

MERCHANDISING WEEK

APRIL 10, 1967

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◀ **Summer housewares:
merchandising the
'good old days'** ☐ ☐ p. 19

**FM radio comes of age:
a look at some facts,
figures, and a glimpse
of the future** ☐ ☐ ☐ ☐ p. 10

**Utility girl named SAM:
just a pretty face
for retailers?** ☐ ☐ ☐ ☐ p. 8

**Stores vs. suppliers:
Part 2, the consumer
revolution** ☐ ☐ ☐ ☐ ☐ p. 26

NEXT WEEK

**The miniature revolution in consumer electronics:
the industry's pyrotechnics have just begun**

MERCHANDISING WEEK

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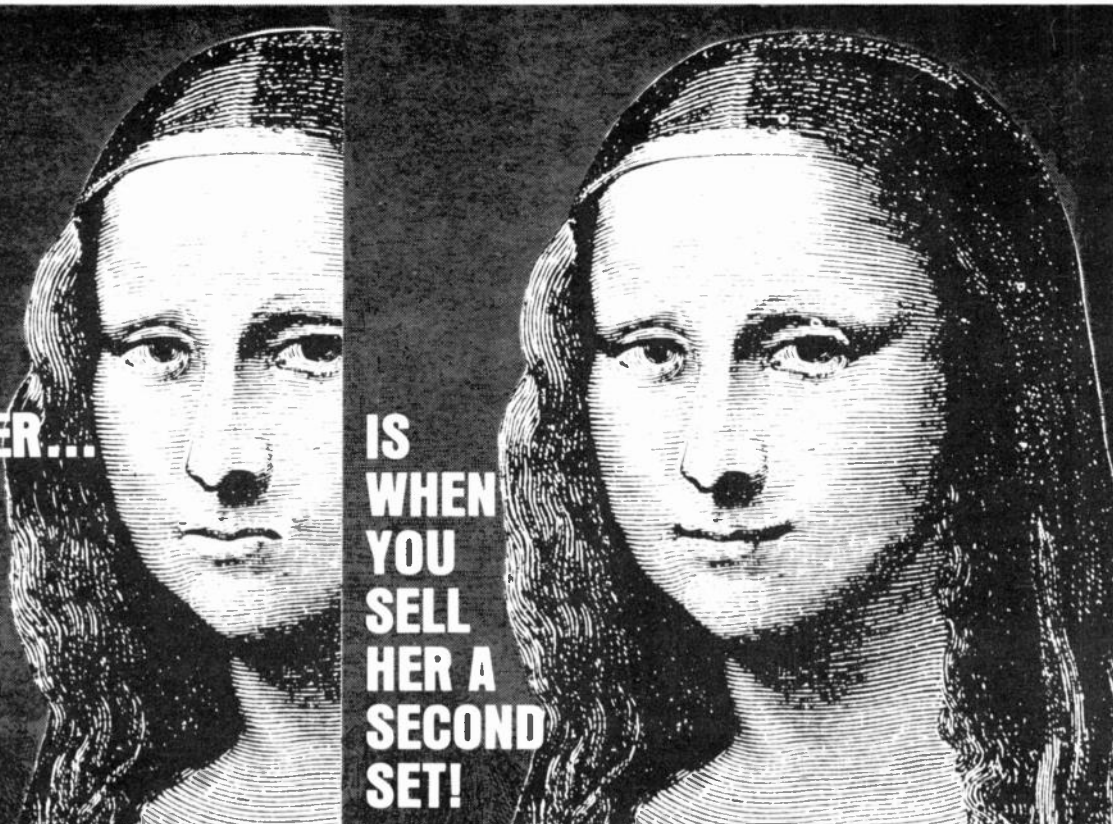
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THE SECOND TIME YOU SEE A

CUSTOMER... IS WHEN YOU SELL HER A SECOND SET!



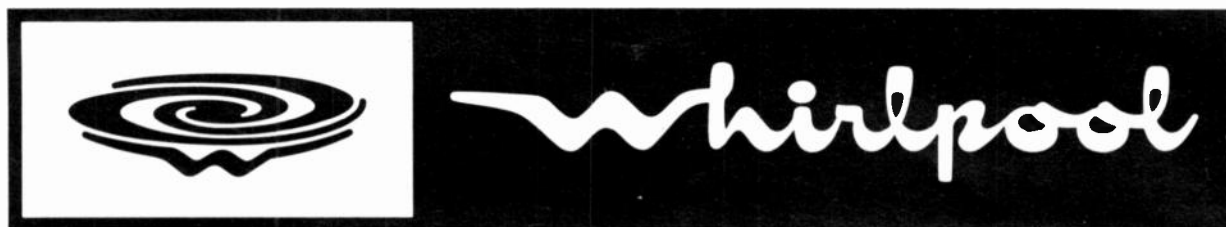

One of the industry giants' current in-warranty repair rate is 27%. Another is at 28%. And another, at 29%. Chances are you carry at least one of these brands. What do you get? Headaches. What do you lose? Customers. What does Sharp give you? Repeat sales from satisfied customers. Why? Because Sharp's repair rate is far below the industry's. What else does Sharp give you? Full, protected profits on the full line of table and console Color TV and Black & White portables . . . transistor, table and clock radios . . . and solid state tape recorders. All priced right to stimulate sales. Get Sharp!



NEW... SOLID STATE, PORTABLE TAPE RECORDER MODEL RD-504. Built-in AC or battery-operated. Capstan drive . . . 2-speeds . . . remote control, dynamic microphone . . . 5" reels. Also model RD-305. Solid State . . . built-in AC or battery-operated . . . 3" reels. Quality features include capstan drive . . . 2-speeds . . . automatic sound control . . . etc.



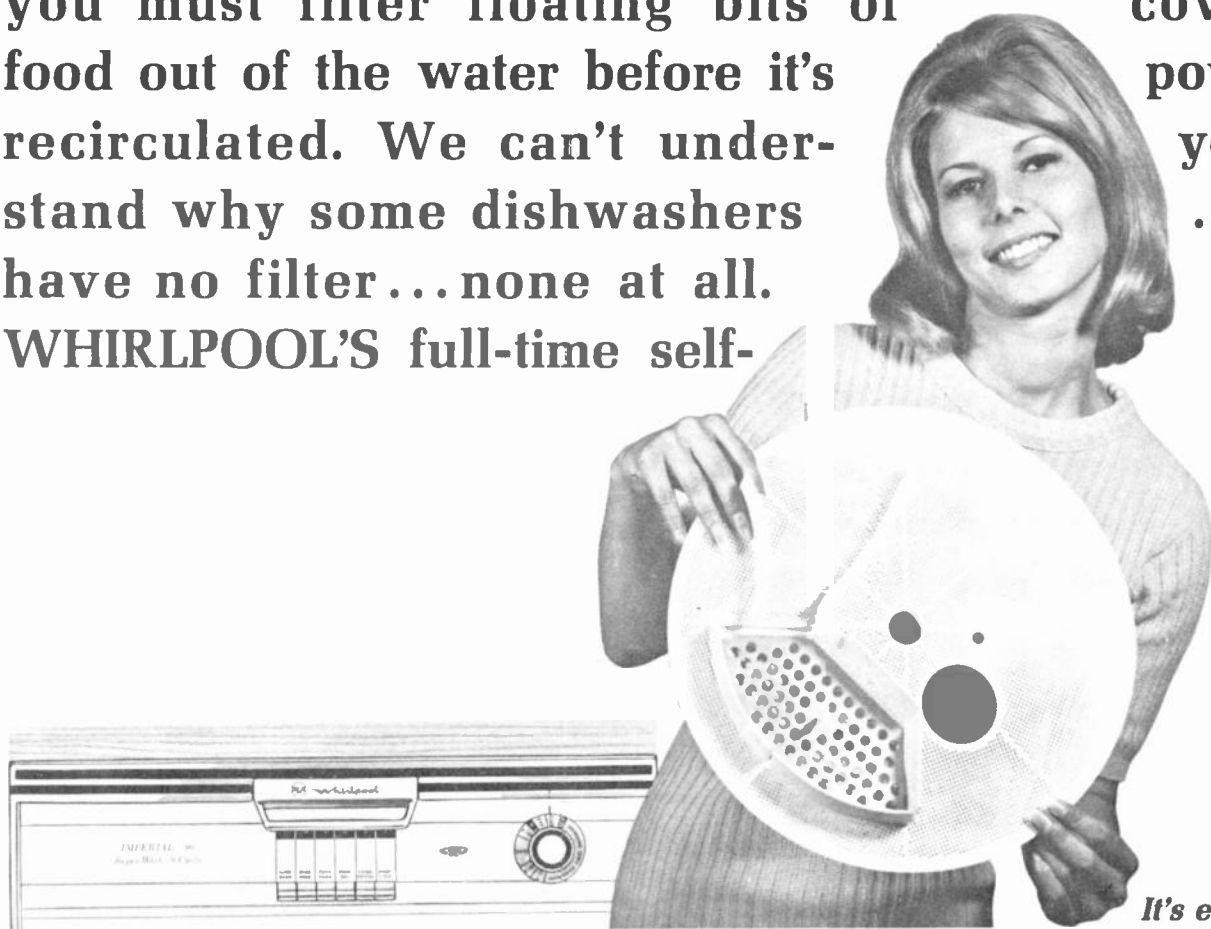
Sharp Electronics Corporation Carlsbad, N. J. 07072 • U.S. Subsidiary of Hayakawa Electric Company, Ltd.



thinks it's silly to wash dishes in dirty water.

When the hot water hits a load of dirty dishes and loosens food particles, they have to go somewhere. But not back on the dishes, for heaven's sake! WHIRLPOOL believes you must filter floating bits of food out of the water before it's recirculated. We can't understand why some dishwashers have no filter...none at all. WHIRLPOOL'S full-time self-

cleaning filter prevents food re-deposition...keeps the wash water much cleaner. Small jet nozzles in the two full-size spray arms are angled and directed for total water coverage and high-pressure power scrubbing action. Show your customers the big filter ...tell them how it cleans itself. No dishwasher should be without this feature!



GIVE MOTHER A HAND

For Mother's Day... ask your distributor about the 4-color posters, streamers and feature spots available. Special ad mats, too. Part of WHIRLPOOL'S year-round promotion program to assist you.

It's easier to sell WHIRLPOOL than sell against it!



*Today,
and every day, Sid Cooper will sell an appliance every two minutes.*

Hope he's thinking of you!

Sid Cooper is president of the 17-store Silo chain—a prime mover of products in the Philadelphia market. In fact, Sid and the other retailers who read Merchandising Week do the bulk of the country's appliance, consumer electronics and housewares business.

When you've got something to say about your products that can help Sid sell, the place to sell Sid is on the pages of Merchandising Week. It's at the stores every Monday

morning with the late-breaking trade news, managerial and promotional tips, new product information—and you!

It's a fact. Advertising in Merchandising Week makes your products hard to forget.

**MERCHANDISING
WEEK**

Read By The Retailers Other Retailers Follow

165 W. 46th Street, New York, New York 10036

□□□□ **NARDA plans two educational seminars** for August: the National Appliance & Radio-TV Dealers Assn. will hold a retail seminar from Aug. 20 to Aug. 25, at the University of Utah. Attendance will be limited to 100. The registration fee is \$175 for NARDA members, \$200 for non-members.

The institute of management is scheduled for Aug. 6-11, at the School of Business, American University, Washington, D. C. Two classes will be offered at this session: one of 50 advanced students, and the other of 150 students who have never attended a NARDA seminar. The registration fee is the same.

□□□□ **Sunbeam tries to bolster its main-floor position** with the introduction of two new electric pencil sharpeners from the shaver division. Trade sources indicated that the models, priced at \$17.95 and \$31.50, will be "ready for delivery almost immediately."

□□□□ **The steam comes out of facial sauna prices**, as Alexander's New York advertises Northern Electric's Beauty Mist facial sauna at \$9.99—reportedly the first time the item has been advertised at under \$10 in the New York area.

□□□□ **Hong Kong transistor radio exports** to the U. S. during the first two months of this year totaled nearly four times the export figure for the same period in 1966. The 2-month total was 1.6 million units compared with 406,254 units last year—a 291.8% increase. Dollar volume during the two months this year was \$4.6 million compared with \$1.0 million in 1966. The average retail price for the 2-month period was \$2.88, up 31¢ from the January-February price average in 1966.

□□□□ **Gibson will show a new insulation material** and a new side-by-side simultaneously in late May. The refrigerator-freezer is the 19-cu.-ft. Frost Clear Foodmaster, which, according to the company, has the smallest width of any comparable unit marketed: 31⅞ inches. Developed by the Owens-Corning Fiberglas Corp., the new insulator allows thinner design through thinner wall insulations. Called Fiberglas RT-22, the insulator is the result of a 2½-year period of research, costing \$4.5 million, during which Owens developed an insulating material that is both cheaper and easier to use than popular urathene, the company says. Owens-Corning expects other manufacturers to adapt Fiberglas RT-22 within a short time.

□□□□ **Kelvinator is still for sale**, but hot buyer possibilities have cooled down somewhat since it was first announced that the American Motors Co. (AMC) appliance division would be sold. As the industry learned last week, AMC is more or less being forced to sell Kelvinator and Redisco, its financing subsidiary, by a \$95 million debt that falls due to a 24-bank group on May 1. Since then, various companies—including McGraw Edison, manufacturer of Speed Queen laundry equipment, and Borg-Warner, Norge's parent—have weaved in and out of the rumored marketplace.

As things stand now, American Motors is faced with the problem of having exhausted the possible buyers that developed since it first considered selling Kelvinator (reportedly almost two years ago) and not being able to find

any new prospects. The Chrysler Corp., rumored to have been shopping for an appliance outlet for its steel products for some time, is now considered a strong possibility by many members of the industry. But, while Chrysler admits that it is definitely interested in the purchase of Redisco, the company is offering no comment on the subject of a dual purchase.

A popular rumor that AMC will merge with another corporation (not necessarily automotive) if it is unable to sell its two divisions caused last-minute activity on the Stock Market, sending up the company's stock late last week.

Kelvinator dealers have not yet received any official communication on the matter from American Motors.

□□□□ **Burke and Shetland part company**: W. J. Burke, who joined the Salem, Mass., manufacturer of floor care machines and electric housewares last September as executive vice president, confirmed a Shetland statement that he is no longer with the company. Shetland also announced the completion of SCM Corp.'s acquisition of Shetland under a merger agreement.

Burke, who spent the previous 15 years with Sunbeam where he dynamically built the outdoor products division and held the title of general manager, had embarked on a program to put Shetland on an exclusive distribution basis. He was phasing out Shetland's direct-selling activities, increasing the number of retail outlets, and bolstering the co-op ad program.

Burke declined comment on his plans, saying only that the merger would not favor his personal growth and advancement and that the situation had changed drastically since he joined Shetland.

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NOW COLOR TV TRAFFIC



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□ □ □ □ **International standards for consumer products** may be closer than most people think. Congress may set the stage for such a move this year by passing an Administration bill introduced by Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Under the bill, the Secretary of Commerce would: (1) promote U. S. participation in the establishment of international standards for products and processes, and (2) establish and maintain a clearinghouse for the collection and dissemination of engineering or product standards.

Commerce Department officials have high hopes that

the bill will get through Congress this year, and work for the long-term good of U. S. industry. They say it is specifically designed to prevent a repetition of the recent fiasco when U. S. color television was virtually shut out of western Europe because of a lack of uniform standards. There is little real opposition to the measure.

□ □ □ □ **A business upswing in the second half of 1967** is predicted by President Johnson. He is telling visitors at the White House these days that he and his aides knew that the economy would be sluggish in the first half, and

they are more optimistic than ever that the boom will resume in the last six months of the year.

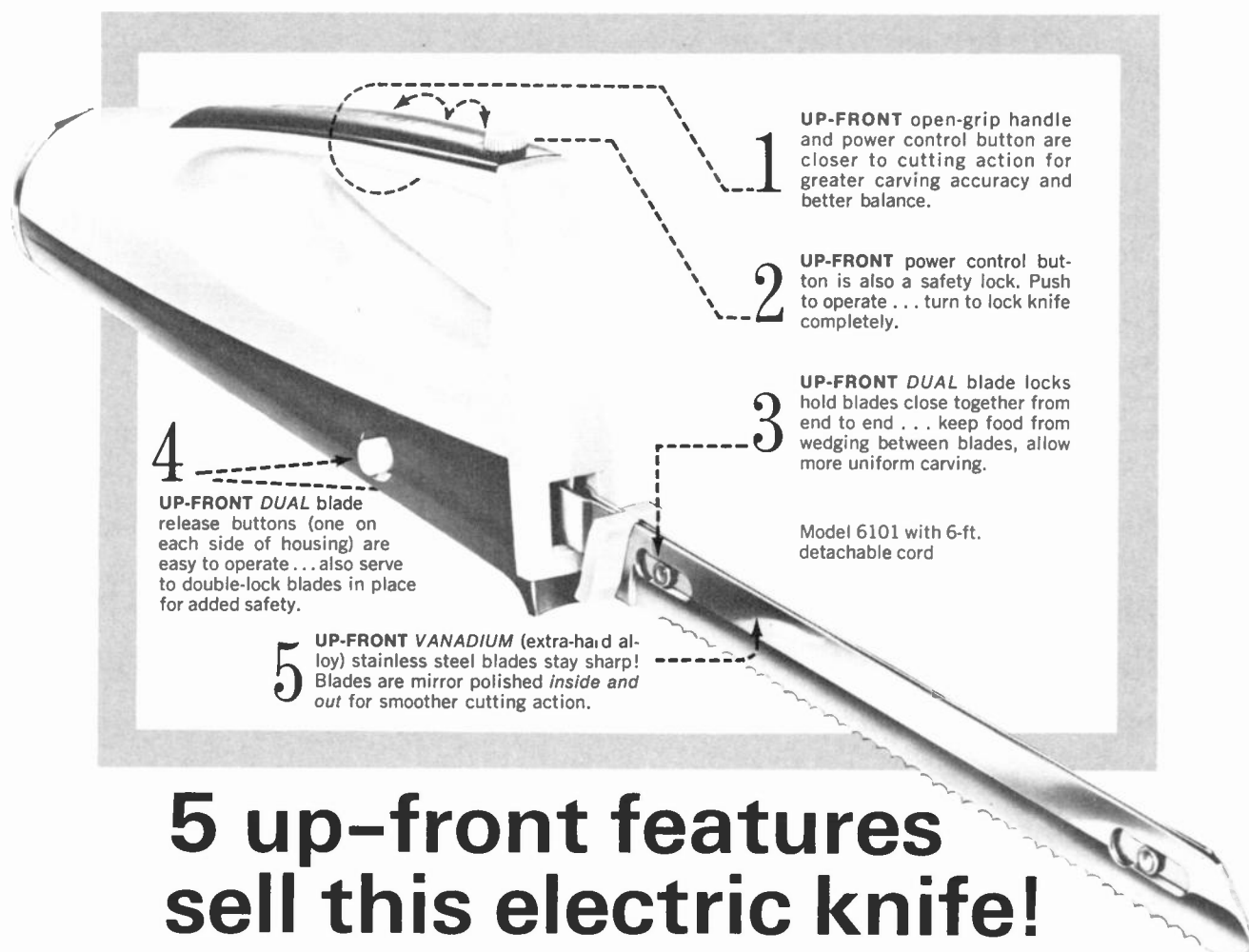
The President tells his guests he has taken all the steps he feels are necessary to combat business sluggishness. He gradually is turning loose some \$5 billion in federal spending, which he delayed last year, and Congress is quickly complying with his request to restore the 7% investment tax credit. Now, he believes, interest rates will drop and stimulate a sustained upturn in housing. Unemployment may rise slightly—but not to any great degree, and then only temporarily.

□ □ □ □ **The reappointment of William McChesney Martin** to his fifth term as chairman of the Federal Reserve Board is President Johnson's way of trying to remain in the good graces of the business community and the economic traditionalists in Congress. Johnson, an easy-money man, often found himself at odds with Martin, a fiscal conservative whose inclination is to tighten the money supply whenever the economy starts booming.

There is no doubt that the President has wanted to get rid of Martin at various times in the recent past. But failure to reappoint him would have aroused the ire of the business community and of Congressional conservatives. So the President renamed Martin to the chairmanship for the remaining three years of his term. He probably will name a liberal—or at least a middle-of-the-roader—to replace ultra-conservative Federal Reserve Board member Charles N. Shepardson, when his retirement takes effect.



one good thing leads to another...



5 up-front features sell this electric knife! **TOASTMASTER®**

There's no doubt about it, Toastmaster's electric knife with 5 up-front features, is the kind of knife most customers prefer. Why? One reason is it has the Toastmaster name behind it. Also, the public will be pre-sold on these outstanding features via TV, newspapers and national magazines. So slice yourself some good knife business with a knife that's priced right. Order Toastmaster electric knives today!

Sell the line consumers are sold on

TOASTMASTER®

...where one good thing leads to another

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

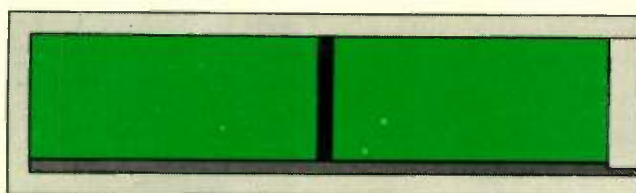
TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS

Portable Vacuum Cleaner ...complete with attachments

A new, "above the floor" cleaner with beautiful charcoal Cyclac housing. It's lightweight (only 3½ lbs.), has easy-to-hold open handle with thumb tip power button, strong suction. Handy shoulder carrying strap and 12 ft. cord make it easy to maneuver, anywhere. It's packaged in its own display-storage case and priced to sell on sight—in volume! Every home, boat, car, truck, mobile home owner is a prospect!

Model 6303
Vacuum Cleaner,
Upholstery Nozzle,
Crevice Tool, Dusting
Brush, Adapter, Two
Extension Wands, Shoulder
Strap, 30" Flexible Hose





The Philco Color Tuning Eye

This amazing little device does 2 things:

1. Makes Philco Color TV easy to tune.
2. Makes Philco Color TV easy to sell.

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

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

Philco-Ford refinement that gives convincing, visible proof that Philco Color TV *really is* easy to tune. And that means easier to sell.

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.

Of course, if you're not a Philco-Ford dealer, there's one other thing the Tuning Eye can do besides make Philco Color TV easy to tune and sell.

It might turn you into a Philco-Ford dealer as well.



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

□□□□ **A major breakthrough for cassette:** General Recorder Tape (GRT) will become the first independent tape duplicator and marketer to commit its catalog to the Philips cassette. The announcement by GRT, which is located in Sunnyvale, Calif., will be made in late June at the National Assn. of Music Manufacturers Show, in Chicago.

It was also learned that Tom Bonnetti—presently Mercury's manager of recorded tape—has been named marketing director of the company. His appointment is effective May 1. At Mercury, Bonnetti developed the company's music-cassette program and handled sales of 4- and 8-track endless-loop cartridges. To date, most of the music for the cassette has come from the catalogs or has been licensed through Mercury Records—a Philips subsidiary.

The GRT endless-loop or open-reel catalog—most of which will be committed to cassettes—includes ABC Paramount, Amy, Atco, Atlantic, Bang, Bell, Checker, Cadet, Chess, Command, Crescendo, Dot, Dunhill, Dunwich, DynoVoice, Grand Award, Hamilton, Impulse, Jarden, King, Mala, Monument, Moonglow, New Voice, Scepter, Starday, Stax, Tangerine, Vault, Viva, Volt, Wand, and Westminster.

□□□□ **Two new stereo components using ICs** are being introduced by H. H. Scott. The units—a broadcast monitor FM tuner and a 65w FM receiver—use four integrated circuits in their IF strips. The ICs are equivalent to 20 transistors, or four times the number of transistors that were on the old IF. According to a spokesman for Scott, the added components improve the units' selectivity and capture ratio, making it possible to bring in more stations more clearly. The tuner (model 312C) lists at \$294.95 and the receiver (model 342), at \$299.95—the same prices as former models without ICs.

Scott first introduced ICs in the IF strip of three stereo radio receivers late last year (MW, 5 Dec. '66, p.8). William Glaser, sales and advertising manager for Scott, says that public acceptance of these units "has been very, very good."

□□□□ **The 19th annual retail copy workshop** of the sales promotion division of the National Retail Merchants Assn. (NRMA) and the New York University Institute of Retail Management will be held June 12 to June 16 at the university. Edward F. Engle, vice president and manager of the NRMA sales promotion division, says the workshop will "train store representatives in ways to create advertising copy . . ." Subjects to be studied include: how to make advertising meet store objectives; how to make customers stop, look, and read; and how to produce copy for the eye and the ear.

□□□□ **GAMA cautioned the government** against ill-considered consumer-protection legislation in a formal statement filed with a House subcommittee of the Committee on Interstate and Foreign Commerce. The Gas Appliance Manufacturers Assn. (GAMA), represented by managing director Harold Massey, expressed support of "sincere and intelligent governmental activity," but warned that some measures under consideration would result in an increase in consumer cost without an increase in safety. The GAMA statement, with which the American Gas Assn. concurred, urged government use of existing industry facilities and information for efficient consumer protection.

"There is nothing like a dame" but in appliance retailing?

The Pennsylvania Electric Co. (Penelec) hopes to fill a void in appliance retailing with four girls named SAM in the first program of its type, according to the utility.

The girls—each called a Specialist in Appliance Marketing, hence the name SAM—are members of a pilot group of female dealer-contact agents. They have been assigned to different dealer regions served by the power association—an area encompassing 40% of Pennsylvania. Each SAM will work with retailers, supplying them with information and suggestions on sales techniques, effective promotions, and traffic-building demonstrations—all with a definite female slant.

Although Penelec admits its use of women in contact roles is unusual—precedent-setting, in fact—it insists that the move is completely logical. "When you cast a realistic eye on who does the shopping for appliances and who brings influence to bear on the appliance buying decision," they explain, "the answer is definitely feminine."

Schooled in appliance selling during an eight-week training course, the girls will employ skilled salesmanship, as well as a feminine outlook, in helping dealers, according to Mary M. O'Donovan, a Penelec vice president who worked with the training course. Unlike traveling home economists who too often end up baking cookies for an audience when they should be

selling an oven, says Mrs. O'Donovan, the SAMs will act in semi-administrative roles, arranging for special programs with manufacturers and utility groups. They will do some of their own in-store demonstrating too, working with the latest products, including self-cleaning ovens, permanent-press clothes washers, and, eventually, microwave ovens.

Their first big test will come next month, when Penelec will sponsor a refrigerator-freezer promotion featuring no-frost refrigerator demonstrations. The SAMs will hold workshop sessions with their dealers on effective selling methods, explaining how to make a no-frost unit seem like a household necessity to a woman, despite the cost step-up involved with the deluxe feature. They will be on hand to sample consumer reaction to their ideas, displays, and demonstrations.

The SAMs role in the planned promotion, and further dealer possibilities for their use, have been highlighted in a "teaser" mail campaign already under way.

How are retailers reacting? Very well, says Penelec, though they are somewhat hesitant about predicting the girls' effects on sales. Meanwhile, the power company is watching their new program closely for indications of success. If the SAMs are met with the response expected, Penelec plans to expand their ranks for more complete dealer service.

At the GAMA annual meeting: resolving a question of identity

"This gas industry of ours must keep its identity . . ." The words sound innocent enough, and have been repeated often in the past. Only this time there was a difference.

In a speech scheduled for delivery at the 32nd annual meeting of the Gas Appliance Manufacturers Assn. (GAMA), Roy Musselwhite, vice president of sales for Magic Chef Inc., spoke for many of his fellow gas appliance manufacturers: "None of us can stand alone. We are interrelated and inter-reliant," he said emphatically.

Behind the words lies the question that has provoked such stormy controversy during the past few months: will all the gas appliance makers join the newly organized "non-fuel-aligned" Assn. of Home Appliance Manufacturers (AHAM)?

There has been talk of GAMA aligning itself with AHAM. GAMA spokesmen vigorously deny this, and the over-all reasoning seems to be that the gas producers are too strongly tied in with the American Gas Assn. (AGA).

In addition, they feel they would lose their identity. Some producers who market both gas and electric ranges—notably Tappan and Whirlpool—are already closely tied to AHAM, however.

Significantly, Musselwhite's company—Magic Chef—was a member of the Assn. of Home Manufacturers, and subsequently withdrew.

The stick-together theme was reinforced by John H. Wimberly, president of AGA and president of the Houston Natural Gas Corp. In a speech scheduled for delivery at the meeting, he said that the two national trade associations (GAMA and AGA) have been and continue to be inseparable. "Our interests are identical," Wimberly declared. "Complete co-operation is the natural result for this common interest; and that is the way it has been, the way it is now, and the way it should be. Together we are the gas industry," he said.

A total marketing program was suggested by Musselwhite. He said that GAMA should initiate the program—taking advantage of all members of the gas appliance and equipment industry—and that a "market conditioning fund" should be created to tell the industry story to retailers, architects, builders, and the consumer. Wimberly echoed this in his speech, saying that a total marketing effort was needed to keep the customer satisfied—now, and in the future.

Milton E. Morgan, who was elected president of GAMA, sounded a welcome note of optimism on sales for the rest of 1967. Morgan (also group vice president of consumer products, A.O. Smith Corp.), mentioned, in a talk prepared for the meeting, that the industry expects to market "as much as 6% more major household appliances in 1967 than it did in 1966."



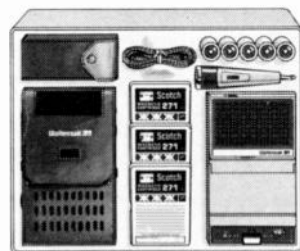
Here's how Wollensak puts an end to "ho-hum" second quarters

No more ho-hum! It's hoo-boy! This spring, you will be right in the thick of the lucrative gift-giving season, with the big Wollensak second-quarter advertising and promotion program.

**Merchandise Specials — your
Wollensak salesman will see you.**



WOLLENSAK 5740:
the fast-moving tape recorder
with swing-out speakers!



WOLLENSAK 4100:
hottest portable tape recorder in the
industry... the cordless, cartridge
recorder that comes complete.



WOLLENSAK 5730:
the compact, contemporary-
looking stereo that delivers
big-recorder sound.

Wollensak 3M
COMPANY

□□□□ **Frigidaire has joined the Pepsi generation** for a combined appliance-soft drink promotional campaign. Retail customers who buy Frigidaire refrigerators from participating dealers will receive seven cases of Pepsi-Cola with their purchases. Dealers will receive the soft drink free with their purchase of any of four eligible refrigerator models—all top-freezer, frost-free units in the 14 to 17-cu.-ft.-capacity range. The dealer will actually receive redemption certificates from Frigidaire distributors, which they can exchange for Pepsi at the nearest bottling plant. Although appliance dealers earn certificates only through buying the specified refrigerators, the retail offer applies to all models.

The campaign, which will be in full national operation by the end of the week, will run at retail through June 30, and at wholesale through May 31. All costs are absorbed by the factories. Dealers pay nothing for the promotional equipment, which includes colorful display materials, giveaway tote-and-travel insulated bags, and customer Pepsi service stands. National newspaper ads, a network radio campaign, and local tie-in ads will be used for promotional support.

□□□□ **A plea for better summer tv programming** was made by Upton R. Ziesler, president of the National Appliance & Radio-TV Dealers Assn. (NARDA), to the president of the National Assn. of Broadcasters (NAB). In a telegram, NARDA urged NAB to inform members of the television industry that, "as a service to the public, they should schedule original program material rather than reruns during this summer, at least during prime-time hours." The executive board members of NARDA speculated that such action would increase summer TV set sales by 25%.

□□□□ **Telefunken has formed a U.S. subsidiary**, the Telefunken Sales Corp., to market electronic components, portable and table radios, tape recorders, cartridge tape players, stereo consoles, and color tv receivers in this country. "This move was brought about by increased sales of our product in America over the past few years," says Erich Zwarg, president of the newly formed subsidiary, "and in expectation of the continuance of this growth." The company will introduce its first cartridge player here next month. Telefunken Sales Corp. will occupy facilities at Roosevelt Field, N.Y., and will use domestic sales representatives and distributors. Its distribution here had previously been handled by American Elite Inc., which is now incorporated in the new subsidiary.

□□□□ **A single-switch gas range ignition system** has been developed by the Robertshaw Controls Co. Called Unidial, the control system sets two burner ovens for either baking or broiling and regulates cooking temperatures through the use of a short flash-tube pilot ignition. Manufacturers of gas ranges have already seen the unit and many, according to Robertshaw, are considering its adaptation for use in their products.

□□□□ **A lending library for 8-track tape cartridges** is being run by the Kokomo (Ind.) Public Library. The library allows members to borrow up to three albums for a 2-week period at no cost. Classical and semi-classical music and language tapes have been made available to the public through the program.

The acceleration of FM radio: down a road paved with gold

A continuing upward climb in FM radio sales is on tap for 1967. At the annual meeting of the National Assn. of FM Broadcasters in Chicago, Jack Wayman, vice president of the consumer products division of the Electronic Industries Assn. (EIA), forecast that 1967 FM radio sales for the home will total 16.5 million units—a 21% increase over last year.

FM's growth has been phenomenal. FM radio production in 1966, according to EIA reports, equalled 55% of total FM production during the five years from 1961 to 1965. During that period, FM portables racked up the highest percentage gains (1,097%). Other FM categories registered these percentage hikes: clock radios (984%); FM and television (194%); table models (145%); radio-phonographs (140%); tuners (14%), and auto radios (2%). The total FM home market rose 422% over the 5-year period. Imported radios accounted for 65% of last year's sales. (For EIA's comparison of 1965 and 1966, see table.)

The growth of FM, according to conference speakers, was attributable to: "separate" AM programming, as specified by the Federal Communications Commission (FCC); public demand for more quality listening, especially stereo; more advertising and promotion; and a 70% increase in the number of FM stations over the past

five years.

FM individuality was promoted by Kenneth Cox, FCC commissioner, who urged members to develop their AM and FM stations as "two independent and competitive operations," and suggested that FM operators go after AM advertising.

In reviewing programming, Cox noted there is nothing in the FCC ruling that specifies that a station has to use classical, middle-of-the-road, or any other type music.

The effects of the FCC ruling were demonstrated in a survey conducted by the NAFMB in January 1967, representing over 52% of the industry. As early as January, 86% to 93% of the stations in the top 50 markets were already broadcasting separate programs.

In another speech, Jack Gross, vice president of Media Statistics Inc., said his company's research indicated that, although 65% of all homes have FM receivers, only 35% are avid FM listeners.

In contrast, Roger Hoeck, manager of Radio America Research Bureau, reported that FM's share of listeners is bigger than expected. Two surveys conducted by his firm—one in October-November, 1966, and one in January-February, 1967—revealed that FM had gained 11.4% more of the total listeners in that short period.

Type	1966			1965		
	Total sales	FM sales	FM share	Total sales	FM sales	FM share
Tables	6,229	2,080	33%	4,370	1,399	32%
Clocks	5,141	1,290	25%	5,448	871	16%
Portables	23,409	7,297	31%	21,871	3,431	16%
Phono combs.	2,564	2,252	88%	1,613	1,557	97%
B&w combs.	55	48	87%	115	102	89%
Color combs.	386	369	96%	249	242	97%
Tuners	228	228	100%	250	250	100%
Totals	38,012	13,564	36%	33,916	7,852	23%

ICs and small-screen color tv: Panasonic joins a select group

Panasonic is introducing the first multi-band portable radio with integrated circuitry, and a 14-inch hybrid color portable television set.

The radio—called the RF-3000A Voyager—uses two ICs and has a total of 30 solid-state devices. It has AM-FM; long-wave, short-wave, and marine bands; and can be powered on house current or six D-size batteries. Other features: two speakers—one 5-inch and one 4-inch unit; AFC on FM; input jacks for tape recorder, phonograph, or earphones; and multiplex stereo. Suggested list: \$179.95.

Panasonic's 14-inch color portable weighs in at 45 lbs. and lists at \$379—five lbs. heavier and \$50 more expensive than the industry's first 14-inch color set introduced by RCA last month. Features include a 4-IF-stage system, automatic degaussing, Panacolor rare-earth phosphors, Set-and-Forget fine tuning, tint and hue controls, and VHF and UHF channel light indicators. The set—called the

Buckingham—has a black leatherette-grain finish with silver trim.

Panasonic also is introducing a 168-square-inch color console, which will retail at \$439.95.



Panasonic's multi-band IC portable

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.

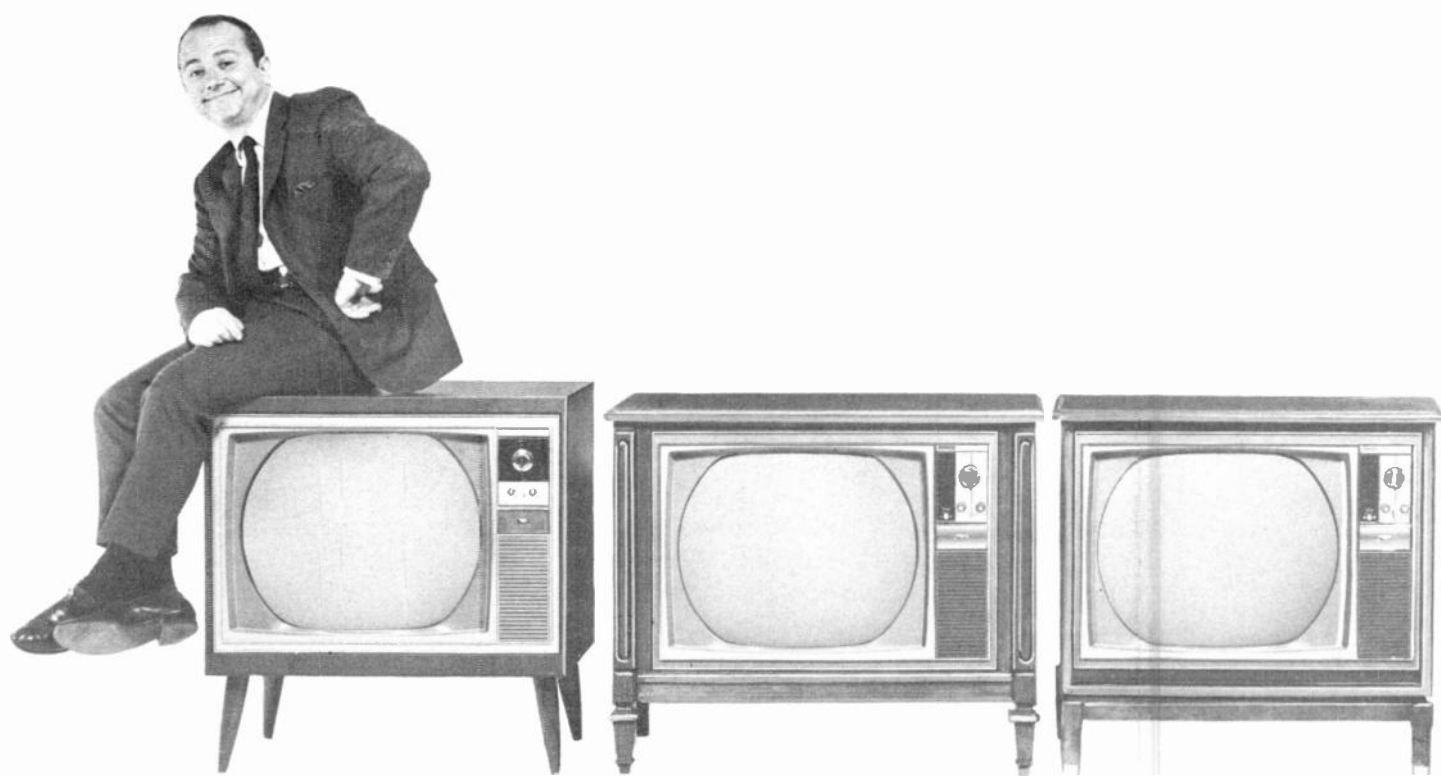
Sales training. Westinghouse gives you the fullest, most sellable line of room air conditioners—from the industry's No. 1 Compact to super heavy-duty models for super heavy profits. And Westinghouse gives you the most profitable way to sell them. Let our Territory Manager show your salesmen our new,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



Why Philco-Ford
color tv dealers
are sitting pretty
in a buyer's
market.



It's no accident that as part of Philco's full line coverage, Philco's 267 sq. in. color consoles are the hottest thing on the sales floor today.

Philco planned for a tougher market—developed a complete color line to meet real market conditions, not rosy dreams.

Down-to-earth marketing savvy makes it possible for Philco dealers to build traffic and sales without murdering retail profits.

In today's color market you can't make full profits with a bobtailed line. You've got to have sets that cover the range where the business is done. So Philco now gives you not only big-ticket color sets, but also a full line of consoles with a 267 square inch picture that are part of Philco's regular quality line with 26,000 volts Cool Chassis, solid copper engraved circuits and fully transistorized signal system.

This *complete* Philco line gives you easy step-ups to full luxury cabinets and the Philco Color Tuning Eye—one of the biggest selling features in color tv.

Dealers all over the country are rushing to cash in. Result: Philco's increase in color tv sales over last year is almost twice the current industry average. Yours could be, too.

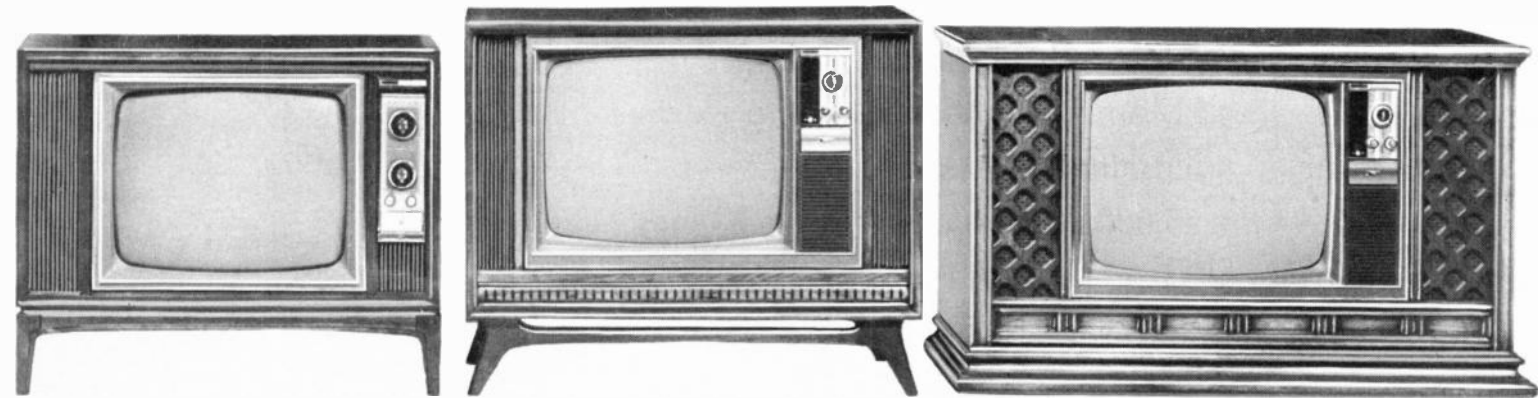
PHILCO

Ford

FAMOUS FOR QUALITY THE WORLD OVER

TELEVISION • STEREO PHONOGRAPHS • RADIO • HOME LAUNDRY • RANGES • REFRIGERATORS • AIR CONDITIONERS

PHILCO-FORD CORP., PHILA., PA. 19134



Step up to 1967 profits. Call your Philco-Ford distributor today and get this "Buyer's Market" line on your floor.

Transistor Radios (FM, AM-FM, Multi Bands)	FEBRUARY 2 MONTHS	57,158 83,534	— —	— —	265,090 443,787	— —	— —
U. S. Imports From South Korea +							
Transistor Radios, Total	FEBRUARY 2 MONTHS	11,424 14,428	29,080 33,780	— 60.72 — 57.29	63,170 81,241	81,910 100,837	— 22.88 — 19.43
Transistor Radios (AM only)	FEBRUARY 2 MONTHS	6,878 9,378	— —	— —	39,043 53,543	— —	— —
Transistor Radios (FM, AM-FM, Multi Band)	FEBRUARY 2 MONTHS	4,546 5,050	— —	— —	24,127 27,698	— —	— —

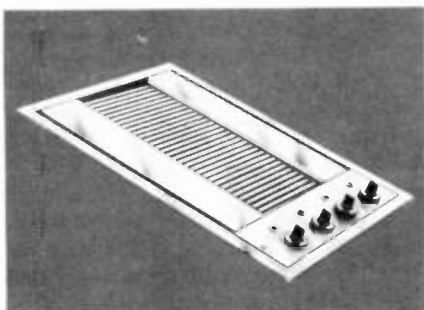
+ Source: United States Customs.
 *Tape Recorder \$ figure includes dictating and transcribing machines.

the products of the voluntary program's 27 participants, all either manufacturers or private-brand sellers. Refrigerators and upright freezers are certified for net refrigerated volume and net shelf area; chest freezers for net refrigerated volume only. Copies of the directory are available from NEMA for 25¢, 15¢ each in lots of 100. (NEMA, 155 E. 44th St., New York, N. Y. 10017)



six speakers and is designed to minimize the possibility of feedback in indoor or outdoor use. (Hamilton Electronics, 2726 Pratt Ave., Chicago, Ill. 60645)

□ □ Three new food disposers—the Supreme and two Imperial models—have been introduced by the builder division of the Admiral Corp. All three



operation (special controls allow sections to operate independently of one another). The Chark-El carries a suggested retail price of \$199 (\$299 for a larger model). (Harvic Manufacturing Corp., 760 Anns Ave., New York 56, N.Y.)

□ □ A built-in appearance without built-in styling or expense is featured on Hardwick's new Baroness free-stand-

NOW COLOR TV TRAFFIC



It's no accident that as part of Philco's full line coverage, Philco's 267 sq. in. color consoles are the hottest thing on the sales floor today.

Philco planned for a tougher market—developed a complete color line to meet real market conditions, not rosy dreams.

Down-to-earth marketing savvy makes it possible for Philco dealers to build traffic and sales without murdering retail profits.

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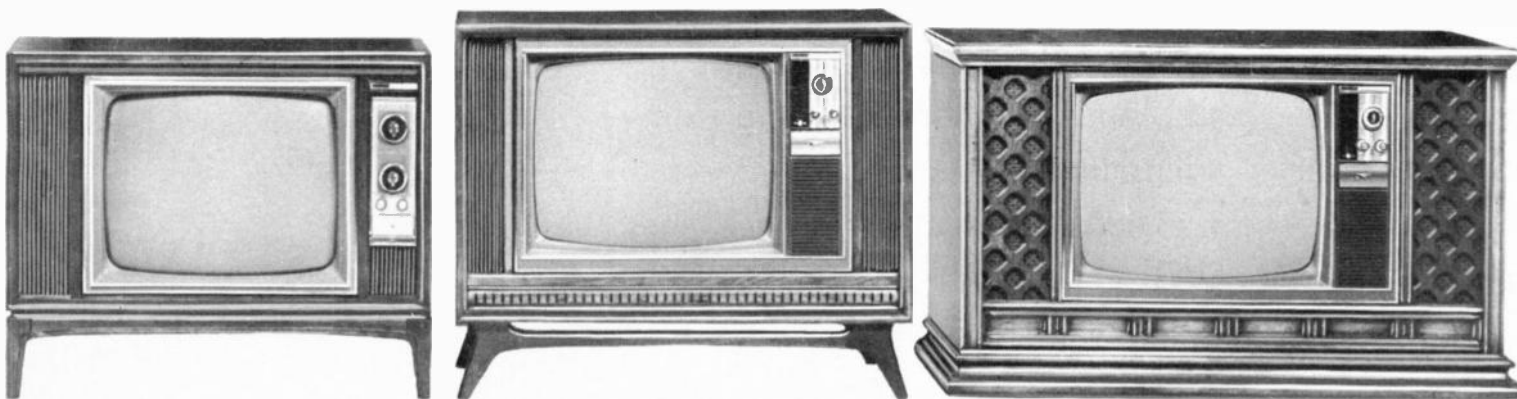
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Dealers all over the country are rushing to cash in. Result: Philco's increase in color tv sales over last year is almost twice the current industry average. Yours could be, too.

PHILCO



FAMOUS FOR QUALITY THE WORLD OVER
TELEVISION • STEREO PHONOGRAPHS • RADIO • HOME LAUNDRY • RANGES • REFRIGERATORS • AIR CONDITIONERS
PHILCO-FORD CORP., PHILA., PA. 19134



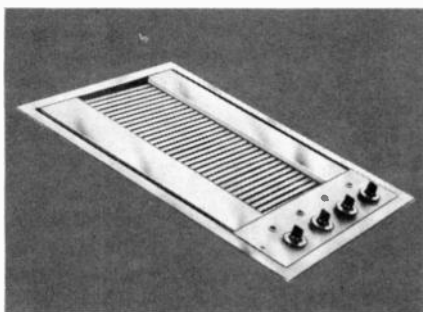
Step up to 1967 profits. Call your Philco-Ford distributor today and get this "Buyer's Market" line on your floor.



□ □ **Speak up:** a solid-state public address system that can be carried in a luggage-like compact case is manufactured by Hamilton Electronics. The new unit—the Executive—operates on conventional flashlight or alkaline batteries, with no plug-in required. It has

six speakers and is designed to minimize the possibility of feedback in indoor or outdoor use. (Hamilton Electronics, 2726 Pratt Ave., Chicago, Ill. 60645)

□ □ **Three new food disposers**—the Supreme and two Imperial models—have been introduced by the builder division of the Admiral Corp. All three of the units carry 1-year replacement warranties. The new disposers feature various combinations of components such as jam-proof reverse motor operation, a sink-adaptor, a dishwasher attachment, and dual-position stopper and splash guard. (The Admiral Corporation, 3800 Cortland Street, Chicago, Illinois 60647)



□ □ **Charcoal-less charcoal broiling** is offered by Harvic's new Chark-El electronic char-broiler. The taste, appearance, and aroma of charcoal are provided by searing heat that is generated within the Magic Gate broiling surface. The new Harvic unit features even heat distribution and sectional

operation (special controls allow sections to operate independently of one another). The Chark-El carries a suggested retail price of \$199 (\$299 for a larger model). (Harvic Manufacturing Corp., 760 Anns Ave., New York 56, N.Y.)

□ □ **A built-in appearance** without built-in styling or expense is featured on Hardwick's new Baroness free-standing range. The gas unit has a lift-off cooktop, an insulated oven bottom, easy-to-read angled controls, and a full back-panel complete with clock, appliance outlet, and time-control unit. The range is offered in 30-inch and 36-inch widths; it is available in white, copper, and avocado. (Hardwick Stove Company, Cleveland, Tennessee 37311)

FIRST FROM OLYMPIC!

GIANT 270^{SQ. IN.} COLOR TV

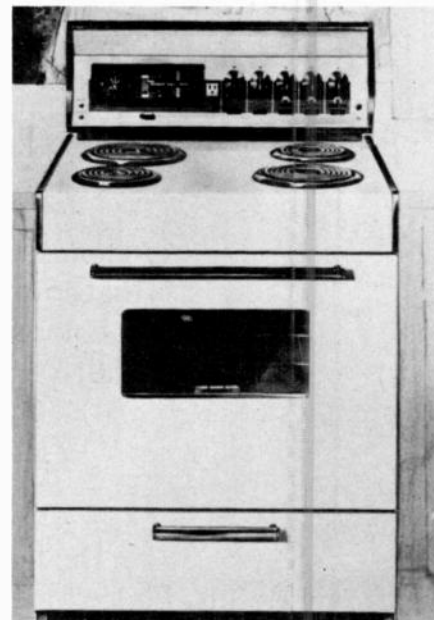
RECTANGULAR TUBE



349⁸⁸

SUGGESTED LOW RETAIL



COLOR CONSOLE MODEL CC3345



□ □ **Jet-age cooking** is offered by Monarch in its new Jet-Fan oven range. The unit utilizes fan distribution of heated air to cut baking and roasting time by as much as 25%, the company says. The oven has Teflon sides and back for easy cleaning. It is available in 30-inch width and comes in a choice of white, woodtone, avocado, and sandtone finishes. The cooktop of the Jet-Fan oven range features an automatic roast-control timer, which regulates the oven automatically; plug-in surface burners that pull out for cleaning; and 2-in-1 center simmer units that allow center burner coils to be used independently and thereby reduce cost and increase efficiency. (Monarch Range Company, Beaver Dam, Wisconsin 53916)

□ □ **A mod organ?** The new stereo, slim-line portable electronic organ introduced by Califone-Roberts Electronics features "Psychedelic Sounds" and bass fuzz facilities. The \$660 unit—which has been named the Rheem Mark VIII—can produce a total of 192 sound combinations. (Califone-Roberts Electronics, 5922 Bowcroft St., Los Angeles, Calif. 90016)

□ □ **Electrohome's new stereo hi-fi**—the Capilano S300—features a hand-crafted, fully transistorized AM/FM stereo tuner and power circuitry, 22 transistors, 14 diodes, and an FM stereo indicator light. The unit offers an exclusively designed amplifier with special solid-state "age-proof" components. The \$459.95 Capilano S300 stereo is available in a choice of walnut, Swedish walnut, and oiled teak cabinets. (Electrohome of Canada, Kitchener, Ontario, Canada)

- A trim, rectangular  color tube...not a bulky, round 
- A bigger, brighter color picture...in a slimmer, compact cabinet!
- A full console...not just a table model with screwed-on legs!
- Top-of-the-line full quality...not a corner-cutting price leader!
- Rapid-On™ picture and sound
- "Memory" channel tuning
- "Color On" broadcast indicator
- Illuminated channel selectors
- Rare earth bright phosphors
- 25,000 volts picture power
- Automatic degausser
- Keyed AGC
- 3 frame grid I.F. stages
- Call your Olympic distributor now for the profit-building details!

Olympic



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LONG ISLAND CITY, N. Y. 11101

Upgrading the radio market:
a look at the mix in imports

Nothing so well illustrates the Japanese push to upgrade their radio business in the U.S. as the new figures from U.S. Customs.

Confronted by sharp price competition from Hong Kong, Okinawa, and Taiwan, the Japanese have turned to FM-AM and other multi-band sets. And in the opening two months of this year, 45.7% of the portables imported from Japan fit into this category.

Japan was quick to capitalize on the burgeoning FM market, which last year exceeded 7 million sales in portable transistors alone. But the figures also show that producers in Hong Kong and Taiwan are cranking up for this market. In February, the U.S. imported 104,215 multi-band radios (mostly FM) from Hong Kong—16.8% of the month's total intake from the Crown Colony.

U. S. Imports From Japan +

		UNITS			DOLLARS		
	PERIOD	1967	1966	% chge.	1967	1966	% chge.
Television, Total	FEBRUARY	125,410	74,642	+ 68.01	10,380,374	4,347,642	+138.76
	2 MONTHS	206,849	160,088	+ 29.21	16,286,255	9,814,957	+ 65.93
Television, B&W (10 inch & under)	FEBRUARY	45,227	—	—	2,812,311	—	—
	2 MONTHS	69,667	—	—	4,393,940	—	—
Television, B&W (over 10 inch)	FEBRUARY	58,946	—	—	3,785,648	—	—
	2 MONTHS	107,087	—	—	6,586,171	—	—
Television, Color (10 inch & under)	FEBRUARY	128	—	—	23,680	—	—
	2 MONTHS	650	—	—	57,763	—	—
Television, Color (over 10 inch)	FEBRUARY	21,109	—	—	3,758,735	—	—
	2 MONTHS	29,445	—	—	5,248,381	—	—
Transistor Radios, Total	FEBRUARY	808,622	745,685	+ 8.44	6,580,213	4,890,243	+ 34.56
	2 MONTHS	1,433,937	1,505,571	- 4.76	12,037,219	10,350,255	+ 16.30
Transistor Radios (AM only)	FEBRUARY	389,818	—	—	2,380,103	—	—
	2 MONTHS	687,315	—	—	3,999,851	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	FEBRUARY	390,110	—	—	3,846,297	—	—
	2 MONTHS	654,922	—	—	6,976,970	—	—
Transistor Radios (Auto)	FEBRUARY	28,694	—	—	353,813	—	—
	2 MONTHS	91,700	—	—	1,060,398	—	—
Tube Radios	FEBRUARY	138,308	43,826	+215.58	1,221,391	762,495	+ 60.18
	2 MONTHS	252,420	166,682	+ 51.44	2,311,672	1,974,991	+ 17.05
Phonographs, Total (incl. tape players, record changers)	FEBRUARY	88,389	39,329	+124.74	1,494,465	688,878	+116.94
	2 MONTHS	198,765	85,546	+132.35	3,177,577	1,389,590	+128.67
Phonographs (with speakers)	FEBRUARY	46,126	—	—	551,858	—	—
	2 MONTHS	69,982	—	—	907,271	—	—
Phonographs (stereo)	FEBRUARY	13,760	—	—	173,508	—	—
	2 MONTHS	23,120	—	—	354,026	—	—
Phonographs (monaural)	FEBRUARY	32,366	—	—	378,350	—	—
	2 MONTHS	46,862	—	—	553,245	—	—
Phonographs (without speakers)	FEBRUARY	—	—	—	—	—	—
	2 MONTHS	—	—	—	—	—	—
Tape Players (Auto)	FEBRUARY	36,078	—	—	770,957	—	—
	2 MONTHS	70,956	—	—	1,698,295	—	—
Tape Players (other)	FEBRUARY	6,185	—	—	171,650	—	—
	2 MONTHS	57,827	—	—	572,011	—	—
Radio-Phonos	FEBRUARY	42,162	27,300	+ 54.44	616,096	488,812	+ 26.04
	2 MONTHS	100,767	48,676	+107.01	1,693,675	884,405	+ 91.50
Radio-TV-Phono Combos	FEBRUARY	4	—	—	396	—	—
	2 MONTHS	382	—	—	41,059	—	—
Tape Recorders*	FEBRUARY	—	—	—	5,278,344	—	—
	2 MONTHS	—	—	—	11,311,423	—	—
Transceivers	FEBRUARY	175,273	—	—	1,576,369	—	—
	2 MONTHS	265,680	—	—	2,695,902	—	—

U. S. Imports From Hong Kong +

Transistor Radios, Total	FEBRUARY	619,655	389,293	+ 59.17	1,766,131	1,167,772	+ 51.24
	2 MONTHS	894,422	689,017	+ 29.81	2,460,594	1,944,553	+ 26.54
Transistor Radios (AM only)	FEBRUARY	515,440	—	—	1,422,517	—	—
	2 MONTHS	781,504	—	—	2,060,759	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	FEBRUARY	104,215	—	—	343,614	—	—
	2 MONTHS	112,918	—	—	399,835	—	—

U. S. Imports From Okinawa +

Transistor Radios, Total	FEBRUARY	58,518	32,670	+ 79.12	166,076	96,104	+ 72.81
	2 MONTHS	64,886	63,361	+ 2.41	193,211	177,340	+ 8.95
Transistor Radios (AM only)	FEBRUARY	40,854	—	—	108,340	—	—
	2 MONTHS	45,682	—	—	128,968	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	FEBRUARY	17,664	—	—	57,736	—	—
	2 MONTHS	19,204	—	—	64,243	—	—

U. S. Imports From Taiwan +

Transistor Radios, Total	FEBRUARY	198,442	130,000	+ 52.65	680,300	308,164	+120.76
	2 MONTHS	291,388	189,912	+ 53.43	1,030,912	476,796	+116.22
Transistor Radios (AM only)	FEBRUARY	141,284	—	—	415,210	—	—
	2 MONTHS	207,854	—	—	587,125	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	FEBRUARY	57,158	—	—	265,090	—	—
	2 MONTHS	83,534	—	—	443,787	—	—

U. S. Imports From South Korea +

Transistor Radios, Total	FEBRUARY	11,424	29,080	- 60.72	63,170	81,910	- 22.88
	2 MONTHS	14,428	33,780	- 57.29	81,241	100,837	- 19.43
Transistor Radios (AM only)	FEBRUARY	6,878	—	—	39,043	—	—
	2 MONTHS	9,378	—	—	53,543	—	—
Transistor Radios (FM, AM-FM, Multi Band)	FEBRUARY	4,546	—	—	24,127	—	—
	2 MONTHS	5,050	—	—	27,698	—	—

+ Source: United States Customs.
*Tape Recorder \$ figure includes dictating and transcribing machines.

□ □ □ □ **Marta's 5-year plan for expansion** and improvement was revealed to stockholders and directors recently by the cooperative's president, Bernard Artz. The volume-doubling success of Marta's North Central Chapter (parts of Ohio and Michigan) last year has resulted in plans for Chicago and California co-ops. Refinements of and additions to the organization's electronic data processing system (EDP) were instituted last year, and the system will now be extended to tie every Marta outlet in the country to the central computer at Garden City, Long Island, N. Y. New EDP equipment, Artz suggested, will enable Marta to provide services such as accounting, inventory, and commission calculations for all of its dealers.

In further expansion, new warehouse facilities are planned for New York and New Jersey, and a 200,000-sq.-ft. distribution center—to store practically all of the merchandise for dealers in the area—will be built on Long Island. Marta will provide trucking for customer pickups and store drop-offs from this center, and from an additional new Secaucus, N. J., site.

Dealer advertising will become more "Marta minded," said Artz, with individual ads carrying a Marta logo and the stores themselves displaying Marta identification signs. The organization plans an increase in the number of dealer ads featuring national merchandise, and a continuation of sales promotions and incentive programs. The cooperative also plans a saturation air conditioner campaign for the upcoming season, which includes a possible television spot promotion.

□ □ □ □ **Westinghouse boosts air conditioner promotions** with the introduction of an 11-phase traffic-building program. The company is offering dealers insulated coaster sets to either give away or sell, display material, sales-training aids, poster, newspaper ad mats, possible ad layouts, and television commercial suggestions in what it calls its "most complete room air conditioner promotional package" ever. Among the pre-season specials that Westinghouse dealers will offer is a wood furniture front, in a variety of styles, as a free buying incentive to high-capacity air conditioner prospects.

□ □ □ □ **Litton Industries' purchase of Stouffer Foods**, completed last week after a year of negotiations, could mean a joint merchandising effort for microwave cooking devices. Robert Bruder, Litton's general manager for its Atherton division (commercial and industrial microwave ovens), indicated in his announcement of the merger that he hoped the action would mean an increased effort in Litton's drive to capture a share of the consumer major appliance area.

□ □ □ □ **NEMA has certified its last refrigerator.** The 1967 Directory of Certified Electric Refrigerators and Freezers is the last such listing for the National Electric Manufacturers Assn. From now on, the Assn. of Home Appliance Manufacturers (AHAM) will handle household refrigerator and freezer operations. The directory contains the products of the voluntary program's 27 participants, all either manufacturers or private-brand sellers. Refrigerators and upright freezers are certified for net refrigerated volume and net shelf area; chest freezers for net refrigerated volume only. Copies of the directory are available from NEMA for 25¢, 15¢ each in lots of 100. (NEMA, 155 E. 44th St., New York, N. Y. 10017)

NOW COLOR TV TRAFFIC



IS GOING ONE WAY!

GENERAL ELECTRIC'S \$1,000,000 COLOR TV SWEEPSTAKES PROMOTION IS BUILDING TRAFFIC FOR COLOR TV THIS MAY AND JUNE.

More than 64 million adults will see this bonanza General Electric Color TV Sweepstakes advertised in national magazines: Life—May 5, Look—May 30, and Southern Living—June issue.

Once the ad breaks—beginning May 5—stand back.

People will want to come into your store hoping they're one of the General Electric Color TV set winners... or to see

if they've won the Grand Prize of 5 color TV sets plus \$10,000 cash.

People will want to come into your store to see the great General Electric color TV sets we tell them about. (And don't forget the General Electric color TV set for under \$200 that is also bringing people in.)

What's in all this for you? Well obviously, traffic on a never-before basis

means an opportunity to sell General Electric color television at a never-before rate.

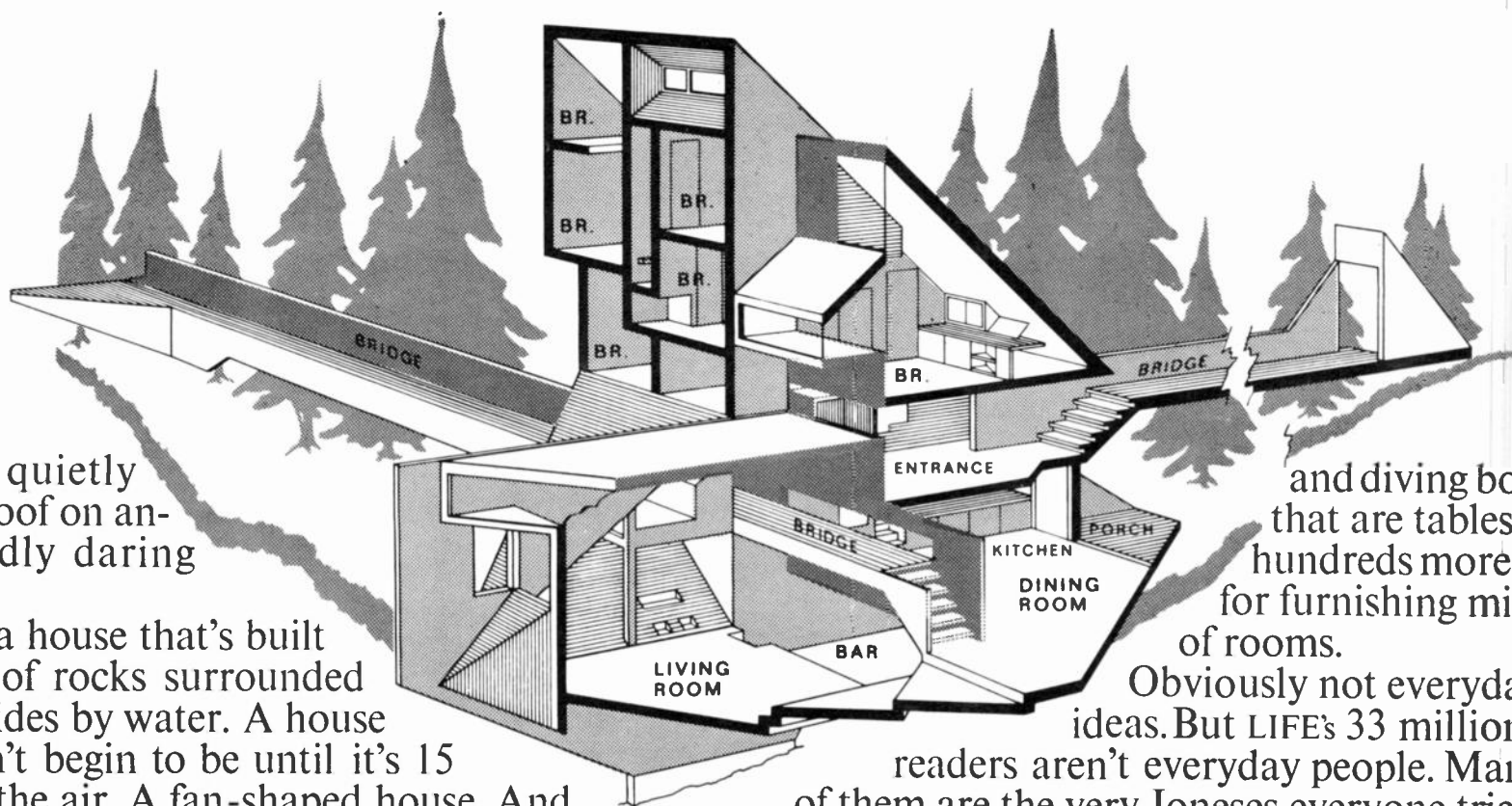
But you can't cash in on this unprecedented chance if you're caught with your inventory down.

Suggests something, doesn't it? If you've not yet contacted or been contacted by your General Electric Sales Counselor, the time is now!

GENERAL  ELECTRIC



Every few weeks we invite 33 million people to open house.



Then we quietly raise the roof on another wildly daring home.

Like a house that's built on a pile of rocks surrounded on three sides by water. A house that doesn't begin to be until it's 15 feet up in the air. A fan-shaped house. And the latest in our series "Ideas in Houses" featured a ski house up a tree.

All our houses are spanking new. Inside and out. But you can't get the blueprints from us.

What you can get is ideas. Shiny, sparkling, intriguing ideas. From free-hanging chimneys, foot pedal controlled sinks, fireplaces that are also sofas

and diving boards that are tables. And hundreds more ideas for furnishing millions of rooms.

Obviously not everyday ideas. But LIFE's 33 million readers aren't everyday people. Many of them are the very Joneses everyone tries to keep up with. Every week we reach suburban families, educated families, interested families. We reach 43% of all the adults in the U.S. who earn \$10,000 and more a year. We reach 46% of all those who earn \$15,000 and more a year. Now what was that crazy-expensive item you thought you might not be able to sell?

LIFE



Housewares Summer Scene:

Merchandising daydreams of old fashioned summer fun

by Ed Dubbs

Summer 1967 will shape up as the fun season for housewares, with much of the retail promotional activity aimed at recalling and recapturing old-fashioned good times.

Retailers, for some time, have been trying to inject more fun into shopping and to bring a lighter approach to merchandising. Picnic goods, barbecue accessories, and other outdoor housewares products provide a perfect opportunity for building fun-filled retail promotions.

Old-fashioned fun—styled up, of course, for the modern, swinging consumer—sets the stage for sales during the spring-summer season, bringing together two of the most potent merchandising appeals that are at work today: leisure living and the nostalgic past.

Old-fashioned fun also ties in nicely with the newest trend in retail displays: the return of art nouveau, which has recaptured the affection of the artistic world—including retail display departments. The gazebo is back—or, better, “in.”

If summer is the fun season, the “good old days” seemingly were *more* fun—when the golf courses, beaches, and parks were not overflowing with people and the highways were not clogged with traffic.

Even ice cream used to taste better, and retailers will be promoting ice cream freezers—electric models, of course, since there is nothing romantic about hand cranking—by recalling the way ice cream used to taste: home made.

Retailers could also adopt a “Strawberry Festival” theme to feature ice cream freezers—as well as other electric housewares products, such as blenders, ice crushers, and juicer-extractors. Old-fashioned soda fountain glassware, such as tulip-shaped sundae dishes, could be tied in quite effectively.

Besides attracting the middle-aged daydreamer, a Strawberry Festival holds promise of attracting the young—many of whom want to escape to a less hectic way of life, too. The Beatles’ two latest song hits happen to be “Strawberry Fields Forever,” an ode to the psychedelic “escape” world, and “Penny Lane,” a tuneful touch of nostalgia.

Old-fashioned fun means families doing things together. Although “togetherness” may be considered trite in some consumer circles, family fun does provide a strong promotional peg, or appeal, for selling seasonal houseware—whether for a backyard get-together, a clan outing or a two-week trip.

The success of combining leisure living with nostalgia has been proved at retail. A major case in point is the Summerville U.S.A. promotion staged by Macy’s New York last year (MW, 9 May, pp. 22-23).

Macy’s built a miniature village in its Housewares Lower Level at the Herald Square Store. It was nostalgia all the way—including Colonial arches and gaslights.

The effectiveness of the Macy’s promotion is attested to by the fact that Macy’s not only will repeat and expand it in housewares this year, but will use the Summerville U.S.A. theme on a storewide basis.

Few retailers, of course, can stage a campaign—from newspaper ad lineage to floor space—like Macy’s New York.

But all retailers, with only a limited amount of effort, should be able to build a series of newspaper ads, in-store displays, and promotions that—and glamorizing—will sell the consumer by playing up leisure living and the nostalgic past.

For a closer look at the other ideas—aimed at selling the city dweller, the suburbanite, and the vacationer—turn the page for more free-swinging happenings on the Housewares Summer Scene.

Summer city style

Old-fashioned fun makes the Housewares Summer Scene swing. On Broadway or Main Street, downtown or suburbia, the stage is set for promotional contrast, especially through the effective use of fashion and color coordination.

The color explosion, which started in the bath and moved to the kitchen, is now making the trip outdoors. And buyers have singled out two colors for particular promotional emphasis in barbecues and accessories: avocado green and tomato red.

These two shades coordinate well with gift housewares and bar goods, both of which will be brought into better focus this year as part of the total Housewares Summer Scene. Many retailers—especially department stores—have already provided the rustic appearance of an old-fashioned country store as the setting for these two product categories.

The close coordination of gift housewares and bar goods in summer promotional activity is high on the list of many department store merchandise managers—especially at the main stores, which generally contain greater display area.

Whereas in the past, leading department stores have centered their summer emphasis largely on two "shops"—Barbecue & Picnic and Lawn & Garden—this year's total Summer Scene will be expanded to include additional "shops," such as Paper, Patio & Terrace, Gift Housewares, Barbecue, and Bar.

Retailers—and even some mass merchandisers—will be using more "room-like" settings for showing off their summer furniture, barbecue accessories, and other seasonal goods. And displays, judging from buyer comments, will be more fully accessorized, with products ranging from melamine dinnerware and stainless steel flatware to tray tables and wooden servicing accessories.

Two promotions are being eyed by department stores for particular emphasis in their downtown units: one is based on summer salads, the other on the working wife.

Salad promotions proved highly effective for retailers last year, many of whom ran them for the first time (at least on a large scale) with abundant demonstration facilities provided by the main store.

Besides focusing on wooden and plastic salad bowls and accessories, a "Salad Days" promotion—with its special appeal of coolness and low calories—can include a wide range of tie-in merchandise:

Blender demonstrators can whip up dressings and hand out recipes to cus-

tomers; an electric slicing knife can be shown slicing tomatoes, greens, cheese, and cold cuts; an electric salad maker, or food preparation machine, can be tied in effectively; colanders and shredders can be included at work and on display; and plastic refrigerator storage units can be correlated effectively, as well.

In merchandising seasonal housewares, department stores (especially) are planning more promotional emphasis on appeals to the special needs and wants of the consumers served by a particular store. For example, while the downtown store will remain the center of all promotional activity, certain downtown displays and merchandise assortments will be tailored specifically to city dwellers. Conversely, the suburban stores will be stocking more goods—and running more individualized promotions—aimed at consumers who reside outside the city.

This "individualized" merchandising approach—which has been adapted to seasonal housewares—is actually part of a concerted effort on the part of department stores to give each of their units the image of being fashioned to its particular clientele. In the past, suburban units often have been poorly stocked carbons of the downtown store.

In larger cities, department stores will be placing additional emphasis, through newspaper ads and retail displays, on merchandising the high-rise back yard or the terrace—whether it be the luxury size of a penthouse or the closet size of many newer apartment buildings.

The "mini" approach—which started in ready-to-wear and has been picked up in housewares and other product classifications—is adaptable to seasonal goods for small terraces. A housewares "terrace" setting—fully coordinated with accessories—need not be large to make its promotional point; in fact, a display scaled down to the size of an actual terrace might prove to be most successful. Even a store window can be converted into a charming and convincing terrace setting.

Working-wife promotions, which are being used more and more often—and effectively—by retailers throughout the year, hold particular promise for the summer months. More than one-third of all wives hold down outside-of-the-home jobs; and the number is increasing annually.

Working wives are especially looking for a quick and easy way to prepare summer meals without resorting to salads and cold cuts night after night.

Toaster-broilers and broiler-rotisseries are naturals for featuring summer cooking with the "no-need-to-heat-up-the-oven" pitch. GE's automatic food cooker also will make for quick-but-hot summer meals.

Summer in the city will mix old-fashioned fun—the appeal of leisure and nostalgia—with modern-day conveniences that help provide the leisure time. Home-made salad dressings are old-fashioned—but the blender is not. Working wives are not old-fashioned—but their tastes may well be.



Where display space is limited, or before the summer season has gotten into full swing, let color forecast the season's story. Altman's Ridgewood/Paramus, N. J. branch groups color-coordinated outdoor goods for an eye-catching, pre-season display.

Summer suburban style

The Housewares Summer Scene will be more lively in suburbia this year, as department stores and mass merchandisers step up promotional activity at units located outside the city proper.

Garden and outdoor goods have always shined particularly in suburban outlets, but department stores have never cleared sufficient floor space—or mapped out big enough promotions—for either their main stores or their suburban branches to fulfill their potential in this area.

The mass merchandisers, generally, have turned in the best sales performance for barbecues, power mowers, picnic goods, and promotional folding furniture. The discounters grabbed onto these product categories in much the same way that they stole so much of the plastic houseware business.

Stepped-up promotional activity and upgraded product assortments are high on the list of department store plans for boosting seasonal housewares volume at suburban branches. Mass merchandisers also are trading up their product assortments but are retaining the promotional goods to draw store traffic.

Barbecues and power mowers are favorite trade-up areas: stores are moving further away from the 24-inch brazier to deluxe smoker-wagons and bowl-shaped covered smokers; modern rider mowers are being added, while promotional mowers are kept at a minimum.

And mass merchandisers will be offering more accessories—looking for add-on sales largely on impulse items—to brighten their profits in the same manner employed traditionally by department stores.

Three products look particularly bright to housewares buyers for strong promotion at suburban outlets: low-voltage outdoor lighting, shop-type vacuum cleaners, and metal utility sheds—a favorite for the past several seasons.

Low-voltage outdoor lighting, although it has been gaining in sales, has failed to catch on as quickly as some buyers had hoped. However, this could be the year. The product has been getting more exposure at retail, by word-of-mouth, and in the shelter magazines. Some buyers are planning to shift promotional emphasis from the 6-light sets (at about \$70 retail) to the 3-light sets, in order to get a more popularly priced sales ticket. These buyers feel the consumer then can be traded up to the 6-light sets, which have a timer.

Many stores, especially mass merchandisers, will be carrying the shop-

type vac for the first time this summer. Promotional activity will pick up shortly before Father's Day, which, hopefully, will mean good sales for the product. The shop-type vac will be featured as a heavy-duty cleaner that can be used efficiently both indoors and outdoors.

Utility sheds traditionally have sold well in suburban units, and buyers are looking for higher-than-ever sales tickets as consumers trade up to bigger and more stylish sheds. More stores will be using the sheds as part of their displays—showing an assortment of garden implements on pegboard interiors.

Novelty barbecues are expected to catch on with suburban customers. Several buyers pointed to Royal Chef's line of fancifully shaped grills—a locomotive, a stagecoach, and, new this year, a pig—as good sales prospects for suburbia. The stagecoach and locomotive models are pure nostalgia; the pig-shaped table unit, which is popularly priced, almost qualifies as "camp."

A wide range of accessories—especially those in the outdoor lighting area—look good to buyers: tulip- and owl-shaped candle holders, hurricane-shaded and old-fashioned kerosene lamps, for example. Electric patio lighting in novelty shapes is also expected to sell well.

A charcoal bucket shaped like an old pot-bellied stove, from Beco Products, has been earmarked for good sales, especially by mass merchandisers who see it as a good impulse item at under \$2.

More parking-lot selling is on tap for suburban outlets this summer—especially among the mass merchandisers.

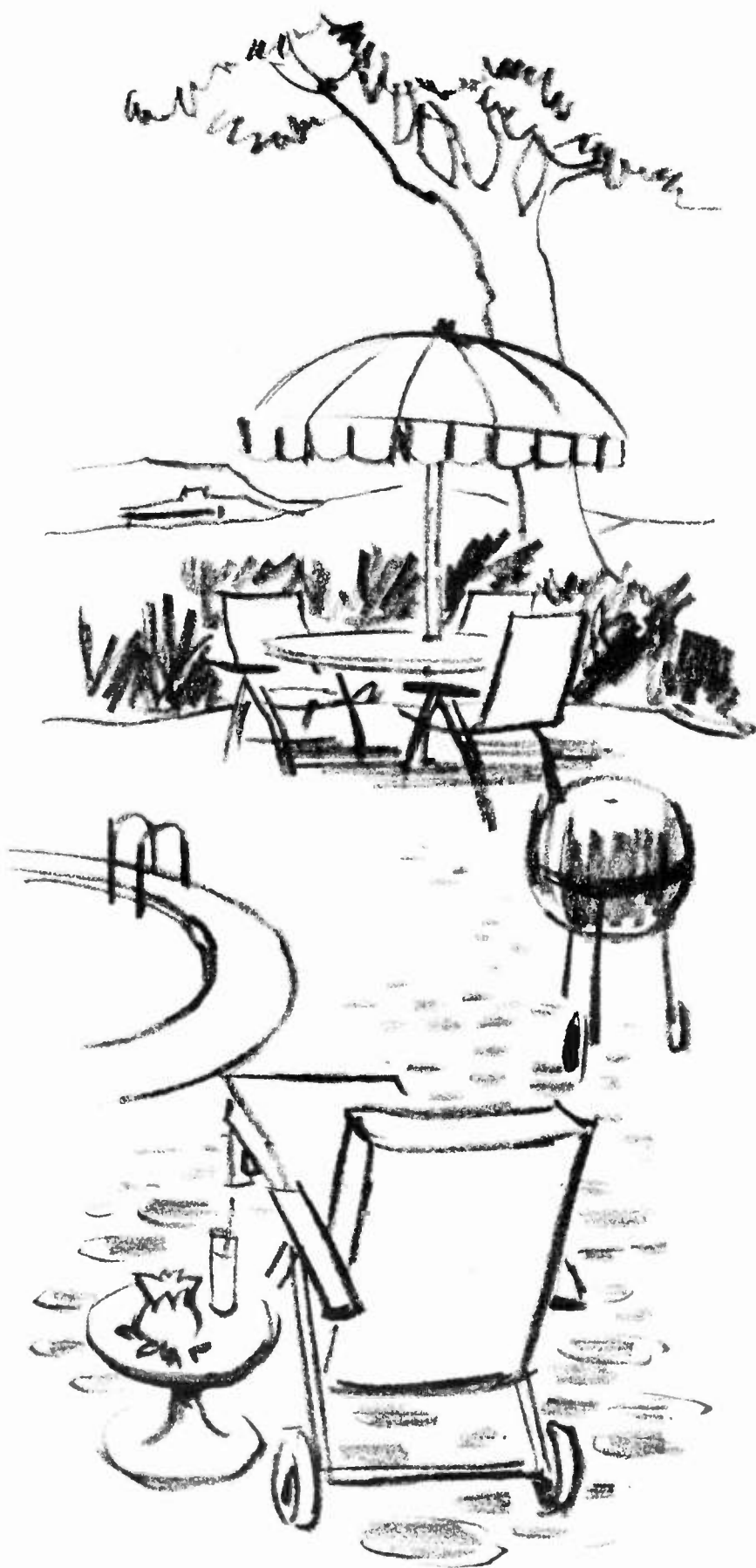
The parking-lot sales will take a number of courses, among them:

- The special-purchase sale, during which a trailer truck is parked on the parking lot, selling certain items that the store has advertised at unusually low prices. Truck-load sales have proved especially successful for aluminum ladders; and the Fourth of July weekend is viewed as a good time to stage such a sale—perhaps even for power mowers or storage sheds.

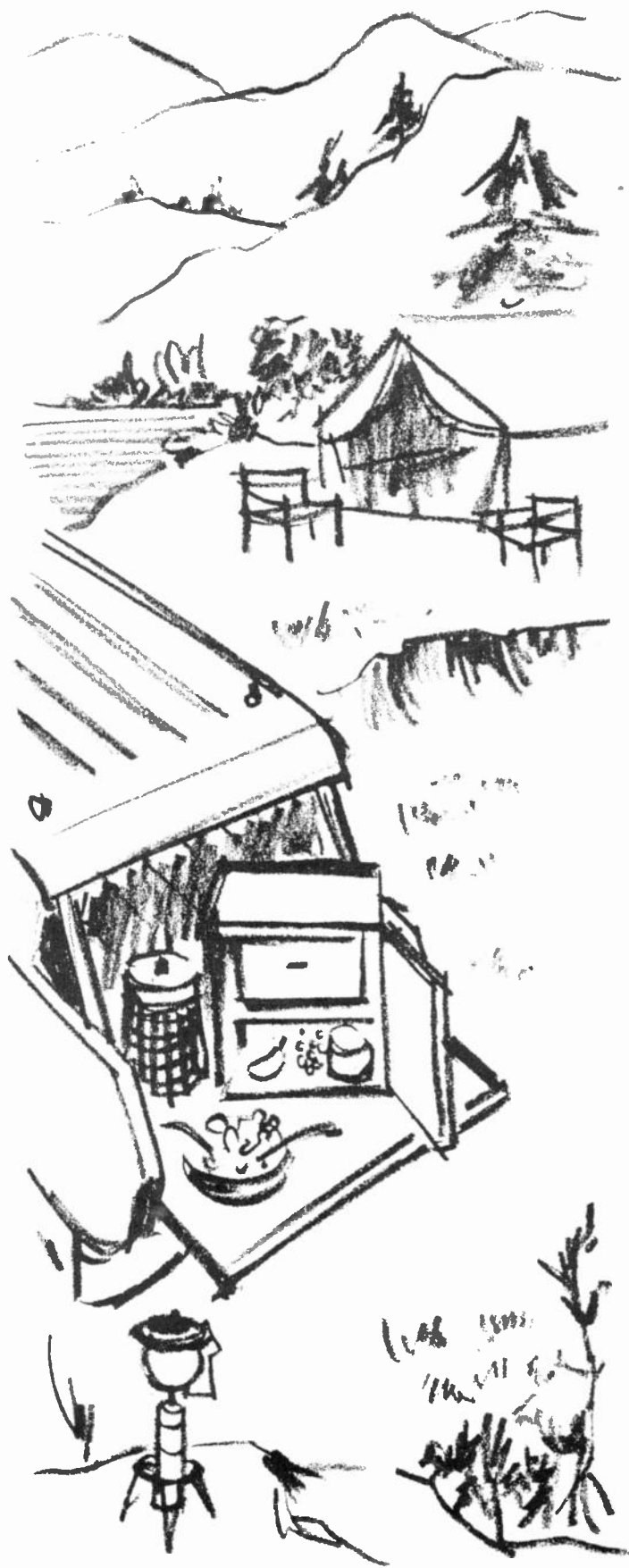
- The country fair or circus-like promotion with colorful tents and salesmen dressed in striped blazers and boaters. In fact, Sunbeam is building its power mower promotion around a circus theme, which is loaded with good old-fashioned fun and sentimental memories.

- The foreign flea market—a bit more sophisticated in approach—which might go over well in some communities, especially in light of the consumers' increased interest in antiques. The flea market is especially adaptable to gift housewares and special-purchase closeouts. Colorful pushcarts—similar to those Abraham & Straus has set up in its downtown Brooklyn, N. Y., store—could add a light and festive touch.

The Housewares Summer Scene, suburban style, shapes up as a lively blending of novelty and nostalgia—in addition to the traditional appeals of status, convenience, style, and price.



Re-create the best of "the good old days" by bringing the outdoors in and encouraging a summer, sidewalk spending spree. Borrow an idea used at Abraham & Straus' Brooklyn flagship store: load colorful pushcarts with merchandise.



The summer place

The Housewares Summer Scene shifts from the city and suburbia to the open highway—pointing up the promotional mileage to be gained from families on the go.

Whether the consumer is headed for a one-day outing, a weekend at his "summer place," or a two- or three-week vacation—whether he is going to the beach or to the mountains—housewares can travel along.

The car itself is becoming increasingly housewares-hardware territory, as housewares retailers move closer to the automotive-supply field. And the home that is left untended for a weekend or several weeks provides retailers with an additional sales area for products such as home burglar alarms and automatic 24-hour timers.

Summer means safety—on an outing or at home. And when consumers are preparing for a vacation, they (especially the wife-mother) are concerned with the safety of their trip. Automobile travel, in particular, gives most families an awareness of, and interest in, the subject.

Promoting safety products is a natural for summertime retail activity; and the items can range widely—from electric charcoal starters, to window bars, to battery-powered flashing signals for the highway, to new locks for the home.

The electric timer will be promoted more heavily by retailers who aim for the vacation market. Some buyers feel they can sell two timers to many customers: one for a downstairs light during early-evening hours, another for an upstairs bedroom light during the late evening.

Besides being in the news, and, therefore, highly merchandiseable at this time, a safety promotion also enables a store to tie in with a community service project, such as a safe-driving campaign.

Automotive housewares-hardware products look especially promising to many buyers. In addition to safety-oriented goods (such as flashlights and flashers), car-care products (such as whirling washers that attach to a garden hose, car sponges, upholstery cleaners, and portable hand vacs and polishers) will be featured.

The close ties—and even overlap—which exist between housewares-hardware and automotive supplies exist between housewares-hardware and camping-sporting goods, as well.

Gas-fired camp stoves and lights are carried by some housewares stores and departments. Some utility-shed manufacturers have branched out into aluminum-framed screen houses for use during weekends—or weeks—in the woods. Other candidates for effective promotions with the camping set: Caloric's Cub broiler and Burgess' battery-operated fluorescent lamp—the Safari.

The consumer appeal of "camping

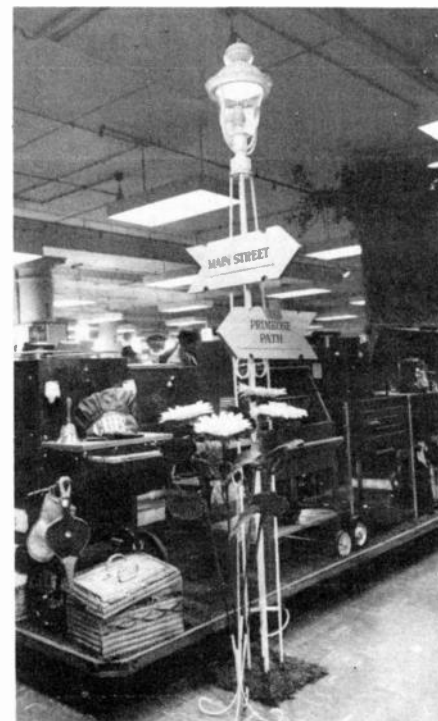
out" and roughing it (with all—or most—of the modern conveniences, of course) is traceable to the nostalgic bent. And retailers can even play upon the safari theme for promoting camping trips. The Africa look is coming alive this summer in ready-to-wear, both men's and women's fashions. The tie-in can be dramatized through department store window displays of African prints and camping equipment.

The vacation-bound consumer—whether he is resorting or roughing it—is a prime target for electric housewares, especially personal care items: hair dryers, shavers, travel alarms, travel irons, for example.

The picnic package—or a one-price ensemble—also will be featured by some stores this year as they go after the family-outing business. One manufacturer, Hamilton-Skotch, has come up with a Picnic Pak that consists of an ice chest, a one-gallon jug, a crisper tray, and a serving tray that doubles as the chest's lid. The package can be promoted at under \$10.

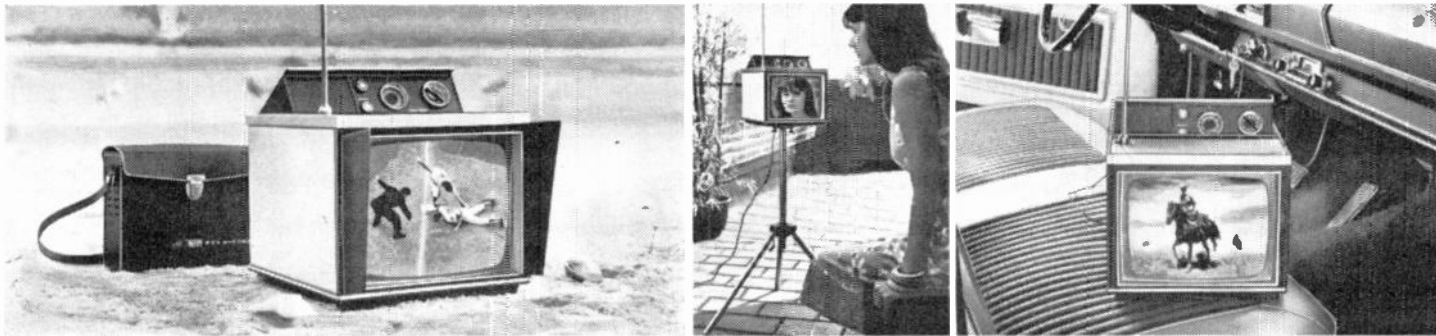
Retailers also will be building their own product packages—in part to blunt the consumer's urge to comparison shop, and in part to aim for a higher sales ticket. Featuring a highly price-competitive 24-inch brazier with a bag of charcoal and a fire-starter is one tactic.

The Housewares Summer Scene—at home or on the go, in the city or the suburbs—is loaded with more promotional opportunities than ever before. No retailer wants to return to "the good old days"—except for promotional purposes.



"Camping" 1967 style: promote a total approach to outdoor living with merchandise that suggests the safe and easy way of summer fun.

Your customers will like the way RCA Victor's new Minikin Jr. moves around.



Outstanding features! Glare-reducing sunshield assures a better picture outdoors... handy tripod adjusts easily... plays on car or boat lighter, battery pack, house current.

You'll just like the way it moves.

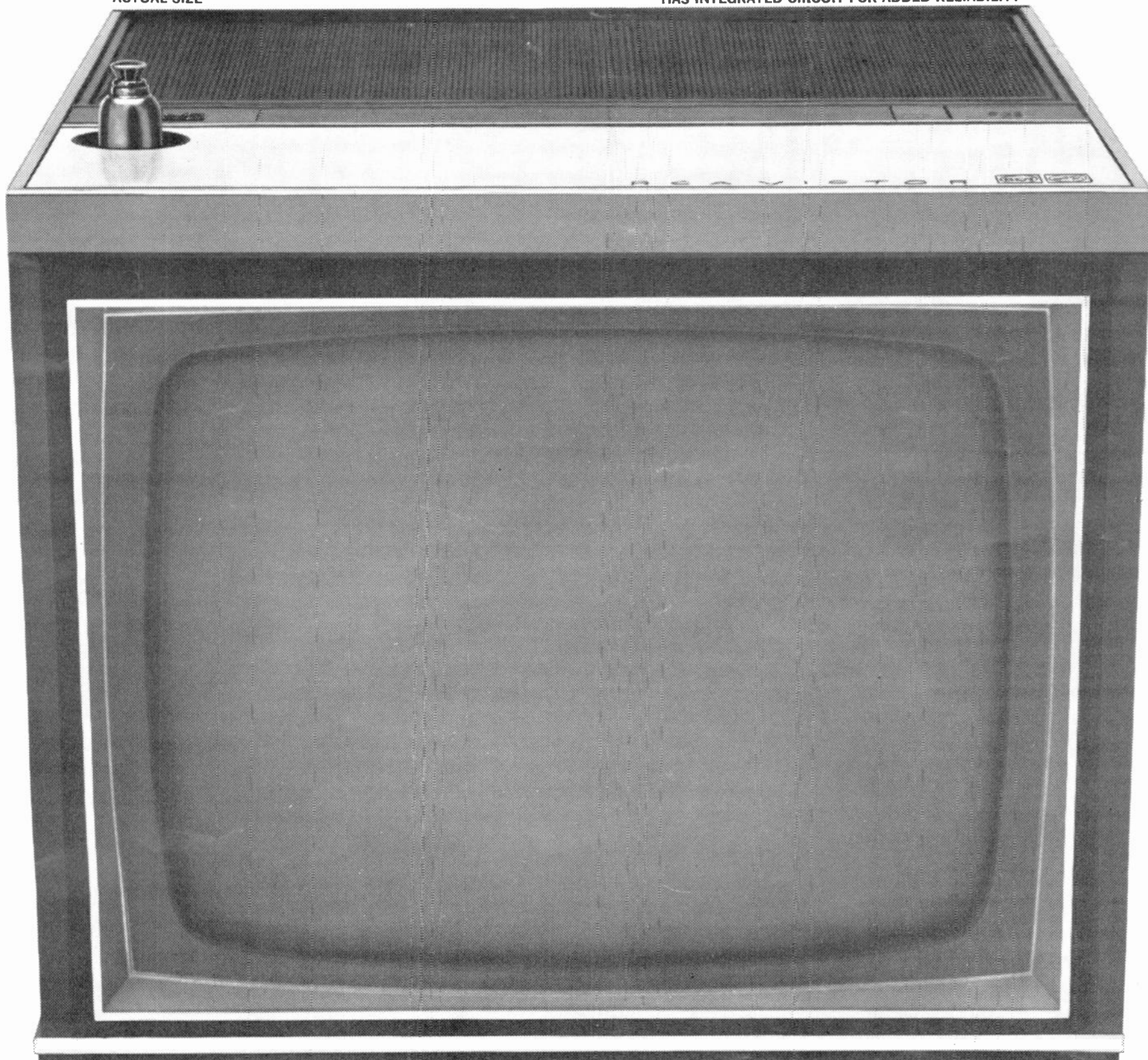
Kitchen or car, beach or boat—Minikin Jr. plays great *anywhere, any way*. On household current. 12-volt car or boat lighter. 6-pound battery pack—rechargeable overnight on a home electrical outlet. An integrated circuit in the sound system means greater reliability. Minikin Jr. is Solid State, too. And, even in many weak signal areas its 38-square-inch picture is superb. Battery pack, adjustable tripod stand, car/boat antenna and boat bracket are optional. Snap-on sunshield plus "personal sound" earphone and cord are included. See your RCA Victor distributor.



The Most Trusted Name
in Electronics

ACTUAL SIZE

HAS INTEGRATED CIRCUIT FOR ADDED RELIABILITY





□ □ A versatile basket from Brentwood: the Granada is styled to serve as wastebasket, planter, or magazine rack in living room, bedroom, bath, hall, or den. The basket is available in walnut, oak, mahogany, and moss-green finishes and will not chip or crack. The retail price is \$7.95. (Superior Products Co., 418 W. Ontario St., Philadelphia, Pa., 19140)

□ □ Colonial styling sets off the Woodbridge—a no-cord, fully electronic clock from Westclox. One of a group of clocks slated to appear at the New York Premium Show in April, this model has an antique finish and a suggested retail of \$12.95. (Westclox Div., General Time, La Salle, Ill.)

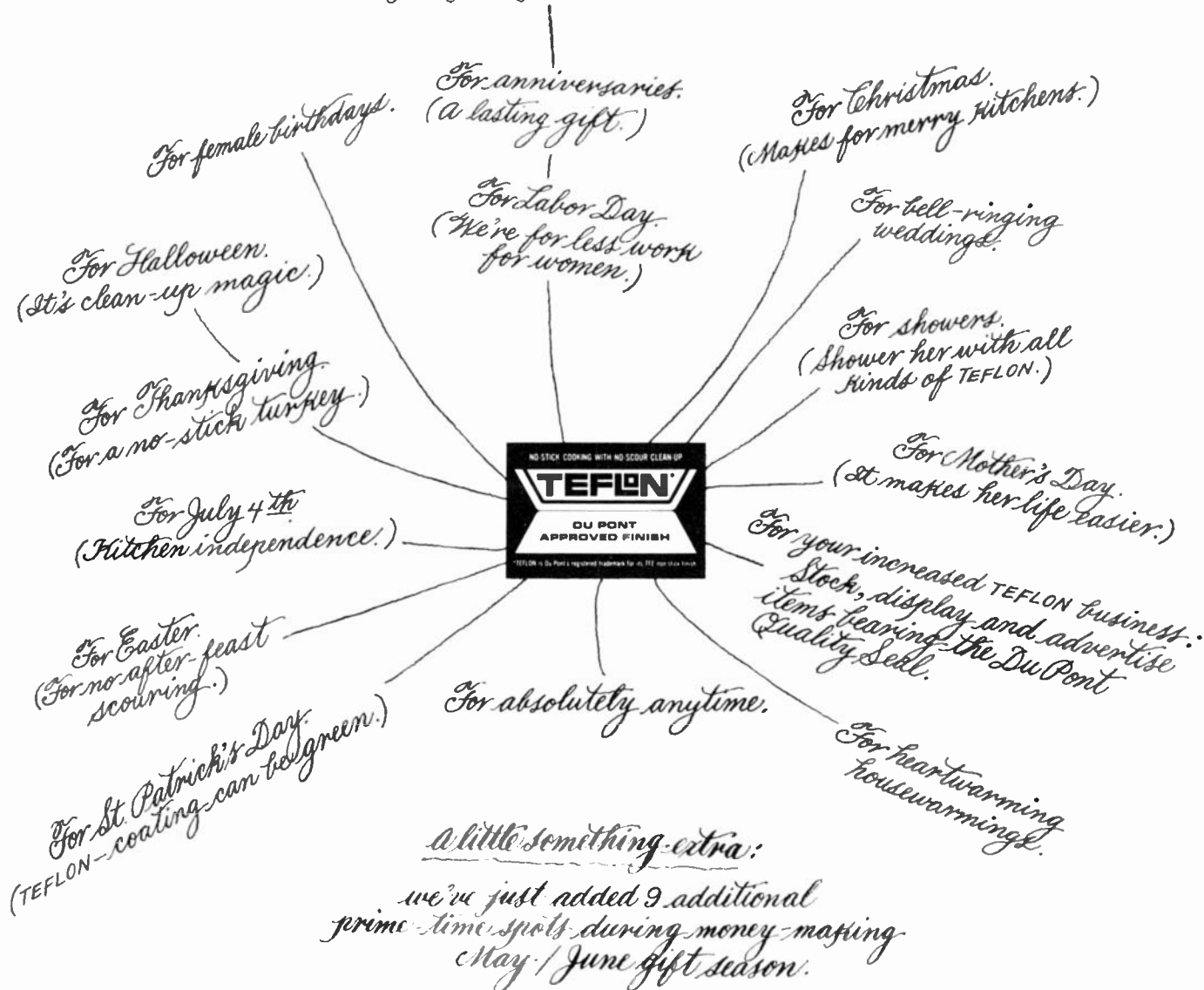


□ □ Decro-Wall adds a marble look to its line of self-sticking wall coverings with the introduction of Florentine Marble self-stick wall panels. The 12-inch-square panels are made of high-impact styrene and are available in alabaster white and onyx black. The panels are packed six to a box, which carries a suggested retail price of \$3.59 (Decro-Wall Corp., 21 Saw Mill River Rd., Yonkers, N. Y.)

□ □ Easy-Glide Teflon casters make moving heavy furniture, refrigerators, and stoves an easier task. The 1½-inch disks—made of DuPont Teflon—give floating action and prevent floor damage. One standard size accommodates furniture of all types and dimensions. A set of four casters comes blister-packed on a colorful display card. The casters are pre-priced at 98¢ per card. (Born Manufacturing Co., 4111 St. Charles Rd., Bellwood, Ill. 60104.)

TEFLON is what the gift givers are giving.

Gift givers are getting the TEFLON giving idea from two new Du Pont TV commercials aimed specifically at this lucrative market. It's our way to give your business a boost.



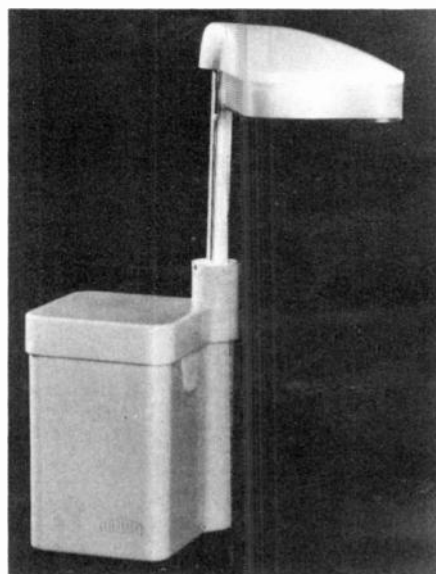
Act Accordingly.



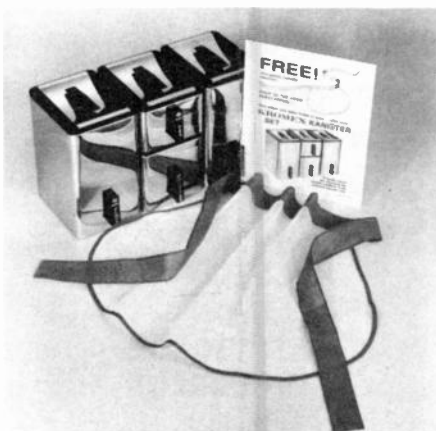
Better Things for Better Living... through Chemistry

*TEFLON is Du Pont's registered trademark for its TFE non-stick finish.

The TEFLON Certification Mark is the only one that shows adherence to Du Pont-approved coating standards assured through continuous surveillance.



□ □ Compact and cordless, the new Swivel Lite from Eveready is turned on by lifting the head (which can be rotated a full 360 degrees). Various intensities of light—from low to medium to suitable-for-reading—are possible through a change of bulbs. The new light is said to be especially useful for nursery, patio, camping trips, boats, and in cars as a map or emergency light. In its own blue, red, or yellow case, the Swivel Lite comes complete with the Eveready No. 509 battery and the high-intensity No. 425 bulb. The new Eveready unit carries a suggested retail price of \$3.98. (Consumer Products Division, Union Carbide Corp., 270 Park Ave., New York, N.Y. 10017).



□ □ Mother's Day and June Bride gift promotions from Kromex: a Fruit of the Loom party apron comes inside new Tempo chrome and walnut-copper canister sets. Also available: an 8 by 10-inch counter card and ad mats. (Kromex, Div. of American Trading Corp., 880 E. 72nd St., Cleveland, Ohio.)



A colorful, life-sized figure dominates the entrance to Altman's Buffet Shop

Altman's suburban Buffet Shop: where Fifth Ave. meets Rte. 17

The scene is the upper level Buffet Shop at the newly opened B. Altman's branch in the Fashion Center, Ridgewood-Paramus, N.J.

The story is color—soft and subtle, Mexican and Mod—mixed and matched in cookware displays that signal a sophisticated fashion approach to merchandising in the suburbs.

Using space virtually from floor to ceiling, Altman's maintains its Fifth Avenue image, while adding a casual suburban touch to its displays. At the entrance to the Buffet Shop—topping a two-tiered table—is a life-sized figure attired in the cookware colors displayed in the shop; the colors suggest an as-

sortment of the decorating "looks" popular in the North Jersey area. Just recently, the figure had topped a table where Columbian's houndstooth French enamel cookware shared space with imported tinware and U.S. Stamping's more traditional Meissen-pattern cookware. Below the table were wine racks and fireplace accessories.

There are three shops within the shop: a Copper Corner, a Copco Shop, and pantry ware and woodenware from Mort N. Marton. Imported ceramic ware is shown in museum-type fixtures. The total effect: a colorful, sophisticated sell for cookware in the suburbs.



Bouquets for Descoware on sale



Copco Shop completes the color story



STOP HUMIDITY DAMAGE!

Safeguard your home
and valuable possessions

with *Comfort-Aire*
ELECTRIC DEHUMIDIFIERS



Model DHA-67 NEMA
certified water removal
capacity of 13 pints.



Model DHA-37 NEMA
certified water removal
capacity of 15.5 pints.

SUPER HI-DRI model FDHA-47 with overflow sentinel and indicator light. NEMA certified water removal capacity, 22.1 pints

Stop mildew, mold and rust due to excessive humidity. Stop musty, unpleasant odors! Protect walls and furniture from warping! Avoid costly repairs; own a compact, mobile Comfort-Aire® electric dehumidifier. It works automatically!

HEAT CONTROLLER, INC. / 1900 WELLWORTH AVE., JACKSON, MICH. 49203

2 reasons why the competition isn't up to "Standard"

1.

\$49⁹⁵

Unbeatable retail price includes recording tape, 3½" tape reel, AC Cord, batteries, dynamic microphone. AC or DC operated.

2.



Unbeatable precision quality includes electronically controlled 2-speed Capstan drive, fast forward, recording-level and battery-life indicator, external speaker jack, direct record jack.

Available immediately from both warehouses

STANDARD
...electronic years ahead!



Standard Radio Corporation
23-08 Jackson Ave., Long Island City, 11101. 1300 West Olympic Blvd., Los Angeles, 90015.

□□□□ A new streamlined Corning Ware teakettle is slated to be marketed this fall by Corning Glass Works. The new Pyroceram-brand unit will be an adaptation of the glass-ceramic kettle currently marketed as part of the Cookmates package, which goes with Corning's Counter That Cooks. (Corning, which is introducing the \$349.50 built-in Counter That Cooks and its Cookmates rangetop/cookware package on a market-by-market basis, opened the Hartford-Springfield territory last week with a dealer showing and exhibit at the Connecticut Home Show in Hartford.) The pristine white 2-qt. kettle in the Cookmates package has a walnut-woodgrain and stainless-steel handle and a woodgrain knob on the white lid. The 2-qt. teakettle currently in the Corning Ware line—complete with cornflower decoration—is shaped more conventionally (like a squat pitcher) and carries a suggested list price of \$10.95. The price of the new kettle has not yet been set.



Corning's new teakettle

□□□□ Sunbeam confirmed reports of price hikes, as predicted, in a letter to distributors that made the increase effective as of Apr. 3. At the wholesale level, prices on portable appliances rose 5% to 10%. New price sheets also showed higher full-margin retail prices (Sunbeam's term for list prices). In a separate letter dated Mar. 31, distributors were advised of increases on "selected products in the floor care line," as well. "The new selling price points have been planned to reflect maximum consumer values," Sunbeam explained.

A few of the upward adjustments: the promotional H1 hand mixer, from \$13.75 list to \$14.50; the TSS3 deluxe steam iron, from \$23.50 to \$23.95; and the SMLB frypan, from \$30.75 to \$33.95.

The latest group of increases—first indicated in trade reports last month (MW, 6 Mar., p.17)—is the third round of price boosts from Sunbeam in the past year.

As one source commented, "They've even raised prices on shaver numbers that haven't had any action in months."

Other manufacturers were noncommittal as to their plans for price adjustments, although some offered indications that changes might be announced before the June Housewares Show.

□□□□ Three limited-time programs from GE—for heating pad model P39, three semi-professional hair dryers, and the interchangeable-tool-head line of power tools—have been announced. The heating pad is being offered as a product special through May 12. Consumers who purchase hair dryer models HD-50, HD-51, or HD-52 between May 1 and May 30 will be given a \$3 refund. And a "retail ownership" (incentive) plan for retail sales personnel on the interchangeable-tool-head line has been set for Apr. 15 through June 17.

□□□□ Another Macy's happening is in the works: the finishing touches are being applied to the display house that the New York store is building for its 1967 summer promotion. As part of the store-wide event—due to break on Apr. 24—the entire lower level is being spruced up. The bath and closet shops have been given a bold, new look, and all signs point to a summer promotion as bright as Macy's winter Housewares U.S.A. Show and Sale.

Big stores and big suppliers: Part 2, the consumer revolution

(This is the second of two articles exploring the current clash between big suppliers and big retailers, and the "consumer revolution" that has brought it to a head.)

The "hounding vs. handout" clash between big retailers and big manufacturers has brought the hard goods industry to a point where everyone is telling everyone else how to run his business.

The manufacturer is telling the retailer what he is doing wrong—to the point of criticizing his "messy" displays and his "poor and inadequate" product assortments. The retailer is telling the manufacturer that all he—the manufacturer—cares about is making a profit, that he could not give less of a darn about the retailer's problems. Both the manufacturer and the retailer are telling the distributor how he should run his business; he has always been the long-suffering middleman.

The new catch phrase

On top of all this—or, perhaps, more correctly, behind all this—everyone is telling everyone else that they must become "more consumer oriented."

In the hard goods industry, it has become very "in" to be "consumer oriented." At times, one gets the impression that the industry never really knew who was buying and using all of its products.

"Becoming consumer oriented," of course, involves much more than merely realizing that the consumer is the one everyone is selling. Overnight, or seemingly so at times, the hard goods industry has switched from a product marketing philosophy centered on the products to an approach of marketing and merchandising consumer concepts or consumer appeals.

Although the industry has been talking about this change for some time, it is clear that not everyone has really gotten the word. Many retail buyers and retail advertising departments believe they can still sell by showing a stock catalog product picture with minimal descriptive copy and a sharp price. Retail salespeople are still selling products, instead of selling consumer concepts.

The changeover from a product-oriented approach to a marketing and merchandising of concepts is finally beginning to hit close to home. And from the comments that have been flying around of late—the open charges, in particular, made by Gimbel's Bernard Zients and GE's Willard Sahloff—would seem to indicate that everyone is "fed up" with the old way of doing business.

The new wholesaler

So the word is "Be consumer oriented," and the advice is directed not just at manufacturers and retailers, but also at distributors as well.

"The new breed of wholesaler must be consumer oriented," said Anthony F. Forni, advertising and sales promotion manager of GE's housewares division, in a recent speech. "The old-breed distributor—often characterized as owning a greasy dock, an old truck, and an inadequate supply of goods in case a retailer should call for it—is dead."

The distributor, instead, "should be

concerned with his special talents for communicating with consumers at the local level. He should be a professional merchandiser, not an order-taker; I would prefer to call him a creative communicator," Forni added. "The distributor multiplies the effectiveness of a manufacturer's merchandising techniques at the point of sale."

Forni particularly criticized wholesaler reaction to the electric slicing knife. "They asked," Forni said, "Who in his right mind would pay \$25 or \$30 for an electric knife, when a perfectly good carving knife for \$4 or \$5 would do the job?"

One of the key statements in Forni's speech was:

"They [the wholesalers] were right for the first three months, but then we—GE—communicated with the consumer. We turned our advertising on in full force and literally pulled this product through to the consumer."

The new marketing force

Forni's speech underscored one of the subtle shifts in power going on in the hard goods industry: the power of big manufacturers to put across a product or a concept—even when influential forces within the trade do not believe in it. Certainly, GE, with an assist from Hamilton Beach and others, did put across the slicing knife with only limited cooperation, at least at first, from much of the trade.

More and more often, manufacturers are talking about how they put across a product or program that appeared to be dying all along the distribution pipeline. And they did it by going directly to the consumer, rather than doing it through distributor and retailer cooperation.

What may be more important is that many manufacturers now believe they know what the consumer wants, needs, and will buy better than distributors or retailers—both of whom are supposedly closer to the consumer than the manufacturer.

At one time the retailer was the best—perhaps only—source of information on the consumer for the manufacturer. This clearly is no longer so, for now manufacturers are telling retailers they know the consumer better than retailers, and retailers deal directly with the consumer every working day of the year.

A new orientation

Has the retailer lost touch with the consumer, as Sahloff has implied? Does GE know Macy's customers better than Macy's?

Of course not. And retailers, manufacturers, and distributors alike agree on the need of becoming "more consumer-oriented." Everyone realizes that you cannot sell without knowing who your customers are.

But the main problems—increased retail "cherry picking" and increased retailer demands for more promotional money and services from the manufacturer—result from the hard goods industry's need to become more "profit oriented," as well as consumer oriented.

If retailers were making a decent markup, few of the problems that exist today would exist.—Ed Dubbs

Whirlpool lets you swing four ways... all in one refrigerator- freezer



Swing from the sides...



Swing from the center...



Swing from the right...



Swing from the left...

For the woman who
changes her mind and
changes her mind and
changes her mind...

All it takes is a few minutes to switch the doors around on
Whirlpool's unique Connoisseur' Twin refrigerator-freezer.

With just one model in stock, you can offer your customer any swing she chooses! In fact, you can tell her that if she moves to another house... or simply changes her mind...her husband can change doors again himself. There's a wide choice of door decoration, too. The door trim will hold wood panels or other decorative materials from wallpaper thinness to 1/4" thickness without removing the trim frame. Many other features...easy-rolling wheels, No-Frost, automatic ice maker. Impressive 21.3 cubic feet of space, too. See the new Connoisseur Twin and see why **WHIRLPOOL** CAN MEAN A LOT TO YOU.

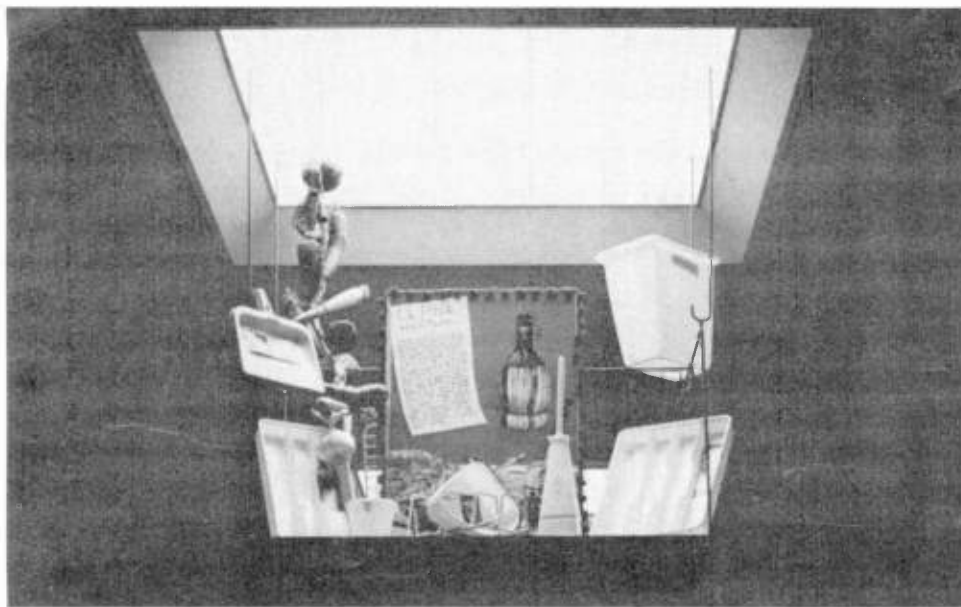
[†]Tmk.



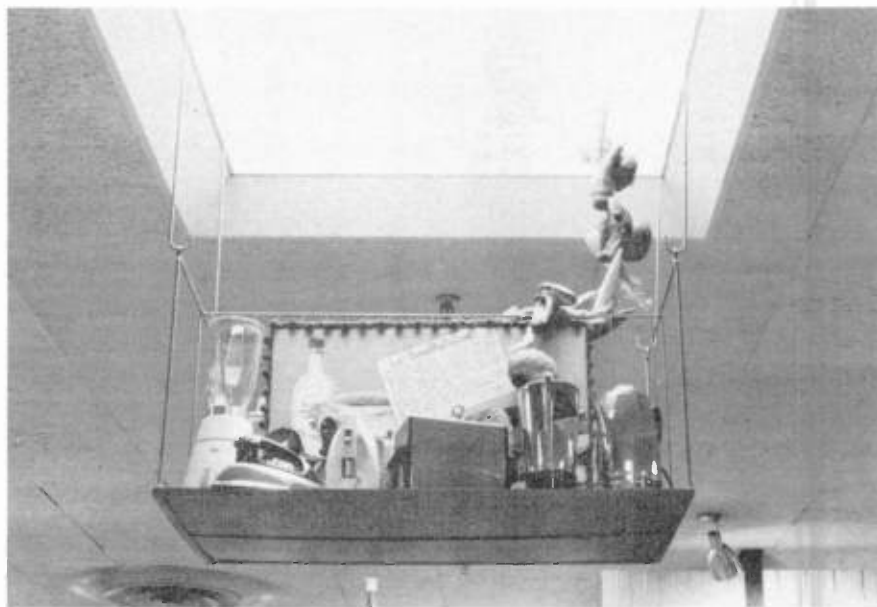
Model ERD 21MM

Whirlpool
CORPORATION

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



Unlikely combination: a towel with a recipe for La Pizza napolitaine joins a dust pan, a silver tray, a wastebasket, and other products—all in yellow and all from Rubbermaid—in a display atop the Rubbermaid shop.



Small electrics take on a new look under the ceiling lights. This grouping of irons, percs, toasters, and blenders is particularly effective in telling an appliance design story.

Display doings: housewares hit a new high

Housewares is a hang-up at Bamberger's Paramus, N. J., store.

In the lower-level housewares department, pots and pans are suspended from the ceiling, and the "sky" is the limit for displays (MW, 6 Mar., p.21).

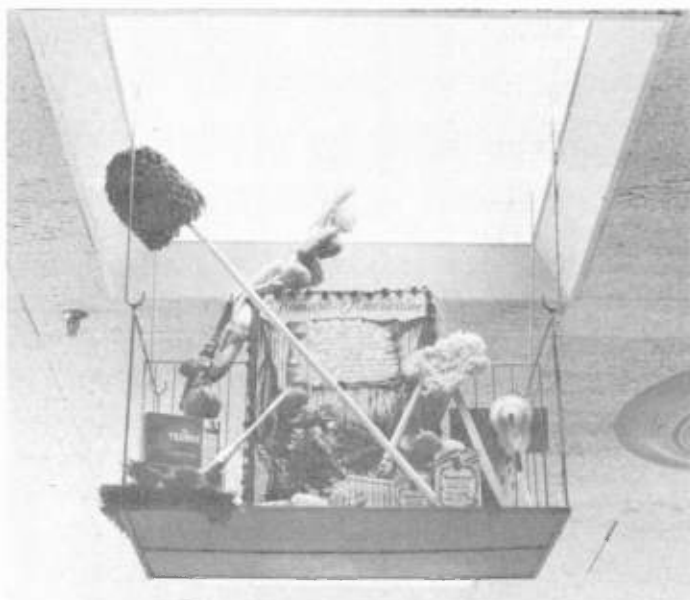
Where display space is at a premium in the heavily stocked, heavily trafficked department, platforms dropped from the ceiling—underneath the light fixtures—become stages for a series of vignettes that transform housewares' unsung heroes into super-stars.

The vignettes carry through the Early American theme found in the nearby gift housewares department, the Country Gift Bazaar, and the Country Store. (Early American is reported to be extremely popular in north Bergen County homes.) Dish towels—in conservative colors and printed with gourmet recipes—are combined with straw fruits and vegetables for backdrops. The 2-sided displays also designate the department's sections.—Irene Kanfer

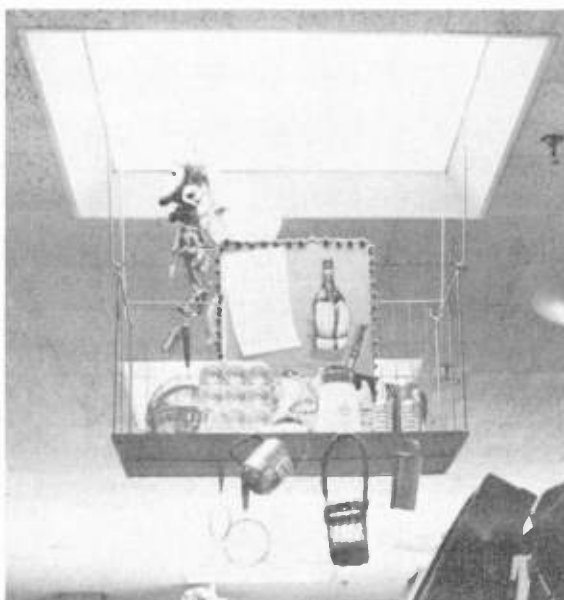
Photos, Robert M. Denelsbeck



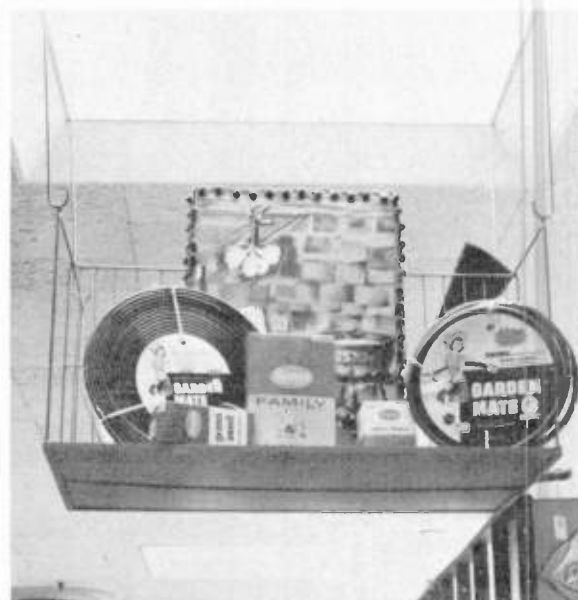
The accent is on Early American throughout the housewares department, with extra attention focused on woodenware. The department reports that the popularity of the recently added group of utensils and cookware from France may indicate another look is catching on. In the Country Gift Bazaar, ceiling drapes convey the "country" feeling, while dangling pitchers, pans, and beer steins tell the merchandise story.



Topping the newly decorated laundry shop—which features Hamilton Cosco's high-color laundry aids and other home-care items—floor waxes and brushes are romanced against a backdrop of straw vegetables and a gourmet recipe towel.



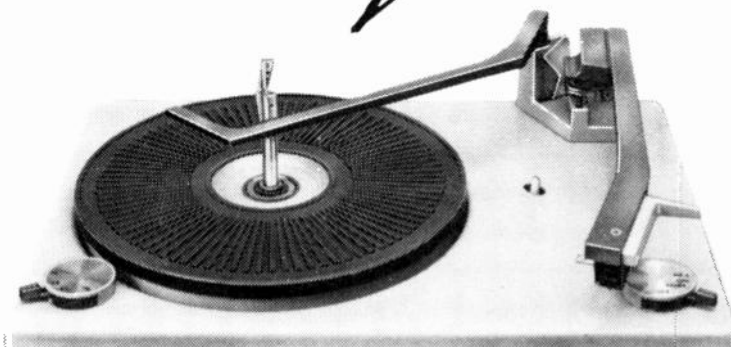
While graters and strainers balance below, utensils, bakeware, and percs share the platform. Stainless-steel and chrome-plated serving pieces fill the other side of the vignette.



Color the sky green over the garden shop, where grass and hoses reach new heights. Later in the spring, the store turns over a major part of the lower level to outdoor living merchandise.

"Hey, Minichanger,
how come
you're so small?"

"...because I was made
to do everything
you can do,
and fit into places
you can't!"



Small wonder the BSR Minichanger is so big in the record player market today. It's versatile, dependable and so ideal for compact equipment. Just 5" high, 8 $\frac{3}{8}$ " wide, 11 $\frac{7}{8}$ " long and weighs in at a mere 4 $\frac{1}{2}$ pounds . . . yet it performs like a giant. No features have been sacrificed in the greatly reduced size. It plays manually and automatically in 4 speeds, stereo/monaural, stacks 6 records, intermixes 10" and 12". It is available with battery-powered or standard AC motor for models in which compact size is a factor. Wouldn't you like all the facts?



MINICHANGER

PRECISION-CRAFTED IN GREAT BRITAIN • DISTRIBUTED IN THE U.S. BY BSR (USA) LIMITED • BLAUVELT, N.Y. 10913
In Canada: Musimart of Canada Ltd., Montreal

KEY MOVES

Whirlpool—Robert E. Bartley is promoted to personnel mgr for the sales division. Employed by the personnel benefits division for the last two years, Bartley has been with the company since 1958. In other Whirlpool promotions: C. R. Armstrong is named director of sales branches; James C. Johnston becomes general mgr of the same division; Arnold G. Myers is appointed marketing mgr for the southwest region. The company also is adding four new instructors to the Whirlpool Education Center: they are Henry Fenderbosch, M. Nelson, Theodore Vernasco, and Fred W. Findeisen.

Zenith—Charles C. O'Brien is named to the new post of general mgr of the Sales Corp.'s parts and service depart-

ments. Robert C. Stuart is promoted to general mgr of the Hearing Aid Sales Corp.; and Albert J. Franczak becomes controller of the Rauland Corp., a wholly owned subsidiary of Zenith.

Kelvinator—Robert T. McCormick is named mgr of financial analysis and control for the company. In sales zone changes, Horne-Wilson Inc. is appointed distributor of Leonard appliances for a major portion of the Florida zone. Harold S. Gough will be zone mgr in Philadelphia, while Robert M. Dunn is promoted to Cleveland zone mgr.

Maytag—Harry E. Haynes is named field service assistant for the St. Louis

branch, and William T. Mann is appointed field service assistant in the company's branch at Kansas City, Mo.

Admiral—Wesley H. Wood is named sales mgr for ranges and freezers; Richard C. Walker, sales mgr-refrigerators; and Robert A. Laneve, general mgr-overall operations of the Southern States Distributors Inc.

Hotpoint—Shelby H. Trappey is appointed mgr of contract sales, succeeding Joseph H. Shuman, who becomes eastern regional mgr. Gordon L. Koppert is named mgr of the Hotpoint home laundry division, business section. The company's Los Angeles district will be managed by Robert W. Curtis.

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

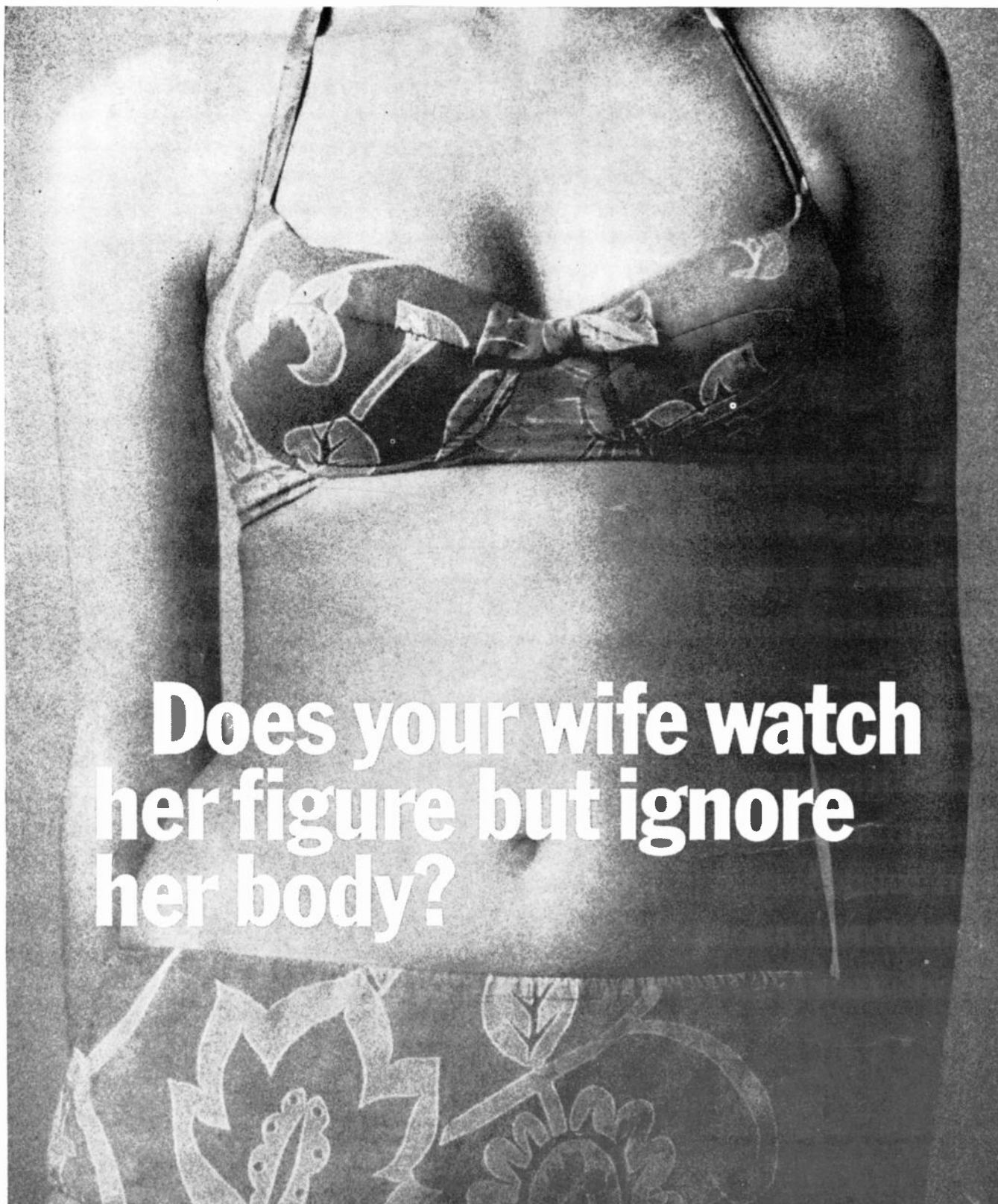
monthly distributor sales

Color Television, distrib. sales

monthly distributor sales

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

THIS SPACE CONTRIBUTED BY THE PUBLISHER AS A PUBLIC SERVICE.



Does your wife watch her figure but ignore her body?

Don't give her the benefit of the doubt. Ask her. Find out when she last had a Pap test. Or examined her breasts for cancer. Or had a complete health checkup.

Put her on the defensive.

Tell her that nearly 100%, that's right, nearly 100% of all uterine cancers are curable if detected early. The Pap test detects them early.

Make her understand that thousands of women with breast cancer are being saved

when their cancers are detected early. Monthly self-examination helps discover them early.

See whether or not she knows the seven warning signals of cancer. She won't. So tell them to her:

1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore that does not heal. 4. Change in bowel or bladder habits. 5. Hoarseness or cough. 6. Indigestion or dif-

ficulty in swallowing. 7. Change in a wart or mole. If a signal lasts more than two weeks, make her see a doctor without delay.

Then, after you get all done lecturing your wife, let her lecture you.

It makes sense to nag your spouse into routine health checkups.

It makes sense to give to the American Cancer Society.

KEY MOVES

Westinghouse—Thomas J. Sweeney is promoted to mgr of manufacturing engineering for the home laundry division. Karl P. Briich is appointed air conditioning national sales mgr.

GE—Thad K. Kane is named advertising and sales promotion mgr for the radio receiver department. Jerome T. Weil moves to finance mgr of GE's electronic sales operation. Fred W. Curle becomes mgr of the South Texas district.

Norge—Al A. Smith is appointed branch sales mgr for the Chicago distributing division. Richard L. Emerich is promoted to director of national service. Tom W. Cook is appointed Minneapolis sales mgr.

APPLIANCE TV



Aqua 1, Culligan Inc.'s home water purifier (NW, 3 Apr., p.5) fits under a cabinet or on a wall. It retails for \$195, and will be available May 1.

Swing into the teen market with

CONCORD



Teen-agers—14 million of them—can't resist the Concord Radiocorder! It's the new "do it yourself" way they make their own personal music collection from radio while they're listening! They go for the economics of the Radiocorder too! Over 2 hours of "their kind of music" on a reel of inexpensive tape. Costs them less than a nickel a selection. Teen-agers are also using the all-new Radiocorder for live recording their own music, class-

room lectures, homework notes, "tape letters," and dozens of other ways. This is *the* teen item today—a cinch to demonstrate, sells itself—lists under \$90.00 and backed by Concord's national advertising and merchandising displays. Get in on this new bonanza now. Contact your distributor, or write Concord today for details on the great new Radiocorder and our complete line of tape recorders from \$25.00 to \$350.00. Your new, fast-selling, profit line.



Model F-20
UNDER \$25



Model 350
UNDER \$200



Model 300
UNDER \$130



Model F-100
UNDER \$100

The Signature of Quality

CONCORD
ELECTRONICS CORP.

AUDIO TAPE RECORDERS
VIDEO TAPE RECORDERS
CLOSED CIRCUIT TELEVISION
COMMUNICATIONS PRODUCTS

1935 ARMACOST AVE. • LOS ANGELES, CALIFORNIA 90025

Date	1967	1966	% Change
February	89,621	113,118	- 20.77
2 Months	169,593	196,252	- 13.59
February	444,285	517,037	- 14.07
2 Months	899,184	951,535	- 5.50

February	140,629	130,998	+ 7.35
2 Months	293,670	255,672	+ 14.86
February	61,606	62,191	- .94
2 Months	128,943	124,181	+ 3.83
February	288,871	325,850	- 11.35
2 Months	574,882	614,332	- 6.42
February	36,573	38,887	- 5.95
2 Months	67,530	67,834	- .45

February	264,000	225,000	+ 17.33
2 Months	531,800	424,500	+ 25.28
January	24,000	21,200	+ 13.21
February	35,000	25,500	+ 37.25
2 Months	74,000	56,800	+ 30.28
February	69,000	65,600	+ 5.18
2 Months	142,800	131,200	+ 8.84
December	94,600	122,300	- 22.65
12 Months	1,345,900	1,344,800	+ .08
February	27,000	33,000	- 18.18
2 Months	55,100	63,500	- 13.23
February	46,000	44,000	+ 4.54
2 Months	92,000	85,900	+ 7.10
February	140,000†	165,500	- 15.41
2 Months	296,700	338,300	- 12.30
February	159,300*	180,700	- 11.84
2 Months	297,500	343,200	- 13.32
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
February	213,680	207,380	+ 3.04
2 Months	405,780	432,720	- 6.23

* February Gas Range total includes: 114,600 free-standing ranges; 19,700 high-ovens; 13,100 set-ins; and 11,900 built-ins.

† February Gas Range total includes: 114,600 free-standing ranges; 19,700 high-ovens; 13,100 set-ins; and 11,900 built-ins.

Now Amana introduces: The invisible refrigerator.

For people who are tired of staring at the same old palefaced refrigerator each morning.

Now, they can breakfast with color. Thanks to Amana. Because only Amana offers your customer a choice of 329 decorator panels with side-by-side or freezer-at-the-bottom style refrigerators. All at no trouble to you.



Amana makes every housewife a decorator. She can match or mismatch designs (even use her own wallpaper). Switch patterns on a whim. No need to change doors, no gluing. Amana's decorator panels slide into place quickly and easily. To go back to white, she just removes the decorator panels.

Amana refrigerators with decorator panels give your customers a built-in look without high installation costs. There's no remodeling, no special "breather" vents or grills. The refrigerator slides easily into the place your customer has in mind for it.



As a sales tool, it can't be beat.

Helping your customers choose an Amana



refrigerator (side-by-side or freezer-below) is a lot easier than helping her choose from the 329 colors it comes in.

Our biggest side-by-side is only 35³/₄" wide, yet it gives her 22.3 cubic feet of usable storage

space, 14.1 cubic feet in the refrigerator area—the freezer holds 287 pounds of food. And both sides are Free-O'-Frost.

She gets a meat keeper with its own temperature control that keeps meat fresh and flavorful twice as long as ordinary meat keepers.

Automatic ice-maker, too. Makes up to nine pounds of ice, 148 cubes a day, and it's covered by Amana's unique 5-Year Total Appliance Warranty. Plus adjustable cantilevered shelves (on recessed tracks to provide more usable space)*, independent cold controls for both the refrigerator and the freezer, (set the temperature in one without affecting the other). And lots more features.



Like the longest, most comprehensive warranty ever to back up any refrigeration product. Only Amana dares to offer a 5-Year Total Appliance Warranty covering free parts and related labor. Be-

cause nobody else builds a refrigeration product as carefully, with as much attention to quality as we do.

*Pat. Pending

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.

Beauty isn't only skin deep on an Amana.

Amana

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

AMANA REFRIGERATION, INC.

Amana, Iowa 52203

Please send me further information on Amana's Decorator Guide and Decorator Panel Program.

NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

WRH