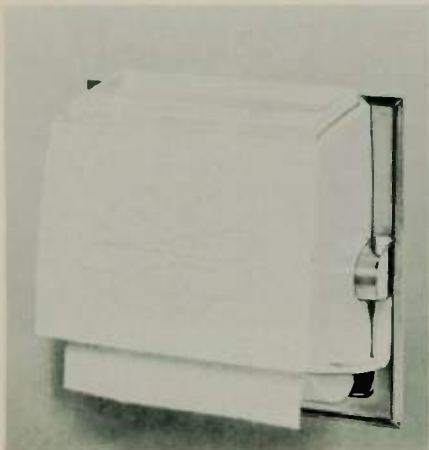
□□ **For bathtub safety:** the Safe-T-Bathtub Rail from Snyder provides safety-contoured handle grips, in addition to a sturdy crossbar support, to prevent falling and slipping. The unit fits any tub and is held in place by non-marring rubber cleats. It carries a suggested retail price of \$4.95. (Snyder Manufacturing Co., 23rd and Westmoreland Sts., Philadelphia, Pa.)

□□ **The latest from Corning:** a 3-piece Corning Ware oven set, which includes a 2-qt. loaf dish, a 13-inch roaster with a rack, and a 9-inch pie plate. This grouping carries a suggested retail price of \$12.95. Delivery is scheduled for May 1, 1967. (Corning Glass Works, Corning, N.Y.)

□□ **A room gas mask—or about the closest thing to it—is the activated charcoal air purifier,** which marks Tensor's entry into the room air purifier field (MW, 6 Mar., p.17). Designed to cope with the polluted-air problem, the unit traps noxious gases, dust, soot, and pollen. It is currently being test-marketed in New York City, and carries a suggested retail price of \$195. (Tensor Corp., 175 East Shore Rd., Great Neck, N. Y.)



□□ **Cork—as insulator and Trivet—**sets off a group of ceramic cookware and serving accessories imported from Portugal (MW, 20 Feb., p.23). The "Villa Nova" line comes in natural cork with green ceramic, and dark cork with honey ceramic. Seventeen different pieces are included—all designed for leisure living, indoors and out. Pictured above: the divided relish dish, at \$7.50; the jam jar with spoon, at \$2.50; the casserole, at \$12.50; and the condiment set, at \$9. (Ted Arnold Ltd, Inc., 225 Fifth Ave., N.Y., N.Y.)



□□ **The new bathroom Tissue-Topper** from Frankline covers tissue rolls and offers smokers the convenience of a detachable ash tray. The Tissue-Topper is made of flexible, high-impact plastic and can be wiped clean with a damp cloth or sponge. It snaps easily into all recessed receptacles—no tools required—and can be papered or painted to blend with the bath decor. The unit carries a suggested retail price of \$2.98. (Frankline Co., 217 Arena St., El Segundo, Calif. 90245)



□□ **Designed for convenience:** two new can openers are being introduced by General Electric (MW, 6 Mar., p.5). Both models feature an automatic cutter positioned on one side of the case, while the lever that activates the cutter is located on the opposite side for convenient operation. There is a cord storage area on the back of the case. This design allows for a plain front with a brushed-chrome covering. Model EC-15—the Deluxe Automatic Can Opener Knife Sharpener (shown)—offers a knife sharpener placed on the top of the unit; it carries a suggested retail price of \$19.98. Model EC-14—without the knife sharpener—has a suggested list price of \$15.98. (General Electric Housewares Division, 1285 Boston Ave., Bridgeport, Conn.)

**Insist on
G-E quality**
...your customers do

Today's smart homemaker knows the General Electric name is her assurance of products which meet rigid, high-quality specifications. When a service call is needed, she'll naturally expect the same high quality in the parts you put into her G-E appliances.

To insure her complete satisfaction, use only *genuine* G-E renewal parts . . . they're made to *original* specifications with no compromise in quality or fit. G-E renewal parts can be quickly installed without modification or adaptation.

The General Electric name on renewal parts is also your assurance of quality . . . you'll have fewer, if any, time-consuming call-backs. We're so sure of quality performance we've put our warranty on the box . . . where you and your customers can see it.

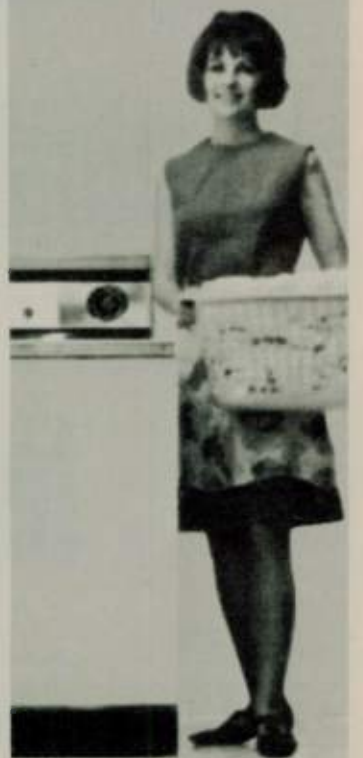
Take a tip from your customers and insist on G-E quality . . . ask for the box which is labeled "Genuine G-E Renewal Parts" at your G-E Parts Distributor.

830-50

Major Appliance and Hotpoint Division

GENERAL ELECTRIC

Louisville, Kentucky



What the SCM move may mean to Shetland—and Proctor-Silex, too

SCM's plans to purchase Shetland/Lewyt should serve to strengthen the firm's long-range position in the floor/home care business and, eventually, enhance Proctor-Silex' position in electric housewares.

SCM announced it would purchase the Shetland Co., effective next month, for an undisclosed amount of SCM common stock. A privately held corporation, Shetland has been known to need capital for expansion. SCM acquired Proctor-Silex early last year, thereby making its entry into the housewares industry. Late last year, the company nearly purchased Portable

Electric Tools Inc., but the merger was jointly called off.

What the move means to Proctor: while Shetland will be operated as a wholly owned subsidiary (as is the case with Proctor-Silex), trade sources point out that the "logical" move would be eventually to turn over Shetland's electric housewares business to Proctor-Silex. This shift is not expected immediately; undoubtedly, no final decision has even been made among all three principals.

Shetland produces motor-driven electric housewares: can openers, blenders, and slicing knives. Proctor's main busi-

ness is in irons, toasters, and, lately, coffeemakers — all heating-element electrics. Shetland manufactures its own motors, and definitely would prove an asset to Proctor in broadening its electric housewares line to include more motor-driven products. (Proctor now produces a drink mixer and electric ice cream freezers with motors.)

Shetland also has coffeemaker tools. from its acquisition of LaBelle Silver assets, which it has never used. With Silex as part of its name, Proctor-Silex would appear to be the logical home for the old LaBelle Silver tools—espe-

cially since Shetland has done nothing with them for the last several years. A major factor in the toaster and iron business, Proctor's newest drive is behind its glass coffeemaker. The LaBelle Silver tools would put the firm into the metal coffeemaker field, including party percs.

Shetland's electric housewares business has been less than spectacular. At one point, the company reportedly contemplated scrapping its efforts in this area, but decided to continue in the product category after it came up with the idea of applying the Fashionables concept—which it uses for canister vacs—to electric housewares.

Shetland's distribution pattern is set up largely to service vacuum cleaners. The company's independent sales representatives—well versed in servicing its vacuum cleaner accounts—are known to have found peddling electric housewares almost an entirely different world. "There's more difference than one might think," said one source.

What the move means to Shetland, of course, is the capital resources to broaden its floor and home care program. Shetland has drawn up an ambitious 10-year marketing plan, and had previously tapped William Burke—a former Sunbeam marketing wonder—to carry it out. Burke now has available to him the funds—a major ingredient heretofore lacking at Shetland, compared to wealthy Sunbeam—with which to implement the program.

Until now, apparently for reasons of economy, Burke was forced to go entirely to the print media for Shetland's new—and highly creative advertising campaign. There is little doubt that he will be able to add his favorite medium—television. (Proctor-Silex has stepped up its television advertising since receiving the financial backing of SCM.)

If Shetland does give up its electric housewares, one logical diversification for the company would appear to be the outdoor products field; Burke is credited with building Sunbeam into a major factor in this area, and is known to see little difference between vacuuming the inside of the home and caring for the outside. At Sunbeam, he reportedly fought the company's decision to assign the shop-type vac to the floor care division rather than to his outdoor products group.

Shetland has ample room, therefore, for expansion in the floor—and home—care field. And its brand-name image (actually two brand names—Shetland and Lewyt) is strongest in this area.

Proctor, according to trade sources, is unquestionably better set up to handle electric housewares marketing. The addition of Shetland's products would give Proctor's large factory sales force more products to sell.

What the move means to SCM: besides further diversification, this well-financed manufacturer of office equipment and portable typewriters has been able to put together the ingredients for a major sales role in the housewares industry. Together, Shetland and Proctor-Silex provide the basic groundwork for building a housewares empire that could rival GE and Sunbeam.

The SCM move could also, indirectly, spur other mergers within the housewares industry as other smaller companies—with limited resources—look to a powerful parent to put them into a more powerful position.

—Ed Dubbs



the face will be very familiar

announcing the powerful 1967 Lawn Boy television campaign

Who's the star? Our top salesman, that's who. And this year, he'll be telling millions of network TV viewers all over the country the famous Lawn Boy Quick and Quiet story. Quick to start, quiet on the go . . . the power mower with the engine designed expressly for mowing, not adapted for mowing like most mowers. And Lawn Boy will be working for you in your area with the big-

gest spot TV program ever. And with more exciting promotions than ever—like Lawn Boy's new Spring promotion that will appear soon in Life Magazine with big, powerful display and point of purchase pieces. Sound like a big sales year with the new Lawn Boy for 1967? It will be . . . and could be for you, too, when you put our star salesman to work for you. Stock Lawn Boy in 1967.



LAWN BOY

OUTBOARD MARINE CORPORATION • GALESBURG, ILL.

by the makers of Johnson & Evinrude Outboard Motors

The debate rages: first Zients, now Sahloff

The clash between big manufacturers and big retailers—long simmering beneath the surface—has erupted into the open and promises to become even more heated in the months to come.

The clash will undoubtedly have a profound effect on both the major appliance and electric housewares industries for months—if not years—to come.

First, Bernard Zients, executive head of Gimbel's New York, and a hard goods veteran merchant, took the major appliance industry to task two weeks ago before the Institute of Appliance Manufacturers convention (MW, 6 Mar., p.5). At that time, Zients indicted major appliance manufacturers for causing retailers to "lose their shirts" and outlined a program with which the department stores could live.

Now, Willard H. Sahloff, vice-president of General Electric Co. and general manager of its housewares division, has indicted retailers for not following through and taking advantage of "programs" provided them.

Sahloff's indictment of retailers was mild in comparison to what some manufacturers have been saying privately for some time. But he did list a series of criticisms—"points I'd like to get off my chest"—aimed at the department stores.

Sahloff spoke last week before the Plastic in Appliances conference sponsored by the American Management Assn. (AMA). The only retailer in the room happened to be Herbert I. Wexler, hard goods administrator and vice-president of Macy's New York. Wexler introduced Sahloff and served as co-chairman of the AMA session. Both men began their careers at Bamberger's.

Zients reportedly consulted with Wexler before delivering his indictment of the major appliance industry, which would indicate even more the fact that Gimbel's does talk to Macy's. Wexler, in fact, is believed to be in complete agreement with Zients.

The Zients speech, in part, called upon the major appliance manufacturers to take a tip from electric housewares producers and provide department stores with programs and services from which they can make a profit.

While electric housewares have become increasingly more profitable for department stores over the last few years, the big merchants are claiming that major appliances are becoming increasingly unprofitable. While housewares markups are not that much greater than major appliance margins, the retail profits in majors are being eaten up by higher and higher servicing costs—particularly those for delivery and installation.

Zients also would like to see major appliance manufacturers—like electric housewares manufacturers—provide demonstrators for stores.

One of Sahloff's criticisms concerned factory-provided demonstrators.

"Retailers continually hound us for more advertising money and demonstrators. When we attempt to satisfy these demands, unfortunately, we seem to get the wrong end of the stick.

"In the six-week period before Christmas, our division does approximately 35% of its total yearly retail sales. Think of it—35%. And last year we doubled the number of Christmas demonstrations, because this is what stores requested. . .

"Many buyers are placing orders on a 30-day basis—and to merchandise an electric housewares department in a major store on this basis at Christmas-time is utterly, completely, ridiculously asinine.

"Last Dec. 7, many large department stores thought Christmas business would not be forthcoming and edicts came down from on high that no orders were to be placed; the merchandise in stock had to be sold so decks would be cleared by the end of December.

"Naturally certain buyers and merchandise men—who like their jobs—began to push private brands, some oddball electrics they'd bought, and the fastest selling items produced by the very best manufacturers in our industry were not reordered.

"In our specific case, we had demonstrators in many stores who didn't have anything to sell. And when this was pointed out to buyers, they couldn't have cared less.

"Mind you, this demonstrator program involved our training of selling manpower for stores and it gave the retailers and GE, where necessary,

better information on which to replenish stocks quickly.

"Either stores should cooperate, when the manufacturer shows his willingness to help, or such programs must be abandoned. Certainly, it's elementary that if cooperation is lacking, such a program proves highly expensive and unproductive for manufacturers as well as the store. And in the case illustrated, General Electric doesn't intend to make this mistake twice."

Then Sahloff added: "Fool me once, shame on you. Fool me twice, shame on Sahloff."

What Sahloff did not mention, however, is that some stores, especially department stores, will take a demonstrator from practically anybody but GE (except on the consigned and fair-traded Universal-by-GE line.)

And Sahloff could not have been referring to his friend Wexler, because Macy's did not use GE demonstrators at Christmas—and Macy's New York probably uses more demonstrators than any other retailer in the country. In many department stores, the GE line is still the line to hide on the sales floor (even though the same store may promote it at sharp prices in newspaper ads).

Sahloff had other criticisms, too.

"Here's another point I'd like to get off my chest. It's the area of product information. I can tell you, that we in the Housewares Division have spent many, many thousands of dollars in the past to revamp product hang-tags—easy-to-read tags such as these—that quickly tell a consumer the salient product features she needs to know to make a buying decision.

"We are not doing this to spend money frivolously. We're doing it because consumers requested it.

"You know what consumers all too often find in stores. Mass confusion. A mess of dirty, poorly displayed products, and inadequately informed retail sales clerks . . . if you can find clerks at all.

"What have many retailers done about these product hang-tags? Because they don't conform with store policy, retailers take them off products on display and store tags, which provide price and model information only, are substituted. Maybe retailers better ask customers about this one, too; per-

haps they're in for another surprise."

Sahloff had called on retailers earlier to become more consumer-oriented by conducting consumer panels among their charge account customers. He suggested retailers might ask their customers more frequently what they think and want in the way of product assortments and services.

Sahloff also criticized product assortments—or lack of proper assortments—at the retail level. Retailers, he said, far too often are not offering proper selections for a "segmenting" consumer audience. And they complain about "product proliferation."

"It may be news to retailers," he said, "but most manufacturers don't add products because we want to. The facts of life are that every time we add models we complicate our manufacturing problems and heighten the chance for less profit to appear on the southeast corner of our P&L reports.

"How do we know what products consumers want? Because we talk to them . . . listen to them . . . pay attention to them. We develop products they ask for, and before we introduce them we ask consumers to test these products in their own homes. Our division has over 1,000 consumers representing every segment of the market on our test panel.

"Traditionally, providing proper product assortments has been a key function of retailing. Today, this function is even more essential because important major product lines are broadening, and the retailer must broaden with them."

Sahloff pointed out that GE produces eight different coffeemaker models: "Each is different in styling, features, price range, and each is designed to meet the needs of divergent market segments." Few retailers, he noted, carry the full line of GE coffeemakers, or, for that matter, a full range of styles regardless of brands handled.

Sahloff stressed that retailers should give the consumer what she wants . . . "in the size and color she wants, in the design she wants, in the special model she wants, with the features she wants, and the brand she wants," Sahloff summed up.

—Ed Dubbs

Proctor sees longer life expectancy cutting into iron sales

The growth of permanent press properties in clothing will reduce the use of irons in the home, thereby giving a longer life expectancy to the product and cutting into its unit sales. This is the prediction of F. J. (Bud) Davis, sales vice president of Proctor-Silex.

Davis is probably responsible for selling more models of irons than anyone else in the electric housewares business. Proctor produces some 80 models—including units for its long list of private-label customers. It is generally considered to rank behind General Electric in brand-name sales leadership in the iron category; but the gap has narrowed between the No. 1 and No. 2 brands within recent years.

The life expectancy for irons (steamspray models) is only about 3½ years, Davis said, compared to about 10 years for the toaster. This short life span—which makes for a high replacement rate in a high-

market-saturated product—is due to a number of factors, not the least of which is misuse by the consumer (women dropping them off their ironing boards, or using tap water in hard-water areas, for example).

Davis anticipates less use of the product as women continue to purchase permanent press clothing for families—even though they may still "touch up" these garments with an iron. The ebb in use, he predicts will contribute to each iron's longevity, and, slowly but surely, cut into unit sales.

Davis spoke last week at the Plastic Appliance conference sponsored by the American Management Assn. (AMA). He addressed executives of leading plastic resin producers and molders at New York City's Warwick Hotel, showing them Proctor's new Lifelong "pull-apart" appliances.

Proctor's Lifelong iron is the first to use a plastic water reservoir. It is

also the first iron to position the water reservoir outside the soleplate, and the first appliance to use a blow-molded piece of plastic, produced in the same manner as plastic containers for household chemicals.

The production of new Lifelong items will be hastened by the purchase of Shetland by Proctor's parent company, SCM Corp., Davis predicted during a question period that followed his speech. He pointed out that SCM's addition of Shetland to its growing housewares family will make motor-producing facilities available to Proctor. Proctor now has prototypes of a can opener and a hair dryer for augmenting the Lifelong line, which currently consists of three products with electric heating elements: an iron, a toaster, and a glass coffeemaker.

Davis added that he did not know whether Shetland will continue to manufacture portable appliances under its own label or will concentrate on

vacuum cleaners; either way, however, Proctor would benefit by Shetland's production of the type of motors used in portable appliances. (For a full report on the implications of SCM's purchase of Shetland, see p.32.)

A wider use of plastics in electric housewares was forecast by Davis, who cited a number of advantages they hold over metals: wider flexibility of design—from both a production and an aesthetic point of view; lighter weight—from the dual standpoints of consumer use and manufacturer shipping costs; lower production costs—including easier assembly, less finishing, and lower initial tooling and tool maintenance costs; better insulation—from an electrical safety standpoint, as well as that of lower heat conductivity; quieter operation—particularly in regard to gears; and greater availability of materials—especially in times of national emergency, when metals often are put on allocation.

□□□□ **Cost pressures appear to be getting worse** instead of better within the housewares industry, especially in regard to electric housewares. Few manufacturers are willing to concede they will raise prices again. This is especially true because the latest round of price increases—in which every producer came into line—only began last September and just ended in January. Manufacturers, however, are talking increasingly about the growing pressures to hold the price line against higher costs of raw materials, as well as labor. Repeatedly, manufacturers mention the “war-like” national economy.

And reports persist that Sunbeam will adjust some prices upward when it issues new pricing sheets next month; this would be the third price increase at Sunbeam within 12 months (MW, 6 Mar., p.17). Sunbeam declined comment on the reports. Other manufacturers spot-checked by Merchandising Week indicate they will seek to hold the line on price increases—at least until the June Housewares Show and, hopefully, longer. No one appears willing to commit himself to just how long.

□□□□ **Higher prices to offset lower unit sales** may be part of the reasoning at the manufacturer level. Preliminary results of an exclusive survey by Merchandising Week indicate that manufacturers are bearish in regard to the over-all outlook for electric housewares this year. There are also indications that manufacturers may be counting on higher dollar volume to help offset an expected slowdown in volume gains. (A detailed report on the Merchandising Week survey will appear next week.)

In a number of cases, a newly developed Teflon coating is adding to manufacturers' costs. Most producers are getting ready to switch from the regular Teflon coating to DuPont's newer and tougher—and more expensive to apply—Teflon-S resin. This is particularly true in regard to electric frypans: Some manufacturers see a rise in their dollar value but a decrease in unit sales.

The copper shortage has also remained acute, putting renewed cost pressures on electric housewares that use motors. And the cost of other raw materials—plastics as well as metals—are still climbing.

□□□□ **Retail reaction to a possible price hike** in electric housewares appears to be adamant opposition. Retail and distributor inventories are on the high side as everyone has stocked up for an earlier-than-usual start of the spring gift season this year, thanks to Easter falling in March instead of April. With high inventories facing them, buyers and distributors cannot help but look back on a generally disappointing Christmas season.

Looking ahead, buyers are wondering how long it will take them to raise their retail prices to cover possible price increases that may come up at the manufacturer level. Buyers wonder what effect the generally higher prices that already exist will have on their volume. Can they make up in dollar volume what they might lose in unit sales? Can they make up in profit structure for what they might lose in turnover? All of these are legitimate—and very real—concerns facing key retail buyers.

And so much of the first-half retail sales picture is pinned to that old variable: the weather. Since last year was an abnormally good fan season, buyers generally have higher-than-usual sales figures to better this year. Having to depend on the weather does not add to a buyer's feeling of security.



Max Eckhart's jumbo jeweled ornaments



An animated Santa from Max Eckhart

The Ghost of Christmas Past to haunt trim-a-tree shops

Christmas 1967 style: traditional and bejeweled or avant-garde and futuristic? Housewares buyers who stock the trim-a-tree shop were shown both approaches to the holiday season last week, with the Ghost of Christmas Past winning out.

The avant-garde is not to be entirely disregarded; super-bright colors and psychedelic effects are making great inroads into the new lines—especially in gift-wrap and packaging. Nevertheless, for 1967, the accent is on Florentine Renaissance and German Baroque effects to achieve elegance, and on snowmen, Santas, and reindeer to preserve tradition.

“We consider this a year of pause,” said a spokesman at Kurt Adler Inc. “The high-fashion colors—olive, avocado, and pumpkin—are rapidly gaining acceptance, but we feel that this year the reds, greens, golds, and silvers will predominate. If anything, this season we're trying here for a Dr. Zhivago effect.”

While the market remains relatively unchanged fashion-wise, shifts are occurring in prices. With the exception of artificial trees (where prices have dropped) and miniature lights (where they have remained the same), there seems to be an across-the-board rise in the prices of ornaments, garlands, decorative accessories, and regular lights.

The midget lights have taken a firmer hold on the lighting market and have undergone some styling changes—although the simplest type is still preferred. General Electric has added two new sets to its Merry Midget group: the Tinsel Light lamp is surrounded by a small reflector and a halo of tinsel; the Petal Lights have a petal-like reflector as the lamp's base.

Kurt Adler features the miniature lights in simple cluster of berries. Noma has expanded its line to include miniature outdoor lights. The mini-lights are being widely shown as jewels, stars, snowmen, and lanterns. The blinking versions are especially popular; many manufacturers are showing adapters that will permit a twinkling effect. Lerner, Corwin and Co. offers a high-fashion miniature unit in its Multiple Blinker Set.

Scotch pine remains the artificial tree favorite, with white flocked trees reportedly gaining in some regions. For the consumer whose taste runs to the Modern, there are blue-green and pink trees. GE's housewares division continues to show its Scotch pine trees on musical rotators decorated with

either classic Bavarian or traditional Bavarian ornaments and miniature lights.

In ornaments, the emphasis is on elegance and opulence in the baroque and Byzantine manner. The teardrop shape continues to be a fashion favorite; these, along with the customary round ornaments, are heavily encrusted with jewels, pearls, beads, and gold braid. Max Eckhart is presenting a group of individually gift-boxed, one-inch ornaments designed in Germany, which carry out this precious jewel look. Eckhart—whose accent is on color co-ordination—is also showing a new group of Trim-Your-Home ornaments with perma-cap hooks.

For a Modern touch, Paragon Glass Works offers Blacks and Whites: a limited line of opaque black-and-white ornaments trimmed with diamond dust and purple, rust, or green glitter.

Garlands continue to make trim-a-tree news for both indoor and outdoor use; the wider versions are shown trimmed with miniature lights. Scotch pine and vinyl have been especially well received in this category. Illuminated garlands are also being featured.

For decorative purposes—through the home—there are novelty figures from both Hamilton-Scotch and Polaron. Max Eckhart borrows from display techniques and shows a line of animated figures and scenes. Papier-mache is being widely used for decorative plaques and table ornaments. Kurt Adler presents a group of antique gold angels and colorful elves on their own ladders—both of papier-mache.

As the trend to trading up continues, so does the move toward innovation in fashion and construction. While, as some buyers point out, the traditional Christmas will not be forsaken, the tastes of the “now” generation should bear more influence on the trim-a-tree market in Christmases to come.

—Irene Kanfer



New look for GE's Merry Midget lights

We've got Arthur on ice.



Godfrey, that is. And Amana has him. Every week, over the entire CBS radio network, America's super salesman, Arthur Godfrey will be selling America's super refrigeration products from Amana on his daytime radio show.

That's just one good reason it'll pay you to play it cool with Amana in '67.

Another is the benefits you'll be getting from our print advertising program—the most competitive, hardest-hitting advertising program in Amana's history. Strong, feature-oriented advertising will appear in top consumer publications such as *Life*, *Time*, *Better Homes and Gardens*, *House & Garden*, *House Beautiful*, *Sunset*, and others.

Now, when you put this much effort into promotion you'd better have something to promote. And Amana does. More new products, more exclusive features, and more top quality craftsmanship.

New products like Amana's big 16.7 cubic foot freezer-at-the-top (top mount) refrigerator. 16.7 cubic feet of usable storage space in a 32-inch width. And Free-O'-Frost, too.

Exclusive features like a meat keeper that really works. Amana's meat keeper is actually a "refrigerator within a refrigerator" with a temperature control of its own. Holds temperature as much as 10 degrees lower than the rest of the refrigerator...perfect for fresh meat storage. No cold air blows directly on the meat itself. A separate cold air jet surrounds the meat pan, cradling it in a blanket of cold. Keeps meat fresh and flavorful twice as long as ordinary meat keepers.

And quality craftsmanship. Nobody knows refrigeration like Amana. For more than 33 years, we've been specializing in just one thing—refrigeration products. That's why Amana has long been the leader in the industry. Amana craftsmanship is known throughout the country.

So there you have it. More products, more features, more quality. It all adds up to a tough combination to beat...but the easiest combination to sell. And only Amana has it.

Play it cool with Amana in '67.

Amana

Makers of Refrigerators With Top Freezers, Refrigerators With Bottom Freezers, Side-By-Side Refrigerator-Freezers, Upright and Deep-freeze® Chest Freezers, Room Air Conditioners, Dehumidifiers.

**'...a letter
that was prompted
by an excellent
suggestion'**

Dear Sir:

In your February 27, 1967, issue you reported on Bill Noering's letter to Dolph Zapfel of the National Housewares Manufacturers Assn.

Enclosed is a copy of a letter that was prompted by Bill's excellent suggestion.

Ray Waldman
Sales manager
Bathcrest

Mr. Dolph Zapfel
National Housewares
Manufacturers Assn.
1130 Merchandise Mart
Chicago, Ill. 60654

Dear Dolph:

Three cheers for Bill Noering!
As an exhibitor, let me second the idea of assigning spaces for the June Housewares Show by category.

We are in the age of specialization and buyers are no exception. We can make it easier for them by, in effect, having a show within a show for the buyer who is responsible for only one or two facets of an extremely broad, all encompassing category—"Housewares."

In addition, I believe the manufac-

turer will gain an identity which will, in the long run, tend to improve both his product and his exhibit.

Let us take a page out of the retailers book. He has been extremely successful with the "shop" concept. Why can't we?

Very truly yours,

Ray Waldman

Sales manager

Bathcrest

Oceanside, N.Y. 11573

(Editor's note: Others wishing to endorse the idea of "bringing the shop" concept to the Housewares Show—as advanced by Bill Noering, veteran housewares buyer for Abraham & Straus—can write to Dolph Zapfel, care of the above Chicago address.)

INDUSTRY TRENDS

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

FLOOR CARE PRODUCTS

Floor Polishers

Vacuum Cleaners

HOME LAUNDRY

Dryers, clothes, elec.

Dryers, clothes, gas

Washers, auto & semi-auto.

wringer & spinner

OTHER MAJOR APPLIANCES

Air Conditioners, room

Dehumidifiers

Dishwashers, portable

under-counter, etc.

Disposers, food waste

Freezers, chest

upright

Ranges, electric

Ranges, gas

Refrigerators

Water Heaters, elec. (storage)

Water Heaters, gas (storage)

CONSUMER ELECTRONICS

Phonos, port.-table, distrib. sales

monthly distributor sales

Phonos, console, distrib. sales

monthly distributor sales

Radio (ex. auto), distrib. sales

monthly distributor sales

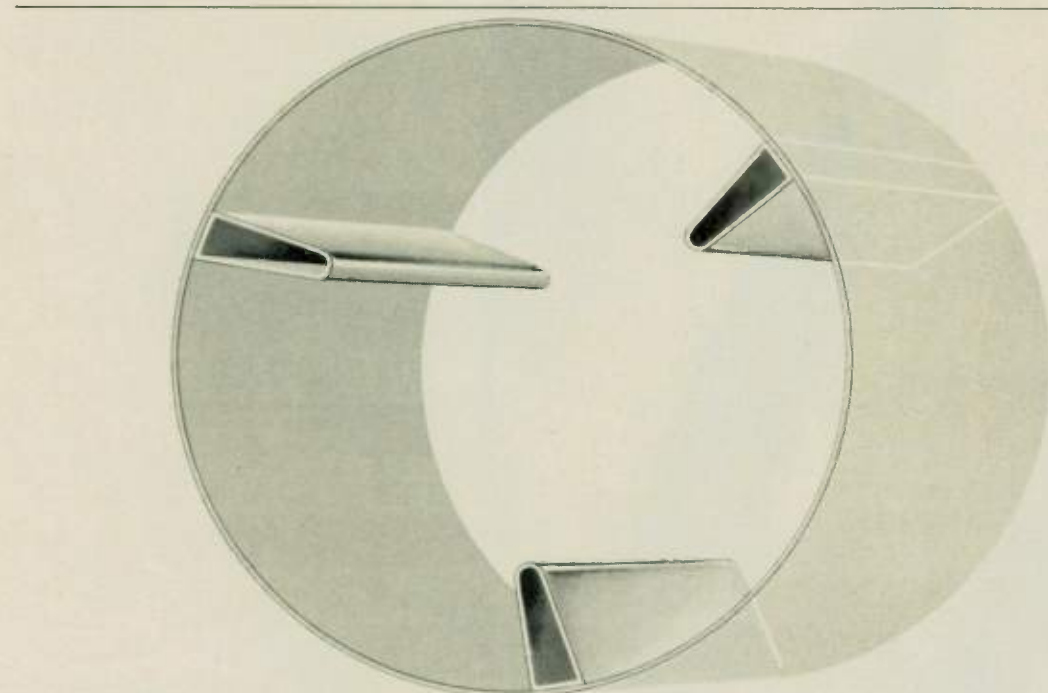
B&w Television, distrib. sales

monthly distributor sales

Color Television, distrib. sales

monthly distributor sales

† January Electric Range total includes: 117,000 free-standing ranges; and 41,000 built-ins.



Here's an angle to help you sell dryers. 110 degrees.

Sound baffling? It is. The tumbling baffles in a Hamilton dryer are angled precisely at 110 degrees. What's more, they run the full width of the drum. Why? To give maximum fluffing lift to all garments, large and small. To get heavyweights dry quickly. To fluff the wet-wrinkles out of permanent press fabrics. To keep the small items from sliding by in the corners. Point out these advantages to your customer. She'll nod agreement with each one.

While she's nodding, mention the zinc-clad surface on the drum. Why zinc? Because zinc is an alloy of satin and steel. It's smooth to begin with and

tough enough to stay that way. Hamilton guarantees it for 5 years. Oh, and don't overlook those little holes in the drum. They're extruded. That means they're pushed through from the inside out so there are no rough edges or metal burrs to snag clothes.

Isn't it nice to be selling something besides price? Trust Hamilton for the kind of quality you can sell and the kind of profit margin that makes the retail sale worthwhile. See all the New Reliabes, with the unbeatable drums, at your Hamilton distributor now.



Hamilton®

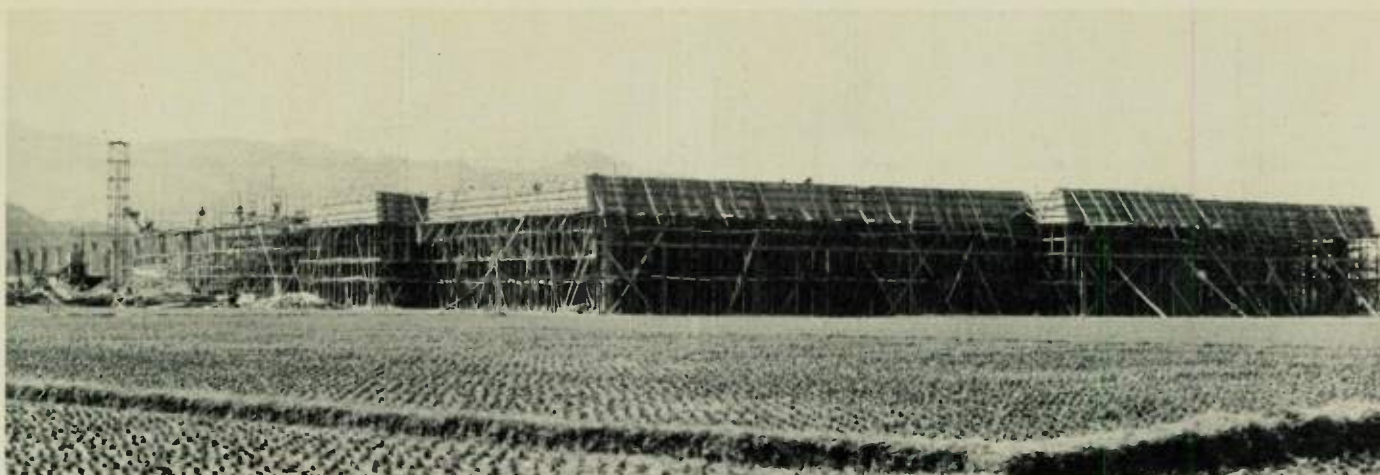
HAMILTON MANUFACTURING COMPANY, Two Rivers, Wisconsin

A-5-67

Date	1967	1966	% Change
January	79,972	83,134	- 3.80
January	454,899	434,498	+ 4.69
January	152,758	124,674	+ 22.52
January	66,916	61,990	+ 7.95
January	286,011	288,482	- .86
January	30,957	28,947	+ 6.94
January	264,000	199,500	+ 32.33
January	24,000	21,200	+ 13.21
January	39,000	31,300	+ 24.60
January	75,000	65,600	+ 14.33
December	94,600	122,300	- 22.65
12 Months	1,345,900	1,344,800	+ .08
January	31,000	30,500	+ 1.64
January	53,000	41,900	+ 26.49
January	158,000+	172,800	- 8.57
January	138,200*	162,500	- 14.95
January	343,000	356,300	- 3.73
January	74,000	80,200	- 7.73
January	192,100	225,340	- 14.75
February 24	40,450**	63,712	- 36.51
8 Weeks	492,132	444,942	+ 10.60
December	701,084	708,229	- 1.01
12 Months	4,310,309	4,046,015	+ 6.53
February 24	6,831**	43,388	- 84.26
8 Weeks	216,470	323,734	- 33.13
December	236,827	266,873	- 11.26
12 Months	1,792,609	1,708,666	+ 4.91
February 24	202,045**	274,134	- 26.30
8 Weeks	1,535,884	1,934,911	- 20.62
December	1,470,927	1,731,030	- 15.03
12 Months	13,601,781	13,281,698	+ 2.41
February 24	96,538**	154,736	- 37.61
8 Weeks	827,177	1,240,090	- 33.30
December	552,548	766,450	- 27.91
12 Months	6,949,744	8,027,981	- 13.43
February 24	80,577**	82,076	- 1.83
8 Weeks	666,922	533,300	+ 25.05
December	631,514	352,601	+ 79.10
12 Months	4,702,463	2,746,618	+ 71.21

* January Gas Range total includes: 102,000 free-standing; 16,200 high-ovens; 10,600 set-ins; and 9,400 built-ins.

** Weekly figures are unusually low as a result of EIA's readjustment to conform to final 2-month cumulative totals.



Admiral at work in Far East: new plant goes up in Taiwan

In the midst of a rice field near Taipei, Taiwan, Admiral Corp.'s new 83,000-sq.-ft. electronics plant is nearing completion. Scheduled to open this May, the new facility will produce electronic components and finished products for export to the U. S. Russell Smith has been named general manager of the new plant.

You want

a sales-rousing line of blenders? A full line with full profit for you? A line so complete, so varied in price and performance that there's one to meet all your customers' demands? Wouldn't you like them made with unique, exclusive features that give you real selling points? (Like a blender that cooks... the *only* blender that cooks?) Wouldn't they move off your shelves faster if they had power enough to blend whole fruits and vegetables without pre-slicing or dicing? Wouldn't it be great if they could crush ice without attachments? Shouldn't it be a real quality line that stands apart from all others? Isn't that what you *really* want in a line of blenders?

You get it from Ronson



Only Ronson Blenders have all these features: ■ Revolutionary wide-bottom self-feeding food container, powerful ½ hp motor and extra-large blades produce exclusive "toroidal-action" blending that assures faster, more uniform results. ■ Extra-large capacity food containers double as serving carafes. Serve right at the table. ■ Stainless-steel cutting blades... heat-treated for permanently keen edges that never need sharpening or replacement. ■ Dual-purpose stoppers with built-in measuring cup. Add ingredients while blender is operating. ■ Stopper shows suggested blending speeds. ■ Easy cleaning. Wide bottom opening allows hands to enter carafe for thorough washing. Completely immersible. ■ Extra powerful. Crushes whole trays of ice without attachments or adding water. (No other blenders can!)

Carafe 2-speed blender. Famous Ronson features at a budget price. The greatest blender value ever.

Deluxe 5-speed blender. Push-button controls for blending accuracy. Larger blades draw more food with each stroke.

Electronic infinite-speed blender. Solid-state electronic speed control with infinite-speed range from 1 through 15, sustained power at all speeds. Automatic shut-off timer.

Cook 'N' Stir 10-Speed blender. The only blender that cooks. Adjustable heat to 375°. Stirs while it cooks.

Remember, Ronson does a lot more than light cigarettes.

RONSON
automatically better

Ronson Corporation, Westbridge, N.J. 07095

On the road or at home, TIME-subscriber families keep tape cartridge sales rolling. 67% of their cars were bought new, offering the latest electronic equipment. And with an average income of \$14,904, they're well up in the \$10,000-and-over quarter of U.S. non-farm households who accounted for half of home tape recorder sales last year.* Small wonder TIME was second of all magazines in 1966 consumer electronics advertising: no telling how far a market like this can take you.

*Starch Marketing Data Service 1967

