

# MERCHANDISING WEEK

MAY 8, 1967

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the fabric houses ☐ p.20

## NEXT WEEK

**First of a 3-part report on a dramatic new force  
that will materially change merchandising**



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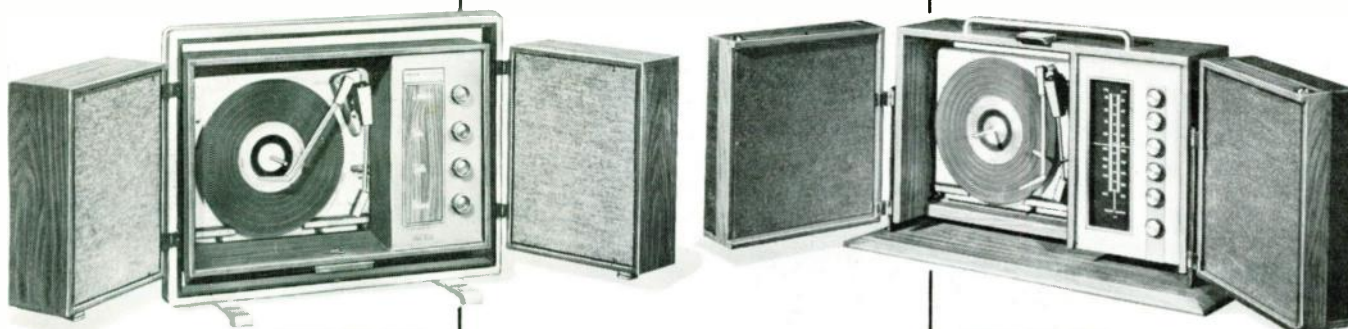
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# How to turn the tables on finicky customers.



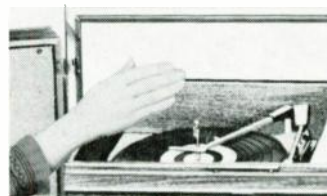
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MODEL NO. 5103

People want compacts that don't push them around. That aren't big and bulky. That's why stubborn customers are pushovers for our new pushovers. The 4107 and the 5103, a pair of slim-line solid-state stereo compacts with turntables that swing into playing position at the push of a pinky. Both have 40-watt peak power, and the 5103 also has AM/FM-FM stereo radio.

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# Can you beat that?



Some added points for the most finicky shoppers are view-thru frames that don't dominate the room and 4-speaker stereo systems. Great sound, of course. And the famous quality of Telex-Phonola.

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The best way to keep up to date on what the customer likes or dislikes is to ask her. We do that ...more than 75,000 times a year! This process of continuous surveys, involving correspondence, 'phone calls and personal contacts with appliance owners throughout the country, helps keep Whirlpool and its dealers ahead of the field. It enables us to spot any sources of irritation ...to make sure product quality stays at the high level you and your customers expect...to develop innovations for the future. Whatever your customers will be wanting tomorrow, you can be certain we're finding it out today! That's one reason why it's easier to sell Whirlpool than sell against it.



IN



# Wedding Belle

Will you play a part in her new life?



This spring and summer close to one million brides will say, "I do."

Before they do, they'll receive millions upon millions of wedding presents—millions of dollars worth of small appliances.

A whole slew of them will carry the name Hoover. And every Hoover small appliance has some unique bride-pleasing advantage.

Like the Hoover Fry Pan with the built-in warming tray. The only fry pan in the

world with a built-in selling edge. The same holds true for Hoover Blenders. Hoover Electric Knives. Hoover Hand-mixers. Hoover Electric Can Openers. Hoover Toasters. Etc., etc., etc.

Small wonder that one of the big bridal favorites will be Hoover appliances this spring and summer.

The question is, where will all these Hoover gifts be purchased?

Will yours be one of the stores?  
Or will you be left waiting at the altar?  
The Hoover Company, North Canton,  
Ohio 44720.





□□□□ **The IAM-GAMA merger**—approved 9-3 by directors of the Institute of Appliance Manufacturers last week—has shut out the Assn. of Home Appliance Manufacturers (AHAM) after a long 3-way courtship. Both AHAM and the Gas Appliance Manufacturers Assn. have been competing for an IAM merger agreement, with GAMA beating out AHAM to a formal invitation.

The move will provide GAMA's 650 members with a full-time manager—IAM executive secretary Pauline Dunckel—who is equipped for and experienced in governmental liaison work. Membership expansion will give IAM's 76 members—most of whom are already GAMA members—a broader working base.

□□□□ **The sale of Kelvinator may be postponed** until late this year—or dropped completely—as the result of a credit extension granted to its parent company, the American Motors Corp. (AMC). A group of banks holding a loan which AMC was to repay by May 31 has agreed to postpone the date of payment until Dec. 31.

The extension will give AMC time to find a satisfactory buyer for its appliance division. It was announced last week that Redisco, AMC's finance subsidiary, has been sold to the Chrysler Corp. for an undisclosed sum. Industry rumors at first indicated that Chrysler may be interested in Kelvinator, as well. Chrysler maintains, however, a solid "no interest" position.

Announcement of the credit extension was made at the regular meeting of AMC directors, at the same time that the corporation's \$21,599,836 loss for the quarter ending Mar. 31 was made known. In the financial breakdown, however, Kelvinator results showed U.S. and Canadian wholesale unit sales up 21% over the same period in the last fiscal year. AMC noted that contract sales accounted for a large percentage of Kelvinator's increase in sales.

□□□□ **RCA sees a big second half for color tv sales** this year. David McCarty, manager of market research for the RCA Sales Corp., predicted that distributor-to-dealer sales in 1967 would hit 6.7 million units. "The consumer's got the money," he said, "and is going to spend it in the latter part of the year." He said it would take color television 10 years—1965 to 1975—to reach 85% to 90% saturation, with "a peak of 9 million or 10 million units between 1969 and 1970." He added that two

important innovations in color tv to be shown by RCA this June would be AFC and a Chroma Control.

McCarty also predicted that b&w tv sales in 1967 would be something less than 4.9 million units. "At least, this seems the maximum the industry will sell this year."

□□□□ **Labor trouble in Connecticut clock country:** Local 261 of the International Electrical, Radio, and Machine Workers struck Sessions Clock Co. last Friday in a dispute involving the wage-reopening clause in the current contract. And at Ingraham Co., the local of the International Electrical Workers (headed by Mrs. Mary Owen) was threatening a strike on grounds that Ingraham discriminates against women.

□□□□ **Normalcy returned to Chicago manufacturing** operations after last week's settlement of the trucking strike. Zenith zipped into full production at all plants this morning. (Four of its plants were closed all last week, as was the case during the earlier walkout.) Hotpoint, which was unaffected by the earlier strike, closed its home laundry division four days last week. Motorola and Admiral managed to sustain production through both labor disturbances this spring, although the former was hit by a partial shipping shutdown last week.

□□□□ **Hamilton Beach has been waiting in the wings** and is bidding to acquire Nu-Tone Inc., now that Sunbeam's proposed purchase of the range hood producer has fallen through. Nu-Tone would be combined with the Puritron operation, which Scovill Manufacturing—parent of Hamilton Beach—purchased several years ago. In seeking Nu-Tone, Sunbeam had been following Hamilton Beach's lead into the built-in appliance/intercom field.

□□□□ **GE's major tv facility will suspend operations** as part of a partial rescheduling of vacations and shutdowns. R.E. Christie, general manager, said the action was taken because tv sales have fallen behind current production. The facility will be idle during the last two weeks in June; one of these weeks has been scheduled as the plant's third vacation week. In recent years, the third week has been taken in December. The department's regular vacation shutdown from July 31 to Aug. 13 remains unchanged. GE also laid off 350 production workers at Portsmouth, Va., where color and b&w portables are made.

## Appliance price hikes: what the thinking is now

Appliance manufacturers have been watching each other closely since the announcements of first-quarter profits, trying to detect some indication of what the industry would do to combat widespread earnings decline.

Evidently, however, they have not been watching closely enough. When General Electric's Major Appliance and Hotpoint Division opened May with a 3% wholesale price increase, a number of manufacturers in similar positions—underdeveloped profits but overdeveloped inventories—were caught somewhat off-guard.

Although manufacturers realized that something had to be done, and

many (Westinghouse, Norge, Whirlpool, and Frigidaire, to name a few) have been doing their own studies of possible price increases, their reaction to the GE move was still one of "surprise."

Manufacturers are really watching now: watching GE to see how its competitive position fares after the increase, and watching each other to see who will be next in line. As one spokesman put it, "It's the only practical answer." Who will be next? "It's just a matter of time."

But is the time right? Manufacturers are cautious on this point. They have inventories that they cannot sell with

prices as they are, with customers as hesitant as they have become about major purchases. To raise prices could mean even more consumer resistance and a subsequent industry catastrophe.

"GE should know what it's doing," manufacturers feel, yet they are not so certain that they will make an attempt at following suit. Whirlpool, for example, said that it expects that GE knows at what price levels it can sell appliances. And, the company most certainly knows what profit performance shareholders expect. But, the spokesman indicated, what is right for one company is not necessarily right, or even practical, for another. Whirlpool

admits that it has studied the rising materials and labor costs that have contributed to the general profit decline, and that it will continue the studies. However, the company will not issue any immediate announcement regarding the results of its studies.

Another manufacturer suggested that the best time to raise prices is during a lull in attention to the industry, and with as little fanfare as possible. Those that agree indicate that the period after the shock wave of GE's move has subsided could well be the most advantageous for them to make a similar move.

—William Hutchinson



□□□□ **The Administration is using Betty Furness** in a new effort to get some action on two bills from a Congress that is rather apathetic toward the subject. Miss Furness—who was sworn in as the President's Advisor on Consumer Affairs only last Monday—quickly was scheduled to testify a few days later before the new Senate consumer subcommittee, which is headed by Sen. Warren G. Magnuson (D-Wash.).

The two bills—one to create a Hazardous Products Commission, the other to expand the Flammable Fabrics Act—have been languishing in Magnuson's subcommittee be-

cause of a lack of interest on the part of most Senators. Magnuson has not even been able to muster a quorum to act on the bills. The Administration hopes that the appearance of Miss Furness will generate sufficient excitement to assure a quorum.

Miss Furness—experienced performer that she is—seems to be assuming her new role with considerable ease and aplomb. But one week does not make a career. Skeptics are waiting to see how well she will hold up under the pressures of Washington, which are far different from those of Madison Ave.

□□□□ **A second chance for consumers** who sign a contract with a door-to-door salesman is the goal of another consumer-protection bill introduced by Magnuson. The measure would allow the customer to cancel the sales contract if he mails a letter to that effect to the seller by midnight of the following business day. The seller then would be required to refund the purchase price or deposit within three days. The bill is not given much chance of passage in the current Congress.

□□□□ **A return to the tight supply situation** that industry faced a year ago may be in the making—spurred by another military buildup in Vietnam. There is little doubt now that President Johnson is preparing for fuller mobilization of natural resources—including men—to push the war more vigorously. The Washington visit of Gen. William Westmoreland set the tone. The projected buildup could increase military spending by as much as \$6 billion in the next fiscal year—and take more of the raw materials needed by industry for civilian production.

□□□□ **The Retail Clerks International Assn. (RCIA)** did not want its own employees to switch to another union—the Agents and Organizers Assn.—and allegedly threatened them with loss of their jobs if they did so. The organizers and business agents in the RCIA took the case to court. It eventually reached the Supreme Court, which last week ruled, in effect, that organizers and agents are indeed employees and have as much right to join a union of their own choosing as do retail clerks.



**TELL A RETAILER**

**Sharp**

**HAS A LOWER REPAIR RATE THAN THE INDUSTRY, AND HE LOOKS LIKE THIS...**

**UNTIL HE FINDS OUT FOR HIMSELF!**



**NO WONDER MORE TOP RETAILERS ARE GETTING**

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**10 TRANSISTOR PORTABLE PHONO — FM/AM RADIO, MODEL FXG-702.** Luxurious, lightweight combo. Extended range speaker and tone control. Feather-light phono pickup with stereo cartridge. Plays 33 & 45 RPM records. Jack for optional stereo speaker.

**ALSO MODEL BPG-708.** Priced right for the younger set. Solid-state, portable, phono-AM radio. With many of the quality features of FXG-702.



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## Another first for solid state and Friedrich comes up with it

The first air conditioner with a solid-state control device has been announced by Friedrich Refrigerators Inc. The company's 13,500Btu, 230v Selectronic model XL-132 will be on display in dealer showrooms around May 15, and will be manufactured in July.

The device employs a bilateral thyristor type of solid-state construction, similar to two separate silicon-controlled rectifiers positioned back to back. It has been developed by Friedrich and is being manufactured by General Electric's facilities in Auburn, N.Y.

Friedrich will use the component on its single workable prototype, the XL-132, and plans to incorporate the device as standard equipment on all 1969 models. No definite indication has been made by the company of

the retail cost set-up involved in using the component, but it has been unofficially estimated that the solid-state control could add up to \$50 to the retail price.

**What the component does.** The control device will mean infinite fan control, with as many speed possibilities, for example, as there are volume possibilities on a radio using a similar control. Redesign of the air conditioner's fan motor, necessitated by the solid-state control, has made the unit considerably quieter in operation, says Friedrich.

GE could be next to use this type of solid-state control in air conditioners. Reports indicate that the company had been developing its own control when it was approached by Friedrich to manufacture and supply these components.

□□□□ **Cleveland gets Maytag's new dishwasher:** regional test marketing for the portable unit is being conducted in all three of the company's divisional sales areas—Los Angeles, St. Louis, and now Cleveland.

□□□□ **Norge will increase its management symposiums** in an effort to assist dealers by showing them ways to up their profits. The symposiums—developed by the National Appliance & Radio-TV Dealers Assn., and led by its executive vice president, Jules Steinberg—run six hours and cover budgeting, advertising management, inventory control, and financial analysis.

□□□□ **The EEI's new "Stain Removal Guide"** is the most recent addition to its Home Service Committee's consumer information program. Dealers and distributors can use the chart as a giveaway promotion. Information regarding orders in bulk quantity can be obtained from the Edison Electric Institute's Sales Division, 750 Third Ave., N.Y., N.Y. 10017.

□□□□ **Microwave manufacturers will exhibit** instruments and components at the 1968 Exposition of the Institute of Electrical and Electronics Engineers (IEEE). Special aisles in the main exhibition hall of the New York Coliseum will be devoted to microwave products, as will a first-mezzanine Microwave Hall meeting room. Component and instrument manufacturers will be separated for display purposes, and approximately 75 exhibitors are expected to use 200 exhibit units in the instrument section reserved for them. Two symposiums will be presented by the participating microwave manufacturers.

□□□□ **Motorola California Inc. has been formed** to handle wholesale distribution of Motorola home electronics products in Southern California. The new area distribution organization replaces Craig Electronics. Terry Southard, former vice president of Craig, will head the operation.

□□□□ **The government is asking business for its help** with the 1967 Youth Opportunity Campaign. The Department of Commerce has requested industry to offer summer employment to young people as a means of familiarizing them with career opportunities for which they may wish to prepare. Information on the program may be obtained through John V. McCarthy, Consumer Durables Division of the Department of Commerce, Washington, D.C.

□□□□ **Correction:** Masterwork's 10-transistor AM portable radio—model 2880—was incorrectly referred to as a 1-transistor unit in the Apr. 17 issue of Merchandising Week. List price of the radio is \$22.50.

□□□□ **Aiwa is offering an auto cassette recorder** at \$69.95. It is a capstan-drive, monaural unit—model TP-718—with a 3½-inch full-fidelity speaker. A selector switch on the recorder permits it to play through the car radio. Other features include rewind and fast-forward capabilities and 60 minutes of play. Auto cassette recorders also are offered by Norelco, which introduced the cassette concept in the U.S., and by Mercury.



Aiwa's auto cassette unit

## Color tv: what the figures show what the manufacturers say

Earlier this year, the television industry's sights were set on sales of 6.5 million color sets. By comparison, early 1966 estimates ran roughly one-half million sets ahead of the final 4.7 million distributor-to-dealer sales. In light of that, just how good are chances that 1967 sales will hit 6.5 million sets?

**Chances are not so good,** according to the way the figures have come up so far. In order to hit 6.5 million, a certain share of total 1967 sales has been projected for each quarter (see table). First-quarter sales (1,162,825 units) are already 1% short of the projection.

If the slack is not picked up in subsequent quarters, 1967 will fall short of the 6.5-million mark by some 347,487 sets. And the sledding gets rougher as the industry comes to year's end.

**The picture could be gloomier** than this first-quarter deficit indicates, because projected sales growth for the quarter is based on sales of the previous three years. Should this year's pattern resemble 1966 sales more closely than it resembles the 3-year average—as it well might—the first quarter's projected sales would have to be 20%—instead of 18.9%—of the year's total sales. By year's end, this would put the industry even farther

behind—685,875 units short of 6.5-million.

This is, in fact, the way some manufacturers see color sales in 1967. For example, Ted Herkes, president of Motorola Sales Corp., says he cannot see a 6.5-million year. "We came out of the last quarter of 1966 dragging our heels," he says. "When we end poorly like that, you can bet the next half will be poor, too."

Herkes says that the return of warranty cards indicates retailers are clearing some of their inventory at a healthy rate, and he expects "a fantastic second half." But he adds reservedly, "We have our work cut out for us to hit 6 million."

**Industry optimism is still high** in some quarters, however. David McCarty, manager of market research for RCA Corp., predicts that 1967 distributor-to-dealer sales will reach 6.7 million units. "If consumers buy 7 million sets, you can look for a 15% increase in 1968."

But McCarty, too, sees the second half as crucial. "The last half will have to account for the sale of extremely large amounts of merchandise if we are going to fulfill our expectations," he says. "This is a year that is going to require courage. We have never seen anything quite like it."

—Martin Steingesser

### Color tv distributor-to-dealer sales

	% total sales (no. of units sold)		% projected sales (no. of units)	
	1964	1965	1966	1967
1st qtr.	19.3% (263,856)	17.5% (481,097)	20.0% (941,984)	18.9% (1,228,500)
2nd qtr.	14.2% (193,558)	13.0% (357,442)	18.7% (879,210)	15.3% (994,500)
3rd qtr.	25.4% (347,432)	34.5% (947,380)	27.3% (1,281,849)	29.1% (1,891,500)
4th qtr.	41.1% (561,455)	35.0% (960,699)	34.0% (1,599,420)	36.7% (2,385,500)
total year	100.0% (1,366,301)	100.0% (2,746,618)	100.0% (4,702,463)	100.0% (6,500,000)



□□□□ **KLH sales have tripled under Singer** as the diversified manufacturer-retailer remains acquisition-minded in consumer electronics. Singer last year called off a proposed acquisition of Packard Bell. Consumer electronics are now carried in all Singer retail outlets, and the company claims to be the largest distributor of battery-operated portable phonographs. Singer, in its annual report, also noted sales gains in a related area, wood products, particularly cabinets for sewing machines and consumer electronics. Singer produces the cabinets in its Trumann (Ark.) plant. The company, which also produces vacuum cleaners, reported that sales lagged last year in this area, but that it remains a profitable business, thanks to new contracts for private-label vacs.

□□□□ **Westinghouse is offering speaker systems** in three sizes with its 1967 stereo component products. Model H-395 is a matching speaker system with 6-inch and 3½-inch speakers at \$40 per unit; model H-396 is a deluxe speaker system with twice as many speakers at about \$60 per unit; model H-397 is a custom deluxe system that adds large woofers and horns at about \$80 per unit. The three speaker sets—including model H-394 tuner-amplifier and model H-366A automatic changer—are housed in cabinets with walnut veneers.

□□□□ **Motorola is using a new steel-foil shield** on the inside of its 20-inch color picture tubes to reduce image interference from magnetic fields and stray electrons. According to Motorola, the bowl-shaped shield also is more compact than external ones previously used and permits the use of smaller cabinets without any reduction in the size of the picture tube.

□□□□ **Exports from Japan to the U. S.:** television and tape recorder shipments from Japan climbed in the first quarter, but transistor radio and transreceiver exports were off, according to the Japanese Finance Ministry. In spite of the drop in transistor radio shipments, dollar volume for this product category rose, as the Japanese continued to place strong emphasis on FM-AM and multi-band sets. The figures:

	Period	UNITS			DOLLARS		
		1967	1966	% Chge.	1967	1966	% Chge.
Color Television (incl. chassis)	March	33,324	12,273	+ 171.52	5,847,827	2,197,663	+ 166.09
	3 Months	78,834	23,685	+ 232.84	14,025,382	4,218,140	+ 232.50
B&W Television	March	111,658	75,773	+ 47.36	6,005,355	3,865,441	+ 55.36
	3 Months	264,345	223,379	+ 18.34	14,070,229	11,564,098	+ 21.67
Transistor Radios (3 or more tr.)	March	866,903	956,208	- 9.34	8,355,611	7,064,288	+ 18.28
	3 Months	2,218,455	2,371,773	- 6.47	20,480,201	17,537,615	+ 16.78
tr. rad. chassis/kit (3 or more tr.)	March	18,795	12,762	+ 47.27	157,205	115,383	+ 36.25
	3 Months	51,978	56,288	- 7.66	432,282	286,746	+ 50.75
toy tr. radios	March	24,552	41,900	- 41.40	13,261	20,258	- 34.54
	3 Months	47,327	91,750	- 48.42	41,055	43,362	- 5.32
Total Tr. Radios (incl. car radios)	March	972,515	1,052,961	- 7.64	9,319,135	7,703,445	+ 20.97
	3 Months	2,441,898	2,594,034	- 5.87	22,591,487	18,795,486	+ 20.20
Tube Radios	March	29,723	72,325	- 58.90	345,233	708,408	- 51.27
	3 Months	76,153	168,280	- 54.75	1,016,837	1,786,746	- 43.09
tb. rad. chassis/kit	March	12,598	6,814	+ 84.88	170,636	88,319	+ 93.20
	3 Months	52,082	38,370	+ 35.74	469,165	372,184	+ 26.06
Phonographs	March	19,588	51,434	- 61.92	185,375	501,313	- 63.02
	3 Months	67,340	94,145	- 28.47	742,413	867,951	- 14.46
Radio-Phonos	March	91,812	48,740	+ 88.37	1,460,074	842,510	+ 73.30
	3 Months	163,542	90,270	+ 81.17	2,503,028	1,478,872	+ 69.25
Tr. Tape Recorders (port., rim-drive)	March	105,665	115,232	- 8.30	689,116	711,686	- 3.17
	3 Months	190,229	280,625	- 32.21	1,280,279	1,816,505	- 29.52
Tr. Tape Recorders (port., other)	March	110,882	37,018	+ 199.53	2,931,169	966,902	+ 203.15
	3 Months	280,126	106,630	+ 162.71	7,193,515	2,506,135	+ 187.04
Tb. Tape Recorders	March	4,292	17,027	- 74.79	192,180	1,035,650	- 81.44
	3 Months	13,863	37,207	- 62.74	772,363	2,168,107	- 64.38
Transceivers	March	379,034	423,937	- 10.59	2,028,997	2,834,508	- 28.42
	3 Months	791,961	883,992	- 10.41	4,722,740	6,358,463	- 25.73

Source: Japanese Finance Ministry

## The shape of the first quarter: a thriving import picture

The flow of Japanese tv receivers into the U.S. set a new record for the first quarter: 345,809 units. In fact, the shipment volume was surpassed only in the last two quarters of 1966 and the final quarter of 1965.

Color television sets—at an average f.o.b. price of \$177.44—accounted for 18.9% of the quarter's imports. Tiny-vision imports (b&w sets with screens of 10 inches and under) averaged

\$61.20 while large-screen b&w sets averaged \$57.76.

Japan's efforts to upgrade its radio business were clearly reflected in the figures: 78.2% of the first-quarter imports of multi-band sets from the Far East came from Japan. The average price for the Japanese multi-band sets was \$11.01; the average price for Japanese AM-only portable radios came to \$5.61.

### U. S. Imports From Japan +

	PERIOD	UNITS			DOLLARS		
		1967	1966	% chge.	1967	1966	% chge.
Television, Total	MARCH	138,960	109,326	+ 27.11	11,795,937	6,981,176	+ 68.97
	3 MONTHS	345,809	269,414	+ 28.35	28,082,192	16,796,133	+ 67.19
Television, B&W (10 inch & under)	MARCH	26,594	—	—	1,497,437	—	—
	3 MONTHS	96,261	—	—	5,891,377	—	—
Television, B&W (over 10 inch)	MARCH	77,017	—	—	4,049,367	—	—
	3 MONTHS	184,104	—	—	10,635,538	—	—
Television, Color (10 inch & under)	MARCH	—	650	—	57,763	—	—
	3 MONTHS	—	—	—	—	—	—
Television, Color (over 10 inch)	MARCH	35,349	—	—	6,249,133	—	—
	3 MONTHS	64,794	—	—	11,497,514	—	—
Transistor Radios, Total	MARCH	967,398	991,697	- 2.45	8,401,475	7,129,861	+ 17.83
	3 MONTHS	2,401,335	2,497,268	- 3.84	20,438,694	17,480,116	+ 16.92
Transistor Radios (AM only)	MARCH	449,896	—	—	2,387,277	—	—
	3 MONTHS	1,137,211	—	—	6,387,128	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	MARCH	477,219	—	—	5,496,263	—	—
	3 MONTHS	1,132,141	—	—	12,473,233	—	—
Transistor Radios (Auto)	MARCH	40,283	—	—	517,935	—	—
	3 MONTHS	131,983	—	—	1,578,333	—	—
Tube Radios	MARCH	120,046	100,541	+ 19.40	1,097,525	1,471,331	- 25.41
	3 MONTHS	372,466	267,223	+ 39.38	3,409,197	3,446,322	- 1.08
Phonographs, Total (incl. tape players, record changers)	MARCH	81,585	62,836	+ 29.84	1,396,884	962,896	+ 45.07
	3 MONTHS	280,350	145,461	+ 92.73	4,574,461	2,352,486	+ 94.45
Phonographs (with speakers)	MARCH	17,566	—	—	250,589	—	—
	3 MONTHS	87,548	—	—	1,157,860	—	—
Phonographs (stereo)	MARCH	9,130	—	—	149,895	—	—
	3 MONTHS	32,250	—	—	503,921	—	—
Phonographs (monaural)	MARCH	8,436	—	—	100,694	—	—
	3 MONTHS	55,298	—	—	653,939	—	—
Phonographs (without speakers)	MARCH	384	—	—	5,362	—	—
	3 MONTHS	384	—	—	5,362	—	—
Tape Players (Auto)	MARCH	30,027	—	—	717,506	—	—
	3 MONTHS	100,983	—	—	2,415,801	—	—
Tape Players (other)	MARCH	33,608	—	—	423,427	—	—
	3 MONTHS	91,435	—	—	995,438	—	—
Radio-Phonos	MARCH	57,233	21,232	—	798,148	366,200	—
	3 MONTHS	158,000	69,908	—	2,491,823	1,250,605	—
Radio-TV-Phono Combos	MARCH	14	—	—	6,646	—	—
	3 MONTHS	396	—	—	47,705	—	—
Tape Recorders*	MARCH	—	—	—	5,905,594	—	—
	3 MONTHS	—	—	—	17,217,017	—	—
Transceivers	MARCH	198,085	—	—	1,532,634	—	—
	3 MONTHS	463,765	—	—	4,228,536	—	—

### U. S. Imports From Hong Kong +

Transistor Radios, Total	MARCH	386,607	527,138	- 26.66	1,297,144	1,343,943	- 3.48
	3 MONTHS	1,281,029	1,216,155	+ 5.33	3,757,738	3,288	+ 14.27
Transistor Radios (AM only)	MARCH	326,614	—	—	1,005,646	—	—
	3 MONTHS	1,108,118	—	—	3,066,405	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	MARCH	59,993	—	—	291,498	—	—
	3 MONTHS	172,911	—	—	691,333	—	—

### U. S. Imports From Okinawa +

Transistor Radios, Total	MARCH	36,106	46,240	- 21.92	122,311	117,507	+ 4.09
	3 MONTHS	100,992	109,601	- 7.86	315,522	294,847	+ 7.01
Transistor Radios (AM only)	MARCH	21,682	—	—	72,415	—	—
	3 MONTHS	67,364	—	—	201,383	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	MARCH	14,424	—	—	49,896	—	—
	3 MONTHS	33,628	—	—	114,139	—	—

### U. S. Imports From Taiwan +

Transistor Radios, Total	MARCH	72,115	113,200	- 36.30	295,080	314,258	- 6.10
	3 MONTHS	363,503	303,112	+ 19.92	1,325,992	791,054	+ 67.62
Transistor Radios (AM only)	MARCH	56,357	—	—	204,325	—	—
	3 MONTHS	264,211	—	—	791,450	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	MARCH	15,758	—	—	90,755	—	—
	3 MONTHS	99,292	—	—	534,542	—	—

### U. S. Imports From South Korea +

Transistor Radios, Total	MARCH	12,964	3,555	+ 264.67	71,767	13,023	+ 451.08
	3 MONTHS	27,392	37,335	- 26.63	153,008	113,860	+ 34.38
Transistor Radios (AM only)	MARCH	9,000	—	—	41,090	—	—
	3 MONTHS	18,378	—	—	94,633	—	—
Transistor Radios (FM, AM-FM, Multi Band)	MARCH	3,964	—	—	30,677	—	—
	3 MONTHS	9,014	—	—	58,375	—	—

+ Source: United States Customs.

\*Tape Recorder \$ figure includes dictating and transcribing machines.



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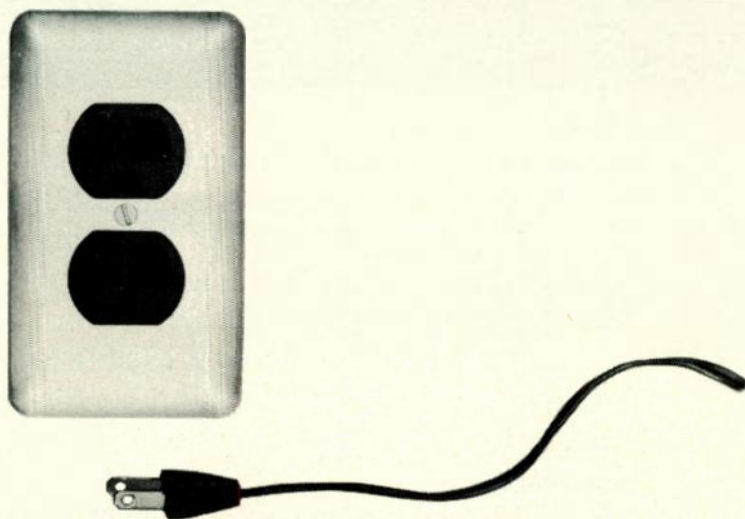
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# Seventeen ideas to help you sell color television sets

Junior Dresses (merchandise ranging from \$15 to \$60) does it.

Housewares (merchandise ranging from 29¢ to \$100) does it.

Even Notions 'n' Sundries (merchandise in the under-\$10 category) does it.

They all do it: they call on color, coordination, and display to glamorize their products for the top-dollar sale.

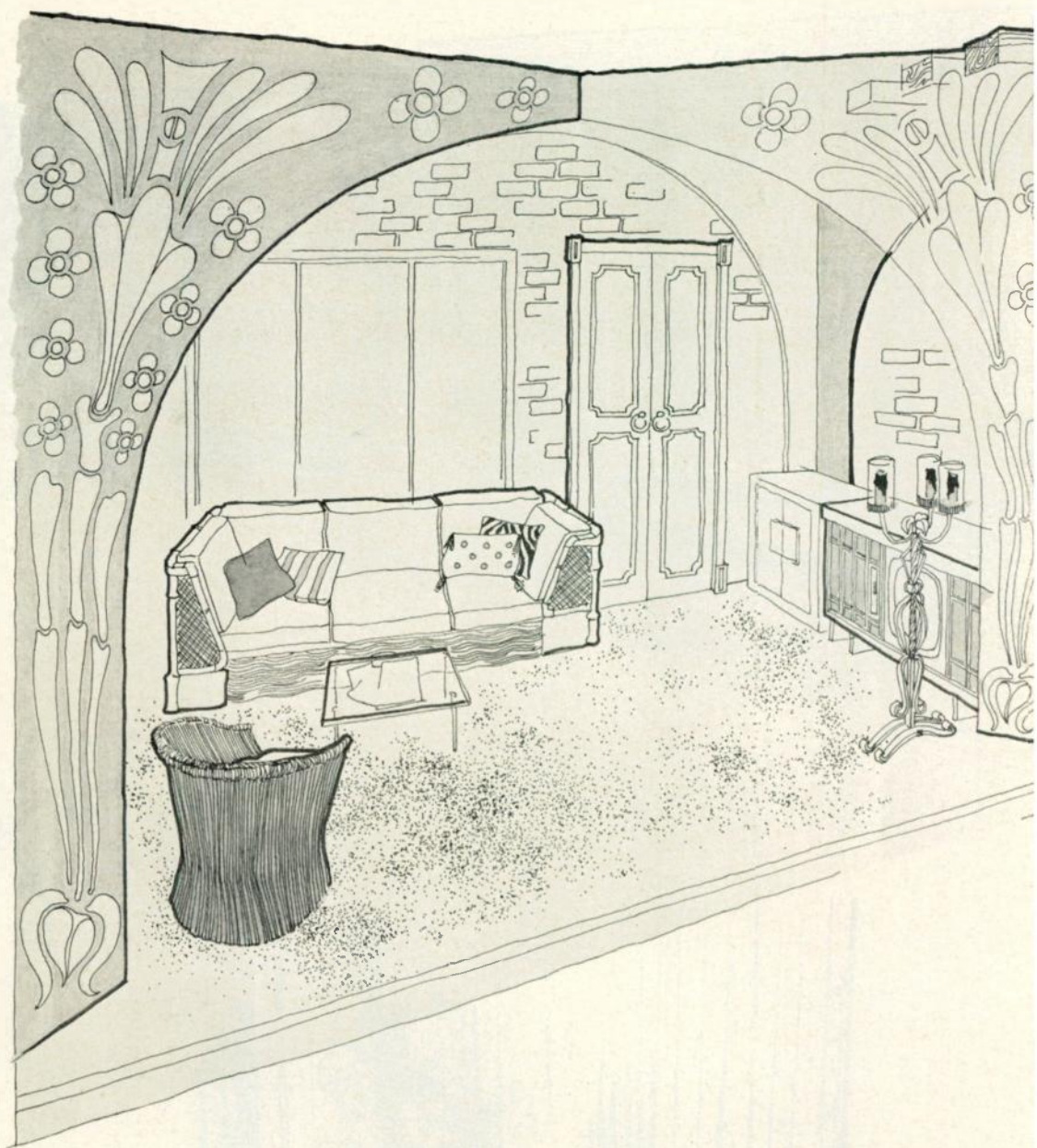
It is only the appliance-tv floor that lags behind — with drab displays, row upon row of stacked-up sets as far as the eye can see, and unimaginative lighting. And the color television console (merchandise ranging from \$500 skyward) is the worst stepchild of all.

This mink coat of the consumer electronics industry is being treated like burlap, when it deserves — and needs — a Sunday-best setting (even more than a \$40 dress or a \$12 shower curtain). Color television is still a best seller; and, with a mere 16% saturation, the category can remain so for some time. It can still command top dollar — if it is handled properly.

Look at the evidence. In a recent survey of appliance-tv, department, and furniture stores throughout the country, *Better Homes & Gardens* discovered these facts: a hearty 58% of the retailers interviewed found color tv accounted for more than 50% of their sales; and 51% of those retailers found consoles sold best of all color categories. While the husband was important in choosing the brand, his wife determined styling in 90% of the cases. Nevertheless, only 40% of the retailers stressed cabinetry as much as entertainment value, while a mere 13% emphasized cabinetry most heavily.

These retailers were not making a bid for the woman of the household. And that woman is accustomed to all the romance she ordinarily encounters when she shops. So pull out the stops. All it takes to enhance a color set is room to breathe, a pinch of imagination, and a touch of color.

Here are some ideas selected from designers, retailers, and manufacturers. Browse through them. Then pick the best effects for your location, your store, and your budget.



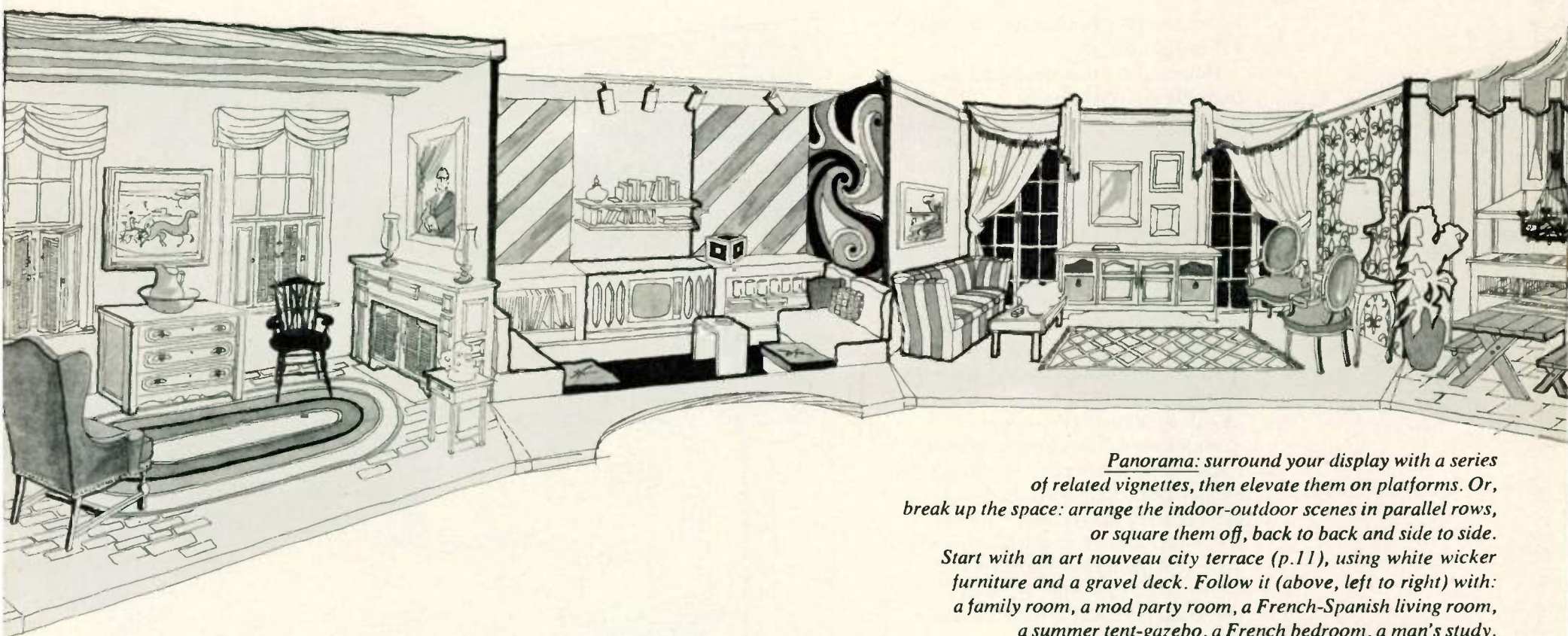
**Story by Amei Wallach**

*Cover expressly drawn for Merchandising Week  
by Joan B. Antoine, from a display  
at Stevenson Electronics, Walnut Creek, Calif.*



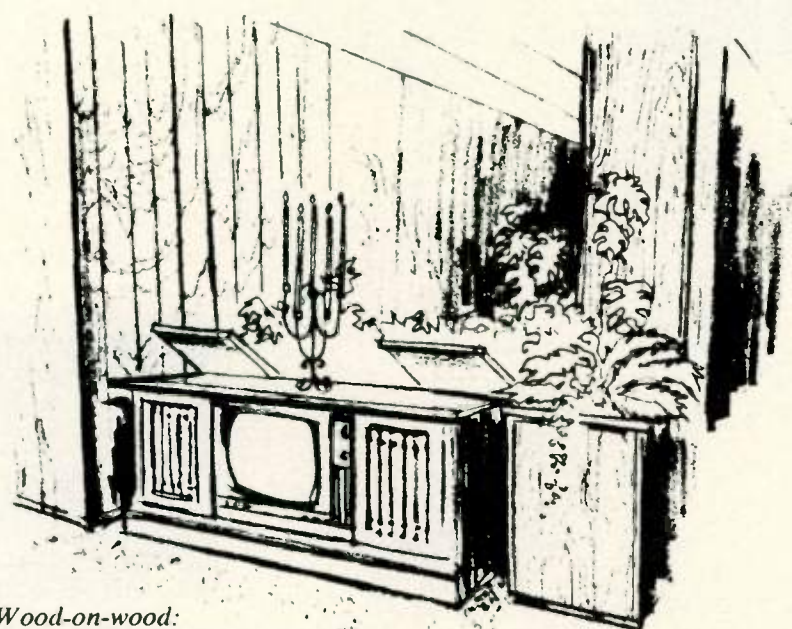
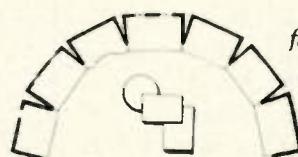


*After-hours study: aim for the man of the house, with a private after-five nook where books and magazines can be stored. Art, plants, a wall assembly from the furniture department spell the man-of-the-world message.*



*Panorama: surround your display with a series of related vignettes, then elevate them on platforms. Or, break up the space: arrange the indoor-outdoor scenes in parallel rows, or square them off, back to back and side to side. Start with an art nouveau city terrace (p.11), using white wicker furniture and a gravel deck. Follow it (above, left to right) with: a family room, a mod party room, a French-Spanish living room, a summer tent-gazebo, a French bedroom, a man's study.*

*And, if there is still room and imagination to spare, flavor the mix with three front-and-center elevated islands (shown in the middle of the floor plan at left). On those islands, set a console nested in the folds of a floor-to-ceiling Japanese screen; an 007 circular easy chair placed before a tv console; a leather sofa that suggests television viewing in opulent comfort.*



*Wood-on-wood: sell the look of wood with textured wall panels that say nature, quality, elegance, and all-outdoors. Adapt this idea from James F. Hutchin Inc., in San Antonio, Tex.—and complement the woodsy look with candles, plants, and paintings.*

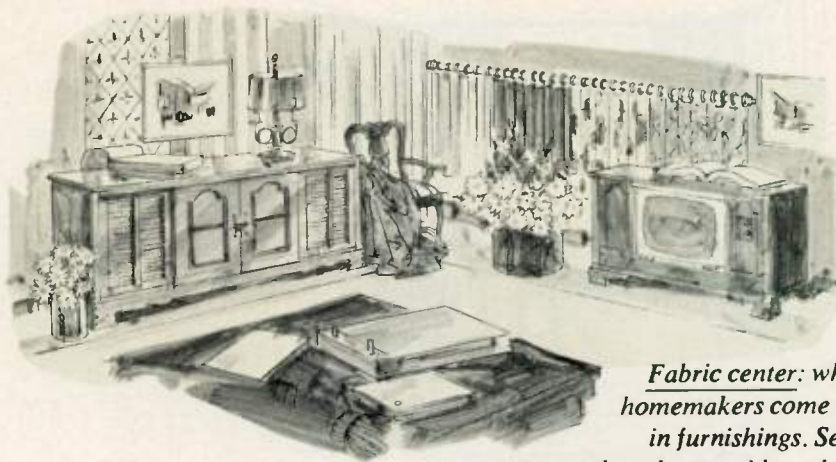


*Flocked wallpaper: crazy, colorful, and compelling enough to stop the most hurried shopper. Macy's N.Y. combines the paper with a painting and a lamp. Any retailer can do the same.*

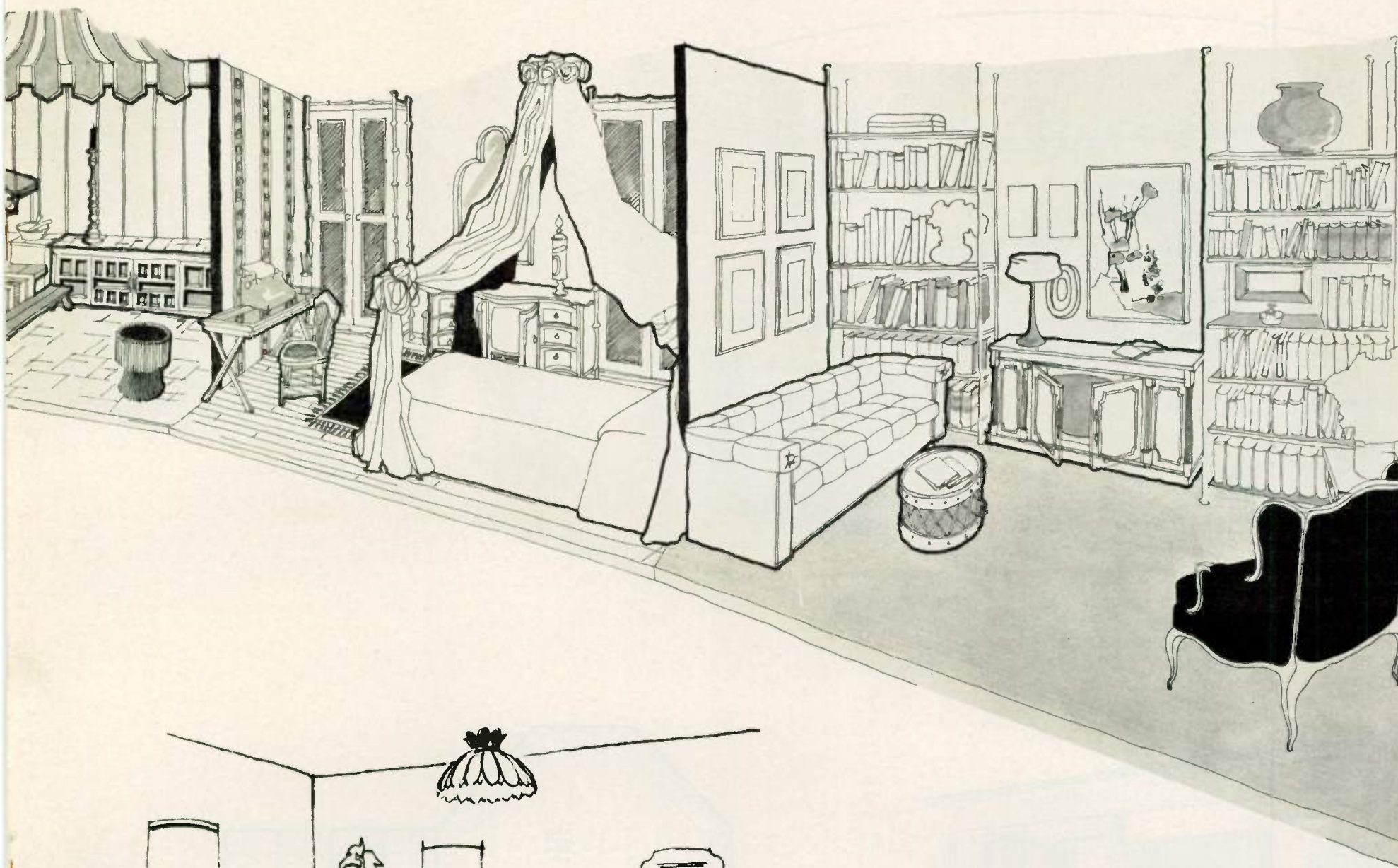




*Painter's corner: cash in on the culture explosion. A dab of paint, an ultra-in frame, op, pop, mod, and the Expressionists set the look of culture and high living. And local artists will jump to exhibit in public.*



*Fabric center: where decorators and homemakers come to buy the new look in furnishings. Sell color with this or the other two ideas shown at the left—all designed by Abbey Darer and sketched by Jack Matott of Dubois Press, for Sylvania.*

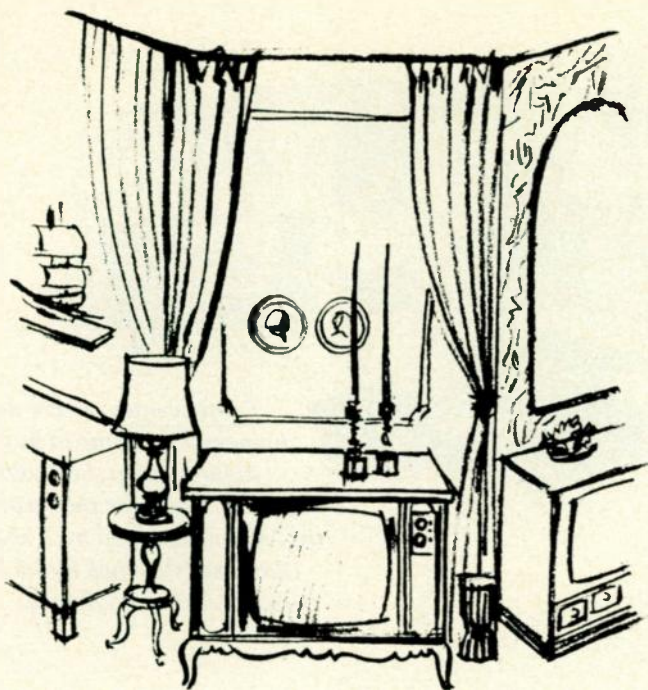


*Color tv salon above designed by Fred B. Shallow, New York design consultant, contract designer, and member American Institute of Interior Designers. Artwork by B.H. Fitzgerald.*

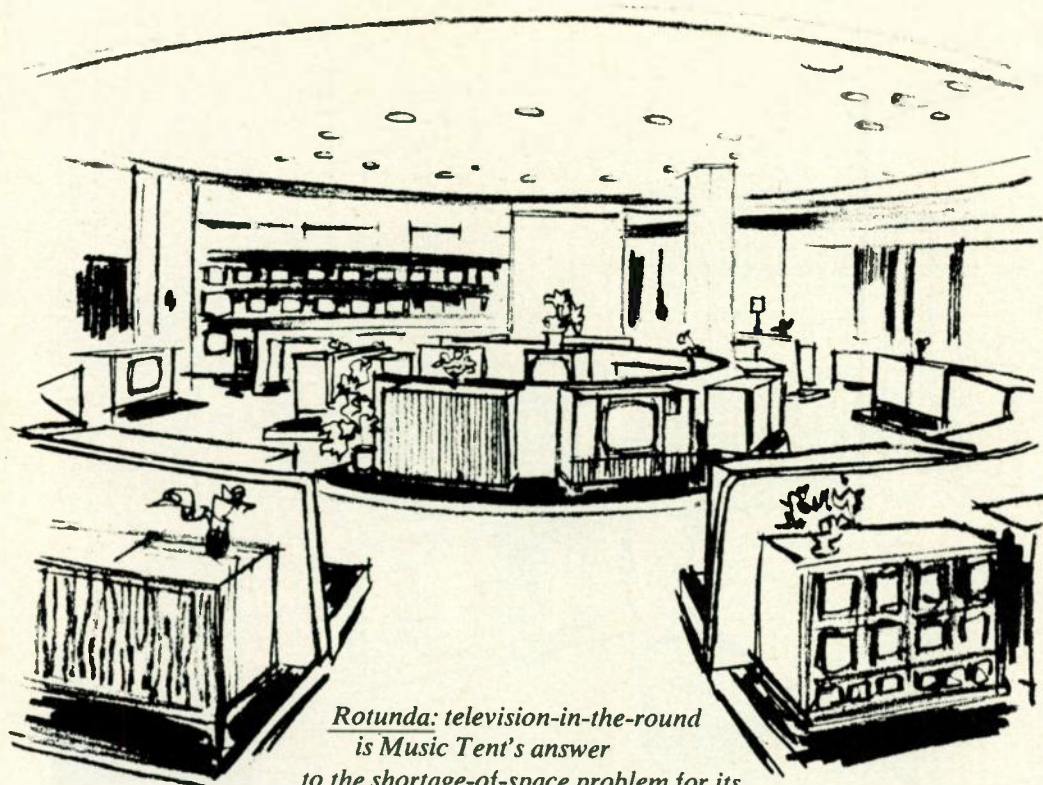


*Carpeted step: television is raised to a new status—and all it takes is a do-it-yourself platform, a bit of carpet, and a fashion-look lamp. The result: a setting that stars the color console with the same effect shown here at Macy's New York.*

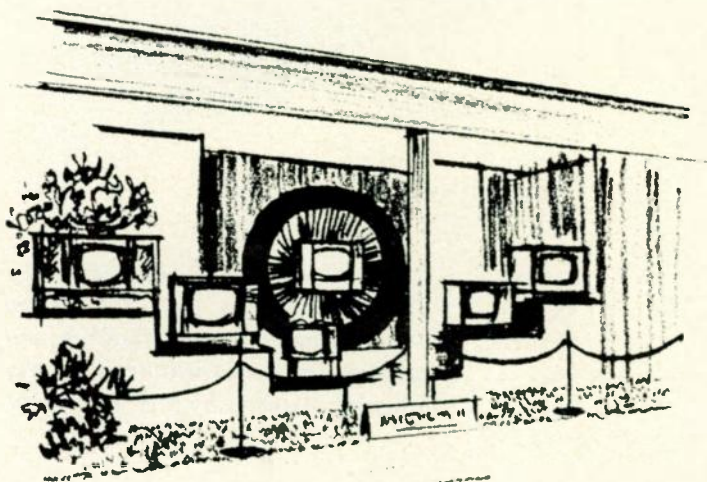




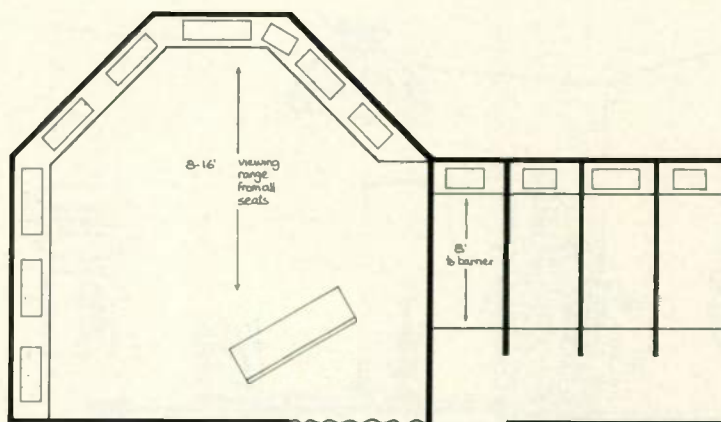
*Convex creation: push those consoles out toward the customer. Make them prominent, inescapable; separate them for top sales appeal; then mix and match drapery, lamps, and other accessories for the period look that spells quality—and sales.*



*Rotunda: television-in-the-round is Music Tent's answer to the shortage-of-space problem for its Magnavox Showcase in Boston, Mass. No walls separate the customer from the adjoining display, no ugly lineup of set after set clutters the sales floor, and the light colors give the whole area a gay May-pole effect.*



*Bull's-eye: psychedelic lighting, geometric forms, and color, color, color aim this display straight at dramatic, on-target sales. Magnavox helped to develop the exhibit at City TV, in Hollister, Calif. Its main feature: an electric eye that turns on the color set recessed in the central cone each time a customer walks by.*



*Viewing alley: Clairtone's design consultant, Frank Davies, created this one, which plays up the excitement of color television as well as the look of the console. The main room is for style shoppers, the viewing alleys are for customers who want to judge the quality of the color.*



**Whatever's brewing,  
on or off camera,  
from klieg lights  
to satellites...**

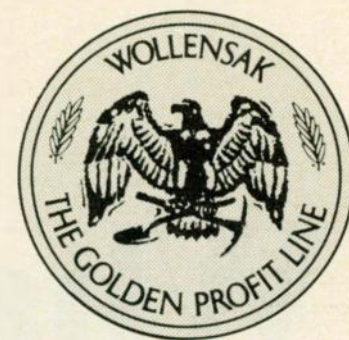
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Sources: Current BRI, Simmons, Starch Adnorms.





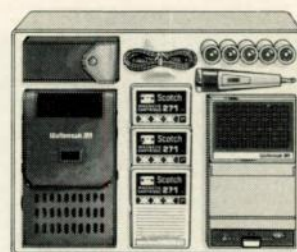
# Here's how Wollensak puts an end to "ho-hum" second quarters

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## RETAIL MANAGEMENT

# Spotlight on branch stores: apron strings are beginning to fray

By Ed Dubbs and William Hutchinson

## Identity: taking the family name one step further

The department store branch is becoming somewhat like a young man who wants to leave home, but knows he cannot really cut the apron strings. So he settles for his own key and more freedom to come and go as he pleases.

The branch is growing up, seeking to assert its own personality. But, at the same time, it realizes that it has a family name, reputation, and image to live up to—or, upon occasion, to live with.

Growing pains are starting to affect the branches. Some have grown up too fast. Some have grown old too fast. Some are problem children. Some are "pets."

The branch holds two big advantages over the independent store, stressed James H. Reedy, senior vice president of Allied Stores Corp. In the first place, the parent store relieves its branch of burdens such as merchandise procurement, advertising, and numerous office and operational functions. Second, "the branch has the support of a merchandising and buying staff far stronger than it could afford if it were an independent operation."

The strong parent, on the other hand, may keep the branch store from branching out and seeking that image which most befits its own community. This practice is changing, however—and will continue to do so—as branch managers are given increased responsibility for merchandising their own stores. The buying functions may or may not remain centralized, but the merchandising operations definitely are headed toward decentralization.

In New York City, for example, Abraham & Straus loves Brooklyn; the romance has been going on for more than 100 years. A&S branches are going to have to build the same intimate relationship with all of Long Island.

There is a world of difference—more than one might expect—between 42nd St. in Manhattan and a site a few miles across the Hudson River in New Jersey, pointed out E. Lawrence Goodman, vice president of sales promotion for Stern Bros.—Allied Stores, Manhattan outlet, which also has units in suburban New Jersey.

The upgrading of branch managers—and their growing importance to the over-all operation of department stores—was underscored last week at a 3-day Branch Store Institute, in New York City, which was sponsored by the National Retail Merchants Assn. (MW, 1 May, p.7). Billed as "retailing's only advanced seminar for managers of department, specialty, and variety store branches," the Institute consisted of a series of speeches, panel discussions, and workshop sessions.

During the workshops, much of the discussion centered around basic operational procedures; but the branch store managers appeared highly interested in one new area of merchandising potential: services, such as dry cleaning, which could be offered on a drive-in basis at the branch outlets.

Special attention was devoted to a new Fabric Care Center—a fancy name for a dry-cleaning establishment—which John Wanamaker plans to open as a free-standing unit at one of its suburban Philadelphia branches. The Fabric Care Center will be tied closely to the store's merchandising program: customers who buy a knit dress, for example, will receive a certificate entitling them to a \$1 discount on the first cleaning.

The Branch Store Institute included

a bus tour of Paramus, N.J.'s Fashion Center—a new concept in branch store design. The Fashion Center is composed only of high-fashion shops, anchored by branches of two Fifth Ave. department stores, B. Altman & Co. and Lord & Taylor.

## Communications: opening a direct line to the parent

The independent-minded youth who is forced to settle for his own house key as a token of partial freedom is apt to seek out others in the same situation. For, despite his apparent contentment, he still needs to talk over the compromise move, to discuss the mixed blessings of parental control with others who face a similar problem.

The predicament of the department store branch manager—and his means of dealing with it—are somewhat analogous. The young man talks over the problem with his peers in order to discover the most successful way of working within the established framework. Managers of branch stores turned their 3-day NRMA Institute into a series of talk sessions geared to finding the way to make the most of their relationships with the main stores.

Communication was the key to the convention machinery. Participants did their best to utilize inter-communication as the basis for intra-communication: by conferring with other branch managers they hoped to establish the groundwork for conferring effectively with the top management in their own chains.

Allan L. Korn, director of stores and marketing for Sattler's Inc., stressed that branch managers must find means of communications not only with administrative personnel, but with all those involved in the branch store selling process.

Communication is vital, said Korn—not merely a "fancy frill." He cited the difficulty in finding enough time for managers and buyers to develop adequate communication channels on the selling floor. The manager's position, he said, has become one of a generalist who must coordinate a staff of specialists. He must make sure that his salespeople are developing their customer contacts and passing on what they learn to their supervisors.

Retailing, above all, is involved with people and their behavioral patterns, Korn said. A humanistic approach to selling is essential to the successful management of retail stores, in general, and branch stores—with their highly specialized clientele—in particular. Time would be well spent, he suggested, on advance planning for communications seminars and training sessions to provide sales people with the means to more fully serve customers and increase sales.

Communications begins at home, Korn indicated. After the branch store manager has instilled the attitude of teamwork in communication in his staff, he can approach top management with sound, accurate feedback. Management thrives on such feedback, but too often does not get it. Then, communication breaks down, and the branch manager finds himself criticized for something over which he exercises no control—something with which he feels management should be more familiar before finding fault. Nevertheless, chain management cannot emphasize with—or even be aware of—branch problems, unless branch management meets its communication responsibilities.



At NRMA's branch managers' workshop: (l. to r.) Francis R. Strawbridge, of Strawbridge & Clothier; and Jack Baptista, William McCaughey, and Saul Alpert, of Ann & Hope Factory Outlet.



(From l.) Sam Gottesfeld, of Bell & Stanton, New York City; and Herb Rosenberg and James H. Reedy, both of Allied Stores Corp., New York City.



James H. Reedy, senior vice president of Allied Stores Corp., speaking on the importance of branch managers.



(L. to r.) Robert Spiegel, of Famous-Barr, St. Louis; Leonard Willner, of Gimbel's Roosevelt Field store; and Warner Whitney, vice president of P.A. Bergner & Co.



Otis McClung (left) of Hutzler's, in Baltimore; and W.D. Hull, general manager of Higbee's, Cleveland department store.



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## Waring stirs up the trade by going highly promotional

One of the brightest and most profitable aspects of merchandising the blender—its trade-up possibilities—is being placed in jeopardy. At least this is the fear of some industry sources, including buyers, who anticipate an ebbing of \$40-and-over sales in the products future.

A debate seems to be taking shape as to how many features—largely in terms of speeds and pushbuttons—should be offered to the consumer, and at what price points. Multi-speed has been one of the major trade-up selling points for the \$40-and-over units, even though some trade sources freely admit, in private, that two speeds—high and low—are quite adequate for most consumers.

The lower pricing on multi-speed blenders has been dramatized by Waring Products' obvious move to become more promotional in its pricing—a decision undoubtedly influenced by the entry of promotional electric housewares manufacturers into the blender category within the past year.

Waring currently has a hot promotion going at retail: an 8-pushbutton blender is being featured at \$26.95, with a wood serving tray as a bonus gift (MW, 27 Mar., p.25). Judging from retail comment, the promotion is helping Waring to move a lot of blenders. It is the lowest pricing the company has ever offered on a multi-speed unit.

Waring's pricing—especially in light of its blender reputation—has put it in a sharp position to compete with the most promotional of the promotional manufacturers.

There are two viewpoints as to the effect of the Waring move upon the industry.

**The favorable argument:** Waring actually has increased the leader pricing on blenders from under \$20 to \$26. Two-speed, name-brand units have been promoted as low as \$16, but now Waring is giving the stores a model that will draw traffic at \$26. And the company still offers its timer feature for trading up to \$40 or so—along with other features, such as increased motor horsepower and more solid construction. (The \$26 multi-speed blender has a chrome-plated base.)

**The opposing opinion** is that Waring is unnecessarily giving away an important trade-up feature at a low promotional price. The company's promotional price of \$26 undoubtedly will make it more difficult for stores to sell solid-state blenders priced about \$50. Waring's move will inevitably force several competitors to come in with multi-speed units at sharper prices. And a manufacturer like Waring—with a pro-fair-trade reputation—should not be setting the promotional pace.

One thing is certain: Waring has caused the industry to sit up and take notice.

## Union Carbide recharges its cordless product promotions

Union Carbide is moving out of the confines of the retail-oriented Cordless Corner concept and into consumer-oriented promotions aimed at playing up the convenience of cordless products. The battery manufacturer is embarking on a new promotional program that will include summertime consumer contests, recall the Great Northeast Power Blackout of 1965, and celebrate the longest night of the year.

"The Cordless Corner made a point for us last year, and we'll continue with it; but we feel we've got to try other ways of getting the cordless concept across," a Union Carbide executive said.

**The consumer likes contests,** the firm has learned, and it is currently working on two. The consumer also has some definite ideas about what he would like to see as a cordless appliance. Sponsor a contest on the subject, and he will tell you.

Thalheimer's, in Richmond (Va.), is the first store to use this contest, which it incorporated into a 125th anniversary "Profile of the Future" promotion.

"Cordless vacuum cleaners and table lamps (I guess to avoid the tangle of cords) were most often suggested," said the store's special events director. "But we got requests for cordless electric irons (for travel), blankets, power drills, refrigerators, and even an oscilloscope. We also found that the contest stimulated interest in the cordless products that already exist.

Union Carbide takes to the air waves for its second contest—"The Sounds of Cordless Electric Living"—which will be heard this summer over radio stations across the country. Operating on the premise that the consumer will start buying cordless products once she realizes that they sound the same, work the same, but offer greater convenience, the company challenges listeners to identify the sounds of "every cordless appliance around."

**Fall plans call for a promotion** at retail based upon "the zany patents for battery-operated appliances and products." Prototypes of these items will be displayed in selected retail stores.

The date of the Great Northeast Power Blackout—Nov. 9—will be commemorated by a "Light Fantastic Fashion Show" of the latest in battery-operated, light-up dresses.

And on the longest night of the year—Dec. 21-22—Union Carbide will launch a campaign aimed at making sure that flashlights are always on hand for safe living.

The firm kicked off its promotions with a display of 200 cordless clocks, from 20 manufacturers, at the American Museum-Hayden Planetarium, which coincided with the first nationwide observance of Daylight Savings Time under the new Federal Time Law. The display—to continue until the return to Standard Time in the fall—will augment the collection of clocks from time to time.

□□□□ **A second GE cordless advance within weeks** comes from its Gainesville (Fla.) space-oriented center, where a fast-charging battery has been developed. The nickel-cadmium battery is said to recharge to 90% capacity in 15 minutes. Batteries presently in housewares products must be charged overnight. Earlier, GE had announced a new permanent-magnet DC motor that provides increased efficiency for cordless products (MW, 3 Apr., p.32).

Other battery and motor producers also have been working along these lines for some time and are expected to announce similar developments soon. However, application of any of the new developments to consumer products, including housewares, is still considered more than a year away. Housewares manufacturers are expected to remain cautious in their approach to cordless products; despite reports to the contrary, few, if any, are willing to go out on a limb and predict that the Age of Cordless Products is imminent.

Meanwhile, manufacturers are beginning to look at cordless convenience in a new light: that of another trade-up feature, rather than as a sales-magical concept that will cause consumers to buy cordless products just because they are cordless (MW, 20 Feb., p.24).

□□□□ **Consumers may get an electronic pep pill—and** retailers a new product—if an anti-fatigue appliance catches on. Called the Cristofv Anti-Fatigue Device, the electronic product changes indoor atmosphere through an electro-magnetic process to make it less tiring, according to the manufacturer, Electrogen Industries, Westbury, N.Y. The device is being distributed on an industrial-commercial level first by Enertronics Inc., Miami. If successful, the firm plans to move the product into the consumer market.

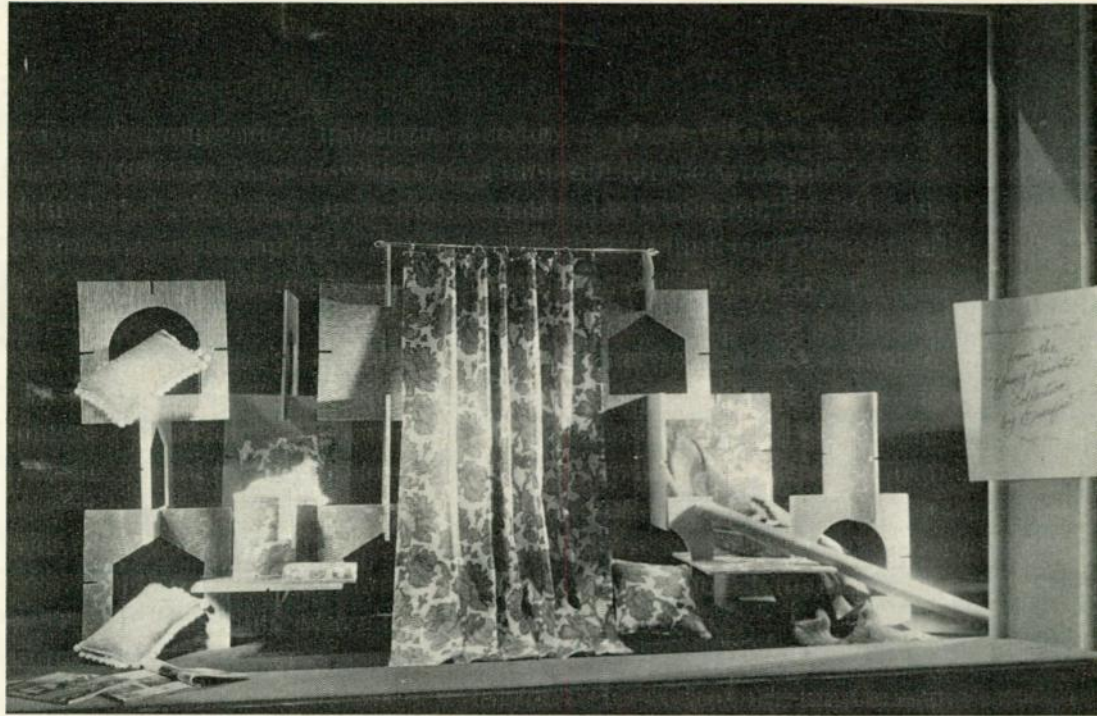
□□□□ **Rubbermaid branches out into hardware** with the introduction of a new tool caddy planned for June. This is Rubbermaid's second venture into a new product area within recent weeks; the firm previously announced a series of Vanity Carousels for cosmetic departments (MW, 17 Apr., p.30). The company also is jumping on the avocado bandwagon with a new Spanish Avocado shade; it is offering an additional 10% trade discount on all items in this color through June 30.

□□□□ **Proctor-Silex has moved its Lifelong program** into the New York and New England markets, giving it coverage from Washington, D.C., to Maine. The firm expects to have its 3-item Lifelong line of pull-apart housewares in national distribution by the fall.

□□□□ **Eureka is bidding for appliance dealers** with a new floor care display unit that shows canister, upright, portable, and lightweight vacs. The display unit is four feet long and has display space on both sides.

□□□□ **Key Moves:** Knapp-Monarch appoints Forrest W. Stone vp in charge of sales . . . West Bend names two sales reps: Paul Deguire, for the Montreal East territory; and Frederick W. Trumbull, for Maine and New Hampshire . . . Electrolux elects William Teets as president and chief executive officer, Charles A. McKee as vp in charge of sales . . . The Stanley Works elects two vps: John F. Bates and Richard C. Hastings . . . Leipzig & Lippe names Stan Becker its merchandise mgr.





Shower curtain and bath accessories in Everfast's Leonora print, at B. Altman's, New York

## NEW FASHION FORCE

# Fabric houses discover housewares

by Irene Kanfer

Fashion fabric houses are moving swatch and bolt into the housewares department, leaving their prints on almost everything. And newly developed bonding and laminating processes and stain-repelling finishes, such as DuPont's Zepel and 3M's Scotchgard, are making it possible for them to do it.

Ready-to-wear and furniture fabrics from firms like Tiger, Kendall, Spectrum, and Everfast have already appeared on ice buckets, trays, glassware, and floor tiles. Bath shop buyers have long been aware of the custom look they could provide for their shop by commissioning "exclusive" coordinated shower curtains and accessories in designer fabrics.

Now, Everfast has taken the lead in creating an approach to merchandising that adds up to a total look and spans many departments. Housewares,

ments in 27 stores across the country currently are running a promotion that centers around three cotton prints in Everfast's Young Romantic Group: Leonora, a bold floral; Strie, a Contemporary stripe; and San Remo, a Mediterranean design. The prints have been incorporated into trays, outdoor furniture, shower curtains, tablecloths, and bath accessories.

"We're finding that merchandise managers and buyers like this kind of promotion," said an Everfast spokesman. "Offering a highly styled, high-fashion look in a way they can compete with the chains. And we've been careful to select resources that the stores normally use."

Manufacturers working with the fabric house include Ames Shower Curtains, Coby Associates (bath accessories), Gallo Furniture, Crawford Manufacturing (trays), and Ross Matt-

hai (producer of place mats and tablecloths).

"We let the stores pick the particular pattern and merchandise that will best tell their story," Everfast explained. Jordan Marsh, Miami, for example, selected the San Remo and Leonora patterns in verdian green and showed it throughout the Miami and branch stores. (See photos below, all from Jordan Marsh's housewares department.)

"This is the first time we've done a promotion like this throughout the store and we're quite pleased with the way it turned out," said a Jordan Marsh buyer. "It's given us a chance to tell three stories: a fabric story, a color story, and a merchandise story."

Everfast plans a new program for the fall, which will feature a newly introduced group of prints with a French spirit.



A young Romantic setting for outdoor living



The print in Jordan Marsh's bath shop



Trays incorporating laminated fabric



## In Chicago: Goldblatt's opens the door to a new department store concept

All home furnishing on one floor: this new retailing concept was launched by Goldblatt Bros. Inc. with the grand opening of its new 100,000-sq.-ft. Home Center on Chicago's South Side last week. The \$3-million Center is the first in a chain Goldblatt's plans to build in the Chicago area.

The design of the Center is intended to break down the walls of former department store layouts and to use vignettes to feature all home furnishings in natural settings.

"Home furnishings retailers have not been able to stimulate consumer imagination," said Lewis Goldblatt, president of the company, "mainly because no strong attempt previously has been made to present merchandise in the manner and depth required to match modern requirements.

"Most department and furniture stores are sorely cramped for display space and can tastefully exhibit just limited assortments of home furnishings. It is difficult to reasonably convey how a grouping or piece would look in the home. Additionally, shoppers must often go from department to department, or from floor to floor, and even from store to store to obtain what is required for every part of the home," he added.

The Center is convenient to Chicago's major expressways, located at 81st St. and Cicero Ave., adjacent to Goldblatt's store in the Scottsdale Shopping Center. Only one of each available item is displayed in the Center; all purchases are delivered from a nearby warehouse.

Sections within the store provide four model kitchens, several bath vignettes, and vignettes for different styles of bedroom, dining room, living room, and summer furniture. Rugs, flooring, lamps, and all home decorating accessories are available. In addition, all major appliance and home entertainment brands are offered in mass display. A sunken boutique in the center of the store shows unique decorator items from different parts of the world, to add special accents to the home.

Unity is a key to the Center. To retain unity, a staff of four home decorators and specially trained personnel will promote a new concept: interselling. "Our salespeople will have the walls broken down in the spirit of customer satisfaction," commented Gill Mintz, Goldblatt's sales promotion manager. He explained there will be a sales expert in each area of home furnishings, but each will be free to sell in any area.

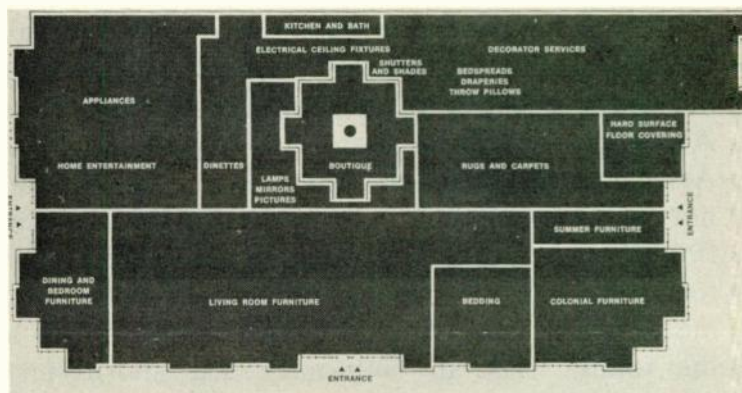
"We are going to encourage our people to expand and learn all they can," he emphasized. "If there is a decorating problem, it is possible that a decorator and several sales personnel will sit down with the customer and discuss how it can be solved." Housed within the store is a small auditorium for such decorating conferences and demonstrations.



Focal point: a step-down boutique

The need for the Center has come about, Mintz pointed out, because "the 'superficial' [design, color, and fashion] has become most important. The whole idea of the store is to coordinate fashion; fashion has evolved from clothes to a broader category." President Goldblatt commented, "Today the bathroom and kitchen are distinctively fashionable in their new-found warmth of color, charm, and practicality. Home entertainment equipment has ceased to be merely functional, and has joined the forces of fashion as part of the decor."

—Jerianne Roginsky



Floor plan: Goldblatt's Home Center uses a ranch-style layout

An advertising dollar spent in **one** of these magazines reaches more people who own **major electric appliances** than it does in any of the others:

American Home  
Better Homes & Gardens  
Family Circle  
Good Housekeeping  
House & Garden  
House Beautiful  
Ladies' Home Journal  
McCall's  
**Newsweek**  
Time

It may be surprising that Newsweek is that one magazine, especially in the company of all those shelter and women's magazines. But that's what Simmons says —W. R. Simmons and Associates Research, Inc., the people who study markets and the media that reach them.

Specifically, Simmons tags Newsweek number one in efficiently reaching owners of electric ranges, separate clothes dryers, electric refrigerators, room air conditioners, fully automatic washing machines... and second in reaching people who own dishwashers.

It may be hard to believe all this of a newsweekly. But then again, why should it be so unusual that such readers would be as interested in comfortable homes

as they are in a changing world, as alert to the last word in convenience as they are to the latest news?

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

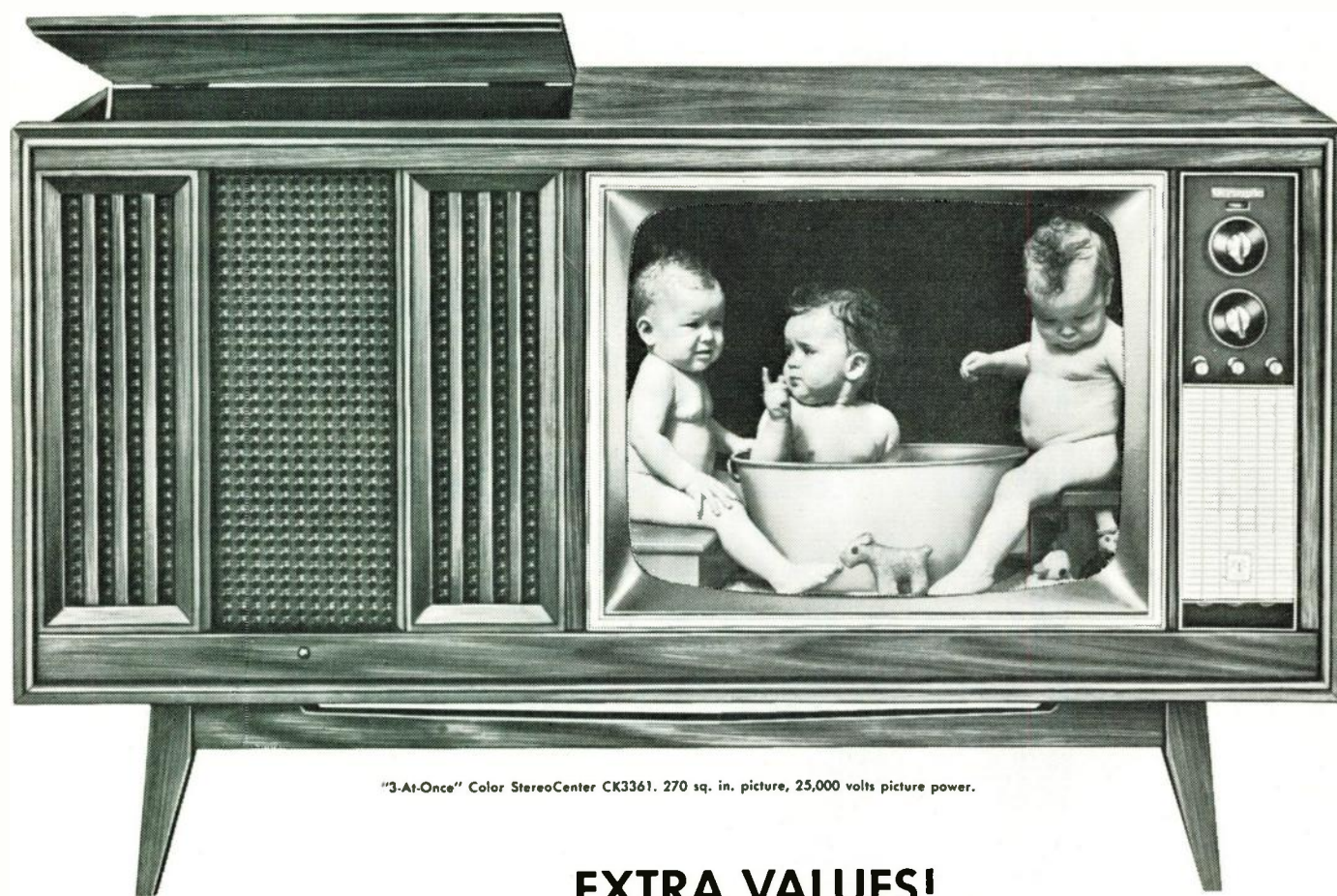
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□□□□ **Long-range planning for pots and pans:** that is the approach advocated this week by speakers at the annual meeting of the Metal Cookware Manufacturers Assn. According to William Blau, president of Blau/Bishop & Associates, a design consulting and marketing firm: "It is now possible to produce cookware that in both form and finish has a total look, to create an individual appearance for an individual company." But he cautions against the mistakes that could arise without planning which assesses the future scene in both marketing and technological areas.

□□□□ **The design field is wide open** as a result of technological advances made during the past five years, Blau says. He questions, however, how much of current cookware design takes into consideration improvements and changes which have occurred within the food industry: the mass market for ethnic food, gourmet items, and, especially, convenience foods. How do these developments affect the cookware product? How should they affect its design? "Perhaps," Blau suggests, "the industry is making a mistake even now by not considering itself part of the cooking industry."

## SELL '3-AT-ONCE' COLOR COMBOS AT THE PRICE OF MOST COLOR TV!



"3-At-Once" Color StereoCenter CK3361. 270 sq. in. picture, 25,000 volts picture power.

**EXTRA VALUES!**  
another reason why **7301** dealers  
call Olympic their No. 2 line...  
**BUT THEIR NO. 1 PROFITMAKER!**

Sell these "3-At-Once" Color StereoCenters at a low, promotable price...quick step-ups from color consoles. Packed with dazzling, exclusive demos! Olympic's the one with the bright new product ideas, the decorator styling, the quality and value that open customers' eyes. And we're practically unshoppable. When you switch to Olympic, you sell more. You give customers more. You earn extra profits, and keep them!

RECORDS

COLOR TV

RADIO

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**Exclusive demos!**  
**PLAYS COLOR TV, HI-FI AND RADIO**  
*in 3 separate rooms at the same time!*

—plays the family entertainment choice in the StereoCenter! The exclusive Olympic Sound Control Center gives fingertip control of AM/FM/FM Stereo Radio, Stereo Phonograph, Multisonic TV Sound. Balanced 4-speaker stereo sound system. Optional remote speakers. "Rapid-On" color picture, Memory Tuning.

□□□□ **"The American manufacturer is asleep at the switch,"** maintains John Helgeson, food marketing manager for *Better Homes & Gardens* magazine. "He is not riding with the trends: the increased use of frozen foods, finger foods (snacks and toaster items), and fluid foods (instant breakfast-type products)."

□□□□ **Three basic facts must be recognized** by cookware manufacturers, says Helgeson: (1) The decorative aspect of cookware is as important as the functional one—especially in view of the move to tabletop cookery. (2) The increasing number of working women means widespread acceptance of "the meal in a pot" concept—more meals cooked in fewer utensils. (3) The impact of the younger generation will broaden the meal spectrum with additional gourmet foods. The current popularity of fondue dishes is only a portent of things to come, Helgeson maintains.

□□□□ **Industry response to these trends** is already in evidence. The number of casseroles on the market has been steadily growing. Mirro tried to meet the need of frozen food cookery last year by introducing a frozen food pan. (The pan was dropped from the line, however, when it was learned that consumers preferred other pans that could perform the same function). In playing up the decorative aspect of cookware, the industry has relied more on color, contour, and new features than on patterns. The new lines, however, are showing wide application of the mottled Eternalum finishes and decorator patterns.

**Olympic**

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INDUSTRY TRENDS

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

	Date	1967	1966	% Change
FLOOR CARE PRODUCTS				
Floor Polishers	March	103,236	114,416	- 9.77
	3 Months	272,829	310,668	- 12.18
Vacuum Cleaners	March	506,630	549,606	- 7.82
	3 Months	1,405,814	1,501,141	- 6.35
HOME LAUNDRY				
Dryers, clothes, elec.	March	126,000	119,500	+ 5.44
	3 Months	419,700	375,200	+ 11.86
Dryers, clothes, gas	March	60,400	60,700	- .50
	3 Months	189,300	184,900	+ 2.38
Washers, auto. & semi-auto.	March	353,300	344,700	+ 2.49
	3 Months	928,200	959,000	- 3.21
wringer & spinner	March	45,000	53,000	- 15.10
	3 Months	112,500	120,800	- 6.87
OTHER MAJOR APPLIANCES				
Air Conditioners, room	March	589,900	401,900	+ 46.78
	3 Months	1,336,400	952,500	+ 40.30
Dehumidifiers	March	18,000	21,300	- 15.49
	3 Months	NA	67,100	NA
Dishwashers, portable	March	51,800	31,600	+ 63.92
	3 Months	135,300	92,900	+ 45.64
under-counter, etc.	March	79,400	83,000	- 4.34
	3 Months	212,100	231,600	- 8.42
Disposers, food waste	March	107,300	NA	NA
	3 Months	NA	NA	NA
Freezers, home	March	98,100	98,500	- .41
	3 Months	247,900	253,800	- 2.33
Ranges, electric	March	159,600†	179,600	- 11.14
	3 Months	449,400	539,200	- 16.66
Ranges, gas	March	202,900*	228,400	- 11.17
	3 Months	505,100	571,600	- 11.64
Refrigerators	March	421,300	394,800	+ 6.71
	3 Months	1,082,300	1,170,200	- 7.51
Water Heaters, elec. (storage)	February	75,000	86,000	- 12.79
	2 Months	147,200	166,200	- 11.43
Water Heaters, gas (storage)	March	240,950	254,470	- 5.31
	3 Months	665,580	721,000	- 7.69
CONSUMER ELECTRONICS				
Phonos, port.-table, distrib. sales	April 14	42,482	32,558	+ 30.48
	15 Weeks	932,782	754,227	+ 23.67
monthly distributor sales	February	266,660	248,358	+ 7.37
	2 Months	521,276	444,942	+ 17.15
Phonos, console, distrib. sales	April 14	15,744	25,708	- 38.76
	15 Weeks	424,066	548,609	- 22.70
monthly distributor sales	February	129,617	167,213	- 22.48
	2 Months	242,211	323,734	- 25.18
Radios, (home), distrib. sales	April 14	156,166	185,629	- 15.87
	15 Weeks	2,992,872	3,624,523	- 17.43
monthly distributor sales	February	867,448	1,103,561	- 21.40
	2 Months	1,528,880	1,934,911	- 20.99
B&w Television, distrib. sales	April 14	69,265	120,708	- 42.62
	15 Weeks	1,530,248	2,216,571	- 30.96
monthly distributor sales	February	429,166	589,186	- 27.16
	2 Months	827,236	1,240,090	- 33.29
Color Television, distrib. sales	April 14	64,929	65,614	- 1.04
	15 Weeks	1,310,259	1,077,731	+ 21.57
monthly distributor sales	February	356,941	302,062	+ 18.17
	2 Months	670,383	533,300	+ 25.70

\*March Gas Range Total includes: 146,500 free-standing ranges; 24,100 high-ovens; 18,000 sel-ins; and 14,300 built-ins.  
†March Electric Range Total includes: 118,500 free-standing ranges; 41,100 built-ins.  
Home Laundry and Major Appliance figures are now sales of manufacturers not distributors as in the past.  
Source: AHAM, EIA, GAMA, VCMA



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

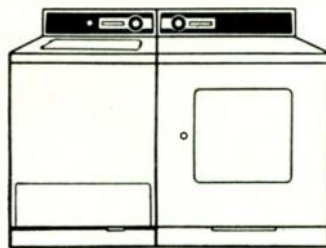


Model DHA-37 NEMA certified water removal capacity of 15.5 pints.

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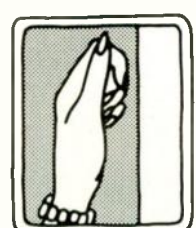
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TIME