

Who says you can't



**Chrysler Airtemp's 1967
room air conditioner line has a
model to fit every customer need.**

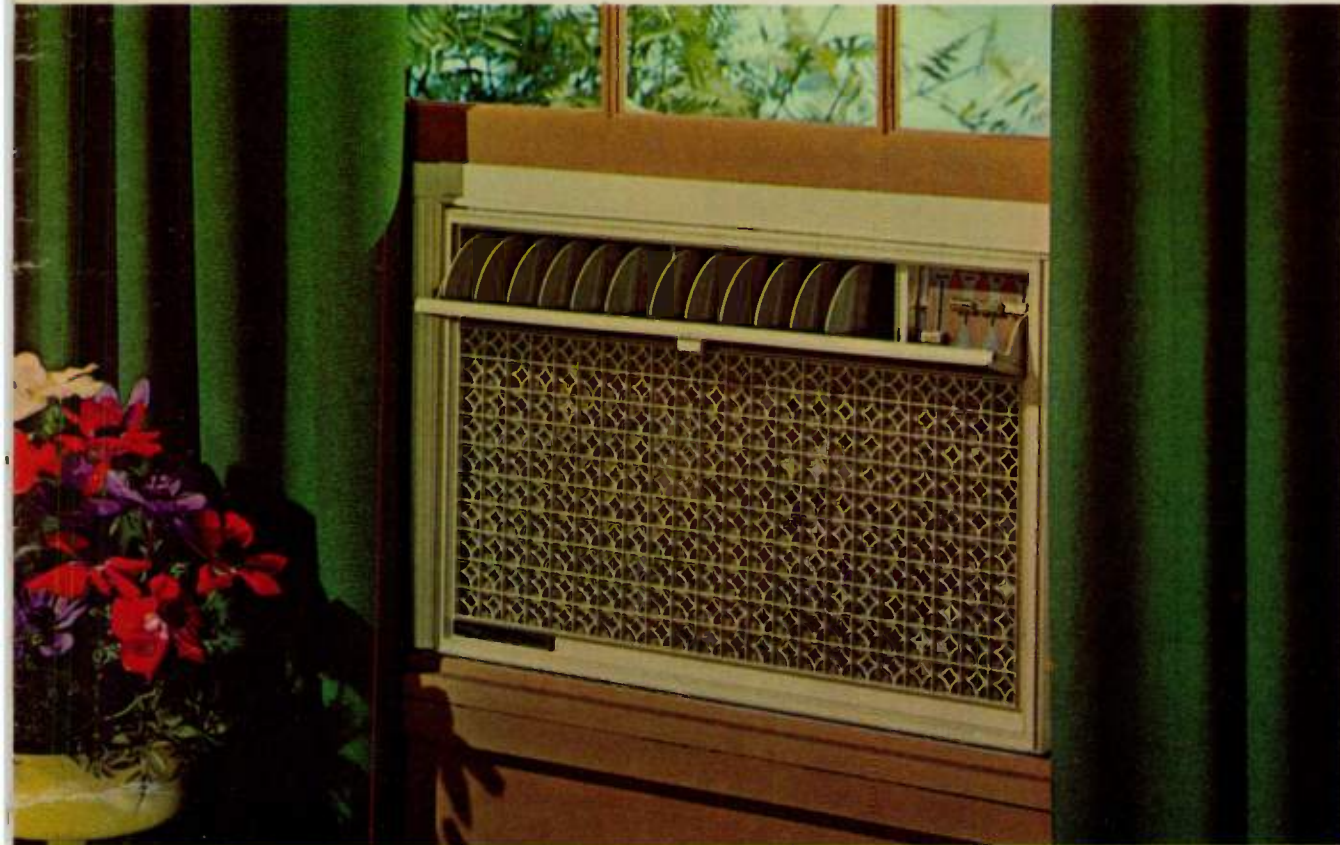
THE IMPERIAL

Fast-selling top of the line

11 models. 6,500 through 18,000 BTU's. Only 23¾" wide, 15½" high. Patented *Air Door* for draft-free cooling. Exclusive *Weather Seal* locks out winter wind and weather. Reversible *Decorator Panel*, with simulated Danish walnut and cane beige sides, can be painted, papered or covered with fabric.

There's a Chrysler Airtemp model for every size room. Every style window. Every customer need. Even a full line of builder models. And Chrysler Airtemp helps you sell your customers with powerful advertising and promotion programs on both the local and national levels.

please everybody?



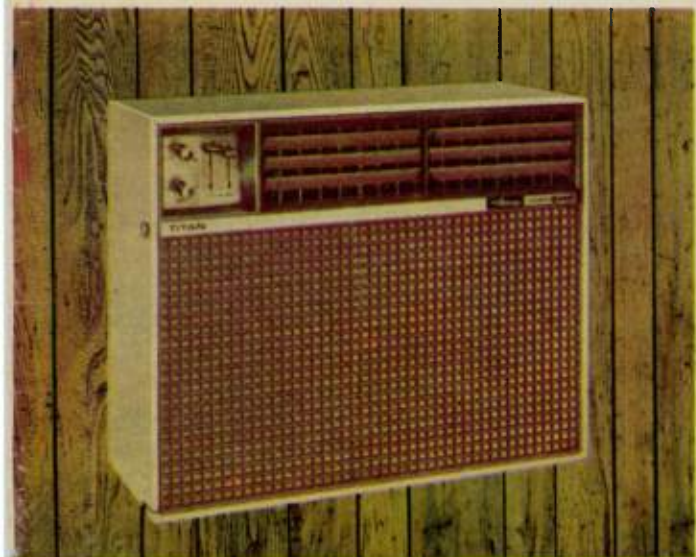
THE CUSTOM

Line includes five reverse cycle models (heat and cool)
10 models. 8,000 through 17,000 BTU's. 4-way adjustable Air Door. Rustproof aluminum grille. Beautiful furniture styling. Sound and weather barrier.



THE TEMPETTE

Ideal for bedroom or nursery
3 models. 5,000, 6,000 and 7,500 BTU's. Now with Imperial's patented Air Door feature for draft-free cooling. Two-speed blower. Thermostatic control.



THE TITAN

King-size cooling for home, shop or office
7 models. 18,500 through 32,000 BTU's. Quick, easy wall or window installation. 4-way adjustable coolflow 3-speed blower for draft-free cooling. Only 26½" wide, 21½" high. Model available in reverse-cycle.



THE FREEWAY

Fits all horizontal sliding windows
New . . . For 1967! 2 models. 5,800 and 9,000 BTU's. Extremely easy installation. Built for extra quiet. Two-part construction allows refrigeration machinery sounds to be closed outside window. Permanent filter. Rustproof aluminum exterior.



THE CASEMENT

Fits all casement windows
2 models. 5,600 and 7,500 BTU's. Easy installation . . . no glass breakage. 4-way adjustable coolflow for draft-free cooling. Just close window for complete winter protection.

There's an exciting incentive program for you, too. Get all the facts now from your Chrysler Airtemp Distributor. He'll show you how Chrysler Airtemp gives you MORE.

Want to go to: Spain's Sunny Coast? Tangier? Gibraltar? Lucayan Beach?
It's easy—call your Chrysler Airtemp Distributor TODAY!

Airtemp

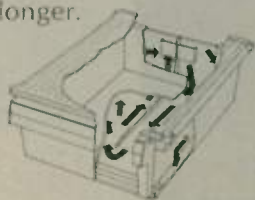


**CHRYSLER
CORPORATION**

The smallest refrigerator we make is in the big, new *Amana* 17 we make.

(And your customers will love it.)

Because Amana's meat keeper really works. A separate jet of cold air surrounds the meat keeper pan, to cradle it in a blanket of cold (as much as 10 degrees colder than the rest of the refrigerator). So meat stays fresh and flavorful longer.



Amana builds in the features customers want. And more of them.

Like independent cold controls for both the refrigerator and freezer compartments (set the temperature in one without affecting the other), and choice of fast freeze shelf or automatic ice maker. Our ice maker makes up to 9 pounds of ice (148 cubes) a day and it's covered by Amana's famous 5-Year Total Appliance Warranty. Read it:

5-Year Total Appliance Warranty

Amana warrants for 5 years from date of original purchase in U.S. or Canada, free replacement or repair, including related labor, of parts found defective as to workmanship or material under normal use, and returned through Amana's dealer-distributor organization. Owner is responsible for local cartage, repairman's travel expense if required, replacement of gaskets, rubber or plastic parts, light bulbs, and accessories. Warranty does not cover taxes, duties, assessments levied at time of part export. Any product subjected to accident, misuse, negligence, abuse, defacement of serial plate or alteration shall void the warranty.

If you want to move refrigerators, move in the feature-packed refrigerators from Amana. It's like the fellow said: "They're here today, and gone tomorrow."

Amana

Backed by a century-old tradition of fine craftsmanship.
AMANA REFRIGERATION, INC., AMANA, IOWA
Subsidiary of Raytheon Company

Only 32" wide

□□□□ **An 11-inch color tv tube from Japan** made its debut last week at the IEEE Show, in New York City, and could start showing up in American tv sets before the year is over. Built by Toshiba, the tube is being shown to U. S. set makers with delivery promised for later this year. At least one U. S. manufacturer believes he can use the tube to successfully compete in the growing portable color tv market. The tube has a 90-degree deflection angle and measures little more than 13 inches from front to back, about two inches shorter than the tube General Electric uses in Porta-Color.

"This tube lends itself to a real compact design," said one set maker. "That's its real advantage." The tube has a viewable picture area of 70 sq. in. (vs. 60 sq. in. for GE's 10-inch tube), features uni-potential lens focus system, which permits simpler receiver circuitry and does not require a shunt regulator circuit, according to Toshiba. The tube has 120,000 trios of phosphor dots on its viewing surface. Toshiba is also working on a color tube with a 15-inch viewable diagonal.

□□□□ **First 1967 refrigerator import figures** show that sales are off winging. In January, 13,409 units worth \$895,705, at an average price of \$66.79, were imported, according to U. S. Customs. This compares with 7,913 units worth \$481,143, at an average price of \$60.80, in the same month in 1966. To make the trend even more meaningful, the statistics show that in January, 1965, 1,698 units were imported at a dollar value of \$72,946, and an average price of \$42.95. In 1965 and January, 1966, however, commercial units were not lumped together with residential models. The January, 1967, figures were a whopping 689.7% above those for January, 1965.

□□□□ **Motorola has replaced its New York distributor** of nine years, Knickerbocker Distributing Corp., with the L and P Electric Co. The company's home entertainment products will be distributed through the Queens operation, beginning May 1.

□□□□ **Cutback in parts orders:** General Electric last week acknowledged that it has been canceling orders for consumer electronics components in Japan since the beginning of the year as part of an inventory adjustment effort. In the middle of January, according to reports from Japan, the GE radio division canceled or postponed orders from about 10 component manufacturers there. The cutbacks reflect a return to more normal levels of business this year after the boom of last fall, a company spokesman said.

□□□□ **The outlook for color tv sales:** the industry was re-examining the prospects last week in the wake of new layoffs, trying to find some rays of hope in an otherwise gray picture. Even mighty RCA laid off help, cutting 2,500 employees in three Indiana plants. The company plans to cut another 400 employees at its Memphis facility on Apr. 7. RCA attributed the layoffs to the industry's seasonal pattern. Historically, the second quarter has been tv's slowest sales period.

Starting today (Mar. 27), Warwick Electronics, which produces for Sears, will close its plants for two weeks. But in Syracuse, N. Y., 3,000 General Electric employees returned to work after a week's layoff.

There is no doubt that the lag in color sales is having its effect. At National Video, the industry's leading independent tube producer, first-quarter sales (the fiscal quarter ended Feb. 28) were off 23.7%, compared to the same period last year. President Asher Cole attributed the drop to lagging color sales at retail, which reduced the demand for picture tubes.

Admiral revised its color sales forecast to 6.1 million units for the year, down 900,000 units from its original projection.

Set makers are clearly pinning their hopes on a big second-half surge: "We have bets in our company," one set maker explained, "on which month the turn will come. My money is on August."

□□□□ **Hoover adds a 6-in-1 floor conditioner** in re-vamping its line of floor-polishers/rug-shampooers. The new 6-in-1 appliance—with a \$79.50 minimum retail price for co-op eligibility—scrubs, mops, picks up water, waxes and polishes floors, and shampoos rugs. Hoover at one time offered a floor washer that proved disappointing in sales, but this is the firm's first effort with an all-purpose conditioner. Shetland introduced its 6-in-1 Floorsmith about two years ago.

Hoover's new polisher-shampooer line, consisting of six models, has been restyled. There are two polishers and four polishers/shampooers, the latter units featuring plastic liquid dispensers. Retail pricing will range from under \$20 to nearly \$60 for a solid-state speed-control model.

Hoover also is dropping in a new model 1010 Convertible upright with a \$52.50 minimum co-op price. It is similar to current model 1060 except it does not include a headlight. The new unit replaces model 36.

All items except the 6-in-1 appliance are being made available nationally; the 6-in-1 will be tested in Cleveland and Pittsburgh before being made available to retailers in other areas this summer.

□□□□ **The NMRA has classified by compromise:** the National Retail Merchants Assn. last week issued a new book, "Standard Classifications"—the result of a 3-year study aimed at updating standards by which department stores classify different product categories. The full implications of the report are not expected to be felt for at least five years; it will be that long before the NRMA's Controller's Congress uses the new classification system as the basis for its annual Merchandising and Operations Report (MOR).

The new "Standard Classifications" is intended to group product categories in line with consumer thinking—in other words, to put merchandise where consumers expect to find it in a department store. The "shop concept" is an outgrowth of the "merchandising by classification" trend. However, the National Retail Merchants Assn.'s study resulted in a few far-reaching changes; it was clearly the work of a committee that was bent on compromising the ideal breakdowns with what is most practical.

□□□□ **Correction:** the new Norge Scot washer (model AWJ 1430), which was introduced for the company's "Knock on Any Norge" promotion, will sell in most markets for about \$180. The models listed in Merchandising Week's Mar. 13 issue, p.5, have been in Norge's lineup for some time.

Now
trading up
your
personal color TV
customers
is as easy as

a.



\$199^{95*}

Model 210HBN. 60 square inch picture. Brown case only.

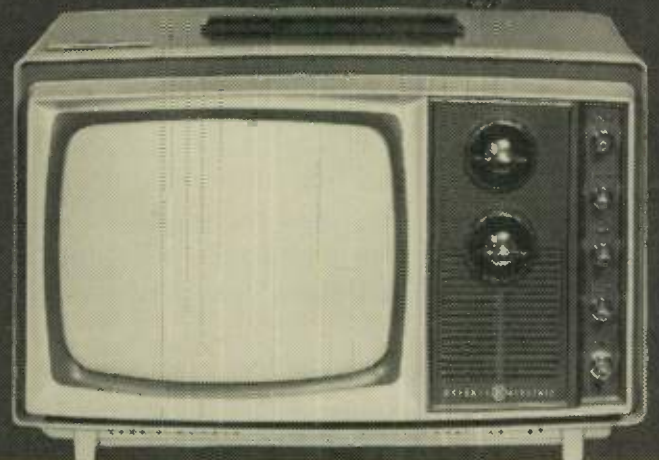
b.



\$229^{95*}

Model M211HVV. Ivory with contemporary trim. Luggage-type handle. Antenna included. Full year warranty.**

c.



\$249^{95*}

Model M213HWD. The famous GE PortaColor TV. Deluxe case with collapsible handle, dial lights. Full year warranty.**

Today, General Electric offers you the most exciting color TV step-up program in the business. Three great personal color TV sets—all under \$250 retail! Nobody else in the industry has a program like this and today there's nothing people want as much as color TV.

A dynamic program of national advertising is telling the startling news of color TV for under \$200. National ads in *Life*, *Look*, *Saturday Evening Post* and *TV Guide* plus a 2-minute commercial on the "Damn Yankees" TV spectacular, April 8th, will bring customers into your store.

Once there, they'll see not one, not two, but three General Electric personal color TV sets. The trade-up is duck soup for you. Very profitable, too.

So get in touch with your General Electric Sales Counselor right away.

GENERAL  ELECTRIC

*Manufacturer's suggested retail price.

**General Electric Company warrants to the purchaser of each new General Electric PortaColor television receiver that in the event of manufacturing defects occurring during the first year from the date of original purchase for use, it will repair (including labor) the defective parts, provided the receiver (including proof of purchase date) is brought to and picked up from an authorized General Electric Television Service Agency anywhere in the U.S.A.

□□□□ A new department of consumer affairs is the goal of two House bills. Both would create a Cabinet-level department to represent the consumer in Congress and the courts; judge complaints; test products; enforce consumer-protection laws, and recommend new ones.

The bills were introduced by Reps. Benjamin S. Rosenthal (D-N.Y.) and Paul A. Fino (R-N.Y.). The Rosenthal measure also would create an information-labeling system for consumer products. Without Administration support—which obviously is not forthcoming at the moment—neither bill has a chance of passage this year.

□□□□ Opposition to the educational tv plan proposed by President Johnson may be spearheaded in Congress by Sen. John G. Tower (R-Tex.). He says he has serious doubts about the ability of the government to sponsor such a program and still remain clear of interfering with operations. He has directed his staff to study the proposal as a possible prelude to fighting it in the Senate. Tower is particularly opposed to the Carnegie Commission plan for an excise tax on tv sets to help finance ETV; he believes it may be unconstitutional. Johnson did not propose an excise tax at this time.

□□□□ Reopening of the ITT-ABC merger case by the Federal Communications Commission (FCC) may, in the long run, improve chances of the marriage between the International Telephone and Telegraph Co. and American Broadcasting Co. This, at least, is the reasoning of the FCC as it reopens the case for full-scale hearings, starting today.

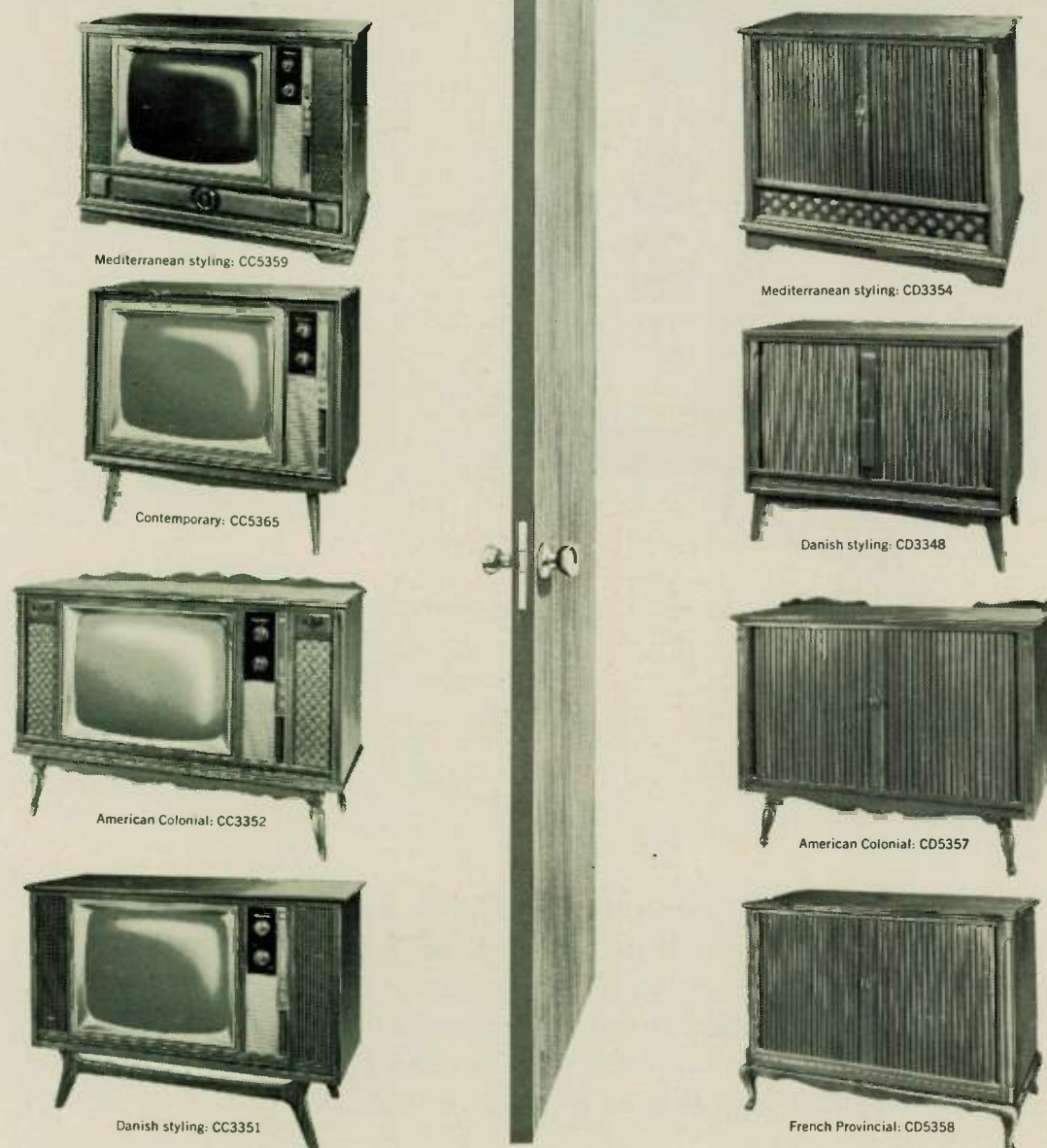
Commission lawyers argued successfully that the Justice Department, which requested the reopening, would have taken the case to court if the FCC merely had stuck to its original approval. It still may do so; but approval of the merger after full-scale hearings would be much more difficult to attack.

□□□□ The pay-tv ruckus raised by Rep. Harley Staggers (D-W.Va.) has industry and government officials shaking their heads in amazement. Staggers, chairman of the powerful House Commerce Committee castigated the FCC in public for heading toward a final decision on the controversial pay-tv issue without keeping him and his committee fully informed.

FCC officials are quick to note that the question of authorizing pay tv on a nationwide basis has been under study for 15 years, and Congress has been consulted every step of the way. Staggers has been a member of the Commerce Committee all that time.

□□□□ Tax benefits for manufacturers took a step forward last week as the Senate Finance Committee voted 15-to-2 to restore industry benefits for investments in new buildings and equipment. The bill goes to the Senate floor Apr. 3.

HOW TO OPEN (AND CLOSE) MORE COLOR CONSOLE SALES



CHOICE OF PRICE AND STYLE!

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

BUT THEIR NO.1 PROFITMAKER!

Choice of 13 sales-smart consoles. Choice of open and closed cabinets in leading decorator styles. Choice of favorite woods and finishes. Choice of largest color pictures...including 295 sq. in. "promotables"! Step-up features and demos. Irresistible. And practically unshoppable. When you switch to Olympic, you close more sales. And you keep wide-open profits!

MOST CONSOLES HAVE COLORGLIDE™ TUNING!

The "rainbow" panel lights up when color is broadcast... a moving beam of light guides perfect tuning in seconds!

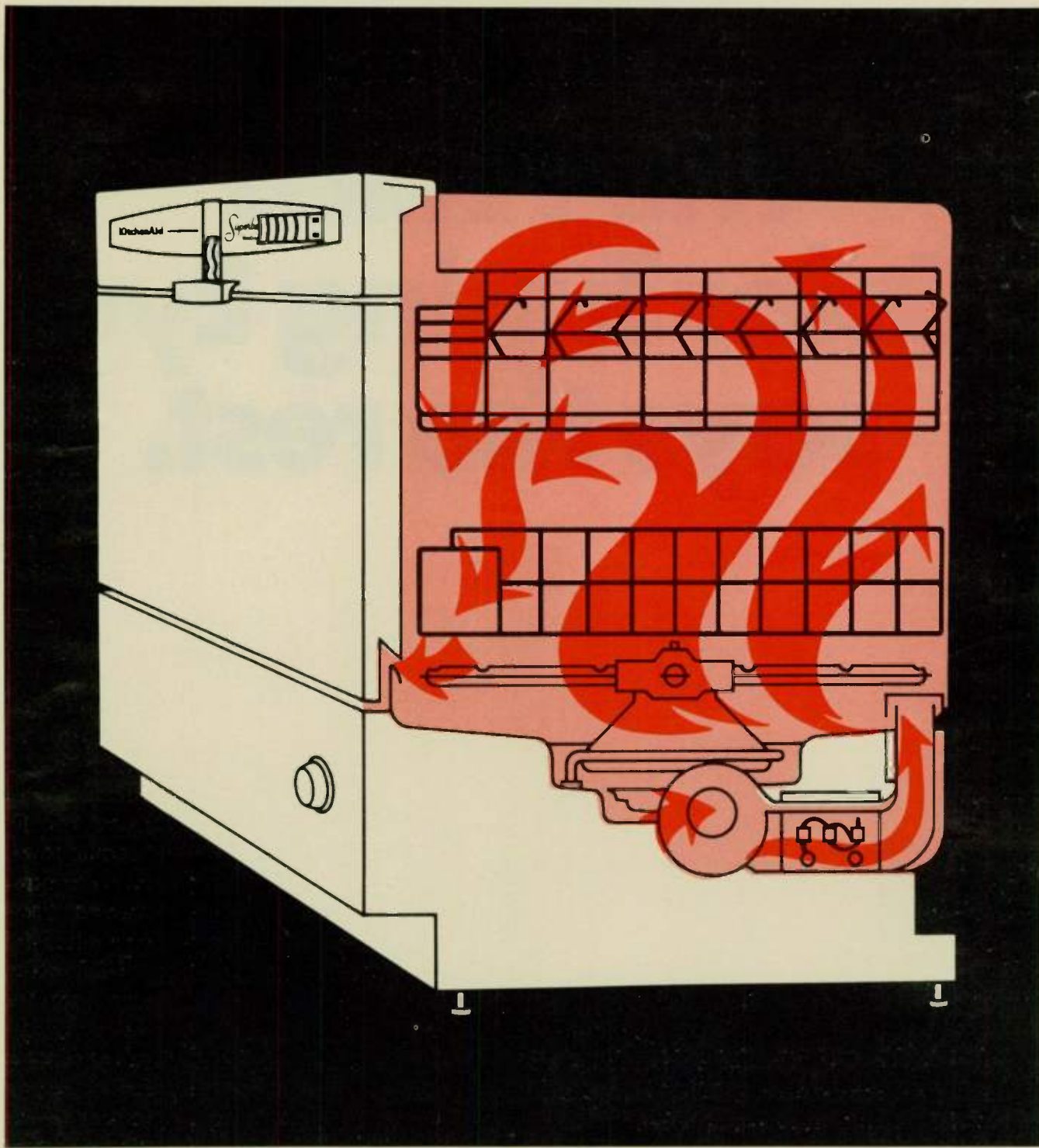
All consoles include • 295 or 270 sq. in. pictures • Rapid-On™ picture and sound • "Memory" tuning • Automatic Picture Purifier • Keyed AGC!

Olympic

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



The KitchenAid drying system is more than just a lot of hot air.



KitchenAid dishwashers dry dishes thoroughly, safely, with a unique Flo-Thru drying system all their own.

We have a heater, and a separate fan outside the wash chamber. The fan circulates heated air over, under and around each dish to dry everything completely.

Your customers won't have to worry about their good china or fine plasticware.

But they might have a problem with other dishwashers. Most have a heating coil, smack in the bottom of the tank. No fan. No forced air circulation. So there's a lot of concentrated heat that could harm dinnerware. Almost like sticking dishes under a broiler.

Maybe no one will buy a KitchenAid just because of this better drying system. But add to this the KitchenAid dependability. Our fine

service record. Our effective washing system. Our big capacity. And you've got a strong, meaningful sales story. Not just a lot of hot air.

So see your distributor. Or write KitchenAid Dishwashers, Department 7DP-3, The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid
Dishwashers

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

The one word sales talk.

"Watch!"



The Philco Color Tuning Eye says the rest.

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

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

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

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

If you're not a Philco-Ford dealer

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



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

Are demonstrators practical for major appliance retailing?

The major appliance salesman who is equipped with extensive technical information on his products—yet has little to do but sit and watch the activity across the aisle in housewares—is an all-too-prevalent sight, according to Bernard Zients, executive head of Gimbel's.

At a recent convention, Zients told manufacturers that they had been seriously lax in assisting retailers with efficient, creative selling; that instead they are stressing technical material of little use or interest to the average consumer. The result, he said, is a downhill slide for major appliance merchandising, and a growing trend toward the neglect of promotion and display.

In-store demonstrators—whether professionally trained home economists or salesmen schooled in demonstration methods and provided with presentation aids—could be just what appliance merchandising needs, Zients suggested. But, despite the success that small appliances and housewares have enjoyed in this area, major manufacturers, by and large, are ignoring this merchandising potential, he said. Stressing the importance of a "show and tell" approach to retailing (in which a salesman's point is proven through actual demonstration), Zients indicated that this idea cannot be developed without manufacturer support—and such support is extremely hard to come by.

"We have to beg you (the manufacturer), on hands and knees, to borrow a home economist for a couple of days a year to help sell \$200 to \$600 appliances," he said.

Manufacturers are unsure

Even begging will not help, generally, as cost and insubstantial sales results from demonstration programs have forced manufacturers to cut back on traveling home economist staffs. Except for occasional programs to acquaint consumers with a new product (Tappan's microwave oven promotion, for instance), manufacturers tend to de-emphasize such programs—even to the point of eliminating them.

Kelvinator, for example, discontinued its traveling demonstration program several years ago (as did Admiral), when the expense of upkeep became inordinate and disproportionate to actual sales results. At Kelvinator's central plant, demonstration staffs had been involved in product testing as well as retail demonstrating, and most dealer zones had had their own staff economists.

Amana and Frigidaire have both cut back on demonstration facilities and staffs. While Amana plans to use home economists for its Radar Range microwave oven promotion (scheduled to begin this summer), the company has found that the demand for them has lessened as major appliance saturation increased. As a product becomes more popular, and consumers become more familiar with it, they want and need such programs less and less, an Amana spokesman indicated.

Frigidaire once had an economist in every U. S. sales zone, but the dwindling need and the high cost brought

about a decrease to the present six-member staff.

Gibson, Norge, and Whirlpool feel that they can function effectively with few staff economists—or none at all: Norge has three who divide their time between traveling and product testing. Whirlpool has two, and is satisfied. Gibson has no such staff and no requests for one. GE uses economists for special programs only, finding the salesman to be its most successful promotional agent. The company does anticipate using such a program for its Versatronic oven campaign next year, however.

Does a retail need exist?

Manufacturers are hesitant to commit themselves as to whether selling-floor demonstrations have a place in appliance merchandising. Such programs prohibit normal store traffic; they have little immediate sales effect; they are costly; and, in the case of giveaway demos, they attract droves of traffic-blocking freeloaders. Yet, if these programs do have a home in major appliances, manufacturers indicated that it must be built by the retailers; and the lack of co-operation referred to by Zients, they feel, works both ways.

One manufacturer, for example, has tried to teach salesmen in its retail outlets how to effectively demonstrate their product. But, the only time that has been allotted for their instruction is in the morning before the store opens. Their breakfast sessions, not too surprisingly, are poorly attended.

Manufacturers also complain that, if a real retailing need does exist for such programs, they are not being informed of that fact. Does the need exist? Retailer opinion varies.

In the Midwest, the Zayre department store chain and Chicago's Lindons Appliance store are not particularly interested, while spokesmen for the Polk Bros. operation and the Nelson Bros. chain praise demonstrations as invaluable sales aids. The West Coast: Barker Bros. stores use demonstrators only occasionally, while the Broadway department store chain cannot get enough of them. In the East, large New York department stores, such as Macy's and Zients' Gimbel's, find them helpful and, unfortunately, unavailable. A May Co. spokesman—after a week-long demonstration bazaar held in one of its Hartford (Conn.) branches was greeted with customer enthusiasm—calls them unquestionably effective. (The bazaar featured a Maytag home economist demonstrating permanent press features available on the company's laundry units.)

A West Coast retailer summed up the issue: "We know and understand manufacturers' problems in this area; but they should realize that we have them, too; and still we are willing to try new, creative approaches to merchandising. The demonstration idea isn't new, but the housewares industry has shown us that an old idea can be quite effectively used with a new product . . . and we can't ignore that."

—William Hutchinson
and Jerianne Roginski

□□□□ The FTC continues to monitor ads on the new tv screen sizes, but is basically pleased with the pattern of industry compliance that is developing. The new Federal Trade Commission rules, which bar the use of over-all diagonal measurement in advertising tv screen sizes, went into effect on Jan. 1. Since the new rules meant a complete change in industry standards (e.g., a 19-inch portable became an 18-inch viewable diagonal), the Commission has been watching ads for violations. Although the FTC staff feels that everything is going nicely, a few problems still persist; and the Commission is determined to eliminate them. The most frequent problem: improper use of model numbers and asterisks (MW, 6 Feb., p.11). So far, the FTC has not found it necessary to lodge any suits.

□□□□ Gas-fired self-cleaning oven patents will be available to all qualified manufacturers from the American Gas Assn. (AGA). The vented, single-burner unit, which features air-flow cooling during the hour-long cleaning cycle, will be shown in Cleveland, on Apr. 5, to manufacturers who are interested in adapting it to commercial application. A spokesman for AGA indicated that, depending on manufacturer interest, use of the AGA-developed oven might begin late this year.

□□□□ Frigidaire will no longer take a backseat in overall industry affairs. That became apparent with the election of General Motors vice president and Frigidaire general manager, Richard L. Terrell, as chairman of the board of the Assn. of Home Appliance Manufacturers (AHAM). Frigidaire, when it was part of the consumer products division of the National Electrical Manufacturers Assn. (NEMA), preferred to remain in the background in industry matters—even to the extent that the company did not place the NEMA certification seal on its room air conditioners. This year, however, Frigidaire is in the certification program and uses the NEMA emblem. It is now ready to assume a more active role on the appliance scene. E. B. Barnes, vice president and general manager of Kelvinator, was named vice chairman in the mail ballot. D. D. Danforth, vice president of consumer products at Westinghouse, steps down as chairman, but remains on the board.

□□□□ Superscope Inc. sales hit \$21,329,000 last year—an increase of 58%—according to Joseph F. Tushinsky, company president. The firm—which is both nationwide distributor of Sony tape recorders, magnetic tape, and accessories, and the manufacturer of Marantz hi-fi equipment—reported that net earnings were \$1,539,000, or \$1.28 per share.

□□□□ Changes in the executive suite: Morton M. Schwartz, who resigned as president of the Olympic Sales Corp., showed up last week as director of marketing for Hitachi Sales Corp. in the U. S. He takes over officially on Apr. 3. William Goldberg, who has headed Olympic's New York sales branch for the last five years, takes over as the company's national sales manager and vice president of the Olympic Sales Corp.

□□□□ J. C. Penney will expand its Treasure Island stores—one-stop shopping operations located previously only in Wisconsin—to the Atlanta, Ga. area. The three new stores will add about 650,000 sq. ft. of selling space.

APPLIANCE-TV NEWS

□□□□ **Three 23-inch color tv receivers with ICs** will be introduced this summer by Andrea, according to a spokesman for the company. The IC—which is made by RCA and is similar to the one RCA is using in the audio stage of its own television receivers—incorporates amplifier, AM and noise limiter, FM detector, and audio preamplifier. (The component lists at \$1.95 in lots of 1,000 or more.) Andrea also announced that its IC color receivers would use transistors with the integrated circuitry, giving these sets solid-state sound systems.

□□□□ **GE is offering an audio amplifier IC** to home electronics manufacturers for the first time. The IC (PA 222), which lists at \$2.20 in lots of 1,000 to 10,000, corresponds to six transistors, six resistors, and one diode. It is available from distributors and the company's semiconductor products department at Syracuse, N. Y. GE is using the IC in the audio stage of its stereo 8-track cartridge tape player.

□□□□ **Gas range sales in February were down 11.8%** compared to the same month in 1966, according to the Gas Appliance Manufacturers Assn. (GAMA). Manufacturers shipped 159,300 units during the month, compared to 180,700 for the same period in 1966. The figures show February sales down 8.8% in the glamor category of high ovens: the factories shipped 19,700 units this year, and 21,600 last year. For the first two months of 1967, sales of high-oven models were down 13.3%. The GAMA report also shows that February gas water heater sales were up 3% over the same month in 1966.

□□□□ **The largest dealer-participation co-op ad plan** in Zenith history is one of the highlights of the company's advertising and promotional campaign for the spring selling season. The Zenith campaign kicked off this month with a 1,500-line ad appearing in more than 270 newspapers; it will follow up with an insertion in April, which features a Contemporary-styled, 23-inch color console and three sizes of color tv table models as "space savers for any room and every budget." Zenith will also feature its products in 13 national magazines, along with tv commercials in color this spring.

□□□□ **Harman buys Harman-Kardon:** for an undisclosed amount of cash, Sydney Harman, president of the Jervis Corp., last week purchased the company he founded, Harman-Kardon, from the Jerrold Corp. The acquisition of Harman-Kardon, according to Harman, will provide the Jervis Corp. with the electronic facility that it needs to expand in automotive, aircraft, and marine industries—as well as in related leisure-time consumer products.

□□□□ **Marta Cooperative Inc. re-elected Bernard Artz** as president. Larry Solow was named executive vice president; Murray Gidseg, treasurer; Joseph Ingraldi, secretary. Regional vice presidents are: Norman Goldklang, New Jersey; Les Vizak, Pennsylvania; James Fulford, Washington, D. C.; Steve Sipos, New York; Al Perlman, Al Sieffert, Connecticut; Carroll McMullin, North Central.

Newly elected staff vice presidents are: Morton A. Wagner, executive director; Eric E. Campbell, finance; Lou Nipomnick, marketing.

Stockholders elected to the Board of Directors are: Kenneth Tyler, James Fulford, and Sy Goldan.

An in-depth look at imports: what the new figures show

Pressed by U. S. manufacturers for a better look at consumer electronics imports, the U. S. Tariff Commission has come up with the most detailed breakout ever offered American home entertainment equipment producers.

What the new figures show in tv, for example, is not only the flow of color and black-and-white sets to the U. S. shores, but a breakout of shipments by screen sizes.

In the important transistor radio area, marketing men can now get a better idea of the import mix because the breakouts include categories for AM-only models, and multi-band sets including FM and AM-FM.

Because all these breakouts are new, a direct comparison with 1966 figures cannot always be given.

The January import figures for tv show that the U. S. imported 81,439

sets for the month. Over half of these sets were black-and-white models with picture tubes over 10 inches, imported at an average f.o.b. price of \$58.17. The next largest batch, black-and-white models with screens 10 inches and under, came in with a higher average f.o.b. price — \$64.71 — probably because most of these sets are transistorized models.

Color tv imports of sets with screen sizes over 10 inches accounted for 8,336 units, at an average f.o.b. price of \$178.70. The most perplexing figure in this new breakout shows 522 color sets imported from Japan with screens of 10 inches or less—a size range that is not being produced by the Japanese. These sets, with an f.o.b. price of \$65.29, have undoubtedly been placed in the wrong category and are probably transistorized b&w models.

U. S. Imports From Japan*

	PERIOD	UNITS			DOLLARS		
		1967	1966	% chge.	1967	1966	% chge.
Television, Total	JANUARY	81,439	85,446	— 4.69	5,905,881	5,467,315	+ 8.02
B&W tv (10 inch & under)	JANUARY	24,440	—	—	1,581,629	—	—
B&W tv (over 10 inch)	JANUARY	48,141	—	—	2,800,523	—	—
Color tv (10 inch & under)	JANUARY	522	—	—	34,083	—	—
Color tv (over 10 inch)	JANUARY	8,336	—	—	1,489,646	—	—
Transistor Radios, Total	JANUARY	625,315	759,886	— 17.71	5,457,006	5,460,012	— .06
Tr. Radios (AM only)	JANUARY	297,497	—	—	1,619,748	—	—
Tr. Radio (FM, AM-FM, Multi-Bd.)	JANUARY	264,812	—	—	3,130,673	—	—
Tr. Radio (Auto)	JANUARY	63,006	—	—	706,585	—	—
Tube Radios	JANUARY	114,112	122,856	— 7.12	1,090,281	1,212,496	— 10.08
Total Phonos (Inc. tape players, rec. chgrs.)	JANUARY	110,376	46,217	+138.82	1,683,112	700,712	+140.20
Phonos (w/spkrs.)	JANUARY	23,856	—	—	355,413	—	—
Phonos (stereo)	JANUARY	9,360	—	—	180,518	—	—
Phonos (mono.)	JANUARY	14,496	—	—	174,895	—	—
Phonos (w/o spkrs.)	JANUARY	—	—	—	—	—	—
Tape Players (Auto)	JANUARY	34,878	—	—	927,338	—	—
Tape Players (other)	JANUARY	51,542	—	—	400,361	—	—
Radio-Phonos	JANUARY	58,605	21,376	+174.16	1,077,579	395,593	+172.39
Radio-TV-Phono Combos	JANUARY	378	—	—	40,663	—	—
Tape Recorders*	JANUARY	—	—	—	6,033,079	—	—
Transceivers	JANUARY	90,407	—	—	1,119,533	—	—

U. S. Imports From Hong Kong*

Transistor Radios	JANUARY	274,767	299,724	— 8.33	694,463	776,781	— 10.60
Total	JANUARY	266,064	—	—	638,242	—	—
Tr. Radios (AM only)	JANUARY	8,703	—	—	56,221	—	—
Tr. Radios (FM, AM-FM, Multi-Bd.)	JANUARY	—	—	—	—	—	—

U. S. Imports From Okinawa*

Transistor Radios	JANUARY	6,368	30,691	— 79.25	27,135	81,236	— 66.60
Total	JANUARY	4,828	—	—	20,628	—	—
Tr. Radios (AM only)	JANUARY	1,540	—	—	6,507	—	—
Tr. Radios (FM, AM-FM, Multi-Bd.)	JANUARY	—	—	—	—	—	—

U. S. Imports From Taiwan*

Transistor Radios	JANUARY	92,946	59,912	+ 55.14	350,612	168,632	+107.91
Total	JANUARY	66,570	—	—	171,915	—	—
Tr. Radios (AM only)	JANUARY	26,376	—	—	178,697	—	—
Tr. Radios (FM, AM-FM, Multi-Bd.)	JANUARY	—	—	—	—	—	—

U. S. Imports From South Korea*

Transistor Radios	JANUARY	3,004	4,700	— 36.09	18,071	18,927	— 4.52
Total	JANUARY	2,500	—	—	14,500	—	—
Tr. Radios (AM only)	JANUARY	504	—	—	3,571	—	—
Tr. Radios (FM, AM-FM, Multi-Bd.)	JANUARY	—	—	—	—	—	—

*Source: United States Customs

Before the heat's on...

let Westinghouse help you sell more room air conditioners.

Put spring in your sales. Start selling Westinghouse room air conditioners now—before the summer. Because the earlier you start, the more sales you'll make. And Westinghouse makes it a breeze with these sure promotional and profit-building ideas.

Advertising. The whole line of Westinghouse room air conditioners is backed by large-space, hard-selling newspaper ads and a full schedule of network TV commercials. That's sure selling support to help you Ride a Winner.

Merchandising. Westinghouse offers an illustrated brochure called "Everything Under the Sun." It lists everything you need for getting the kind of attention you want: traffic builders, matted ads and ad headers, radio spots, posters, and more. All this from Westinghouse. The sure way to Ride a Winner.

In-store displays. Let Westinghouse room air conditioners make a display of themselves. You'll like the color, design, and sales appeal. And you'll like the profits. It's the sure way to display a winner in your store.

Sales training. Westinghouse gives you the fullest, most sellable line of room air conditioners—from the industry's No. 1 Compact to super heavy-duty models for super heavy profits. And Westinghouse gives you the most profitable way to sell them. Let our Territory Manager show your salesmen our new, exciting sales film. You'll be seeing profits.

This year, you can't go wrong with Westinghouse room air conditioners. We do everything we can to help you Ride a Winner and make profits. But start selling early, before the heat's on.

You can be sure if it's Westinghouse



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SELF-CONTAINED
RECHARGEABLE
BATTERIES

"SIGHT & SOUND"
MODEL
VPF-50

All in one lightweight, rugged case — a 10 sq. in. TV . . . High fidelity AM/FM Radio . . . and a 3-speed Intermix Phonograph . . . everything transistorized! Features include: AC line, or a built-in RECHARGEABLE Alkaline Battery Operation. An Accessory Adaptor Cord Permits Operation from car, boat, trailer or any external 12-Volt Battery. 35 transistors, 24 diodes. Keyed AGC Noise Limiter and AFC Circuitry. A built-in telescopic antenna for VHF (TV) and FM (RADIO) . . . a bow-tie antenna for UHF (TV). A full-fidelity 4" speaker. An earphone jack and earphones. Weight: 16 pounds. DIMENSIONS: 8½" WIDE, 5½" HIGH, 15" DEEP.

STEREO

"SIGHT & SOUND"
MODEL
VPF-96

All in one compact luggage-styled case — a 43 sq. in. TV . . . High fidelity AM/FM Radio . . . and a 4-speed, fully-automatic intermix STEREO phonograph — everything transistorized! AC line, or an optional RECHARGEABLE Alkaline Battery Operation. An accessory adaptor cord permits operation from car, boat, trailer or any external 12-volt battery. 40 transistors, 27 diodes. Keyed AGC noise limiter and AFC Circuitry. A built-in 7-section telescopic antenna for VHF (TV), and FM (RADIO) . . . a loop antenna for UHF (TV). Two 2"x6" 16 OHM high-fidelity speakers. An earphone jack and earphone. Diamond needle, Dual Volume Controls . . . Full-Range Tone Control. Weight: 27 pounds. DIMENSIONS: 11½" HIGH, 22¾" WIDE, 9¾" DEEP. Optional stand Available (ST-96).

ALL THREE IN ONE

TV
PHONO
AM-FM RADIO

Because only our Products
get more T.L.C.* than You do!

*TENDER LOVIN' CARE

MORE EXACTING ENGINEERING STANDARDS — Delmonico-Nivico designers and engineers are constantly striving for 'perfection'. From drawing-board through finished model, you can be sure of the industry's most advanced and dramatic achievements.

MORE PRODUCTION QUALITY INSPECTIONS — Quality Control Inspections are performed throughout every critical stage of production. These rigid tests guarantee the ultimate in efficiency and trouble-free performance.

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Tel.: EX 2-7100
Area Code: 212

WEST COAST BRANCH:
2710 Supply Avenue
City of Commerce
Los Angeles, Calif.
Tel.: 685-6464
Area Code: 213

MID-WEST BRANCH:
8679 Pennell Drive
St. Louis, Mo. 63132
Tel.: WY 3-6322
Area Code: 314

NEW ENGLAND BRANCH:
570 Revere Beach Pkwy.
Revere (Boston), Mass.
Tel.: 289-4130
Area Code: 617

BALTIMORE BRANCH:
2330 Hollins Street
Baltimore, Maryland
Tel.: 566-8400
Area Code: 301

DETROIT BRANCH:
7511 15 Intervale
Detroit 38, Mich.
Tel.: 931-0850
Area Code: 313

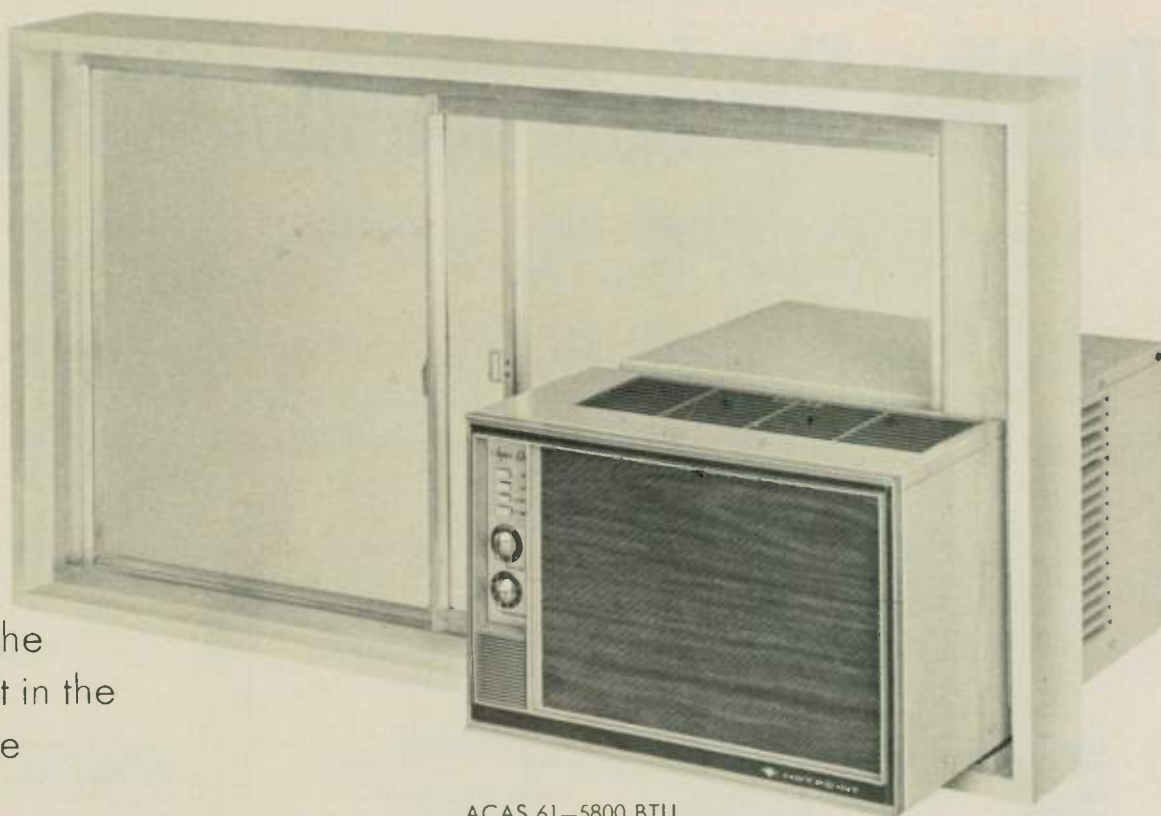
SOUTHERN SHOWROOM:
Space 505
High Point
National Furniture Mart
200 S. Main St.
High Point, No. Carolina

PITTSBURGH BRANCH:
550 Seco Road
Monroeville (Pgh.), Pa.
Tel.: 271-2611
Area Code: 412

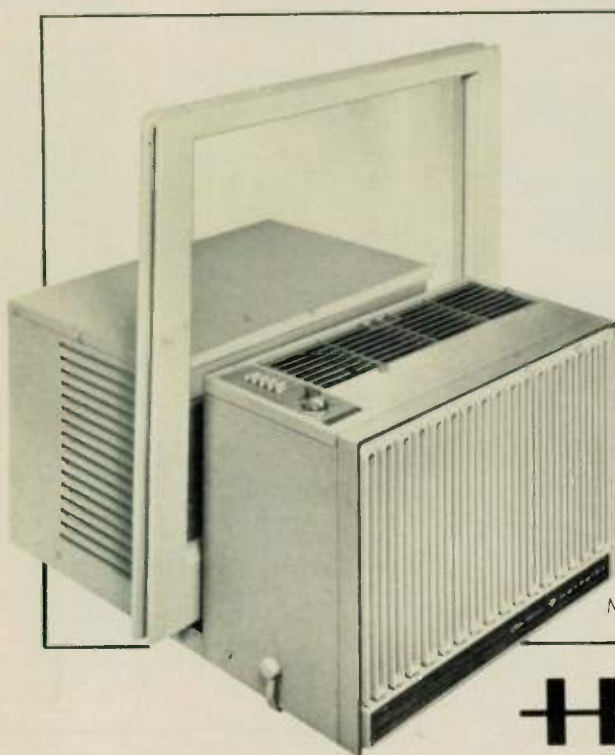
New! From Hotpoint! The Side-Mount air conditioner.

For horizontal sliding windows

Hotpoint dealers lead again—in a market that's hardly been touched. The Hotpoint Side-Mount is designed to fit windows that slide open and shut horizontally. Similar to the Hotpoint super-quiet U-Mount, the condenser air system and compressor are outside the window, leaving only cool, quiet comfort in the room. Here's a new, growing, profitable market just begging for the right air conditioner. Why not tap it?



ACAS 61—5800 BTU,
115 Volts, 7.5 amps.
ACAS 92—9000 BTU,
115 Volts, 12.0 amps. (shown above)



And for double-hung windows

The U-Mount—in 1967
with capacities to 11,000 BTU's

Here's almost a complete line of 115 Volt air conditioners in themselves. Four different models—from 5800 BTU to 11,000 BTU capacity. An exhaust air feature on all but the smallest. Quietest cooling because the noise is locked outside the window. Here's the one customers will buy. Here's the one with added volume for greater profits.

Call your Hotpoint representative, today.

MODEL ACA 61

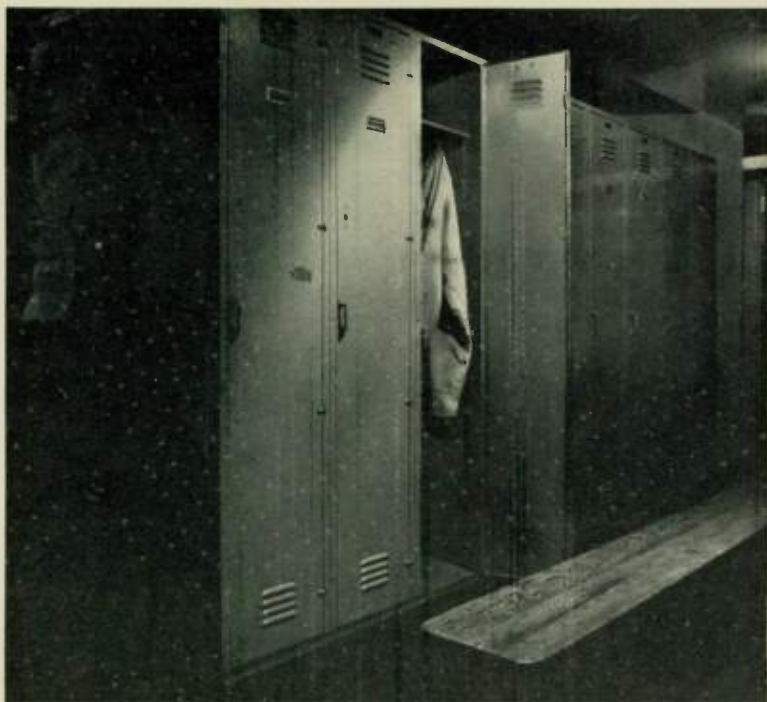
Hotpoint

first with the features women want most



See Hotpoint appliances
on the Tonight Show, NBC-TV,
starring Johnny Carson

HOTPOINT—GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644



Spring training is over...

Toshiba, The International One, is in your territory!

So heads up! Now we have a nationwide team of sales reps ready to play ball with *pro* dealers. *No amateurs need apply.*

Get hustling and see the new line of color, solid state portable TV and radios from the internationally famed Toshiba. This is a major league product with Oemcolor-people quality. (Toshiba is an O.E.M. from color tubes thru components and cabinets.)

And this is a sales package a pro dealer dreams about. Red hot in price. Big in profits. Loaded with tested, dealer-minded promotions.

Call the Toshiba rep in your area or contact the head of the league, Mr. George Stewart, vice president in charge of marketing, at Toshiba America, Inc., 530 Fifth Avenue, New York, New York 10036.

Why not do it now and play pro ball!

LOOK FOR THE TOSHIBA REP IN YOUR AREA

ALABAMA
William Edward Brown & Co.

ARIZONA
Reps-West

ARKANSAS
William Edward Brown & Co.

CALIFORNIA
Triangle Sales Corporation

CONNECTICUT (except Fairfield)
Thermal Dynamics, Inc.

DISTRICT OF COLUMBIA
Ken Guyer Associates, Inc.

DELAWARE
Wilfrid Graham Associates

FLORIDA
J & B Associates

FLORIDA (West)
William Edward Brown & Co.

GEORGIA
J & B Associates

HAWAII
Toshiba Honolulu

ILLINOIS (Northern)
The Zeal Company

ILLINOIS (Southern)
L. S. Gershon & Son

INDIANA
Lackritz & Quehl

IOWA
L. S. Gershon & Son

KANSAS
L. S. Gershon & Son

KENTUCKY
Lackritz & Quehl

LOUISIANA
William Edward Brown & Co.

MAINE
Thermal Dynamics, Inc.

MARYLAND
Ken Guyer Associates, Inc.

MASSACHUSETTS
Thermal Dynamics, Inc.

MICHIGAN
D. Neumaier & Associates

MISSISSIPPI
William Edward Brown & Co.

MISSOURI
L. S. Gershon & Son

NEBRASKA
L. S. Gershon & Son

NEVADA (Southern)
Reps-West

NEW HAMPSHIRE
Thermal Dynamics, Inc.

NEW JERSEY (Northern)
Metropolitan Sales Company

NEW JERSEY (Southern)
Wilfrid Graham Associates

NEW MEXICO
Reps-West

NEW YORK (Upper Region)
Slink Associates

NEW YORK (Metropolitan)
Metropolitan Sales Company

NORTH CAROLINA
Powell-Huckstep Associates

OHIO (except Toledo)
Lackritz & Quehl

OHIO (Including Toledo)
D. Neumaier & Associates

OKLAHOMA
Webber Sales Company

PENNSYLVANIA (Eastern)
Wilfrid Graham Associates

**PENNSYLVANIA (Northwestern—
including Erie)**
Slink Associates

**PENNSYLVANIA (Western—
including Harrisburg)**
Fineburg-Murman Association

RHODE ISLAND
Thermal Dynamics, Inc.

SOUTH CAROLINA
Powell-Huckstep Associates

TENNESSEE
J & B Associates

TEXAS
Webber Sales Company

VERMONT
Thermal Dynamics, Inc.

VIRGINIA
Ken Guyer Associates, Inc.

WEST VIRGINIA
Fineburg-Murman Association

WISCONSIN
The Zeal Company

CHECK ADDRESS AND TELEPHONE NUMBER OF YOUR TOSHIBA REP

William Edward Brown & Co.
610 Poydras Street—Suite 304
New Orleans, Louisiana 70130
504 525-6641

Fineburg-Murman Association
2421 Smallman Street
Pittsburgh, Pennsylvania 15222
412 471-2026

L. S. Gershon & Son
2316 McGee Street
Kansas City, Missouri 64108
816 842-3171

L. S. Gershon & Son
4053 Lindell Blvd.
St. Louis, Missouri
314 535-6906

L. S. Gershon & Son
Donald Wells
9602 Ohio Street
Omaha, Nebraska
402 393-5951

Wilfrid Graham Associates
610 Latham Drive
Wynnewood, Pennsylvania
215 649-3027

Ken Guyer Associates, Inc.
Post Office Box 284
397 Florida Avenue
Herndon, Virginia 22070
703 471-7445

J & B Associates
1428-B Atlanta Merchandise Mart
240 Peachtree Street, N.W.
Atlanta, Georgia 30303
404 577-2638

J & B Associates
380 N.E. 67th Street
Miami, Florida
305 751-9752

Lackritz & Quehl
8474 Winton Road
Cincinnati, Ohio 45231
513 512-0655

Lackritz & Quehl
1836 Euclid Avenue
Cleveland, Ohio 44115
216 781-3244

Lackritz & Quehl
2228 Fair Oaks Drive
Indianapolis, Indiana 46224
317 244-9159

Metropolitan Sales Company
110 Jericho Turnpike
Floral Park, New York 11001
516 328-0121

D. Neumaier & Associates
27610 Schoolcraft
Livonia, Michigan 48150
313 425-8686

Powell-Huckstep Associates
1300 South Boulevard
Charlotte, North Carolina 28203
704 375-3805

Reps-West
133 East McLellan Blvd.
Phoenix, Arizona 85012
602 266-5361

Slink Associates
891 Monroe Avenue
Rochester, New York
716 244-3533

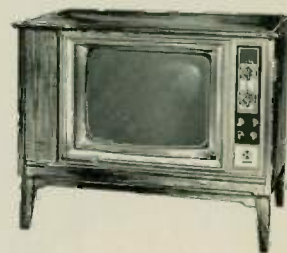
Thermal Dynamics, Inc.
Statler Office Building
Boston, Massachusetts
617 542-4520

Triangle Sales Corporation
4116 West Jefferson Blvd.
Los Angeles, California
213 731-0627

Triangle Sales Corporation
Merchandise Mart
1355 Market Street
Space No. 225
San Francisco, California
415 552-2311

Webber Sales Company
2727 Irving Blvd.
Dallas, Texas 75207
214 631-0250

The Zeal Company
Mike Purcell
218 South Wabash Avenue
Chicago, Illinois 60604
312 922-9890



The International One...

Toshiba®

LEAP
INTO
LEISURE...

...and
come up
with sales

of playtime portables

by Amei Wallach

Dive in. It's the early promotion that catches the playtime dollar. And now that April is here, summer sales cannot be far behind for the "with-it" consumer electronics retailer who is ready to cash in on the multi-billion-dollar leisure market.

Sprawled on the beaches, clambering up mountainsides, cleaning their rifles, and caulking their boats are the New Consumers—ready to buy consumer electronics playtime portables a-plenty to fill their leisure hours with the sights and sounds of today.

And the New Consumers are increasing in numbers every day. By the mid-Sixties, there were 5 million skin-divers, nearly 7 million water-skiers, 10 million amateur painters, 188,000 homes with swimming pools, and nearly 8 million pleasure boats, with the ranks of campers, fishermen, and outdoorsmen increasing constantly.

And this is only the beginning. As the work week grows shorter and the economy booms, the "fun" industries will also be expanding to keep up with the market. By the year 2000, Americans are expected to have an additional 660 billion leisure hours more than they have today; and by 1975, the amusement industries will probably record sales of \$1 trillion.

You could be the one to supply the local crowd of pleasure-seeking consumers with portable radios, television sets, phonographs, tape recorders, and walkie talkies to help fill their leisure hours.

The key to leisure sales is portability. These leisure-loving, sun-worshipping consumers want a product they can take with them and turn on—no matter where they go, no matter what the conditions.

It is up to the consumer electronics retailer—always a laggard when it comes to displays and promotions—to tell his customers about new products and about all the new ways to use them.

Housewares and furniture retailers have been selling the leisure-time concept for years. Their selling tech-

niques are simple and to the point. They display all their leisure-time products in a group and promote them as necessities for good summer living and summer fun. They communicate the idea that this is the way to live the leisure life, that these products are as versatile and all-outdoorsy as the New Consumer himself.

Manufacturers are catching on. In past years, consumer electronics manufacturers have started aiming for the leisure market with new advertising concepts, new products, and new promotions designed to catch the "loafer" as well as the active sportsman. The primary target so far: Young America outdoors.

But Young America is not the only potential market for playtime portables. Young America's parents need that walkie talkie on a camping trip, or a television set for their mountain cabin. And Young America's youthful grandparents need the AM-FM radio for their summer walks and during that ninth-hole breather on the golf course.

Now it is the retailer's turn. Promotions, in-store displays, styled-up window dressing, and advertisements can all be beamed directly at the leisure market. It does not cost much more to spark your sales with a little bit of imaginative merchandising—and it can pay off by putting you one step ahead of the competition.

Promotions can be as expensive or inexpensive as your budget and inclinations dictate. And it does not necessarily take a window dresser to produce an eye-stopping window. It just takes a little thought and a few relatively inexpensive props.

But you must start now. April is the month that signals the spring season. Women are beginning to "think summer" as they shop for warm-weather fashions, so "think summer" right along with them.

Use the following pages to garner promotion, display, and advertising ideas for spring and summer spurts in your sales of portable consumer electronics.



Cover and
feature photos
by Robert M. Denelsbeck

Push the idea of the great outdoors



The Oracle: RCA's new pocket radio



RCA's Snapshot: open the case, it plays



The Bean bag from RCA features a weighted bean bag base and a handy wrist strap

TRAVEL AND VACATION FUN-TIME!

TAKE YOUR TV ENTERTAINMENT With you . . . Boating, In the Car . . . To the Beach or play it at home as regular household current.

Packard Bell

See Your Metro Denver Packard Bell Retail Dealer or Your Local Boat Dealer.

DENVER:
Broadway Furniture—323 Broadway
Bartlett Appliances—1231 Lincoln
Daly's TV Sales & Service—311 W. Alameda
David H. Smith—4410 & 1/2 Pkwy.
Downing's, Inc.—183 South Broadway
Hammings, Inc.—2736 East Colfax
Howe's, Inc.—2736 East Colfax
Al Johnson Radio & TV—1830 South Colfax
Lefty Martin Appliances and TV—2116 Colorado Boulevard
Naval's TV—104 South Federal Boulevard
Warehouse Galleries—790 South Santa Fe Drive

ENGLEWOOD:
Graham Furniture—3483 South Broadway

LAKESIDE:
Downing's, Inc.—3808 Wadsworth

ARVADA:
Larry Hake Furnishings—5771 Wadsworth Boulevard

AURORA:
Stirrer TV—1999 Nome

BOULDER:
Fashion Furniture & Appliances—1845 Pearl

BRIGHTON:
Daly's Warehouse—200 North Kumor Road

NORTHGLENN—THORNTON:
Downing's, Inc.—84th and Valley Highway

Packard Bell ties in with the Denver Sport, Boat & Travel Show

Make sure you're ready for RCA Victor's biggest spring promotion ever.

RCA VICTOR
presents
Smart new buys for the swinging season

RCA plans its spring promotion: new products for the "Swinging Season"

There is nothing new about attaching a "leisure living" tag to a product promotion. Housewares retailers have been selling barbecues, outdoor furniture, paper plates, and picnic baskets that way for some time. In fact, where housewares are concerned, Macy's Herald Square Store finds leisure-time promotions somewhat old hat.

Consumer electronics, however, are a different matter. In most stores, thematic promotions in this category are far from a day-to-day affair.

Promotion-minded Macy's remedied that situation recently with a music and television festival to tie in with its Midwinter Housewares Fair. Sony and Panasonic were the star brand-name performers at what was, in effect, a leisure-time promotion to sell what Macy's called the "mini-portables." To emphasize the point, Macy's had girls in mini-skirts carrying portables.

That is one way to promote portables. Another is to tie in with one of the many manufacturers now nursing a leisure marketing bee in its bonnet.

RCA provides a good example. Here is a company that recently brought out a special line of portables as part of a giant bid for a bigger share of the Young America leisure market—and backed its bid with a full-scale "Swinging Season" promotion.

Headlining RCA's promotion were 18 portable radios: the largest number ever introduced at one time by the company. Among the 18 were: a Black Watch plaid Beanbag radio with wrist strap (shown), at \$14.95; the Oracle AM-FM "pockette" radio (shown), at \$16.95; an "easel-stand" AM-FM portable, at \$39.95; the Snapshot AM-FM portable (shown), at \$24.95; a radio with adapter, at \$12.95; and a side-by-side AM-FM radio, at \$19.95.

The portables will share in a national ad campaign slated to be the biggest in RCA's history. At the left is a kickoff for the RCA pitch.

Packard Bell's approach is somewhat less elaborate and comprehensive. When a product seems suitable for the leisure-times sales treatment—and company officials feel the Solar Shield tv set and all-transistor pin-up radio are—the manufacturer sends its distributors ideas and suggestions for portable promotions. For instance, the Solar Shield tv set can be sold as "television to take anywhere;" the pin-up radio is promoted as a wall-mounted unit that can also be taken to the beach or on a picnic.

Packard Bell's Denver (Colo.) distributor took advantage of a special section in the Sunday, Feb. 26 edition of the "Denver Post"—featuring the Colorado Sport, Boat and Travel Show—to run the outdoors-oriented ad at the left. Placed as it was in the show section, the Packard Bell was one that boating and fishing enthusiasts were not likely to miss.

Are leisure promotions for everyone? Packard Bell thinks not. Its philosophy goes something like this: most merchants tend to react to a current market situation rather than create their own trends. Since summer is the enemy of the tv business, it takes a sharp merchant to reverse the trend.

At the retail level, leisure promotions so far have hardly gone beyond the germ-of-an-idea stage—even on the trend-setting West Coast.

At high-style Barker Brothers, in downtown Los Angeles, portables play a supporting role to consoles: the stars of the sales floor. But promotional ideas take a first-place position every time. Last spring, during Barker's storewide Home and Entertainment Show, a golf pro demonstrated golf swings and Ampex video tape recorders—and also helped lure sports enthusiasts to the radio-tv department.

At Broadway Department Stores, J. A. Imbroglio, home appliance merchandise manager, points out that the leisure concept can serve as a handy handle for merchandising portables—much like the cordless promotions in housewares.

"You might push the idea of 'entertainment wherever you go,'" says Imbroglio, "or borrow from Union Carbide's Cordless Corner." But, he cautions, it takes the proper salespeople and an important display to make the "corner" concept work.

Broadway's top management is also nurturing the seed of a super-home electronics promotion, which would include leisure promotions. Their idea: a complete "home entertainment center" that would exploit the tie-in potential of home electronics products used in the home, the car, the outdoors, together with the importance of good music and good decor.

"As it is now," says one official, "you might walk into the radio-tv department of a department store, but there's no romance in that. You've got to sell a feeling—you've got to correlate and accessorize products to make the customer think he wants something, rather than just needs it." So far, this idea is still in the form of a proposal, but hopes are that it could become a reality in another six to eight months.

The Southern California May Co.'s leased appliance-radio-tv department is run by Platt Music Co. Herman Platt, who heads Platt Music, describes the promotions he has planned for the May Co. "We like to take a season and work on it," says Platt.

"The baseball season is a natural for radios, and we sell the idea; how can you go to the ballpark without a transistor radio?" As a money-making radio-tv department in a department store, Platt Music is in the unique position of having access to May Co. windows and it has used them to advantage in pushing the baseball theme.

Follow the leader into summer sales

Promote playtime in your own store. The techniques are the same for both the independent retailer and the department store; only the breadth of the promotion will differ.

Start with the store window. Those stacked-up radios, television sets, and phonographs will have to go. Specialty shops, jewelry stores, and cosmetic bars have all learned the lesson of the well dressed window. They know that a coordinated, colorful window can be the eye-stopper that lures that new customer into the store.

Only a price shopper would have any reason to stop and look at the meaningless jumble of products that often passes for a consumer electronics show window. Use design and an idea to stop customers with an attractive window—like the one sketched at the right. And don't worry about the cost of the motorboat at the center of the display. Chances are that your local boat dealer will be more than willing to let you use it at no cost, other than a sign saying where it comes from.

Or get a motorcycle from a local dealer and build a promotion around that. Or promote the Little League or the local baseball team with a display of radios and tv sets perched on home plate, using a sign shaped like a baseball cap. You might even carry this promotion one logical step further by offering free tickets to a ball game with every purchase of a portable television set.

Promote with displays. Borrow the highly successful shop concept from housewares retailers, who learned some time ago that impulse items can get lost in the general clutter of carelessly planned retail displays, but will sell well when highlighted in bath shops, bar shops, gourmet shops, or leisure living shops.

Treat portables like the impulse items they can be. Separate them from the other products in the store. Set up a portable corner, where a wide variety of consumer electronics units are displayed on tiers of shelves—tied together by the "leisure life" theme.

(If shoplifting is a problem, chain the portables down—but chain them down in an organized display.)

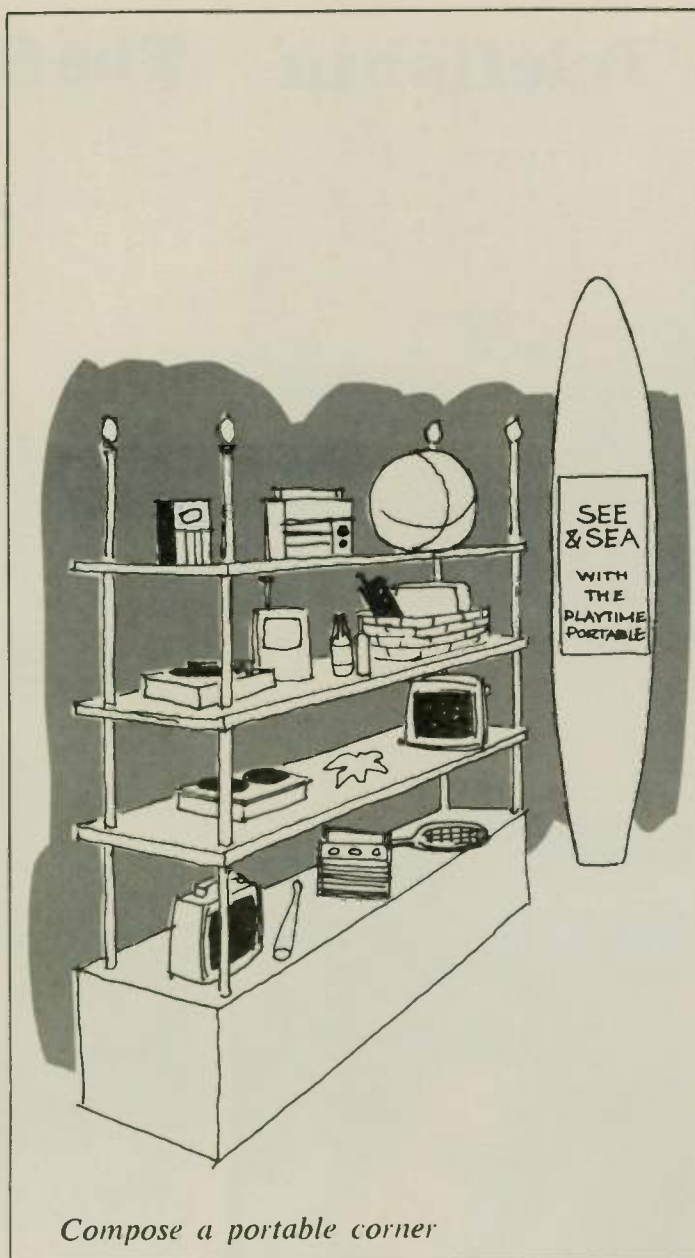
Spread the portables on green felt or straw, and accessorize them with the familiar symbols of the easy life—as in the window display sketched at the right.

Another idea: place the portables on a red print "hobo" handkerchief with a sign saying: "Home electronics leave home." Then scatter model cars or boats throughout the display. If the model collection is good enough, promote that to get customers into the store.

Hold a fashion show. Macy's New York tried it with some success last year in its housewares department. Four live models showed the latest in fashion and cookware in a coordinated presentation entitled "Pots and Pants."

To stage your own coordinated home-electronics-and-fashion show, combine beachwear fashions and playtime portables with a "Sea and see" theme. The model at the right, for example, is showing both the bikini ensemble and a GE portable radio.

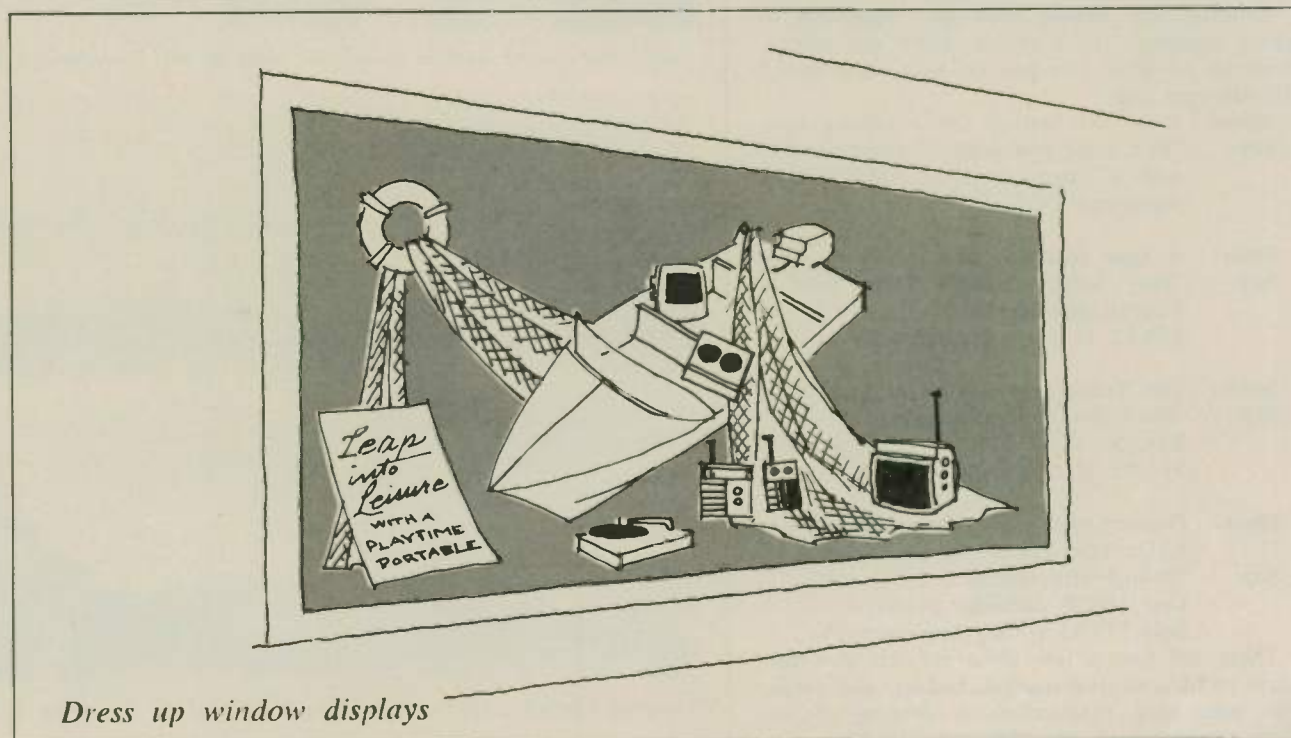
For the department store, the logistics of arranging a product-and-fashion show are not too difficult. For the independent retailer, a good approach is a tie-in with a local dress shop, with both retailers participating in the staging and promotion of the show.



Compose a portable corner



Stage a fashion show



Dress up window displays

Take a tip from manufacturer ads

Manufacturers know it—and they have been pushing it for years: playtime sells portables. From Sony's "Sun Set" television to Zenith's "Sun Charger" radio, portables are being produced and promoted for the great outdoors.

Product shots show a tv set with sun-shades at the beach, or a radio perched atop a navigation chart in front of a ship's rail with the sea in the background, or a portable phonograph on a sunny tennis court, or a walkie talkie clutched in a hunter's left hand, balancing the rifle in his right.

The whole product mix—tv sets, radios, phonographs, tape recorders, and walkie talkies—is shown both separately and together as seaside, campsite, or picnic companions.

Who are these manufacturers talking to? The New Consumer: the consumer with lots of leisure and a fist full of finances to go with it; the consumer whose nursery nanny was a kiddie phonograph, whose schoolday companion was a transistor radio; the consumer who is used to living with the sound and the music of a new generation—and who wants that sound while he plays.

Newest of the playtime portables is the cartridge tape recorder, offspring of the marriage of the automobile and entertainment industries. This product was created for on-the-go leisure-time living. Be it Carry-Corder cassette, Olympic 8-track portable, or a not-so-portable automobile player, the cartridge unit is as at home on a boat as it is at the beach, and—most of all—as it is on the road.

How do manufacturers sell their message to the leisure market? The past master of the art is Sony, with its Tummy Tv. For Sony, the key to the consumer's pocketbook is the subtle dig that leads to the moment of recognition. For Sony, the bikini-clad sunbather (see ad at right) is fat and frowsy; and the sportsman is sporting a spare tire.

GE's target is Young America: the swinging under-25-year-olds. Young America, says RCA, influences 50% of all radio and phonograph sales. Young America is the active generation: the singing, swinging, sportsmen who will respond to ads that are as active as their lives.

Retailers can choose their own approach to selling portables for playtime. Here are several examples of what you can do with coordinated artwork and copy:

Show: A tv set hooked on a fishing line.
Say: "Bait your summertime entertainment with a Taurus tv. Only \$119 at City Appliance-TV."

Show: A tape recorder at a campfire sing.
Say: "Play now, playback later with a Taurus tape recorder. \$59.95 at City Appliance-TV."

Show: The Young America set in a rowboat.
Say: "Rock and row with radio. Buy our Tiny Tim transistor version, \$14.95 at City Appliance-TV."

Show: Dancers swinging to music from a cartridge tape player on a motorboat.
Say: "Swing with stereo! Our Taurus cartridge player, only \$79.95 at City Appliance-TV."

These are just a few ideas for ads you can adapt to fit your own market, budget, and needs. Use your own imagination in devising an instant ad campaign for playtime portables.

Telefishin'



A sunbath won't wash out the picture.

The Sun Set



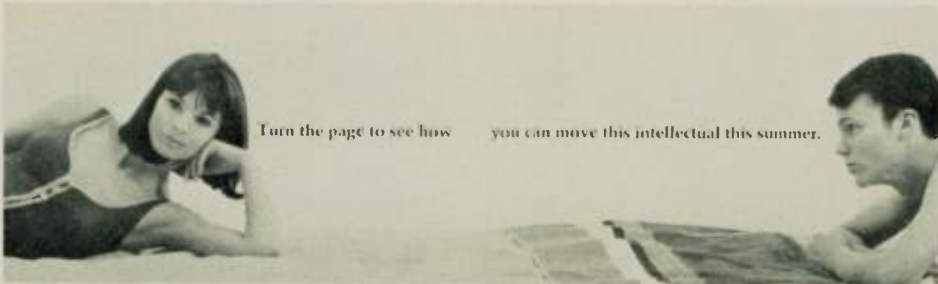
The Sun Set

Its sunglass screen lets you see a picture even out in the sun



Sunglass SONY TV

Sony sells leisure with a humorous twist in this coordinated series of ads



General Electric's approach to leisure aims at the Swinging Young America market.

New RCA VICTOR Color TV



Specially built,
specially priced
for the
swinging season

Almada, Moorish in design and magnificent to behold with its 295-sq. in. picture. RCA Hi-Lite Color Picture Tube with Perma-Chrome assures locked-in color purity without changes in fidelity during tube warm-up.



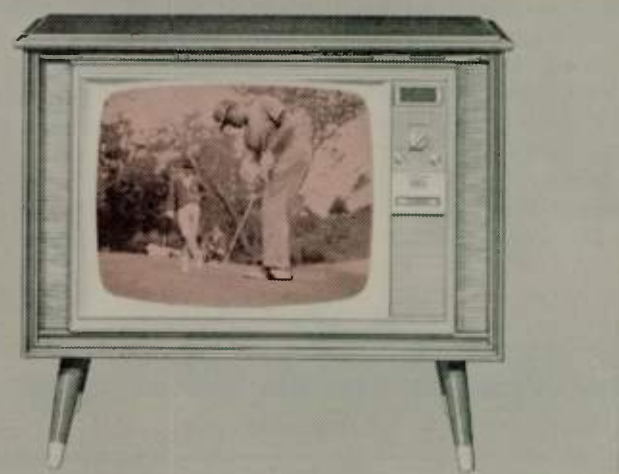
Alcott, a trim Contemporary consolette, compact in design and big in performance. In every RCA Victor Color TV reliable solid copper circuits reduce service headaches.



Yorkshire, a Colonial lowboy with simplified color-quick tuning. Like all RCA Victor Color TV, it has a 4-circuit New Vista VHF tuner—the most powerful in the TV industry—and a Solid State UHF tuner. In every detail, it's dependability you can count on.



Heatherton, sleek Contemporary design and a 295-sq. in. picture. Another new model for swinging season profits.



The Most Trusted Name in Electronics

Tmk(s) ®



Order now from your RCA Victor distributor in time for the Swinging Season.

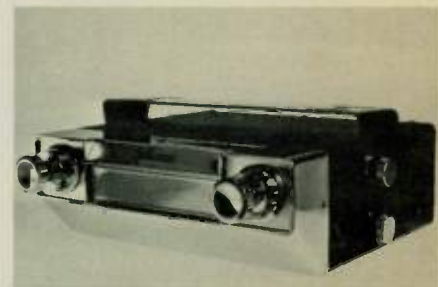


□ □ **Admiral adds a transistor radio**—the new Constellation model—to its line. The 10-transistor AM receiver has a wide-range speaker, a built-in ferrite rod antenna, two IF transformers, and vernier slide-rule tuning. Offered in black or white, the unit lists at \$11.95. (Admiral Corp., 3800 Cortland St., Chicago, Ill. 60647)

□ □ **A rechargeable tape recorder** has been introduced by Webcor. The solid-state unit comes with new life-long rechargeable batteries and can also be operated on flashlight batteries. It is equipped with a built-in AC converter, and plays full 5-inch reels at two speeds. (Webcor Sales Co., Chicago, Ill. 60614)



□ □ **Furniture with a function:** the new Magnavox "Chairside Contemporary," a solid-state stereo radio-phonograph and end-table combination, is designed for those who have to reconcile their champagne tastes to compact living space. The stereo unit features five speakers, the "Micromatic" record player, solid-state AM/FM radio with stereo FM, and a diamond stylus. Sound is projected from all four sides of the natural-walnut end-table piece. List price: \$249.50. (Magnavox Co., Fort Wayne, Ind.)



□ □ **Auto audio by Audiovox:** the New York electronics manufacturer has announced its new 8-track stereo cartridge player. The "Model 8, Auto Tape Player," features a mounting bracket that allows for easy installation, level or tilt, fifteen transistors, and built-in interference suppression. Track switching is possible automatically or manually with the black-chrome unit. A spring-loaded door protects motor mechanisms from dirt and dust. The player retails for a suggested \$109.95. (Audiovox Corp., 156 Fifth Ave., New York, N. Y.)

We don't like our replacement parts...

used on a Maytag washer. Likewise, we aren't too happy when Speed Queen, G-E, Whirlpool or "will-fit" parts are put on a Hamilton appliance either. All these companies make good laundry appliances and the best replacement parts for those appliances. But Hamilton washers and dryers demand Hamilton replacement parts. Here's why. Every component on a Hamilton appliance is carefully manufactured to perform a specific function. Each part is also designed to work in harmony with all other parts and systems. Another manufacturer's part may fit and even function for a while. But even if it doesn't fail

itself, that odd part may well contribute to the premature failure of some related system because it's out of harmony.

That's why we will not warrant or guarantee any Hamilton appliance that has been fitted with anything except Hamilton parts. By such a firm stand, we are protecting your customer's investment. And we are also protecting two reputations. Yours and our own. And those reputations are important parts of your continued sales success. Parts that can't be replaced.

Hamilton®

HAMILTON MANUFACTURING COMPANY, Two Rivers, Wisconsin



□ □ **The young sound:** Philco-Ford has introduced the second in its series of "Swinger Set" portable-phonograph/electric-guitar combinations. The 1967 model features a solid-state stereo with two detachable 4-inch speakers that can be separated by as much as 18 ft. The tilt-down cabinet is finished in black leatherette. The professionally styled 6-string guitar plugs into a special jack in the stereo unit for amplification—solo or as accompaniment to simultaneously played records. The combination retails for \$99.95, a \$30 step-down from Philco's first such model. (Philco-Ford Corp., Tioga and C Sts., Philadelphia, Pa. 19134)

□ □ **Mobile music:** a portable record changer—which was designed to fit all automobiles without requiring a technician for installation—has been introduced by A.R.C. Electronics Inc. The new unit weighs 11 lbs.; it measures 11½ inches by 12 inches by 6 inches. Capable of playing and rejecting as many as 12 45rpm records, the portable changer comes equipped with a light for conveniently reading record labels which is equally handy for referring to maps, etc. (A.R.C. Electronics Inc., 15302 South Illinois Ave., Paramount, Calif. 90723)

You should hear what Daddy says about Mommy's muumuu.

He says it looks like a walking vegetable salad. But even when daddies just growl or grin, the result is the same. Women tend to buy what their husbands like. Most of the time, anyway.

When she sets out to buy a washer or a stove or a refrigerator, she drags him along as a technical expert. Even though his total mechanical knowledge could be put in a sparrow's pupil.

Contrariwise, any man who was overconfident enough to buy a car without checking out a few points with his wife would be flirting with a life of sheer terror.

You know these things. They are not abstract. They happen to you.

Most purchases, even liquor, are family

concerns to some extent.

Which leads to LIFE. Every week, we reach 33 million adults. Half of them are men, half of them are women, a widely approved arrangement. Another 10 million are teen-agers. And then there are those uncounted millions of tiny people who just look at the pictures.

Buying is a family affair, LIFE is a family affair. Buying is a weekly event, LIFE is a weekly event.

Which is why LIFE's 33 million adult readers own more cars, more stocks and bonds, more dishwashers and freezers and hi-fi sets, etc., than any other magazine audience on earth. But they don't own enough. Not nearly. **LIFE**



Just because major department stores push Panasonic... why should you?



That's a question that really calls for an answer.

It doesn't make sense to play follow the leader. Unless it's the right move for *you*.

So let's take a good close look at the reasons why big stores — like Macy's in New York, Jordan Marsh in Boston, May Co. in Los Angeles, Maison Blanche in New Orleans and Famous Barr in St. Louis — are pushing Panasonic TV sets, radios, phonos and tape recorders.

The answer isn't hard to figure out. Retailing today is a tough game. It boils down to one big problem: Where have all your profits gone?

Expenses keep climbing. Profits keep dropping. Manufacturers keep saying, "Sell more, more, more." And you keep wondering, "Why... if it means selling too close to cost?"

Look at the reasons

No wonder big retailers check a line from a lot of angles — before they promote it all the way.

Is it a demand line? Is the design good? Are there exclusive features that can really bring people into your store? How about advertising? Will you have service headaches... bugs that'll eat away even more of your profit? And above all, what kind of profit margin can you expect?

Key questions. And we like to think Panasonic is your answer.

Because of demand, for one thing. Take Panasonic radios. They're one of the best-selling brands in New York. And we've been in business here just *six* years.

Sales up 50%

Fact is, Panasonic products must be making a lot of people happy. Happy enough to buy more. Otherwise, our sales wouldn't keep going up.

In 1966, our sales were 50% over '65. They've been climbing like this every year since we started doing business in '61.

Which makes us proud. And thankful. It must be because many of you are putting Panasonic on the counter. Right up front. And we think we know why.

Panasonic sells at a full profit margin. Here's where it pays to push a brand.

We have one policy. We have it for everyone. We haven't changed it since we began. Maybe that's why our retailers have stayed with Panasonic.

Some of you are probably thinking, "OK, OK, sure I like profits... but what about the line itself? What about the company?"

Panasonic might surprise you

The answers might surprise you. Panasonic makes over 4,500 products. We sell them in more than 120 countries. We employ more than 2,500 scientists and research engineers. And 40,000 technicians. In 72 factories.

With a backfield like this, Panasonic is nobody's football. And we work like blazes to keep coming up with new ideas. Fresh designs. Features nobody else can match. As you'll see for yourself, as soon as you look at Panasonic's new '67 line of radios, phonos, tape recorders and black and white and color TV.

Our '67 line is big enough for you to sell something to everybody. All kinds of adults. And we haven't forgotten teenagers.

Shoppers won't have much chance to forget Panasonic, either. We'll be advertising all year long in *Life*, *Look*, *Time*, *Newsweek*, *U.S. News & World Report*, *The New Yorker*, *Seventeen*, *Business Week*, *High Fidelity*, *Tape Recording* — and we'll be adding more names to the schedule.

Think about this, too: A Panasonic product stays sold. Your profit won't melt away in service costs and ill will. And you're likely to see more customers coming back more often — for more of those Panasonic products they got from you in the first place.

Mail us this coupon

We hope you'll want to find out more about Panasonic. Just send us this coupon. We promise you'll get back a lot more than just another sales pitch.

Mail to: Panasonic, Dept. MW-327, Pan Am Bldg.
200 Park Ave., New York, N.Y. 10017

All right. Send me the whole Panasonic story.
I understand there's no obligation on my part.

My name _____

My title _____

My company _____

Address _____

City _____ State _____ Zip _____

PANASONIC®

After a disappointing quarter, retailers look ahead to April

With Easter out of the way, hard goods take over today. And housewares buyers can not help but think that it is about time. April holds promise, but will it live up to expectations?

The slow start

First-quarter business has been on the slow side—somewhat disappointing, just like Christmas 1966. Some newer products and some "hot" items have been selling well, but the basic goods—especially electric housewares—have been off the pace set one year earlier, judging from reports coming into New York City-based chains and buying offices from across the U. S.

Inventories remain on the heavy side, despite retailer and distributor efforts to work them down. Since before Christmas, some retailers and distributors have been kept busy trying to get their inventories in better shape, particularly to unload all the "dogs" and any deals they had bought that turned out to be less than special.

And in some cases, retailers still apparently are not restocking some basic name-brand products—or not stocking them adequately, in the minds of manufacturers—until the slow movers had been moved out.

This is what Willard H. Sahloff, general manager of General Electric's housewares division and corporate vice president, was complaining about in a recent speech (MW, 13 Mar., p. 33).

And the situation Sahloff described as characteristic of the weeks prior to Christmas still exists today, although perhaps to a lesser extent.

Short-term buying

Retailers now—as in the pre-Christmas period—have been seeking to work with as little inventory as possible, buying in goods for no longer than 30 days at most. The exception, of course, has been the closeout or other "irresistible" special deal. Closeout deals have been particularly attractive during the first quarter as manufacturers, too, sought to get their inventories in shape.

The trend to work with shorter inventories in basics—particularly in electric housewares—apparently has helped the distributor. Less merchandise reportedly is going the direct-sell route, because retailers are not as willing to commit themselves to volume purchases. Therefore, even some of the largest chains reportedly are buying more of their basic merchandise through distributors.

A sluggish example

Irons have been particularly disappointing to both retailers and distributors during the first quarter. In sales, they are well off the one-year-earlier pace. While some retailers and distributors suggest that the softness in irons is no worse than for most other electric housewares, they point out that it may appear worse, because iron sales were particularly strong during the first quarter of 1966.

Two factors generally are blamed for the sluggishness this year that is holding back the industry's day-in-day-

out best seller: a product that topped 10 million units in manufacturer shipments last year. The growth of permanent press fabrics, surprisingly, is not one of the factors.

Last year's iron business was boosted by the race—on the part of manufacturers—to come up with the greatest number of steam vents in their soleplates. Somehow, the consumer's interest was captured by this "Hole-y War." Also, Teflon-coated soleplates provided an additional quality of "newness." Thus, with the promise of easier ironing with less work, the consumer went out and replaced her old iron earlier than "normal." This year, however, there are no comparable new features, to create the new spark in the consumer's heart.

At the same time, many dealers and distributors bought heavily on irons late last year, in anticipation of a fabulous fourth quarter. When it did not materialize at retail, a lot of irons were left clogging up the channels of distribution. And the inventory still has not been worked off.

A hot-item year

"This is a hot-item year" is the way one chain buyer sized up 1967 for the housewares industry. With the basics on the sluggish side, he explained, buyers are looking harder than ever for the half dozen or so items they can run with.

Blender sales have held up particularly well during the first quarter, judging from manufacturer, distributor, and retailer comment. And the facial "saunas" and the Water Pik and its copies are looked upon as "new" business—welcomed with open arms despite the price cutting.

A number of smaller-ticket housewares-hardware products—ranging from car washers to appliance dollies to ceramic bathtub edging (MW, 27 Feb., p. 27)—also have done well.

"Help Wanted" signs are out

This is also the year, judging from buyer comments, when they are most interested in tying in with a well planned manufacturer promotion. Retailers clearly believe they need all the help they can get.

A number of manufacturers appear to have timed their stepped-up promotional help for retailers well: for example, Rubbermaid's 1¢ sales; Dominion's Shower of Diamonds promotion; Waring's promotion of a special 8-pushbutton blender at a sharp \$26.99 retail price, plus a free serving tray; and Hamilton Beach's in-store promotions, not the least of which is the jolly former White House chef who can woo the ladies.

April holds plenty of promise for the housewares retailer. Easter is out of the way earlier this year, giving housewares retailers a longer promotion run through the spring gift season. Personal care products loom as a big "plus." There are some hot items around.

But it is also clear that retailers and distributors are still looking back to Christmas 1966. The doubts remain, and April may tell.

—Ed Dubbs and Joan Bergmann

□□□□ The NHMA has admitted about 40 new exhibitors to its June show at Chicago's International Amphitheater which provides more exhibit space than the former McCormick Place. Exhibitors for the June 12-16 show will number 1,144—a record for a summer show. A spokesman for the National Housewares Manufacturers Assn. said a list of exhibitors will not be released for at least several weeks.

□□□□ G. Fox & Co. takes a stand for safety with a new "Safety Post" staked out in its housewares department. In an effort to cash in on the current national interest in safety (MW, 27 Feb., p.28), the Hartford, Conn., store has taken a square supporting column, covered it with black, installed a series of shelves on all four sides, and topped it with a red-and-white header labeled "Safety Post." Merchandise consists of both home and auto safety devices, including fire extinguishers, door locks, bathtub mats and non-skid treads, flashlights, and flashing lanterns.

□□□□ Hamilton Beach joins the trade-in bandwagon with a promotion behind its electric knives. Customers who bring an old kitchen knife—manual or electric—into a participating retail store will receive a "substantial saving" on the purchase of a new Hamilton Beach knife or other product. This is in addition to a series of other promotions—including chances for women to have dinner with former White House chef Rene Verdon (MW, 20 Mar., p.19)—which were previously announced.

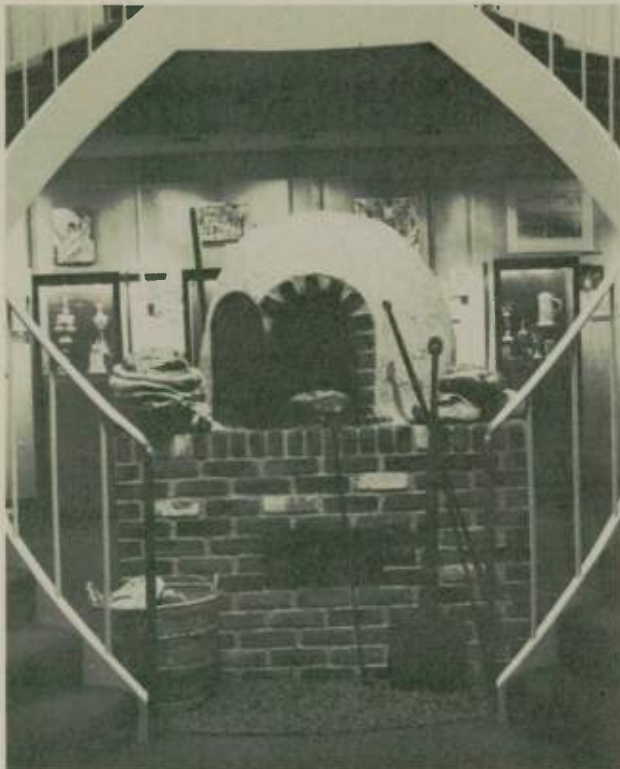
□□□□ Waring's hot blender promotion has the housewares trade talking. The company will soon begin shipping a special 8-push-button blender with a 720w motor and a glass container, which will be promoted at a sharp \$26.99 retail price; with each unit, Waring is packing a walnut snack tray from Vermillion Inc. The firm will back up the promotion with spot television commercials in 20 key markets, beginning Apr. 17, in addition to its usual demonstration and co-op programs.

□□□□ Dominion expects 5,000 retailers to tie in to its Shower of Diamonds promotion. So far, more than 3,000 retail accounts have qualified for listing in regional editions of the June 2 issue of "Life" magazine. Apr. 3 is the deadline for qualifying for the "Life" ad. Both consumers and retailers can win diamond jewelry.

In another manufacturer promotion, Knapp-Monarch is giving a free 2½-lb. turkey roast from Checkerboard Farms to each consumer who buys its N-105S oval roaster.

□□□□ Norelco knows a winner when it sees one, and will repeat—for the third consecutive year—its clown promotion for shavers. Again Norelco will team up with the Ringling Bros. and Barnum & Bailey Circus, which will send circus clowns into retail stores.

□□□□ Teflon-S finishes are not made for cookware; and no cookware manufacturers have been authorized by DuPont to use its newer, tougher, Teflon-S finishes. (A news report (MW, 13 Mar., p.34) gave the erroneous impression that these finishes might soon be used on cookware.) A DuPont spokesman also pointed out that Teflon-S finishes actually provide manufacturer-users with cost savings over regular Teflon finishes.



A mammoth clay and brick communal oven from the 16th Century stands in the well of the Fifth Ave. gallery's double circular staircase. Wooden and metal peels—as the baker's paddles are called—are stacked in front.

Bread & wine: adding romance

The nostalgic scent of baking bread has returned to the kitchen and retailers can rise to the occasion by adapting a recipe for a cookware-bakeware display from the current "Bread and Wine" exhibit at New York's Hallmark Gallery.

Combine loaves of different kinds and shapes of bread with a sprinkling of antique bread boards, baking tins, utensils. Add a good measure of cookware, bakeware, kitchen tools.

Frost with a glaze of complimentary recipes for breads and cookies.

Trim with jams, jellies, fancy flours, and seasonings from the gourmet food shop.

Time to coincide with a holiday season.

Yield: a traffic-stopping display that says it for both culture and cookware.

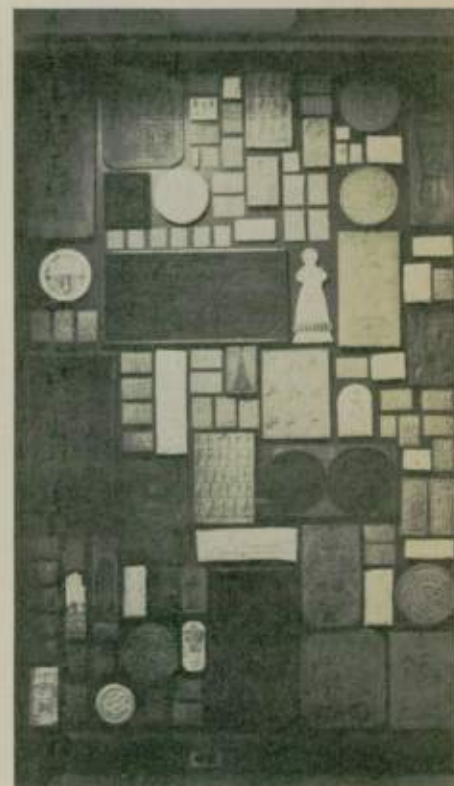


An international collection of antique bakeware that includes bread boxes, flour scoops, pitchers, cookie sheets, and decorative wall plaques fills the exhibit space from table to ceiling. Bread twisted into pretzel-like shapes rests on a hanging cooling rack. Dramatic lighting heightens the over-all effect of this display.



The basic ingredients for bread and an eye-catching display are found in this group, which includes flour jars, scales, bread boards, brown bread mix, and baskets. The exhibit, which runs through May 12, also depicts the story of wine through the centuries.

The 400 different loaves of bread especially baked for the display include the traditional loaf-shapes and twists, as well as a boar's head, a bird, and a caliph's turban. For a retail promotion, the store could seek the cooperation of a local bakery.



Cookie molds and cutters—whether antique or contemporary—can be especially effective when used as a backdrop in an art gallery or in the houseware department, where they make good use of often-unused wall space.



A sunbath won't wash out the picture.

The Sun Set is the perfect Sony to watch while getting rid of an anemic pallor. Or while waiting for a hair set to set. (Its telescopic antenna holds up to ten rollers.) This Sony's special blackscreen soaks up so much glaring sunlight, when you're watching a western, an Indian won't become a paleface. And a paleface won't fade completely out of the picture.

Considering how the blackscreen performs in broad day-

light, it's only logical to expect a fabulously vivid picture indoors. And you get it. Even with all the lights on.

Not only does this Sony come on strong inside or out. It comes on strong instantly. Thanks to 19 non-heating transistors which keep it going strong. (Outdoors it operates off a rechargeable battery pack. Indoors off AC current.)

If anyone wants a portable that is watchable just about anywhere, steer them to the Sun Set.

SONY 700U TV



□ □ Onyx gets a new treatment: it is being used with the bases of a new line of brass and pewter bath accessories that has been introduced by Allied Brass. Highly polished chinks of the stone are bonded together with a colored plastic filler. Called the Beautique Collection, the new line of accessories is available with red, blue, or green bonded onyx. It includes towel stands, soap dishes, and toothbrush holders.

Allied Brass is also giving pewter a different look in its Knurly-Ku group of pewter-finished fixtures and accessories. This new collection of bath goods includes hooks, soap holders, soap dishes, rings, and bars. (Allied Brass, 29 East 21st St., New York, N. Y. 10010)



□ □ Premium merchandise from the J. R. Clark Co. is slated for introduction at the New York Premium Show. The new merchandise includes a folding Patio Cart, which converts into a display cart; the Lady Clark Deluxe Stepladder, with red-carpeted platforms; the Director's Chair, a casual furniture piece; and the Tier Table display unit.

The Big Wheel display cart (shown) —also to make its debut at the show— has a detachable yellow cloth-backed-plastic covering, which is edged with a fringe. The cart can be used for both indoor and outdoor displays. It is net priced at approximately \$75 (when ordered in sufficient quantities). (J. R. Clark Co., Premium Division, Spring Park, Minn.)

How to expand your service department without adding a man.

You can help your present service technicians become more skilled...more professional. Talk with the service manager at your Motorola Distributor's. He offers a complete training program that will help accomplish this objective.

Finding competent service technicians is a task that's far from easy . . . that's why more and more dealers are putting increased effort into "growing their own."

Motorola Distributors are responding to this new trend with new ideas for training.

Some have training facilities set up in their own places of business . . . so you can send your technicians in for "refresher courses."

Many hold periodic training meetings for large groups. Motorola Regional Service Managers are often in attendance at these meetings to provide detailed information about design and service features.

And in some cases, your Motorola Distributor can enroll your service men in Motorola's "Professional Technician Program." These new "P.T.P." sessions take place *in your store* and your technicians work on a man-to-man, face-to-face basis with one of our factory technicians.

The service manager from your Motorola Distributor can help you with almost any type of training activity. Contact him.

Good training can help you keep the service technicians you have. Good training can help you get the service technicians you need.



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



□ □ **Pre-decorated and illuminated** Christmas garlands are being featured by Noma Lites for Christmas, 1967. Made of plastic, the garlands are shaped as bells, balls, and lanterns; they are illuminated with midget lights and trimmed with holly. The individual ornaments are linked together for tree-trimming convenience. (Noma Lites Corp., 200 Fifth Ave., New York, N. Y. 10010)



□ □ **Wen Products is introducing** a new, industrially rated 2-speed, electric-powered portable, free-hand cutting saw, which allows selection of the correct speed for any cutting job, be it metal or wood. The suggested retail price of the model 920D Zipp saw is \$44.95. (Wen Products Inc., 5810 Northwest Highway, Chicago, Ill. 60631)

□ □ **Turn-A-Bin from Loma** features five pie-shaped bins on a turntable. The bases are tinted green and the lids are pewter. Suggested retail price for the Turn-A-Bin is \$4.49. (Loma Industries, 9651 Highway 81, South, Ft. Worth, Tex. 76140)

An advertising dollar spent in **one** of these magazines reaches more people living in households purchasing **audio-video equipment** in the past year than it does in any of the others:

Better Homes & Gardens Holiday House & Garden House Beautiful Life Look **Newsweek** Reader's Digest Saturday Evening Post Time

In the company of all of those other major national magazines, it may be surprising that Newsweek is number one. But that's what Simmons says—W. R. Simmons and Associates Research, Inc., the people who study markets and the media that reach them.

But Newsweek's leadership is not limited to audio-video equipment; it is, in fact, the most efficient magazine in reaching people who own most major electric appliances—electric ranges, separate clothes dryers, electric refrigerators, room air conditioners and fully automatic washing machines.

And for advertisers interested in the youth market, Newsweek has a special bonus. According to the recently completed Reader's Digest College Study, Newsweek reaches more college students per adver-

tising dollar than any of the other major weekly or newsweekly magazines—and, in total numbers, more than 1,000,000 every week.

For more information on Newsweek—and its quality audience of more than 10,000,000 readers—get in touch with Tony Ernst, Building and Home Products Advertising Manager, Newsweek, 444 Madison Avenue, New York, New York 10022.

quote Newsweek
the newsweekly that separates
fact from opinion

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

February	264,000	225,000	+ 17.33
2 Months	531,800	424,500	+ 25.28

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
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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
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March 10	59,025	54,154	+ 8.99
10 Weeks	646,029	558,467	+ 15.68

December	701,084	708,229	— 1.01
12 Months	4,310,309	4,046,015	+ 6.53

March 10	27,409	38,950	— 29.63
10 Weeks	295,199	398,429	— 25.91

December	236,827	266,873	— 11.26
12 Months	1,792,609	1,708,666	+ 4.91

March 10	202,718	259,705	— 21.94
10 Weeks	1,957,371	2,463,204	— 20.54

December	1,470,927	1,731,030	— 15.03
12 Months	13,601,781	13,281,698	+ 2.41

March 10	117,443	148,895	— 21.12
10 Weeks	1,073,837	1,533,972	— 30.00

December	552,548	766,450	— 27.91
12 Months	6,949,744	8,027,981	— 13.43

March 10	98,636	80,516	+ 22.50
10 Weeks	869,129	691,765	+ 25.64

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.

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

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MERCHANDISING WEEK DOESN'T

WE

REACH QUITE EVERYBODY.

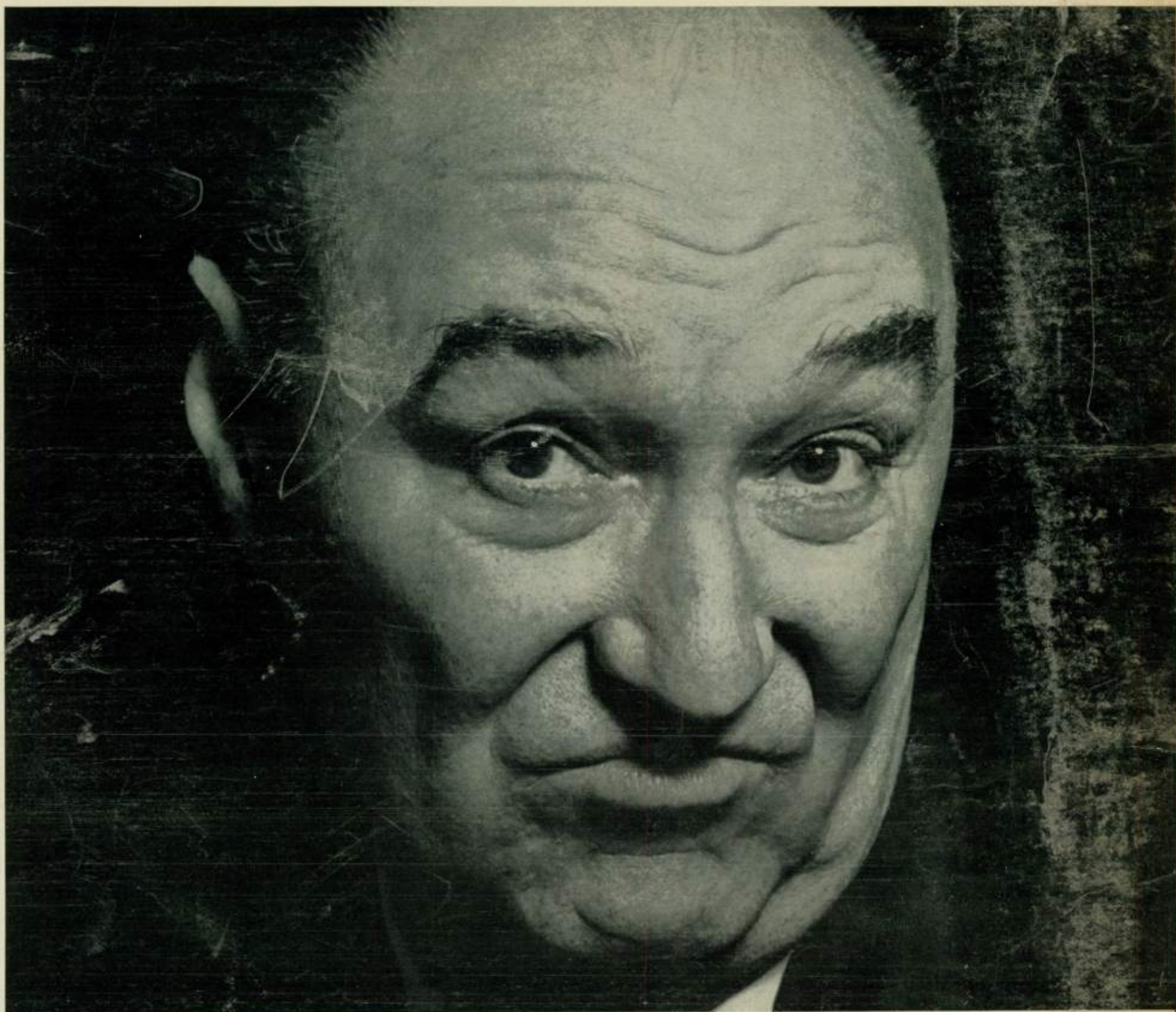
JUST THE RETAILERS WHO COUNT!

The men who read Merchandising Week sell almost all of the consumer electronics, appliance, and houseware products purchased in this country.

Your advertisement in Merchandising Week reaches these men at the very moment their minds are open to new information and new ideas—every Monday morning—with the news that they use to dominate the retail sales in their markets.

That's why we say, when you have something to say to the men selling your product—Merchandising Week is the place to say it. Just call your Merchandising Week representative for the low rates that deliver our readers—all 144,500 of them (at last count!).

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



Caloric dealers make tough husbands

Caloric Dealers don't accept wifely excuses concerning cooking. They know better.

You see, Caloric Dealers do some great cooking themselves—right in their stores—cooking good enough to prove to prospects that they should own a Caloric Ultra-Ray® range.

The great selling tool of “actual cooking demonstration” is available to every Caloric Dealer with the new Caloric Cub portable Ultra-Ray Broiler (with its own gas supply). It says more with its sizzle and smell than most salesmen could get across in a half-hour of good hard-sell.

So if you're just an ordinary dealer right now, let us turn you into a Caloric chef. Then you can cook gourmet Sunday breakfasts, keep your wife in line and make a pile more money selling ranges.

*Caloric Ultra-Ray burner—U. S. Patent No. 3,122,197

Caloric®

Caloric Sales Corporation, Wyncote, Pa.

GAS RANGES • BUILT-IN UNITS • KITCHEN HOODS • DISHWASHERS • FOOD WASTE DISPOSERS • COLOR-COORDINATED SINKS • OUTDOOR GAS GRILLES • CONVENIENCE CADDIES