

MERCHANDISING WEEK

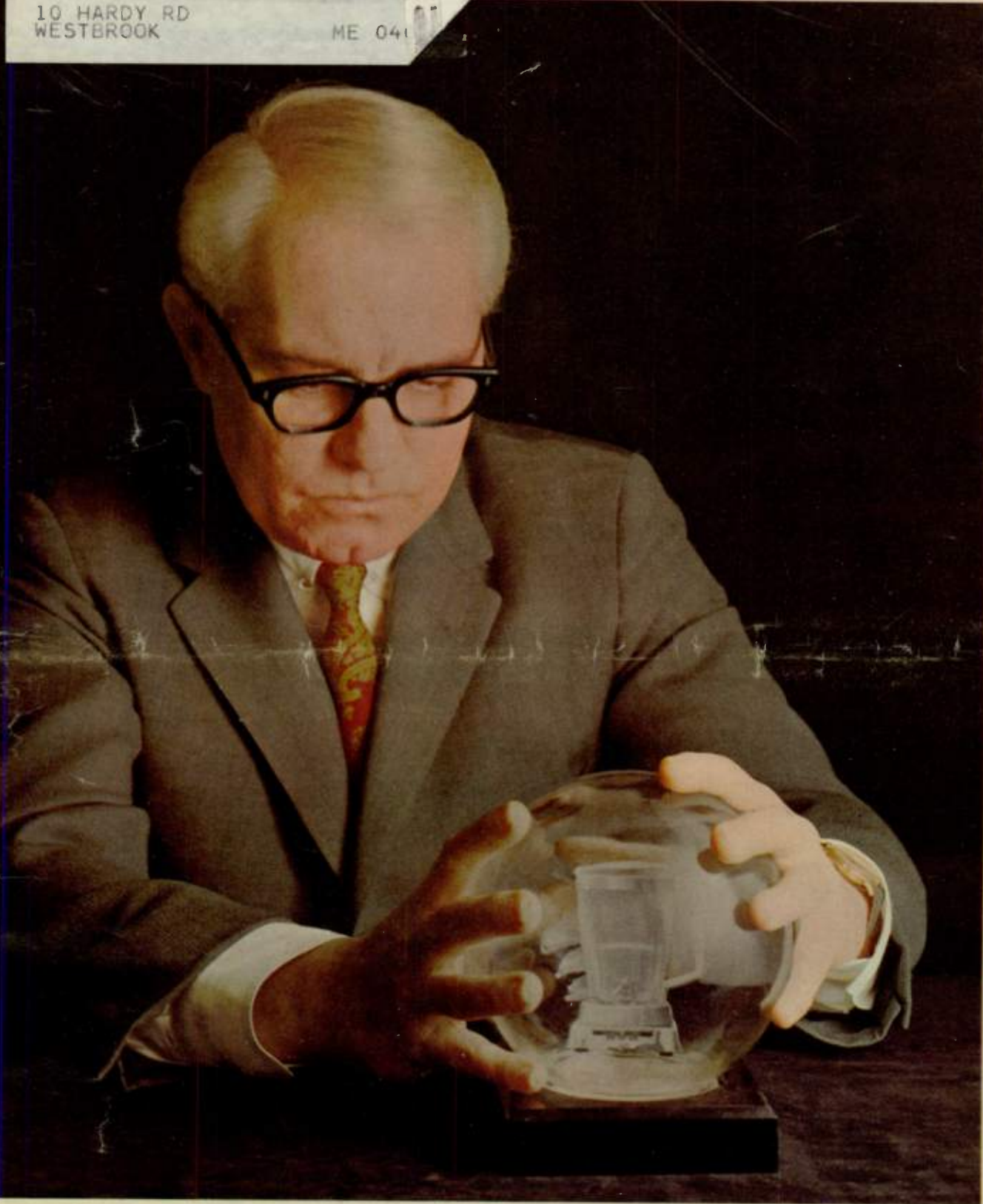
MARCH 20, 1967

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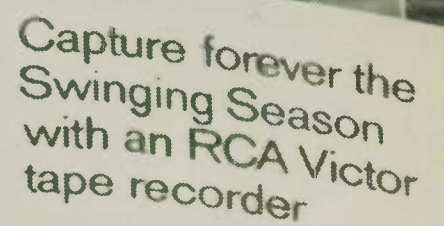
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Color paper bright
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**The little green eye
that's doing great things for Philco-Ford dealers.**



The Most Trusted Name in Electronics
ing for the Swinging Season

See many new RCA Victor models at any of these dealers. Ask what they are.

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! 🐾

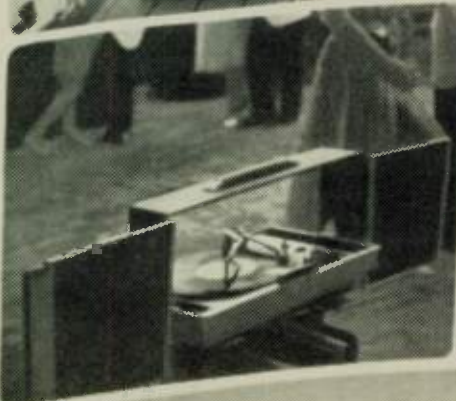
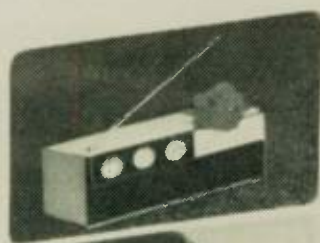


TM&©

The Most Trusted Name in Electronics

RCAVICTOR

presents
smart new
buys
for the
swinging
season



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with the going group
to Acapulco in June '67

ROPER



Ask your Roper representative about our exciting '67 program... gifts and trips for selling the fastest-moving '67 range line!

Geo. D. Roper Sales Corporation
Kankakee, Illinois

AT PRESSTIME

□□□□ **Color tv inventories are climbing steadily** at distributor and manufacturer levels, and now top the 900,000-unit mark. About 55% of this total is in the hands of distributors. Although there is no way of getting the true measure of color tv inventories at retail, there is some feeling that stocks are somewhat under the combined factory and distributor figure. Manufacturers hasten to point out that the color business remains good, despite growing inventories. Dealer purchases of color for the first nine weeks of the year were running 26.05% ahead of last year. Set makers generally are looking for 1967 to wind up 40% ahead of last year's sales.

□□□□ **Thick-film integrated circuits**—called Philco Electronic Modules (PEMS)—will be introduced in the company's new b&w television receivers. Philco-Ford's microelectronics division has made a pilot run of 1,000 of the new components, each of which replaces four condensers, four resistors, and two diodes in its initial application. The company also will use an IC in a television receiver later this year.

In major appliances, Philco-Ford's first use of solid-state devices will most likely be a silicon-controlled rectifier-type (SCR) infinitely variable speed control for air conditioners, according to Phillip A. Sandford, manager of appliance advance development engineering. He says similar SCR-type temperature controls will be used in the company's electric ranges within a few years, and that solid-state devices may also be used for sequence-switching in dishwashers, washing machines, and dryers—but at a considerable cost premium.

□□□□ **Hoover's first automatic laundry equipment** in this country is now being shipped to retailers in the Minneapolis area. The new line (MW, 5 Sept. p.1) consists of two automatic washers and two dryers—one electric and one gas. The company has been marketing its Spin-Drying Washer in this country for some time. The top washer (model 0750) features push-button program selection of water temperature, agitation, and spin speed; a cleaning action that is said to turn over heavy loads every three minutes, and a "Power Flush" rinse that removes suds and soil during the spin cycle. No mention is made of the tub size, except that it holds "giant size loads" and is made of porcelain enamel. Price for the unit: \$259.50. The other

automatic (model 0710) will retail for \$229.50; the electric dryer (model 0810) will retail for \$169.50; and the gas dryer (model 0811) will list at \$149.50. Both washers have a permanent press button; and control panels are styled in Grotto Green and Antique Gold and White. The warranty covers one year on parts and five years on component parts of the transmission.

Hoover hopes to have national distribution by the fall; and this will be accomplished through its 17 regional warehouses. The company's usual offer of co-op funds will be made available to retailers who do not sell the units below the suggested retail price.

Hoover has not yet decided whether to join the Assn. of Home Appliance Manufacturers (AHAM).

□□□□ **More support for public tv:** President Johnson's bill, which would set up a public television corporation supplementing the efforts of commercial broadcasters, won the support of the Electronic Industries Assn. last week. EIA endorsed the general principles and objectives of the public tv corporation as outlined by the President, and favored spending public funds to support the program. In other words, EIA was saying let's not get public tv rolling by putting an excise tax on tv sets, an idea suggested by the Carnegie Commission but ignored by the President in his message to Congress.

□□□□ **U.S. imports of color tv picture tubes** hit 9,347 in January, according to U.S. Customs. Tubes from the United Kingdom—4,670 units—accounted for the largest single shipment. Japan was second with 2,724 units, while the Netherlands accounted for 1,929 tubes, at an average price of \$93.89.

□□□□ **Additional GE cutbacks** will affect over half of the production employees at Louisville's Appliance Park. Work in the refrigerator, dishwasher, range, and disposer divisions will be suspended for periods of two to 10 days, involving approximately 7,500 employees, beginning today. Another 200 recently hired workers may also be laid off indefinitely.

□□□□ **Sony has set up a premium sales department** to cater to volume users of radios, tv sets, phonos, and transceivers. Eli Stern heads the new department.

EIA looks at the service headaches, sets up a program

An important long-range attack took shape last week on what many consider to be the consumer electronics industry's most pressing problem: service.

Meeting in Washington, D.C., at the spring conference of the Electronic Industries Assn. (EIA), set makers launched a program through which they hope—by the time it is fully implemented—to train a whole new generation of servicemen.

So critical is the problem, that the home electronics manufacturers—long known for their stubborn individualism—displayed a rare unanimity in recognizing the need for debate on the situation, and arriving at some answers during a 3-hour session.

"The problem is top priority," explained Jack Wayman, staff vice president for the EIA consumer products division. "We want to stop attacking it in a piecemeal way and go after it with a constructive, unified program."

For openers, the consumer products division allocated \$25,000 to be spent building a staff, outlining the scope of the problem, and suggesting solutions.

Significantly, the \$25,000 sum will come from the profits of the June Consumer Electronics Trade Show, and will represent the set maker's first application of an anticipated \$200,000 surplus on the new venture. When set makers first approved the new trade

show, they clearly hoped to emerge with a war chest that would provide funds for important industry projects.

The big money for the service project (the budget could run anywhere from \$100,000 to \$500,000 a year) will not be allocated before the next EIA meeting in June. At that time, set makers hope to approve specific proposals on how to solve the growing service problems.

Through making a concerted effort, the EIA hopes to attack the problem across a broad front: devising a public relations program that will encourage new people to enter the service industry ("We would like to do something with career guidance," Wayman

explained); exploring new avenues of education so that there will be more training centers and service courses ("We should be talking to teachers about this problem," Wayman suggested); and coordinating training efforts with government programs, which, in turn, could funnel more money into this area (the Anti-Poverty Program and the Departments of Labor and Health, Education, and Welfare are potential contributors).

"We would also like to work with other groups," Wayman said, "like NARDA and NATESA. We hope to get help from other EIA divisions and clear the way for individual companies to contribute effectively."

Here Is The Best Appliance Truck
Money Can Buy Because Only The

Escort® OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

1 ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

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This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

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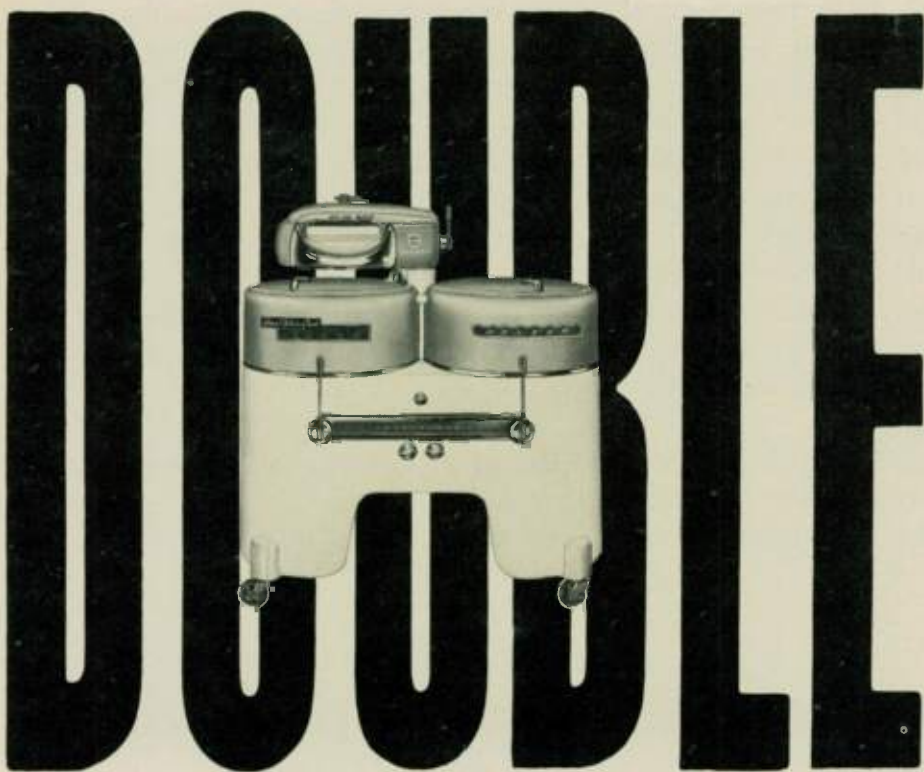
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APPLIANCE TRUCKS

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SOLD ON A MONEY-BACK GUARANTEE!



Dexter Quick Twin's DOUBLE capacity has double benefits for you. (1) It *multiplies* your profits because no other type washer can match its speed or performance. (2) It's *easy* to sell Quick Twin because it "Sunday Cleans" a full tub of clothes every FOUR minutes without bleaching or hand treating. It's *profitable*! It's *exclusive*! Ask your Dexter distributor or write for complete details on the Dexter line of single and twin tub washers.

DEXTER

FAIRFIELD, IOWA 52556

WASHINGTON NEWS

□□□□ The question of FTC press releases on complaints against a company is due for a court test. Private industry long has charged that the Federal Trade Commission practice of publicizing a complaint does harm to the firm even though the case may be settled later in favor of the company. Now, a career and finishing school plans to go to court to prove the point.

The FTC actually issues four releases on each case: (1) a summary of issues in the complaint; (2) a summary of the respondent's answer; (3) recommendations of the hearing examiner; and (4) final disposition. The school in the current case says it was caused undue harm by issuance of the first release. It lost a court plea for a temporary restraining order, but plans to undertake further action.

□□□□ Better marketing information for distributors and retailers may come out of talks going on at the Commerce Department. Recent talks between top businessmen and department officials resulted in a report that calls for a complete change in the government's market record keeping.

Industrial experts told Commerce that marketers and buyers need a full-scale, up-to-date "census of marketing and distribution" that will pinpoint individual products and give accurate distribution and sales costs. Commerce will try to come up with one.

□□□□ Hearings on the truth-in-lending bill sponsored by Sen. William Proxmire (D-Wis.) will be held by a Senate banking subcommittee Apr. 13-14, and again Apr. 17-19. The subcommittee is headed by Proxmire, so opponents can expect a hard time. The measure—modified slightly from the one sponsored in previous Congresses by former Sen. Paul Douglas (D-Ill.)—has the support of the Johnson Administration, and Congressional approval this year is considered likely.

□□□□ Inflation no longer is the great fear of the Administration; it has been replaced by recession. That is the reason behind President Johnson's quick turnabout on the 7% investment tax credit. Congress can be expected to restore the tax credit with a minimum of opposition, hoping that the move will start the business community off on another expansion binge.

Quick approval also is expected from Congress for the President's request to restore accelerated tax depreciation for commercial and industrial buildings. But the new mood of the Administration probably knocks into a cocked hat whatever slim chances there were that Congress might approve a 6% surcharge on corporate and individual income taxes.

□□□□ Consumers will benefit from tax savings by gas utilities. The Supreme Court ruled last week that savings which natural gas companies obtain by filing consolidated federal income tax returns must be passed on to consumers in the form of lower rates. The decision, which reversed a ruling by the U. S. Circuit Court in New Orleans, was a victory for the Federal Power Commission.


In announcing the 5-to-3 decision, Justice Byron R. White said a proper allowance for taxes was normally included as a cost of service, and determination of this allowance, in overseeing "just and reasonable rates," is within the Federal Power Commission's jurisdiction.

DAMN YANKEES


Starring LEE REMICK
introducing Jerry Lanning,
with special
guest star

PHIL SILVERS
as Mr. Applegate

also starring
Jim Backus
Fran Allison
Ray Middleton
Linda Lavin
Lee Goodman
Eugene Troobnick
and Bob Dishy



**GE's going to bat
for you with the
season's biggest TV event.
An original 2-hour color production
of the Broadway smash musical
"Damn Yankees." Saturday, April 8.
9-11 PM EST on NBC-TV Tune in! Tie in!**

Sponsored by General Electric Company and its departments manufacturing consumer electronic products, housewares, large and photo lamps and major appliances for the home. Some of the products which will be advertised during the show are featured on the following pages. 



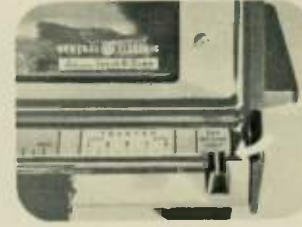
Hard-hitting commercials will pre-sell these General Electric Housewares!



New 39-hole Iron has G-E's double non-stick coated soleplate!



General Electric's Professional-type Portable Hair Dryer dries hair fast! Has remote control!



Bakes like an oven...toasts like a dream...at a finger's touch!



It's immersible...has exclusive Mini-Brew* basket!

Whatever dealers want...dealers can get... when you display...promote...and merchandise these demandables from General Electric!

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

Progress Is Our Most Important Product

GENERAL  ELECTRIC

*TM General Electric Company



We'll be selling \$199.95* color TV hard April 8th. So you'll have it easy selling April 10th.

We're not guaranteeing a stampede. But after millions of TV viewers see the color (and price) of our sets, you should see the color of their money.

So be prepared.

Watch the two minute commercial plugging the new \$199.95* color TV, PortaColor TV and big-screen color TV consoles on April 8th.

Then all you have to do is keep the crowds in your store orderly on April 10th.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

□□□□ The average retail price of an automatic washer during February, 1967, was \$223—compared to \$225 in January, 1966—according to Daniel Starch and Staff, consultants in business research. During February, the average retail selling prices by brand ranged from \$203 to \$264. This compares with a range of \$214 to \$263 in January, 1966. This past February, 24 models representing seven brands accounted for 44% of all automatic washer sales. One model alone accounted for 5.2% of all sales, its selling price ranging from \$219 to \$280. The retail selling prices, in some cases, include delivery, installation, and finance charges. The Starch data is based on a weighted sample of 814 stores across the country.

□□□□ Another Westinghouse self-cleaning oven—the company's seventh—has been added to the range line. The 30-inch unit has a suggested retail price of under \$250, which puts it in the low-priced field paced by the under-\$230 self-cleaners from GE and Sears. The cleaning cycle for the range takes two hours and about 6c of electrical power, according to Westinghouse. Features include plug-out surface units, fine-tuning heat controls, an interior oven light, a 6-position oven selector, and an automatic timer.

□□□□ In-Sink-Erator food waste disposers showed a 15.8% sales growth in 1966, despite the fact that over-all industry figures rose only .08%. Mike Dwyer, the firm's national sales manager, indicated that the housing slump during the last half of 1966 had a less-than-anticipated effect on In-Sink-Erator sales.

□□□□ A special 1-day seminar—"Classification Merchandising . . . What's in it for the Manufacturer"—will be conducted by the National Retail Merchants Assn., Apr. 19, at the St. Moritz Hotel in New York City.

□□□□ "The loneliest guy in town" is featured in Maytag's latest series of color commercials on network television. The ads will humorously portray Maytag's Red Carpet Service man as the "loneliest guy" because of the little service required on the company's washers. Maytag's 1966 sales totaled \$131,285,920—an increase of 8.7% over 1965.

□□□□ Philco-Ford has formed a new service program within its sales and distribution division. The new parts and service merchandising and planning department will be responsible for planning, promoting, and advertising within its sales and distribution division. The new parts Philco's national service network.

□□□□ Two new Arlan's department stores have opened, bringing the self-service chain to 73 branches. Iowa's seventh Arlan's store—with 80,000 sq. ft. of selling space—opened in Waterloo; and a new 70,000-sq.-ft. store in Huntington, W. Va., became the third branch in that state.

□□□□ Electrohome has introduced two new tv sets, both black-and-white portables: the Saturn—with a 4-stage, fully transistorized IF—is available in walnut, rosewood, or teak vinyl, and retails for \$239.95. The Jupiter has a 3-stage IF, comes in walunt and antique white vinyl, and lists at \$229.95.

Selling the folks on the farm:
Ma and Pa Kettle are hip

Can a young girl in South Dakota find happiness with an automatic washer even though she may have to carry water from a nearby well to fill it?

Can the rural housewife ever hope to relax in an air conditioned living room leafing through the regional edition of "Vogue" while the dishwasher, disposer, and clothes dryer do all the work; or will she see such things only in the Ward or Sears catalogs?

According to rural inhabitants themselves, the age of the stereotyped Ma and Pa Kettle image is over; the country consumer has become as sophisticated a shopper as her city counterpart. The average rural housewife is growing more and more aware of the appliances that can make her life easier and more comfortable.

Statistics compiled by the National Rural Electric Cooperative Assn. (NRECA) show she already has a refrigerator (86.2% saturation), a wringer or automatic clothes washer (87.3%), an electric range (55.9%), and a food freezer (60.6%), but that she is not planning to stop there—not with washer-dryer combinations, dishwashers, and food waste disposers available to her. Her increasing desire for heretofore "luxury" items and their growing practicality due to expansion of power facilities—both electric and gas—in her area have created a new source of market potential.

The target market is composed of about 40 million people who 10 years ago, were interested chiefly in getting running water and electric lights into their homes. Lowell Endahl, director of the Member Services Division of the NRECA, which serves approximately 55% of the nation's rural population, estimates that just after World War II—as electrical power was becoming popular in farming regions—\$4 seemed a more-than-adequate monthly expenditure for electricity.

Today, \$12 to \$17 a month is only moderate and more rural families have refrigerators than indoor running water. The new rural market is composed of commuting businessmen, retired people, and farmers—all of whom are as interested in personal convenience as they are in the Grange. This market purchases more electric ranges than do city-dwellers on a percentage basis: more than 60% of the rural population have food freezers, compared with 24.2% for cities. Though the market comprises only 9% of the total U. S. population, its buying power is felt—and felt with no small impact by freezer manufacturers, 21% of whose sales in 1965 were made by rural electrical cooperatives, and electric range makers, who sold 13% of their 1965 total through the same co-ops.

The NRECA, which is in effect a co-op of co-ops throughout 46 states, acts as both a clearing house of in-

formation on, and for, the rural electrical industry and a service organization for its members: investor-owned retailing co-ops and power-supply co-ops. In its most recent survey, (see table below) the organization discovered that the \$1-billion point in sales of electrical appliances and equipment has long been reached. The growth of rural electrical systems and the subsequent increase in the amount and reliability of the power they are able to supply, the NRECA estimates, have provided a basis for even further growth. "The rural market," says Endahl, "is . . . and will remain . . . an excellent market for appliances."

How excellent? Disregarding the replacement market for major appliances already in use, the market has continued to record slow but steady sales increases for all but a few appliances.

The target is growing. Refrigerator-freezer combination sales are expected to increase 18.2% over its last recorded total—134,940—in 1965, according to the NRECA. Dishwashers, coming into their own as standard household equipment, are predicted to show a 28.8% sales growth over the 75,250 units purchased in 1965. Electric dryer sales are expected to increase 14%. Air conditioners and food waste disposers have shown slight but consistent growth in regions where they were considered "frivolous" just 10 years ago.

Standard refrigerator sales dropped in 1965 and will continue to do so, says the organization, but the decrease will be more than offset by a 14%-to-20% gain in combination refrigerator-freezer purchases. Wringer units are slipping, with the shift to automatics.

Hitting the target of selling the rural consumer is most effectively achieved through the use of major, widespread advertising campaigns, cost reductions, and give-away programs, says Cliff Jacobsen of the Sioux Valley Empire Electrical Assn. A participant in the national give-away campaign sponsored by the NRECA (MW, 20 Feb., p.3), the South Dakota organization has found that the rural consumer is selective and sophisticated in making purchases—shying away from low-end items, waiting to be convinced the product is too good to miss. This, he explained, is often done through give-aways.

While the availability of electricity is said to be greater than that of gas, another retailing spokesman indicated that a recent increase in gas competition is sharpening the rural electrical industry's efforts. With projected improvements and expansion of gas service in rural areas, the country consumer will be given further opportunity to experiment with modern convenience.

—William Hutchinson

Product	1965 Units purchased	1966 Predicted market	% change
Electric ranges	257,000	260,000	+ 1.2
Refrigerators	248,730	249,000	+ 0.1
Refrigerators-freezers	134,940	159,500	+18.2
Freezers	243,940	235,700	- 3.4
Dishwashers	75,250	96,900	+28.8
Food waste disposers	34,870	35,300	+ 1.2
Electric water heaters	305,000	305,800	+ 0.3
Automatic & wringer washers	477,210	473,500	- 0.8
Electric dryers	161,000	183,500	+14.0

SOURCE: National Rural Electric Cooperative Assn.

If you make housewares and don't advertise in Merchandising Week—



The men who are selling your products read Merchandising Week. They use the authoritative information they find on our pages to help them dominate the retail housewares business in their communities.

If you're not talking to these men—and talking to them regularly—it just stands to reason that you're not realizing your full sales potential.

An advertising schedule in Merchandising Week will reach your retailers during their most receptive moments—will keep your products and selling ideas fresh in their minds. Call us, or write, for our rate card. You'll find it's not at all hard to do things the easy way.

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

□□□□ **Expanded Porta-Color production facilities** are nearing completion at General Electric's Portsmouth, Va., plant, according to reports from the company. The \$10-million expansion doubles the new plant's size and will be devoted entirely to increasing 10-inch color tv set production. The Portsmouth plant opened little than a year ago to produce color and b&w portables. As part of its spring campaign to promote Porta-Color and the rest of its color line, GE will sponsor a 2-hour tv spectacular—an adaptation of "Damn Yankee," on NBC, Apr. 8, at 9 p.m. (EST).

□□□□ **Marquette has broken down its sales figures** for 1966, showing the volume for its new subsidiary, Setchell Carlson, which was acquired in April of 1966. The television manufacturer contributed \$8,861,853 in sales during the nine months of its ownership by Marquette. Net losses by the parent company were attributed to unprofitable appliance and stereo divisions which, as announced last fall, are being liquidated.

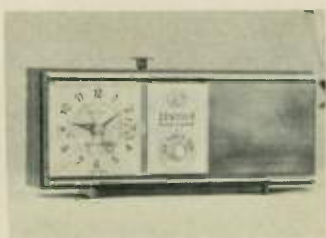
□□□□ **Most electronics firms will be exhibiting** only at the New York Consumer Electronics Show, June 25-28; only a few companies will expand their exhibits to include the Chicago Music Show scheduled for the same dates. These are: Ampex Corp., Fisher Radio Corp., Jensen Manufacturing Division, Mercury Record Corp., and the Seeburg Corp. RCA also said it will be exhibiting in Chicago as well as New York, but the size of its Chicago exhibit is still undecided.

□□□□ **Three new Norge washers are coming** to market, timed to coincide with the company's "Knock on any Norge" promotion: the "economy" model will retail at \$138; the water-saver units, at \$158 and \$178. Matching dryers are offered at \$99.95 (electric) and \$119.95 (gas).

□□□□ **Black-glass oven windows give a new look** to Tappan's "Fabulous 400" eye-level gas and electric ranges.

□□□□ **Fedders has dropped in a \$100 air conditioner**, which (along with a second model retailing for about \$20 more) measures 20 inches wide by 1 ft. high, and has a 5,000Btu capacity. A 25-inch-wide, 4,000Btu model in the same price range was previously marketed by the company. Another portable model that Fedders had earlier announced for a \$140 retail price has been dropped \$5.

□□□□ **Seven new solid-state radios from Zenith** top a new line of 15 AM table and clock models. The solid-state models all come with five tuned circuits and use four transistors, a silicon power rectifier, and two diodes. The solid-state AM table models are priced at \$19.95, \$22.95, and \$29.95, while the clock units open at \$24.95 and step up to \$29.95, \$34.95, and \$39.95. Zenith also introduced its first full-feature clock-radio, a vacuum tube set, at \$21.95. In phonographs, the company added its first all-transistor, 4-speed monoaural portable. The price is \$24.95. And there is a tube-type 4-speed unit at \$19.95. A new phono console with AM-FM stereo tuner and a Danish Modern cabinet is \$249.95. at \$249.95.



\$34.95 solid-state clock-radio

EEI annual sales conference: a look at what happened

As usual, the pitches were aimed at increasing sales; but a great deal of backstage confusion took place behind the curtain of conventional speech-making last week, as electric utility executives gathered in Chicago for the Edison Electric Institute's (EEI) annual sales session.

AHAM versus GAMA controversy

The flap began on the first day, when A. R. Allen—acting chairman of the EEI's residential promotion committee and manager of residential and farm sales of the Monongahela Power Co.—spoke of the necessity for additional EEI appliance promotion because help would no longer be available from the National Electrical Manufacturers Assn. (NEMA). Allen, of course, was referring to the old consumer products section of NEMA, which is now the Assn. of Home Appliance Manufacturers (AHAM). AHAM, he continued, has not indicated any promotional plans as yet, and it is anticipated that the Gas Appliance Manufacturers Assn. (GAMA) will be joining AHAM.

Allen's comments led to a closed meeting of AHAM officials and EEI members on the following day. Afterward, Allen retracted the GAMA prediction, and added that the talk with AHAM showed promise of possible cooperative promotional plans. "AHAM said they are much more advanced than they expected to be at this date," Allen explained, "and they now have hopes of getting into promotional areas sooner."

Later in the week, a spokesman for AHAM noted that there would be a "close cooperation between AHAM and EEI's merchandising program. We are interested in a general type of activity," he said, "but we are anxious to see them develop their electric type activity." This direction of planning could generate further waves between AHAM and GAMA.

In a press conference William J. Clapp, EEI president and president of the Florida Power Corp., indicated that the battle between the fuels will continue. Clapp also commented that the recent formation of AHAM would not change the electric industry's present alliances with manufacturers. "I think manufacturers will still stick with what is best in the long run," he said.

When questioned about the use of gas in generating electricity, Clapp said that "gas provides for less than 20% of the electrical power," and that the future shows promise of nuclear energy power sources.

Something more for retailers

A call for more retail sales training via special departments set up in utilities was put forward by Robert D. Webber, sales training director for the Florida Power Corp. A full-time sales

training director is needed in every company, he said, to teach representatives how to "sow the seeds of discontent. If our sales representatives can make her (the housewife) unhappy with things the way they are, if he can plant that seed of discontent, we can look forward to added load on our line," he commented. Training techniques should lean toward providing representatives with the background in communications and skills so they can "talk in terms of the customer's experience and knowledge."

Webber pointed to the series of EEI training manuals as excellent tools for sales directors. Before-and-after test results were shown as testimony to the effectiveness of the training program.

Three top 1966 promotions

In other conference business, the Wisconsin Power and Light Co., the Potomac Edison Co., and the Otter Tail Power Co., received honors for their residential sales promotion programs at the awards luncheon.

The Wisconsin Co.'s promotion concentrated on electric laundry equipment, with their theme—"I hate ironing"—written in Chinese on 25,000 buttons. Backing up the theme was a contest in which consumers were requested to finish the statement: "I hate ironing because . . ."

First prize was an all-expense-paid trip for two to a Chinese laundry in San Francisco; and 70 second prizes consisted of \$10 gift certificates for permanent press clothing. Results of the contest: electric dryer sales were 58% above the same period in 1965.

Sales of air conditioners and dehumidifiers were boosted in western Minnesota, eastern Dakota, and north-eastern South Dakota, due to the promotion launched by the Otter Tail Power Co. Total air conditioner sales mounted to over 2,000; and dehumidifiers climbed to 900.

"Bonus bucks" of \$20 and \$10—to be applied toward purchases of electrical appliances or housewares—were awarded to customers who bought an air conditioner or a dehumidifier. Newspaper, television, and radio media were all used for the campaign.

The Potomac Edison Co. aimed at converting consumers to electric heating with their promotion package of installation, wiring, storm doors, and windows—all on low-term financing.

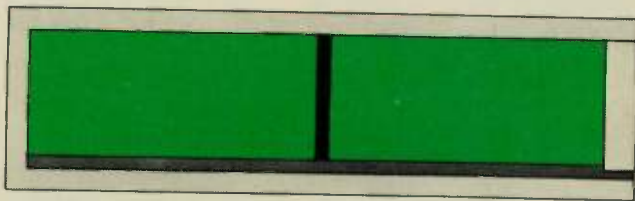
Called "333 in 3" Conversion Electric Heat Activity, the campaign set out to sell over 300 conversion installations on the Potomac Edison system in 3 months. Both company and dealer personnel participated in the promotion, but dealer activity was accelerated through a subcontract of company sales. Results of the campaign exceeded expectations with conversion of 345 homes.

KEY MOVES

Symphonic—Herman Marsen, director of sales, resigns as of Mar. 31.

Gamble-Skogmo—Andrew C. Shedden is appointed vp and assistant to the president of Aldens Inc., of Chicago.

Tappan—E. J. Haverstock is promoted to vp of operations for Nautilus Industries Inc.; Charles Hickox takes the position of director of engineering for Tappan-Gurney plant in Montreal, Quebec, Canada.



The Philco Color Tuning Eye

**Philco-Ford's easy,
convincing color tuning
demonstration
is easy and convincing.**

**Even if the customer
does the demonstrating.**

Tuning color tv can prove to be troublesome for some dealer salesmen. And needless to say, a showroom demonstration that doesn't go off as smoothly as it might can make sales closings just a little tougher. However, it's a problem Philco-Ford dealers never have.

Why? The Philco Color Tuning Eye. A simple, foolproof device that's easy to demonstrate and easy for

customers to try themselves. A Philco-Ford refinement that gives convincing, visible proof that color tv from Philco-Ford *really is* easy to tune.

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.

See for yourself. Call your Philco-Ford Distributor. And ask him for an easy, convincing demonstration. It's easy and convincing.



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

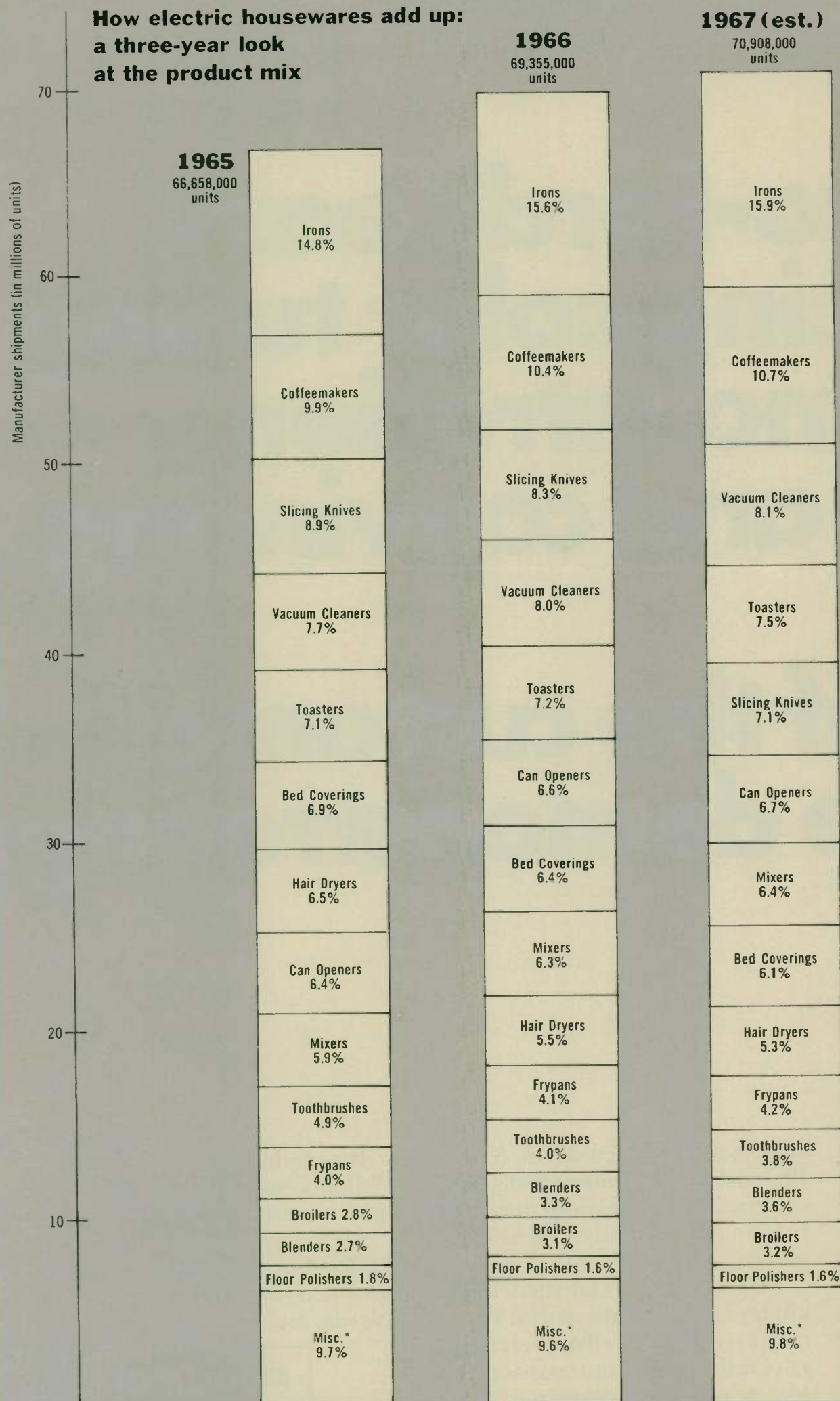
by Ed Dubbs
and Merchandising Week's Research Dept.

Cover photo by Robert M. Denelsbeck



Projecting 1967: what

How electric housewares add up: a three-year look at the product mix



*Miscellaneous includes Corn Poppers, Griddles, Heating Pads, Hotplates and Buffet Ranges, Knife Sharpeners, Waffle Irons and Sandwich Grills.
Note: total does not include shavers, clocks, and highly seasonal housewares products such as fans and heaters.

This is a year of doubts in the electric housewares industry.

Manufacturers, distributors, and retailers—from their conversation and comments—are less optimistic than they were a year ago.

And Merchandising Week's second annual Electric Housewares Projections Survey underscores the cautious attitude of the industry—especially at the manufacturer's level.

The doubts are easily catalogued:

What is the long-range effect of the demise of the January Housewares Show—particularly on new product introductions?

Why did last year's Christmas season fail to measure up to everyone's expectations, even though sales did come alive in the final week?

What effect will the higher pricing—with even more increases apparently due to come—have on the industry? Will the industry—manufacturers and retailers alike—be able to make up in dollar value what they may lose in unit sales on some products?

And what about the national economy? Will consumer spending come alive? Why aren't consumers spending more when they have more money to spend?

Will stepped-up advertising and promotion turn the trick?

Will bigger television commercial budgets prove as powerful as Marshall McLuhan implies they will?

Will the stepped-up promotional emphasis behind personal care electrics—as outlined by Merchandising Week last week—make the difference?

The doubts showed up clearly in the manufacturer survey conducted by Merchandising Week. The manufacturers predicted a slight gain—just 2.3%—in total industry shipments of 20 leading products. In last year's survey, the respondents projected a 6.0% gain for these same products.

Merchandising Week's 1967 Statistical Report, which serves as the basis from which the projections are made, reported an over-all 1966 gain of 4.1% for the 20 products—or 1.9% below the level projected for the industry.

With just a 2.3% gain, the 20 products will top the 70-million mark in unit shipments for the first time, reaching 70,908,000—up from 69,355,000 units recorded in 1966.

The survey, prepared by Merchandising Week's Research Department, was mailed to leading electric housewares manufacturers. The survey drew a 76% response. Respondents were asked to project sales increases or sales decreases—product by product—expected for 1967 on an industry-wide basis, rather than an individual company basis. The results were tabulated and the projection figures used in this report represent the median percentage change for each product.

The big change in 1967 will be the fall of the slicing knife, which is projected to drop 12%—or nearly 700,000 units—off the 1966 pace. This would mean the slicing knife would drop from third to fifth place among the best-selling housewares.

That is a big chunk of business to make up.

to expect from electric housewares this year

Other housewares will help offset the loss expected from the slicing knife projections. The blender, projected for the biggest gain, 12%, will add 276,000 units to the industry's total. The iron, while projected for only a 4% gain, will add 432,000 to the over-all total. Thus, the projected gains for these two products alone should make up for the expected 700,000 unit loss in slicing knife shipments.

Even though the slicing knife is expected to drop 12% and the blender is expected to gain 12%, the knives will still outsell blenders about 2-to-1. Obviously, any manufacturer, distributor, or retailer who ignores the slicing knife is making a big mistake.

The building-block charts at the left point up the importance—in terms of unit sales—of each of the 20 key products included in the survey. In 1967, for example, irons are projected to contribute 15.9% of total sales.

The 1967 projected performance is contrasted to the results recorded in 1965 and 1966, which were published in the latest Merchandising Week Statistical Report.

For the retailer, the charts can serve as a guide in planning product assortments; the retailer, of course, must realize that the charts are based on manufacturers shipments rather than retail sales, and that they do not take into account certain special factors: for example, that up-and-coming products need more exposure than the stable, steady sellers.

The projected increase of 2.3% for 1967 is the same as the actual increase recorded in 1964 over 1963. It just happened that 1964 was the year of the big hair dryer slump. The hair dryer fell from 9.7 million units in 1963 to 5.2 million units in 1964—a decrease of 4.5 million units.

This is the year of the slicing knife slump, but the decrease is projected at 700,000 units, rather than at 4.5 million units, as was the case in hair dryers. In 1963 and 1964 the industry had recorded its biggest volume gains—18.5% and 21.7%, respectively—largely on hair dryer sales.

The projections, if anything, should be regarded as conservative estimates.

It should be noted, too, that three products expected to make substantial gains are not included: massagers, water-pulsating dental hygiene devices, and facial saunas. Industry shipment figures are not available on these three products, so reliable projections cannot be made.

However, the survey asked for estimates—or “educated guesses”—on these three products, and this is the consensus of the respondents:

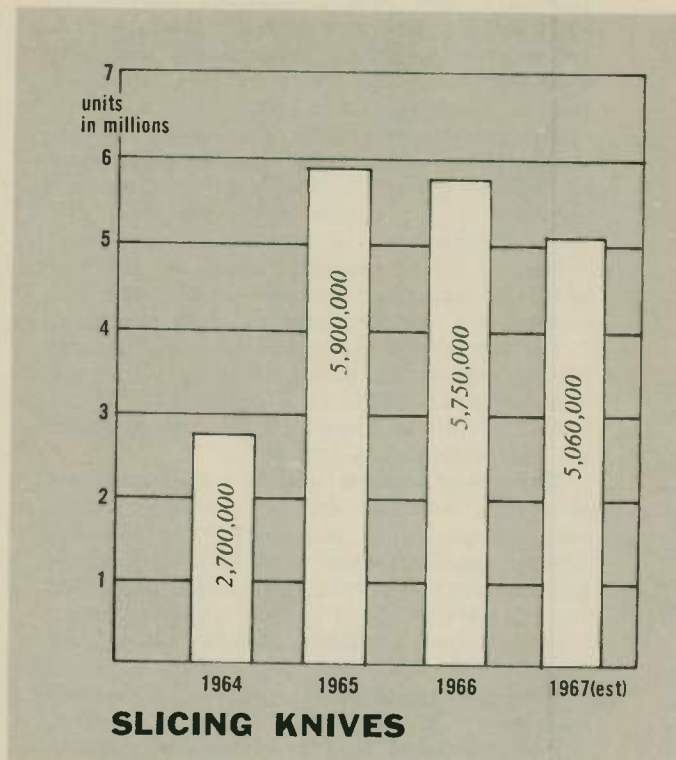
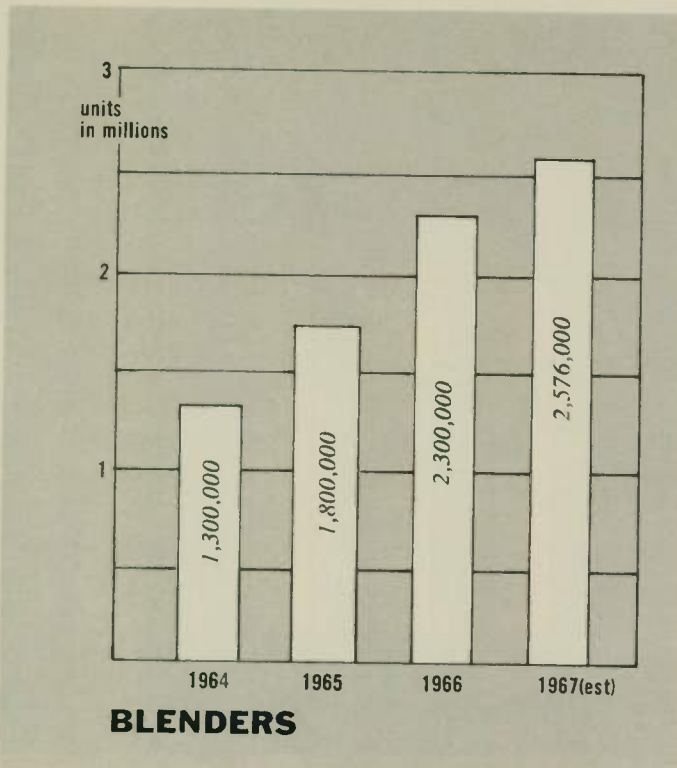
Hand-held massagers will gain 12%-15% in sales, to about 300,000 units.

Water-pulsating dental devices will gain between 100% and 150%, to between 1 million and 1.25 million units.

Facial saunas will climb 250% to 500%, perhaps to 500,000 units.

For retailers, this trio could make all the difference in the world.

A close-up look at the projected sales performances of 13 products—starting with the blender and the slicing knife—follows.



The big gainer, the big loser

The projected performance of slicing knives and blenders has cast the two products in roles of “opposite extremes” and underscores some marketing and merchandising facts of life in the electric housewares industry.

The contrast is deeper than merely the unit projections, which see the blender soaring 12% ahead of last year, while the slicing knife dropped 12%.

The blender has been a slow riser. The slicing knife was a fast starter.

The blender business has been built up by steady-but-sure marketing and merchandising programs. The slicing knife, on the other hand, is a creation of the industry's hot-item syndrome.

Blender marketing tactics were changed to provide more consumer sales appeal. But slicing knife manufacturers have been unable to broaden the consumer appeal—and use—of the product, which has been bought largely as a gift.

The blender slumbered for years. It was identified in the consumer's mind as a “drink mixer” for cocktails, or perhaps, at the other end of the spectrum, as a product for “health nuts.”

The blender's sales appeal was limited. Its use in the home was limited. It sat on the bar—more-often-than-not unused.

To Oster and Waring goes the credit for building up the blender business to a point where retailers started taking notice and other manufacturers slowly but surely entered the market. Oster and Waring built the blender business by showing the product's versatility, especially in the kitchen. Both played down the bar. Then Hamilton Beach came along to help, and named its unit the “Cookbook Blenders.”

Blender producers have succeeded in getting their products associated

with cooking and apparently have succeeded in getting the blender into wider use in the kitchen.

The results have been almost fantastic: a 98.2% increase in unit sales within four years. And the growth has been steady: up 36.8% in 1964, 38.5% in 1965, 27.8% in 1966, and a projected rise of 12.0% in 1967—and the 1967 figure is probably conservative.

The slicing knife soared overnight in its growth pattern. In one year alone—in 1965—it soared 118.5% ahead of the previous year's level. By 1965, in little more than a two-year period, it climbed from practically nowhere to sales of 5.9 million units. That made this product the third-largest seller behind irons and coffeemakers.

Why are irons and coffeemakers the two largest selling items in the industry? One major reason is that they are used quite frequently in the home during the course of the week. Spray-steam irons have an estimated life expectancy of 3½ years; they are more picked up, carried about, and even dropped. A toaster, which just sits on a counter, has a life expectancy of 10 years. A warming tray, which sits in the closet rarely used, lasts forever.

The slicing knife became the industry's No. 1 gift seller overnight. It was a new product that caught the imagination of the industry—which promoted it long and hard—and the consumer; its popularity was probably more attributable to its newness and novelty than for any real need for its function.

The bulk of the slicing knife business, since the introduction of the product, has come during the Christmas season. While an estimated 35% of the electric housewares business at retail is done in the last two months of the year, an estimated 70% of the

knife business was done during that period. The slicing knife slumbered on retail shelves much of the year, coming alive a little in the spring—particularly at Father's Day—but really waiting for the big Christmas payoff.

The gift market for the product has dropped off now, and that is the normal pattern for new products. Now the slicing knife has to make it as a basic. And there are two problems: spreading its sales out over the course of the year; and getting the product into wider, even daily, home use.

Despite manufacturer efforts, both attempts have failed to date. Notwithstanding models designed for kitchen paring by Hamilton Beach and General Electric, the slicing knife remains a product to be used on an occasional turkey or big roast. It has failed to qualify as a basic kitchen electric: one to be handled frequently and even occasionally dropped.

The slump, therefore, is on. The slicing knife fell 2.6% in unit sales last year and is projected to fall 12% this year. The most optimistic of the producers have envisioned a 5% gain for this year. Most, however, have predicted decreases ranging from as much as 25% off the 1966 pace.

Everyone, on the other hand, expected the blender to climb in sales this year. Predictions ranged from “up 7%” to “up 20%.”

But there is still hope for the slicing knife making it as a “basic” kitchen electric. Manufacturers are still working toward this goal. Smaller, easier-to-hold handles were designed with this end in mind. Paring blades have been added, pointing up this tactic, and demonstrators have been advised to show how the knives can be used for daily kitchen cutting jobs rather than for the big—occasional—turkey.

Projecting 1967: a product-by-product look

Here is a close look at projected sales of 11 additional key electric housewares products. All are expected to register more steady sales patterns than those recorded by the surging blender and the slumping slicing knife.

The product charts on these pages are arranged (from left to right) in descending order of projected growth, beginning with the toaster's projected 6% unit gain and ending with the toothbrush projection for a 3% unit loss.

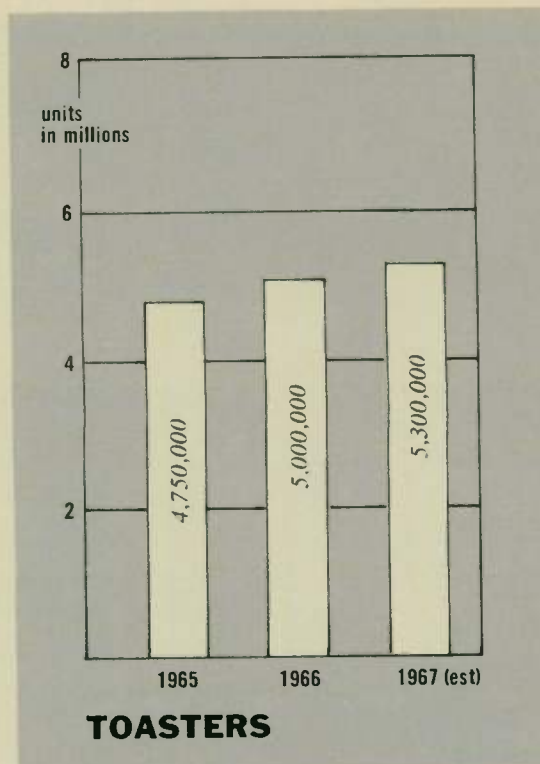
Nine of the 11 products singled out are projected for increases, while two—hair dryers and toothbrushes—are predicted to show decreases.

The charts show the pattern of unit shipments for the products for the past two years; they are based on data compiled for Merchandising Week's annual Statistical Report along with projected product performances for 1967.

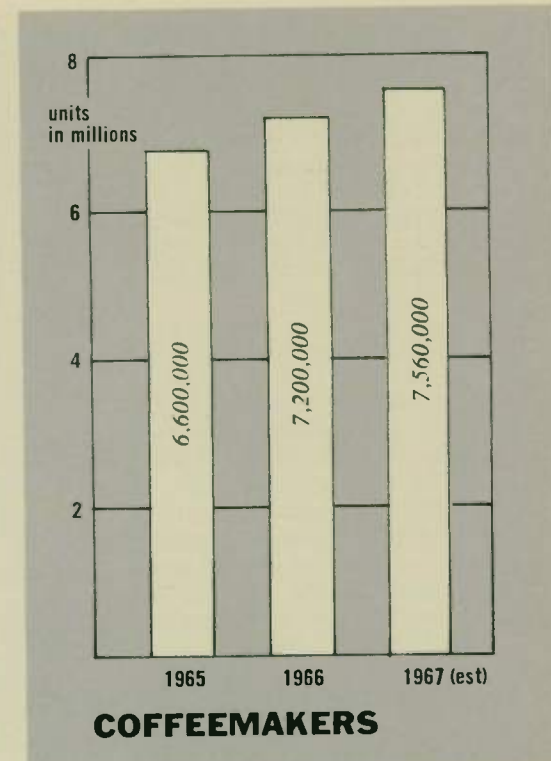
Two other products made by electric housewares manufacturers—but not normally distributed through regular housewares channels—also deserve special mention: bed coverings, principally automatic blankets, and heating pads. Bed coverings are projected to show a slight decrease—just 1%—on shipments of 4.36 million units during 1967, down from 4.4 million in 1966. Heating pads are expected to show a 5% increase on sales of 3.36 million units, up from 3.2 million.

Five additional electric housewares products are expected to show changes in their sales patterns, ranging from a 6% gain to a 7% loss, as follows:

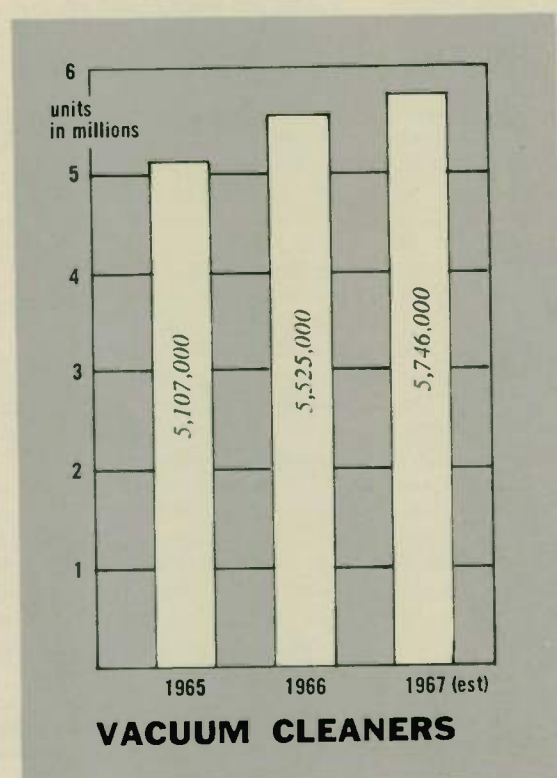
- (1) Griddles: up 6% to 530,000 units.
- (2) Waffle-irons/sandwich-grills: up 4% to 1.25 million units.
- (3) Hotplates and buffet ranges: up 4% to 718,000 units.
- (4) Cornpoppers: up 3% to 979,000 units.
- (5) Knife sharpeners: down 7% to 135,000.



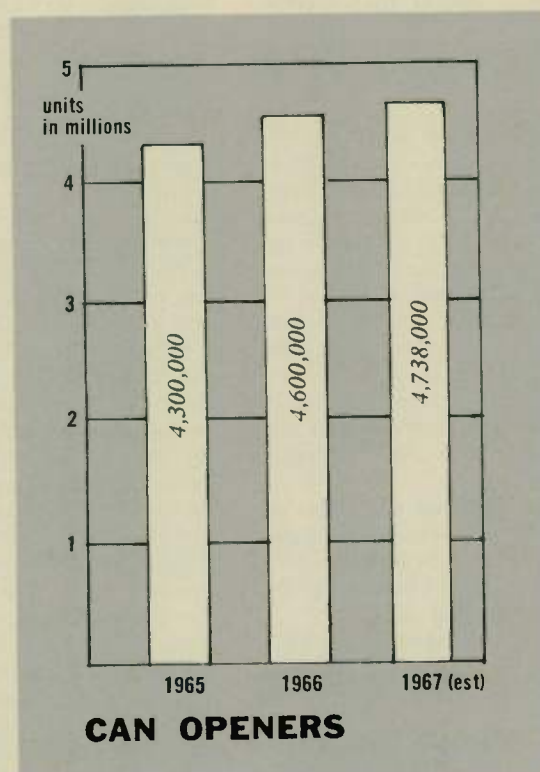
Toasters are projected to gain 6% in unit sales, the second largest percentage rise for any volume product. Most of the gain is expected to result from increased popularity of the 4-slice toaster. Manufacturers also feel the industry will be able to ship more toasters this year now that Toastmaster is set up in its new plant. The toaster will move from fifth to fourth place in unit sales among all basic products, as the slicing knife drops from third to fifth place.



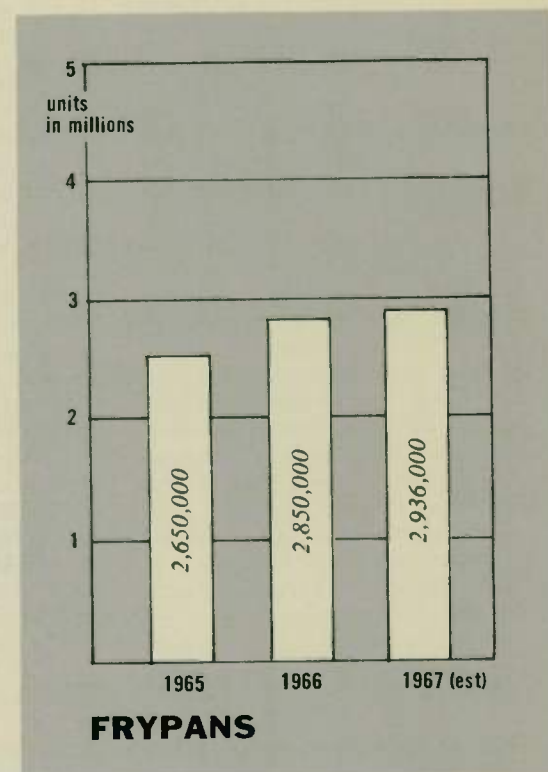
Coffeemakers will gain 5%, holding onto the No. 2 spot—behind irons—in total unit sales. As has been the case in recent years, party percs are seen accounting for the largest part of the increase. Since the 1960s the coffeemaker has been marked by growth of unit sales, except for 1964, when Universal's business was lost prior to the take-over by General Electric. Despite the growth of instant coffee, this key electric housewares product keeps perking along.



Vacuum cleaners are projected for a 4% increase in unit sales in 1967; this would be about half the percentage gain in manufacturer shipments recorded in 1966 over 1965. Lightweight and portable vacs are expected to continue as the fastest growing segments of the electric floor care business. Vacs, nevertheless, at 5.7 million units, would replace slicing knives as the No. 3 product in unit volume. Vacs, of course, rank first in dollar value among all housewares products.

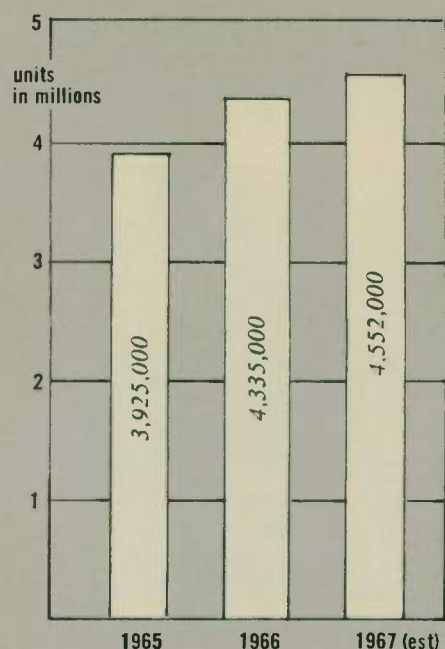


Can openers are projected at a 3% unit increase for 1967, which would push the product close to the magic 5-million mark. It was only four years ago that the product passed the 3-million level. The can opener is expected to benefit from a new partnership with the ice crusher; traditionally, the can opener has been mated—at the high end—with the knife sharpener. The can opener will rank sixth among basic housewares, unchanged from last year.



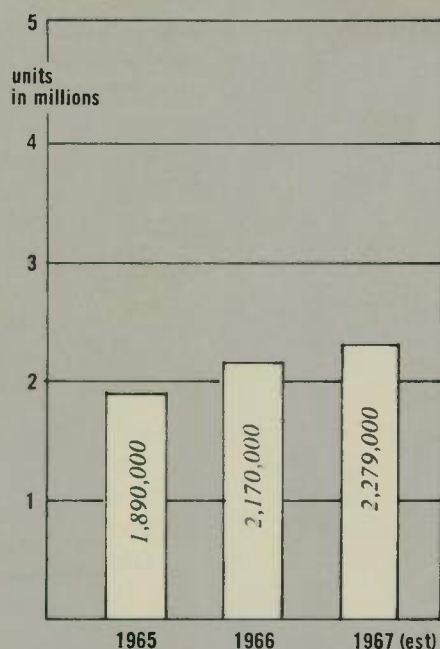
Frypans are projected to gain 3%, which would put the product close to the 3-million point: the highest level since 1959, but still off the pace of its "hot item" run in the late 1950s. Teflon coatings again are seen spurring the product to new sales gains. Some manufacturers, however, see a decline in unit sales as they switch to non-scratch coatings, but a commensurate gain in dollar volume because of the higher price tags on the non-scratch models offered.

at electric housewares volume



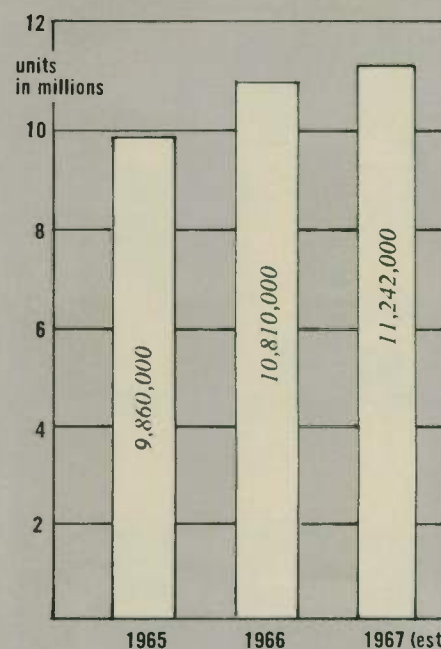
MIXERS

Mixers also are projected for a 5% gain in unit sales, with the bulk—if not all—of the increase coming on sales of portable hand mixers. The stand mixer is expected to hold steady or decline slightly. On sales of 4.5 million units, the mixer will hold its seventh-place ranking—unchanged from 1966. The mixer is a good example of a basic kitchen electric that keeps rolling along on steady unit gains, providing the industry with a strong base on which to grow through innovation.



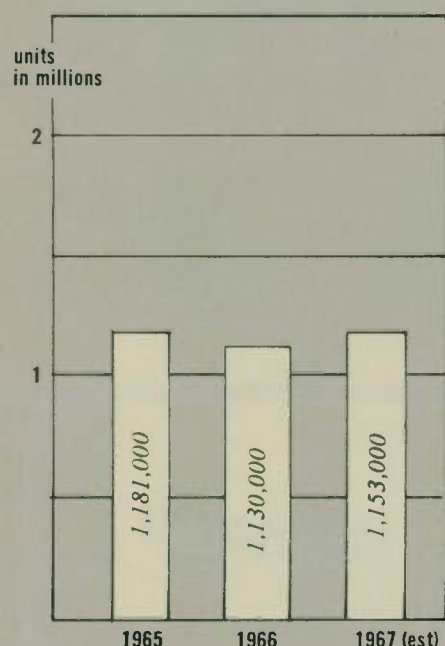
BROILERS

Broilers, too, will gain 5% in unit sales in 1967, the last of three housewares projected for that increase. Broilers topped 2 million units for the first time in 1966. The broiler will rank 12th in unit volume among basic electric housewares selling over one million units a year. Most manufacturers see a secure future for the product on steady sales gains—especially with the increased stability at the manufacturers level brought about principally by mergers and shakeouts.



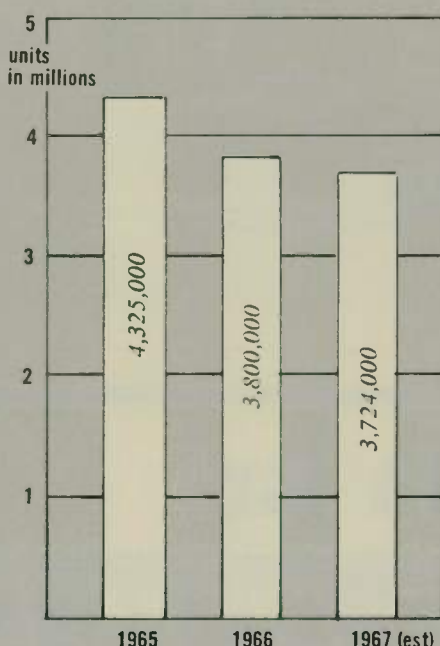
IRONS

Irons are projected for a 4% gain in 1967, pushing the product over the 11-million-unit mark for the first time. Last year, irons topped the 10-million mark for the first time. The sales growth of this day-in-day-out bestseller at retail has been termed remarkable—especially in light of the advances made in permanent press fabrics within the last several years. And, in 1967, the iron is projected for continued sales growth—thanks in part to Teflon and more steam vents.



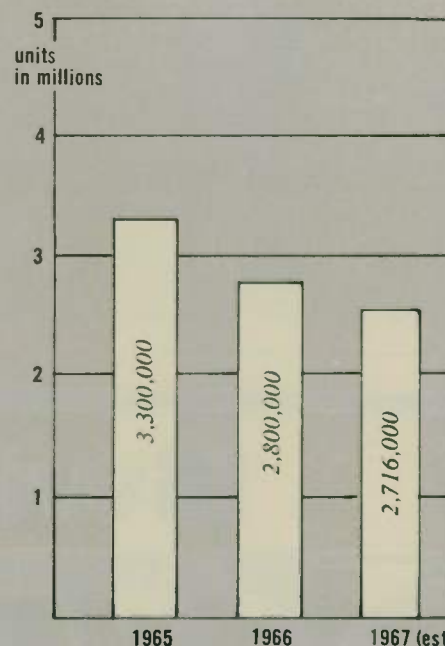
FLOOR POLISHERS

Floor polishers are projected at a 2% unit gain in 1967—reversing the downward trend—on projected sales of 1.1 million units. New models and increased manufacturer promotion are credited with the anticipated reversal of the sales pattern. Some manufacturers also will be putting added emphasis behind the carpet cleaning qualities of polisher/shampooers, believing they can sell that aspect of the product's performance better than they can sell its floor polishing capabilities.



HAIR DRYERS

Hair dryers, the hot item of years past, are expected to continue on the downward slide in 1967 on a projected 2% decrease in sales to 3.7 million units. The product peaked at 9.7 million units in 1963, when it outsold irons to win the No. 1 spot. This year will see it in eighth place—unchanged from last year. The product's decline has been slowed down, however, and higher priced hardtop professional-type hair dryers are actually expected to show an increase in sales.



TOOTHBRUSHES

Toothbrushes also are expected to decline further in 1967 on a projected 3% decrease in unit sales. In 1966, toothbrushes dropped for the first time after a steady growth pattern since their introduction in the early 1960s. Without doubt, the water-pulsating dental hygiene units have cut into automatic toothbrush sales—largely on the recommendations of dentists. On projected sales of 2.7 million units in 1967, the automatic toothbrush will rank 10th among the basic products.

Don't sell her a scale. Sell her The Bathroom



Customer comes in, asks for a Detecto scale... walks out with a whole bathroom. All over America that's the way it's happening in stores who've caught on to the special sell-appearance of Detecto, only fully coordinated bathroom line. Scales like famous Auto-Zero, hamper sets, stools, space savers, Para shower curtains. All style-matched and color-tuned to attract like mad! So call Detecto. We've got everything you need. In The Bathroom of course!

DETECTO

and subsidiary **PARA**
Detecto Scales, Inc. 230 Fifth Avenue,
New York, N.Y. 10001

HOUSEWARES



□ □ Designed especially for children: Frosty—a new room humidifier—is shaped like a toy tugboat. It is also a vaporizer, working on the cool moisture principle. Suggested retail: \$15.95. (Purepac Corp., Elizabeth, N. J.)

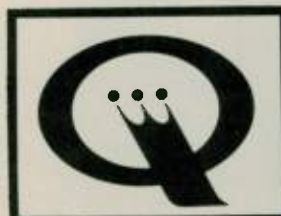


□ □ Easily installed Lustra Floating Shelves come individually packaged, complete with walnut-colored single shelf, bracket, screws, and anchors. The shelves are made of hardboard with hollow-core construction to prevent warping or twisting; the brackets are of anodized aluminum. The 24-inch shelf lists at \$6.95; the 36-inch, at \$7.95; and the 48-inch at \$8.95. (Dorfile Mfg. Co., 1131 S.E. Umatilla St., Portland, Ore.)



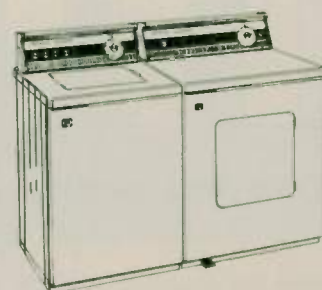
□ □ For casserole cooking, Revere's solid-aluminum casseroles have the Perma-Loc Teflon finish (MW, 9 Jan., p. 27). The units are available in 1¼-qt. and 1½-qt. capacities, which retail at \$4.95 and \$5.95, respectively. (Revere Copper and Brass Inc., P.O. Box 111, Rome, N. Y. 13440).

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The Zients, Sahloff charges overshadow the main issue

Are manufacturers beginning to balk at the growing demands of big retailers? Are the "handouts," as some manufacturers now openly label them, getting out of hand? Have the department stores squeezed their suppliers too hard—to a point where they are beginning to revolt?

From the headlines, it would appear that such is the case—and that a divorce between the big retailer and the manufacturer is imminent. This, however, is a false conclusion.

Although these questions were raised either directly or indirectly by recent—and important—speeches by Gimbel's Bernard Zients and General Electric's Willard Sahloff (MW, 13 Mar., p.33), the essence of what both men were saying has been overshadowed by their individual accusations.

Basically, what both Zients and Sahloff were recognizing is that the big name-brand manufacturer and the big name-brand department store need each other more than ever before.

And what Zients was saying is that department stores are willing to place more emphasis behind hard goods, including major appliances; and that brand-name manufacturers can find a

strong ally in the department stores—against common "enemies," such as Sears.

There is little doubt that both sides have legitimate criticisms of each other: it may be said, with much truth, that department stores have "milked" their hard goods suppliers for every penny they could get, and that department stores have been forced to "live with" unprofitable markups.

It is clear that department stores are no longer willing to subsidize hard goods operations from soft goods profits. And, it is equally clear that manufacturers are demanding something in return for their "handouts."

The dissatisfaction is out in the open now.

The stage is set, therefore, for finally coming to grips with the respective complaints of the name-brand manufacturer and the big retailer. Zients and Sahloff have helped to bring the issues to a head. For a long time, both sides have talked about the need for better serving the consumer. Now, it appears that both sides may be forced to do something about it—for their mutual protection.

—Ed Dubbs

Hamilton Beach maps plans for attacking "soft economy"

"Learn more about your market." This is the goal of two new Hamilton Beach programs—one custom-tailored for individual retail accounts, the other designed for its salesmen.

National sales manager David Wilkinson told the Connecticut Valley Chapter of the New England Housewares Club that Hamilton Beach is going nationwide next month with a series of city-by-city presentations to which individual retailers will be invited to hear a sensitive market analysis of their trading areas.

The presentations will include statistics on the share of the market that each retailer should have for each product and each brand—based on his purchasing power, past records, and conditions in the area.

"Then we will ask him, 'What do you need and want from us?'" Mr. Wilkinson said. The new program was tested in Denver, Houston, and on the West Coast.

For its salesmen, Hamilton Beach next month will start a Retail School aimed at helping them become "market supervisors"—or experts in the art of retailing. The classes will be designed to give the Hamilton Beach men a thorough review of the language and art of retailing.

Taking to task manufacturers who sound off at retailers in trade publications—and those retailers who reply with countercharges—Wilkinson suggested that this energy could be spent better by lashing out at the economy.

"In this soft economy when there is a lot of inventory on hand, it is time for the manufacturer and retailer to get together and cooperate to move merchandise," he added. The answer, he said, is not found in offering volume

deals to the distributor, or loading him with more merchandise.

Rather, Hamilton Beach will help the retailer to move merchandise through a new "Trade Up to Hamilton Beach" promotion involving two electric knives. With the purchase of the model 283 fair-traded knife, consumers will receive a coupon allowing them to purchase any other Hamilton Beach item at \$4 off the regular price; and on the model 275 knife, there is a \$2 consumer refund. In addition, Hamilton Beach will run a sweepstakes for which the winners will be invited to dinner with chef Rene Verdon.

Success in the housewares industry, at all levels, depends on innovation—and not just innovation in products. Wilkinson called for innovation in operations, in both the art and the business of selling.

When everyone is talking about becoming more consumer-oriented, he said, it is imperative that there be more knowledge of the mechanics of moving merchandise from the manufacturer to the consumer, and better understanding of the jungle of distribution and the sensitive forces at work in the marketplace today.

In addition to its new programs, he pointed to Hamilton Beach's contribution to creative selling: its "Profit Opportunity Purchase Plan," which gives retailers an extra incentive in dollars; its use of Rene Verdon to draw attention to and upgrade housewares departments; in-store displays, such as the Housewife of Tomorrow, Magic Hands, and the Humanoid; and, more recently, a test blitz campaign in Los Angeles using billboards, television, and demonstrators.

—Joan Bergmann

□□□□ GE cuts prices on five Universal items, effective Apr. 3. This is the second price reduction General Electric has made on the consigned, fair-traded Universal line this year (MW, 30 Jan., p.5). The new price cuts make Universal irons and hair dryers more competitive with non-price-protected models in other lines, including GE's own regular line.

The price changes: model UI-20 dry iron, down \$1 to \$7.80 retail; UI-21 steam iron, down \$2 to \$8.80; UI-21W steam iron, down \$2 to \$10.80; UH-1 hair dryer, down \$3 to \$15.80; and UH-2 hair dryer, down \$2 to \$14.80.

□□□□ G. Fox lined up 34 demonstrations for its Housewares Fair last week—a record number for the Hartford, Conn., unit of the May Co. department store chain. The 34 demonstrations are believed to be the largest number run by any retailer outside a major marketing area (such as New York City). Macy's New York holds the record with more than 60 demonstrators working booths during one of its events; however, even Macy's generally uses only about 30 demonstrators for its Housewares Show & Sales.

Opening day traffic last Tuesday was reported to be heavy at G. Fox; but a heavy snowfall in the area on Wednesday cut into mid-week business.

One new product being demonstrated was General Time's "Time-Mist" automatic sprayer which releases an insect-or odor-killing spray at 7½-or 15-min. intervals.

□□□□ Squibb's ad plans for the Broxodent "Traveler" call for full-page ads in leading national magazines and Sunday supplements during May and June. In its own zippered vinyl travel case in tan or black containing a color-coordinated package, the "Traveler" consists of a Broxodent electric toothbrush and two refill brushes. An introductory allowance of \$1.50 is being offered on each unit, prepacked six—three tan and three black—to a shipping carton.

□□□□ Woolworth's talks up the "shop concept" in its annual report to stockholders of the variety and department store chain. "The shop concept of bringing related merchandise together for customer convenience is being incorporated in more and more stores," the report states. The 34-page booklet includes a full-color photograph of a bath shop, typical of "upgraded and complete lines of bathroom accessories now available . . . in large, new Woolworth's."

□□□□ Would you believe \$145 for a saucepan set? That is the price Hammacher Schlemmer has placed on its exclusive import of French porcelainware, which is hand-decorated in vegetable designs (MW, 20 Feb., p.23). The set comes with five pans, five lids, and two hanging racks—one for the pans and one for the lids. A 7½-inch covered saucepan with a scallion design is priced at \$32. The New York City housewares specialty store will sell the set to other retailers through its Invento subsidiary.

□□□□ Key Moves . . . Harper J. Ransberg names Paul T. Curry Jr. executive vp and general mgr . . . Rockwell Mfg. appoints Anthony D. Wells assistant portable products mgr-power tools division, for Syracuse . . . Rubbermaid names Paul Roden district sales mgr. for the southern Texas Area.

Color is the message; paper is the medium

Color is change, and paper provides it.

This is the marketing and merchandising message as outlined at a day-long symposium—a "color happening"—sponsored by the National Home Fashion League last week.

Today's consumer is caught up in the color explosion, be she the young cosmopolitan swinger or the Midwestern matron. She wants color—more of it brighter and kookier than ever.

Paper is the route that brings color to her home, as well as the means that provides her with ever-changing color schemes. For example, she can change a paper shower curtain for another in a new color and pattern almost as easily as she can change her lipstick.

"The paper route is the road to new sales," said Claiborn M. Carr Jr., vice president of J. P. Stevens & Co. and president of Kimberly-Stevens Corp., manufacturers and merchandisers of Kaycel and Kyron, two of the nonwoven disposable fabrics taking the fashion market by storm.

"Today's consumer isn't worried about the future," Carr added. She's willing to dispose and is receptive to the idea of disposables in her home furnishings. Our surveys show that the nonwoven paper products have the three things she wants most in a product: color, utility, and economy.

The paper revolution, according to Carr, has only just begun. Already strong in women's fashions, the nonwoven products may soon be finding their way into the housewares department and the bath shop. Shower curtains, draps, and bath mats currently are being discussed and tested.

Poly-coated Kaycel has an indefinite life-span; treated with a water-repellent finish, it can be used with a liner. Kaycel also can be embroidered and flocked, and lends itself to any printing process. Its low cost means that bathroom accessories—already fashion merchandise—can be changed seasonally or whimsically. It means there is no limitation on the prints and patterns that can find their way into the bath shop. Paper shower curtains, drapes, and bath mats are practical, too, for use in the second bathroom, ski house, or summer home.

More durable and luxurious than conventional paper goods, the nonwoven fabrics—used as paper napkins and paper clothing—may add a new dimension of elegance to outdoor living. Kyron, Kimberly-Stevens' nonwoven rayon without a scrim, is being envisaged bonded to metallics for table and wall coverings. One manufacturer plans bonding it to aluminum foil for holiday fashions.

Also being discussed for the future are paper shaving coats, crib liners, protective furniture covers, and paint drop-cloths—all in color.

Approval of the use of paper came from a panel of young consumers who were looking forward to marriage or to occupying their own apartments. Unsure of exactly what they wanted in their homes, the idea of accenting with paper fascinated them.

"Paper is color and the chance to experiment with wild colors," one panelist stated. "Today's mood is non-conformity and color is one way we can be individuals. Our tastes and needs are going to change in the next few years and with paper, we won't feel as though we've got to live with this stuff forever."

Bright was the key to their tastes. Specific colors sought for the kitchen—and here the panelists were talking

dinnerware, cookware, and kitchen decor—were gold, red, orange, even chartreuse.

The air of pessimism was quickly dispelled by Milo Baughman, Milo Baughman Design Inc.: "The Mod look and pop art are here to stay . . . in color. Color is the visual expression of the mood of our time. There's no merchandising scheme for color; you must feel it and believe it to sell it. There are no rules for color any more; no such thing as color schemes. The new color philosophy depends on the less expensive for the socko. Color is exciting because it's democratic; it

doesn't cost any more. But it must be an accidental look."

Looking to the future, Melanie Kahane Assoc., predicted that the world of color has just begun. "Color in 1975 and after will be welded to communications and bonded to electronics. Color will come from new sources—animated light photosensitive fibers and light-sensitized materials; irradiated woods and fabrics.

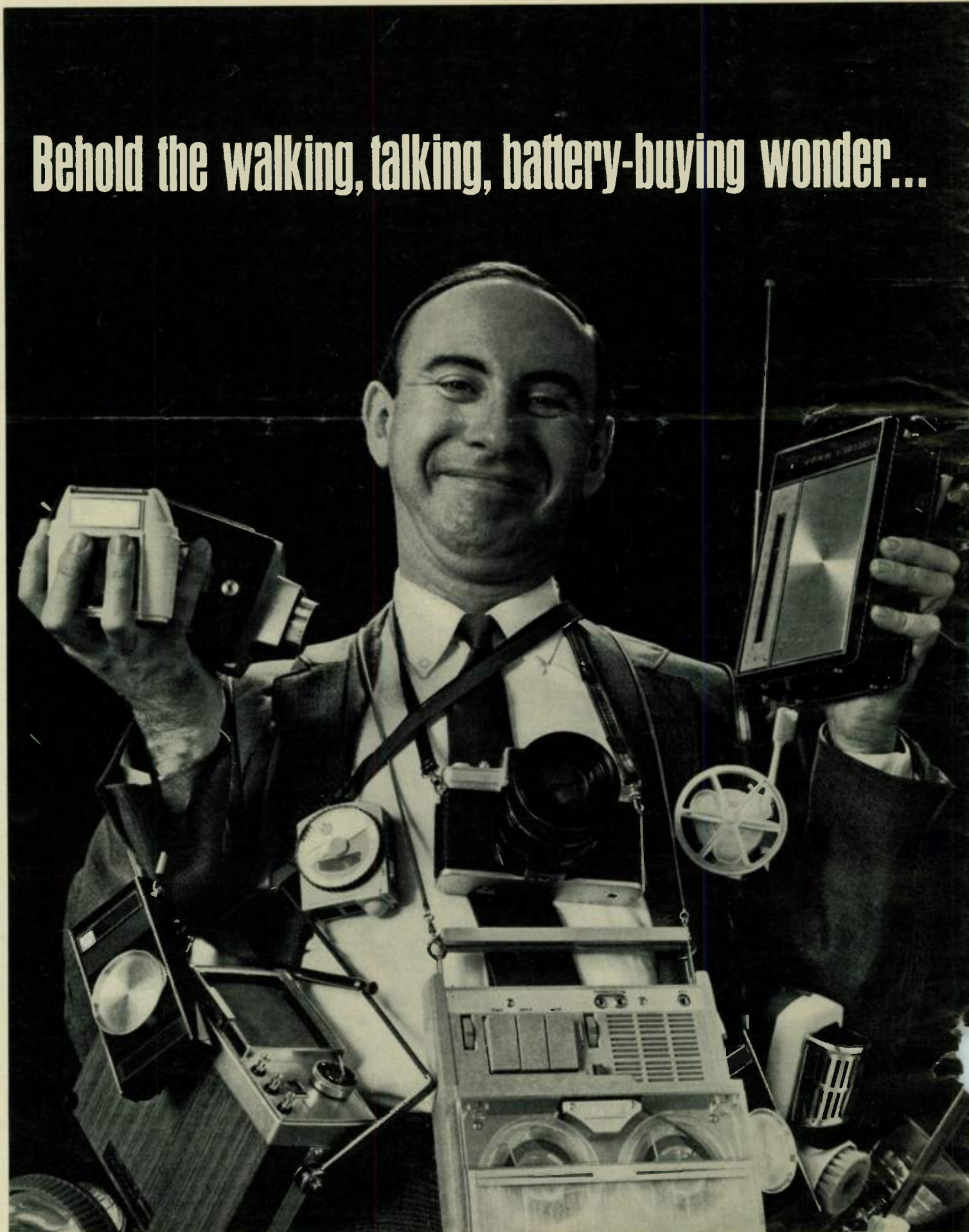
Miss Kahane looked forward to a programmed color environment where a housewife could change the atmosphere of her home at the turn of a computer switch.

As Emily Malino, of Emily Malino Assoc., summed it all up: "Today our environments are like sugar cubes: anonymous and impersonal. The color revolution has just begun; the consumer is just beginning to feel free.

"Industry is just starting to come to terms with the new forms and the new materials. The search is on for color in the total environment—in-doors and outdoors. Today we are on the threshold of taking modern materials and combining them with the world's oldest medium—color—for a great new world of tomorrow."

—Irene Kanfer

Behold the walking, talking, battery-buying wonder...



□□□□ Hoover is beefing up a weak point in its marketing program—servicing—particularly in light of its expansion into additional electric housewares products. Hoover has launched a nationwide effort to broaden and improve service on all products: by expanding its factory-owned service centers and by franchising additional independent service dealers. One major aim is to bring 48-hour service to consumers and 24-hour parts service to all servicing dealers. Six Hoover service stations will move to new and enlarged quarters this year as part of the expansion program.

□□□□ Lightweight vac pricing patterns appear to be changing. Shetland reportedly is seeking to peg its Sweeper-Vac lightweights at above \$20 retail. Traditionally, Shetland has owned the under-\$20 retail part of the market and Regina has owned the above-\$20 retail portion. But now Shetland is expected to put most of its efforts in the above-\$20 area. And Regina reportedly is considering dropping in—from time to time—promotional models at about the \$20 retail level. Regina's emphasis, however, will remain at the high end. In essence, neither company is forfeiting its part of the market to the competition.

□□□□ "Who says vacuuming is a drag?" asks Regina, in its full-page, dealer-listing ads scheduled for the Apr. 15 and Apr. 29 issues of "TV Guide." "Not with a lightweight Elektribroom," the ad answers. "No dragging. No bags to buy. No attachments. No cluttering. No kidding." The ad also features Regina's Brush 'N Beat lightweight upright vac.

□□□□ Eureka's new color television commercials are running on six NBC daytime shows and three NBC nighttime shows. Eureka's ad budget for the first six months is up 30% over a year ago. Eureka is introducing its new Emperor upright and its new Crown Princess canisters on the nighttime programs. Eureka also has beefed up its sales training program for manufacturer, distributor, and retail salesmen.

The sales tools include: a promotional workbook for retailers entitled "For the Biggest Year Ever—New Ideas from Eureka"; a new weekly folder, "Self Helps for Salesmen," to be mailed to company salesmen; a new illustrated sales training presentation, "Right at the Point of Sale"; new envelope stuffers that Eureka salesmen will offer retailers and a new consumer booklet, "52 Creative Cleaning Ideas."

□□□□ A comb for cleaning bare-floor nozzles is being marketed by Loston Co., of Los Angeles. The blister-packed comb carries a suggested retail price of 98¢. It bends to fit inside the hollow tubing wand on canisters and is designed for cleaning lint and fluff from bare-floor nozzles while the vac is providing suction power.

...now Mallory gives you the set-up to catch all his battery dollars!

Introducing the Mallory Profit Center Merchandiser...it can actually send your battery sales soaring!

The \$250 million-plus battery market—are you getting your full share? The man who buys batteries is a true wonder—a retailer's dream! He has cameras, radios, toys, tape recorders, clocks and other devices to keep powered. But he buys batteries where he finds them. If you sell only radio and flashlight batteries, he'll buy photo batteries and all the other batteries he needs elsewhere!

Mallory's free merchandiser picks up the sales someone else used to get! The new Mallory Profit Center Merchandiser is a complete money-making battery department in only 18" of wall space! And it's free with an order for its hot-selling assortment—all the popular transistor radio and flashlight types plus 98% of all other battery needs!

2 to 4 times more profit with Duracell® batteries! The Mallory Profit Center Merchandiser features long-lasting Duracell batteries—with up to 4 times the profit of ordinary zinc-carbon batteries! The demand for Duracell batteries is surging to new heights this year! Customers find out how long they last in one use, then make sure they can get them for their other equipment!

Catch those sales you used to miss! Talk to your Mallory representative or distributor today! Mallory Battery Company, a division of P.R. Mallory & Co. Inc., South Broadway, Tarrytown, New York 10591. Telephone: 914-591-7000.

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MALLORY



Date	1967	1966	% Change
January	79,972	83,134	- 3.80
January	454,899	434,498	+ 4.69

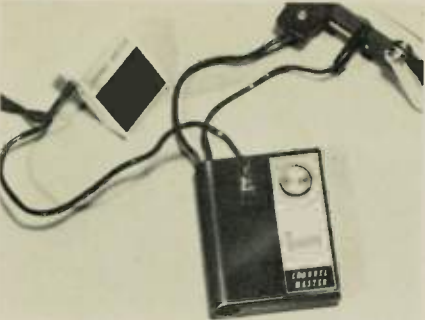
February	264,000	225,000	+ 17.33
2 Months	531,800	424,500	+ 25.28
January	24,000	21,200	+ 13.21
February	35,000	25,500	+ 37.25
2 Months	74,000	56,800	+ 30.28
February	69,000	65,600	+ 5.18
2 Months	142,800	131,200	+ 8.84
December	94,600	122,300	- 22.65
12 Months	1,345,900	1,344,800	+ .08
February	27,000	33,000	- 18.18
2 Months	55,100	63,500	- 13.23
February	46,000	44,000	+ 4.54
2 Months	92,000	85,900	+ 7.10
February	140,000*	165,500	- 15.41
2 Months	296,700	338,300	- 12.30
January	138,200*	162,500	- 14.95
February	308,000	325,100	- 5.26
2 Months	624,300	681,400	- 8.38
February	75,000	86,000	- 12.79
2 Months	147,200	166,200	- 11.43
January	192,100	225,340	- 14.75

March 3	94,872	59,371	+ 59.79
9 Weeks	587,004	504,313	+ 16.40
December	701,084	708,229	- 1.01
12 Months	4,310,309	4,046,015	+ 6.53
March 3	51,320	35,745	+ 43.57
9 Weeks	267,790	359,479	- 25.51
December	236,827	266,873	- 11.26
12 Months	1,792,609	1,708,666	+ 4.91
March 3	218,769	268,588	- 18.55
9 Weeks	1,754,653	2,203,499	- 20.37
December	1,470,927	1,731,030	- 15.03
12 Months	13,601,781	13,281,698	+ 2.41
March 3	129,217	144,987	- 10.88
9 Weeks	956,394	1,385,077	- 30.95
December	552,548	766,450	- 27.91
12 Months	6,949,744	8,027,981	- 13.43
March 3	103,571	77,949	+ 32.87
9 Weeks	770,493	611,249	+ 26.05
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.

† February Electric Range total includes: 103,000 free-standing ranges and 37,000 built-ins.



□ □ Channel Master's Vocatrol unit is a voice-actuated switch that can convert tape recorders equipped with a remote-control microphone into voice-controlled recorders. The unit is connected between the microphone and the microphone input. A variable sensitivity control pre-sets the sound-activation level, and a 3-second delay circuit prevents shutoff during pauses. It is designed for use with one battery and Channel Master's AC recorder (model 6464) or three batteries and Channel Master's AC adaptor-powered recorders (models 6549, 6545, and 6426). The Vocatrol carries a 120-day free-replacement guarantee. Suggested list price is \$12.95. (Channel Master Corp., Ellenville, N. Y.)

□ □ An AM-FM-SW receiver-amp with matching stereo box speakers is shown by Grundig. The system—model RTA-235—lists at \$229.95. (Grundig-Triumph-Adler Sales Corp., 355 Lexington Ave., New York, N. Y.)



□ □ RCA's AM-FM portable radio—called the Snapshot—features a body design modeled after the Minox camera. Snap the radio open and it automatically turns on; close the case and it turns off. The case is available in black or dark wine finishes with aluminum trim. Other features include built-in antennas and slide-rule vernier tuning. Suggested retail price is \$24.95. (RCA Sales Corp., 600 North Sherman Dr., Indianapolis, Ind.)

**Load it up and take off.
Another day's grind is about to begin.
Run it through the gears.
Stop and start it.
Back it into the tight spots.
And relax.
It's a Dodge.
And Dodges are Job-Rated to handle this kind of grind.**

**Dodge toughness doesn't cost any more.
Why settle for less?**



Dodge Trucks  **CHRYSLER**
MOTORS CORPORATION

Everything's coming up roses for housewares advertisers in TIME, and it's easy to see why. 61% of TIME-subscriber families are in the \$10,000-and-up bracket, the income group that buys way out of proportion to its numbers. Although these families represent only 25% of U.S. households, they accounted for half of the blenders and electric carving knives sold last year.* A market well worth cultivating—in TIME.

*Starch Marketing Data Service 1967

