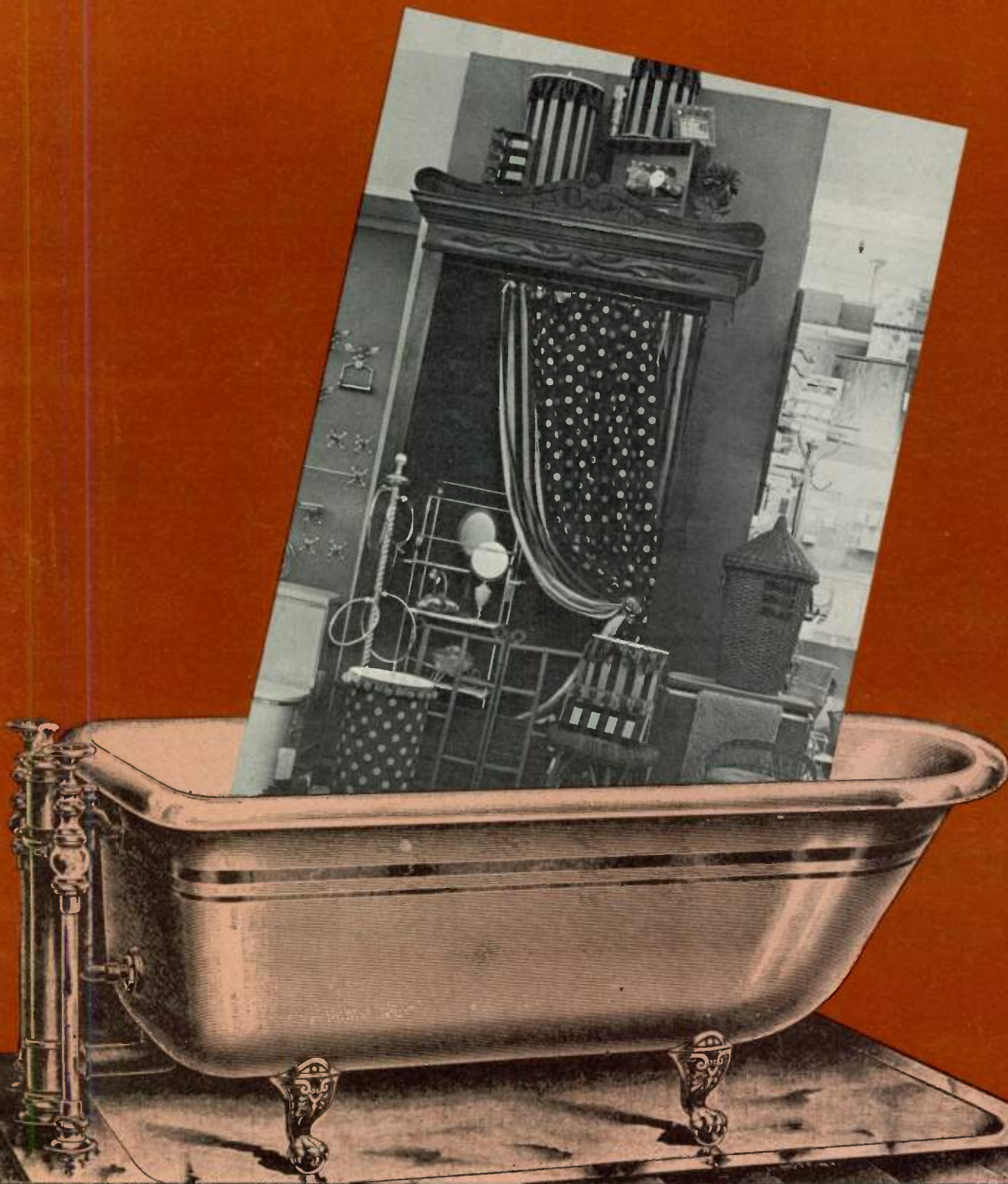


# MERCHANDISING WEEK

EDITED FOR THE CONSUMER ELECTRONICS ☐ READ BY THE RETAILERS ☐ A BILLBOARD ☐ PRICE 50 CENTS  
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**The bath shop picture:  
how retailers turn  
fashion into profit ☐☐ p.21**

**Hard goods producers  
are taking a hard look  
at cost, effectiveness  
of tv ad campaigns ☐ p.19**

**The new paris duties:  
what they are, and  
what retailers think  
of them ☐☐☐☐☐☐☐☐ p.8**

**FTC gives retailers  
a chance to move in  
on builder's market ☐☐ p.4**

**NEXT WEEK**

**Kitchen planning: the ups and downs of the business  
as told by six dealers who have made the trip**





## We've added even more "frosting" on your profitable volume leader



LSA 780/LSE(I) 780

Whirlpool dealers have always had a sweet product in the 780 laundry pair. It's been the fastest-selling series in our line. And now in our 1968 line, we've topped it off with some added value to make it better than ever!

We added a bleach dispenser and a fabric softener dispenser to the 780 washer. You can offer your customers new convenience plus 5 cycles, 2 speeds, self-cleaning Magic Clean® filter. The matching dryer is loaded with features, too. It has an automatic Moisture Minder® control, Tumble Presst control, two speeds, etc. And, of course, both machines provide Whirlpool's special cool-down care for Permanent Press.

Why are we always taking high-end features and spreading them farther down the line? Because we believe that adding the "most wanted" features to our profitable volume leaders means added features for your customers . . . added sales for you.

That's one of the reasons why, "It's easier to sell Whirlpool than sell against it."

†Tmk.

  
**Whirlpool**  
CORPORATION



□□□□ **Truth-in-lending made it through the Senate** last week with enough momentum—a unanimous 90-0 approval—to elicit new comments and criticisms from various retail organizations. As passed, the bill requires that merchants disclose full simple annual interest on all credit purchases—in writing, at the time of purchase, and stating the rate in both dollar value and percentage figure. The contracting merchant is granted a leeway of up to 8% of the actual rate, however. Thus, if a retailer is charging a simple annual rate of 12%, he could state it as 11% (8% of 12% being a 1% leeway); if he is charging an annual 24% interest rate, he could state it as 22%. In both cases, he remains within the bill's bounds.

Those outside the bounds? After the proposed enactment date of July 1, 1969, retailers convicted of violating this new legislation will be liable for up to a \$1,000 charge and year's imprisonment.

Revolving credit proposals were compromised in the bill, permitting merchants to state credit charges as monthly amounts rather than as annual interest. A department store could call its 18% annual interest, for example, a series of 1.5% monthly charges.

As the bill moves to the House, Congressional speculation is that it may well be tightened up, possibly in the revolving credit area, before its second introduction.

□□□□ **Sears hits hard.** In its 12-page, color, national newspaper supplement, the private-label big swinger offered the following products and prices: a 15-inch color tv set at \$299; an 18-inch color console at \$299; a 23-inch color table model at \$399; a 23-inch color console (in Colonial or Contemporary styling) at \$499; a 6-transistor radio at \$3.44; a 10-inch b&w portable tv set at

\$69.88; and an 18-inch portable tv unit at \$124.88.

In major appliances Sears offered: a 30-inch, self-cleaning electric range at a new low price of \$198—the first time a self-cleaner has been priced under \$200; a 36-inch-wide, 21.2-cu.-ft., frost-free, side-by-side refrigerator-freezer at \$419; a frost-free, 16.6-cu.-ft., top-mount refrigerator with automatic icemaker at \$269; rock-bottom automatic washer at \$119 and dryer companion model for \$69 (electric). The Kenmore washer-dryer combination was advertised at a low of \$299 (electric) and \$399 (gas).

The step-up washer (model 8450) was listed at \$159 and the companion dryer at \$99 (electric), \$139 (gas). The supplement also had a 30-inch, double-oven gas range at \$198.

□□□□ **GE, RCA, and Westinghouse earnings are off** for the first half, but all three hard goods giants reported increased sales for the period. GE's first-half sales were up 11.3%, while its net income was off 2.3%; Westinghouse's sales were up 8.3%, with its income down 14%; and RCA's first-half sales climbed 6.8% with earnings down 5%. For the second quarter, GE reported both sales and earnings up; Westinghouse had a sales increase but earnings continued to drop; and RCA's sales and earnings were both off. Most of the sales gains recorded came from areas other than consumer goods, such as defense contracts. RCA blamed strikes at nine of its plants for the second-quarter performance.

□□□□ **Frigidaire has added some Woolco stores** to its franchise lists, as part of a recent effort to build up national retail distribution in selected areas. Last month, the company franchised a number of K-mart centers in the Seattle, Wash., and Chicago, Ill., areas.

## The new merchants: CBS joins retailing's new fraternity

What do CBS, Household Finance, Beneficial Finance, and the Diner's Club have in common? For one thing, they are all merchants.

**CBS plunged deeper** into the retail and mail-order business last week with the purchase of Sunset House, of Hollywood, Calif., picking up 14 retail outlets and substantial mail-order trade in housewares, notions, giftware, and other small items.

CBS, which already boasts 2 mil-

lion subscribers to its Columbia Record Club, picked up Sunset in a \$15-million stock deal. Last year, the mail-order house circulated 48 million catalogs, featuring 800 items, from 500 suppliers, to an active list of 4½ million people. Its reported earnings for 1966 were \$1.1 million (representing a 63% increase over 1965) on sales of \$21 million. According to a CBS spokesman, Sunset's financial gains continued at last year's pace into the first quarter

of 1967.

While retailers have been eyeing the service business for some time (Sears with its Allstate insurance is a leading example), now the service-oriented companies are stepping up their interest in retailing—in the mail-order field especially, but in retail store outlets, as well.

Beneficial Finance now owns Spiegel Inc., and HFC has been building a retailing complex that includes Coast

to Coast Stores. The credit card operations—Diner's Club, American Express, Carte Blanche, and the oil companies—have been stepping up their merchandise offerings through the mail to card holders.

**And retailers are moving further** into the service field all the time. More and more firms, observing Sears' success in the insurance area, are tapping such far-flung services as travel agencies and dry cleaning.

## The new merchants: will Westinghouse plunge into Zody's?

The entry of hard goods manufacturers into retailing—long predicted as the result of such trends as the single-line store and the shop concept—took a dramatic step forward last week with West Coast trade reports that Westinghouse's factory branch would take over operation of the leased appliance-tv departments at Zody's discount stores.

Top officials at both Westinghouse and Hartfield-Zody's were unavailable for comment at presstime. But perhaps significant was the fact that no one at either company was in a hurry to deny the reports.

**Zody's has been searching** for a leased appliance-tv department operator for some time, and the need has reached a critical stage. The appliance-tv departments at its seven California stores have not been operating for about five weeks. Zody's will open its eighth California store this week.

Dorn's Stores, Zody's former lessee, was declared officially bankrupt last week.

**The pitch for Zody's business** included other factory branches, as well, according to trade reports. And this, to some observers, is noteworthy.

"Westinghouse isn't the only manufacturer wanting to get into the retailing business," one source commented.

A Westinghouse-Zody's tie unquestionably would strengthen Westinghouse's position in the highly competitive California market. And for Zody's, it would mean a favorable leasing arrangement with the cost saving inherent in a single-line operation.

All told, it was a big news week at Westinghouse: the reports of coming ties with Zody's, plus the reshaping of its consumer electronics division and the creation of a new portable prod-

ucts division. (For details on these last two developments, see pp.6,19.)

**The Zody's-Westinghouse reports** come on the heels of another important development on the West Coast: the dropping of fair-trade by General Electric. According to West Coast trade sources, the latter will probably have a greater impact on the marketing/merchandising of appliance-tv products on the Coast than a Westinghouse move into Zody's. Trade sources speculated that Westinghouse undoubtedly would guard against a price-footbalting image in any merchandising role.



## WASHINGTON NEWS

□□□□ **Local appliance dealers should get a break** under the consent order issued by the Federal Trade Commission (FTC) against General Electric.

Under the order, General Electric is forbidden to enter into restrictive agreements granting home and apartment builders promotional payments in return for their exclusive use of General Electric appliances and other GE products.

GE uses its Medallion Home program for such promotions. The company agreed to the consent order, but the FTC emphasized that this is not an admission that GE violated any law or trade regulation.

General Electric's Medallion Home promotions for new homes will become a thing of the past within two years—once the company's existing contracts with homebuilders run out.

In forcing General Electric into a consent agreement, the Commission noted that General Electric had given one builder \$900,000 in free advertising in return for placing more than \$8 million of appliances in homes in the builder's subdivision.

Dropping the promotion, however, will open a great deal of new housing and apartment products to sales by individual appliance dealers. Under the Medallion program, most of the sales were made direct by GE.

□□□□ **Business would be harder hit by the tax hike** now under consideration by the Administration than would individuals. Insiders hint the President may propose a 10% to 12% surtax on companies and an 8% surtax on individuals. This would be quite a shift from earlier talk about a 6% surtax on both companies and individuals.

A higher rate for industry would be tied to the argument that companies got a break with restoration of the 7% investment tax credit. But many Congressmen contend that suspension of the 7% tax credit was a mistake and should not even be considered now. At any rate, there will be a rash of proposals when the White House submits its tax increase bill to Congress.

□□□□ **Radiation emissions from tv tubes** still are in the news—and probably will continue to be for a long time. The National Center for Radiological Health, a branch of the Public Health Service, says it will start testing tubes soon to determine if they constitute a possible health hazard to viewers.

The Center has come under a good deal of criticism from some members of Congress for what they consider double talk in the GE case.

In addition, Sen. E.L. Bartlett (D-Alaska) has introduced a bill to authorize the Secretary of Health, Education and Welfare to set standards for the manufacture of tv sets. Similar legislation already has been introduced in the House.

□□□□ **A Republican FCC member will retire:** Robert E. Lee, who generally supports industry positions, has notified the White House that he does not want to be renamed to the Federal Communications Commission. Lee's term already has expired, but he will remain on the Commission until his successor is named.

Lee has been a member of the FCC for 14 years, during which time he has opposed proposals to impose restrictions on tv and radio networks. His successor, by law, must be a Republican.

## 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
<b>FLOOR CARE PRODUCTS</b>				
Floor Polishers	May	67,142	81,138	- 17.25
	5 Months	418,836	483,380	- 13.35
Vacuum Cleaners	May	394,884	397,592	- .68
	5 Months	2,198,386	2,327,688	- 5.56
<b>HOME LAUNDRY</b>				
Dryers, clothes, elec.	May	80,300	75,300	+ 6.64
	5 Months	582,700	539,700	+ 7.97
Dryers, clothes, gas	May	37,000	33,300	+ 11.11
	5 Months	262,600	256,900	+ 2.22
Washers, auto. & semi-auto.	May	307,700	303,900	+ 1.25
	5 Months	1,488,000	1,583,600	- 6.04
wringer & spinner	May	38,900	48,800	- 20.29
	5 Months	184,800	211,500	- 12.63
<b>OTHER MAJOR APPLIANCES</b>				
Air Conditioners, room	May	564,600	367,900	+ 53.46
	5 Months	2,474,300	1,690,000	+ 46.41
Dehumidifiers	May	38,700	34,600	+ 11.85
	5 Months	134,900	134,200	+ .52
Dishwashers, portable	May	37,100	34,000	+ 9.12
	5 Months	209,900	184,300	+ 13.89
under-counter, etc.	May	72,500	87,200	- 16.86
	5 Months	354,800	418,200	- 15.16
Disposers, food waste	May	103,100	131,900	- 21.84
	5 Months	494,200	593,300	- 16.70
Freezers, home	May	96,500	93,300	+ 3.43
	5 Months	427,200	440,000	- 2.91
Ranges, electric	May	158,900†	165,800	- 4.16
	5 Months	745,200	900,100	- 17.21
Ranges, gas	May	132,300*	177,400	- 25.42
	5 Months	798,800	937,400	- 14.79
Refrigerators	May	388,000	438,100	- 11.44
	5 Months	2,243,400	2,492,500	- 9.99
Water Heaters, elec. (storage)	May	87,900	84,500	+ 4.02
	5 Months	426,800	442,500	- 3.55
Water Heaters, gas (storage)	May	216,090	206,580	+ 4.60
	5 Months	1,079,690	1,158,360	- 6.79
<b>CONSUMER ELECTRONICS</b>				
Phonos, port.-table, distrib. sales	June 23	58,613	51,907	+ 12.92
	25 Weeks	1,317,258	1,120,632	+ 17.54
monthly distributor sales	April	178,796	140,582	+ 27.18
	4 Months	1,013,601	829,126	+ 22.25
Phonos, console, distrib. sales	June 23	22,077	35,514	- 37.84
	25 Weeks	561,030	746,203	- 24.82
monthly distributor sales	April	68,394	98,638	- 30.66
	4 Months	451,461	590,084	- 23.49
Radios (home), distrib. sales	June 23	279,232	362,446	- 22.96
	25 Weeks	4,885,551	5,697,374	- 14.25
monthly distributor sales	April	672,016	810,000	- 17.04
	4 Months	3,323,996	4,074,467	- 18.42
B&w Television, distrib. sales	June 23	82,466	154,667	- 46.68
	25 Weeks	2,300,686	3,284,296	- 29.95
monthly distributor sales	April	320,753	475,378	- 32.53
	4 Months	1,690,648	2,458,597	- 31.24
Color Television, distrib. sales	June 23	59,651	84,546	- 29.45
	25 Weeks	1,890,704	1,725,016	+ 9.60
monthly distributor sales	April	267,439	296,485	- 9.80
	4 Months	1,428,900	1,238,469	+ 15.38

\*May Gas Range Total includes: 89,400 free-standing ranges; 17,500 high-ovens; 15,200 set-ins; and 10,200 built-ins.

†May Electric Range Total includes: 113,000 free-standing ranges; 45,900 built-ins.

Home Laundry and Major Appliance figures are now sales of manufacturers not distributors as in the past. Source: AHAM, EIA, GAMA, VCMA

# Follow the leader: Aldens and Spiegel release their new fall-winter books

Gamble-Aldens and Spiegel are now distributing their fall-winter 1967 catalogs. In format, both books follow Sears closely.

The new 716-page Spiegel catalog's selection of major appliances and consumer electronics is not much changed from last year's assortment. Spiegel has added ranges and an Admiral side-by-side to its book and has made minor price adjustments as indicated below.

Spiegel has also added a page of tape cartridge players: two unidentified units, an 8-track player with a stereo phono, \$189.95, and a 4-track player, \$59.95. There is also an 8-track Olympic player, \$119.95, and a 4/8-track Muntz player, \$109.95. To touch all bases, the company offers a Mayfair Playtape machine, \$19.98; a GE cassette recorder, \$64.95; and a Mercury cassette stereo player, \$149.95.

The 984-page Aldens catalog, while carrying forward both merchandise and prices from last

year, has added major appliances in most categories. Aldens has used considerable color; some 60% of the pages are full color. Aldens offers two tape cartridge players, an unidentified 4/8-track player with two speakers, \$149.95, and an Admiral cassette recorder, \$59.99.

Both books offer wringer washers—at leader prices within 5¢ of each other—both offer the Hoover portable washer/spin-dryer: Spiegel at \$159.98, Aldens at \$159.95—both offer dishwashers.

Spiegel offers Admiral, Westinghouse, GE and imported radios (Ross, Tonemaster, etc.); Aldens offers GE, Westinghouse, and imported radios (Lloyds, Ross, Raleigh, etc.). Both offer five console stereo phonos; Aldens has two unidentified units, \$89 each, a Symphonic unit, \$189, an Admiral 50w unit, \$288, and a Motorola 100w unit, \$339.95. Spiegel has not identified its units, which start at \$99.95 and end at \$299.95.

## SPIEGEL'S, 1967

### Automatic washers

Norge, 1-speed, 10-lb., \$159.98....  
Norge, 1-speed, 12-lb., \$179.98....  
GE, 2-speed, 16-lb., \$199.98....Norge, 2-speed, 15-lb., \$209.98....GE, 2-speed, 16-lb., Mini-Basket, bleach, detergent dispensers, \$238.88....Suds Saver on GE units adds \$10.

### Automatic dryers

Norge, 1-cycle, electric, \$119.98....in gas, \$139.98....Norge, 2-cycle, electric, \$149.98....in gas, \$169.98....GE, 2-position temperature control, electric, \$149.98....in gas, \$169.98....Norge, dryness sensor, automatic shutoff, electric, \$189.98....in gas, \$209.98....GE, dryness sensor, automatic shutoff, pushbutton controls, electric, \$189.95....same in gas, \$199.98.

### Refrigerators

Unnamed, 3-cu.-ft., \$99.98....unnamed, 5.2-cu.-ft., \$149.98....Norge, 1-door, 9.9-cu.-ft., refrigerator-freezer, \$149.98....similar 12.4-cu.-ft., \$169.98....Westinghouse, 2-door, 12-cu.-ft., top-mount, no-frost, \$199.98....similar 14-cu.-ft., adjustable shelves, \$249.98....Norge, 2-door, 14.8-cu.-ft., bottom-mount, no-frost, \$299.98....Admiral, 22-cu.-ft., side-by-side, \$474.98.

### Ranges

Unnamed, 30-inch, free-standing, gas, \$149.98....in electric, \$169.98....unnamed, 30-inch, double-oven, eye-level, automatic ignition, gas, \$259.98....in electric, \$269.98.

### Color tv

GE, Porta-Color, 10-inch, ivory-plastic case, \$229.95....in walnut-grained plastic, \$249.95....unnamed, 18-inch, table, metal cabinet, \$279.88....with stand, \$299.88....GE, 18-inch, table, metal, cabinet, \$379.95....Admiral, console, 23-inch, hardwood cabinet, \$499.95....GE, console, 22-inch, hardwood and veneers, \$559.95....Admiral console, 23-inch, hardwood and veneers, \$549.98....with remote-control, \$649.95.

### Black and white tv

GE, 9 portables, 12- to 20-inch, \$99.95 to \$159.95....GE, 22-inch console, \$189.95....Tonemaster, 8-inch, AC/battery, \$99.95....Delmonico, 4 1/2-inch, AC/battery, \$129.95....Sharp, 12-inch, portable, \$77.95....Emerson, 15-inch, \$99.95....Admiral, 18-inch, \$109.95....Emerson, 22-inch, table, with cart, \$169.95....with remote-control, \$199.95....Westinghouse, Mini-Combo, 12-inch tv, phono, clock-timer, AM-FM radio, \$199.95.

## SPIEGEL'S, 1966

### Automatic washers

Norge, 1-speed, 10-lb., \$159.98....Norge, 1-speed, 12-lb., \$179.98....GE, 2-speed, 14-lb., \$188.88....with Suds Saver, \$208.88....Norge, 1-speed, 15-lb., \$209.98....with Suds Saver, \$229.98....GE, 2-speed, 14-lb., Mini-Basket, \$228.88....with Suds Saver, \$238.88....similar with bleach dispenser, \$259.95....with Suds Saver, \$269.95.

### Automatic dryers

Norge, 1-cycle, electric, \$119.98....in gas, \$139.98....Norge, 4 heat selections, electric, \$159.98....in gas, \$179.98....GE, 1-cycle, electric, \$139.88....in gas, \$159.88....Norge, 4 heat settings, electric, \$189.98....in gas, \$209.98....GE, "dial-timed heat," electric, \$174.95....in gas, \$194.95....GE, dryness sensor, automatic shutoff, electric, \$209.95....in gas, \$229.95.

### Refrigerators

Three unnamed compacts, 2-cu.-ft., \$89.98, 3-cu.-ft., \$99.98, 5.2-cu.-ft., \$149.98....Norge, 1-door, 9.9-cu.-ft., \$149.98....Westinghouse, 2-door, top-mount, 12-cu.-ft., \$199.98....Westinghouse, 2-door, top-mount, 13.7-cu.-ft., \$249.98....Norge, 2-door, bottom-mount, 14-cu.-ft., \$299.98.

### Ranges

There were no ranges offered in the 1966 fall-winter catalog.

### Color tv

Spiegel's lowboy console, 18-inch, stereo phono, AM-FM radio, \$599.95 (dropped in 1967 book)....GE, Porta-Color, 10-inch, walnut-grained plastic, \$269.96....GE, 18-inch, table, walnut-grained plastic, stand, \$399.95....Admiral, 23-inch, console, hardwood and veneers, \$499.95....GE, 23-inch, console, hardwood, \$599.95....Admiral, 23-inch, console, \$559.95....with remote-control, \$659.95.

### Black and white tv

GE, 10 portables, 11-inch to 20-inch, \$84.95 to \$159.95....GE lowboy console, 22-inch, \$189.95....Emerson, 3 portables, \$89.95 to \$199.95....Delmonico, 4 1/2-inch, AC/battery, \$139.95....Westinghouse, 18-inch, "Jet Set," \$159.95.

## ALDENS', 1967

### Automatic washers

Lauder Best, 5-cycle, "family-size tub," \$149.94....Lauder Best, 2-speed, "multi-cycle," pushbutton controls, \$169.95....Hotpoint, 3-cycle, 16-lb., \$189.94....Hotpoint, 2-speed, 3-cycle, 16-lb., \$209.88....Hotpoint, 4-speed, 3-cycle, 16-lb., bleach, fabric dispensers, \$229.97.

### Automatic dryers

Lauder Best, 1-cycle, electric, \$119.94....in gas, \$139.94....3 temperatures, electric, \$129.95....in gas, \$149.95....by Hotpoint, 4 temperatures, 90-minute timer, electric, \$159.94....in gas, \$179.94....4 temperatures, 130-minute timer, electric, \$169.88....in gas, \$189.88....4 temperatures, "de-wrinkle cycle," automatic shutoff, electric, \$179.97....in gas, \$199.97.

### Refrigerators

Delmonico, compact, 2.3-cu.-ft., \$78.88....4.6-cu.-ft., \$99.95....10.7-cu.-ft., freezer, \$139.95....Hotpoint, 1-door, 11.8-cu.-ft. refrigerator-freezer, \$149.95....Admiral, 2-door, refrigerator, 14-cu.-ft., no-frost, \$249.95....with icemaker, \$299.95....Hotpoint, 2-door, 14-cu.-ft., no-frost, \$249.95....Hotpoint, 2-door, 16.7-cu.-ft., no-frost, \$299.95....Admiral, 2-door, 17.5-cu.-ft., no-frost, \$329.95....with icemaker, \$369.95....Admiral, side-by-side, 20.1-cu.-ft., with icemaker, \$599.99.

### Ranges

Detroit Jewel, 24-inch, gas, \$129.97....with simmer burner, \$139.97....plus burner with brain, \$159.97....Admiral, 30-inch, electric, \$139.95....with oven timer, \$169.95....Admiral, 30-inch, electric, vari-broil oven control, \$179.95....Detroit Jewel, 36-inch, gas, \$169.94....with rotisserie, broiler, \$184.94....plus burner with brain, \$199.94....Detroit Jewel, double-oven, eye-level, 30-inch, gas, \$249.95....plus burner with brain, \$269.95....same in electric, \$279.95.

### Color tv

GE, 10-inch, walnut-finished plastic, \$249.95....same in ivory, \$299.95....Motorola, 20-inch, portable, with stand, \$429.95....Admiral, 20-inch, console, walnut veneer, \$449.95....Motorola, 20-inch, console, walnut, \$479.95....Admiral, 23-inch, console, walnut, \$529.95....Philco-Ford, 23-inch, console, walnut, \$549.95.

### Black and white tv

Eight portables offered, ranging from GE, 12-inch, \$69.95, to Motorola, 18-inch, \$139.95....5 consoles, from Admiral, 22-inch, \$169.95 to Delmonico, 22-inch, stereo phono, AM-FM, \$369.95.

## ALDENS', 1966

### Automatic washers

Lauder Best, 2-speed, "Multi-Cycle," washer, \$169.95....Hotpoint, 2-speed, 16-lb., 3 temperatures, \$209.88.

### Automatic dryers

Lauder Best, 3 temperatures, 60-minute unit, with cool-off, electric, \$129.95....same in gas, \$154.95....Hotpoint, 4 temperatures, electric, \$169.88....same in gas, \$189.88.

### Refrigerators

Delmonico, compacts, 2.3-cu.-ft., refrigerator, \$79.95....4.6-cu.-ft., with meat tray, \$99.95....Delmonico, 10.7-cu.-ft., \$147.95....Hotpoint, frost-free, 14-cu.-ft., 2-door, \$249.95.

### Ranges

Detroit Jewel, double-oven, eye-level, 30-inch, gas, with simmer burners, \$249.95....plus burner with brain, \$269.95....same in electric, \$289.95....same in electric, without burner with brain, \$269.95.

### Color tv

GE, 10-inch, Porta-Color, with walnut finish, \$269.95....Symphonic, 18-inch, portable, walnut finish, \$349....no brand given, 19-inch, console, hardwood veneer, \$379....Admiral, 23-inch, console, walnut, \$479....Admiral, 23-inch, console, walnut, \$539.

### Black and white tv

Eight portables, from Admiral, 8-inch, \$79.95, to Motorola, 18-inch, \$139.95....6 consoles, from Delmonico, 22-inch, \$179.95, to Delmonico 22-inch, stereo phono, AM-FM, \$369.95.



□□□□ **Appliance sales should benefit** from a sharp rise in housing starts, predicted for the second half of 1967 by F.W. Dodge Co. Residential housing starts should reach 1.4 million by the fourth quarter, hitting a total 1.3 million units for the year. Total contract values for the 1- and 2-family dwellings should jump to \$13.8 billion this year, a gain of 12% over 1966. Contract values for apartment buildings are expected to reach \$4.2 billion.

□□□□ **CATV is having a new surge of growth**, according to Robert H. Beisswenger, president of the Jerrold Corp. Beisswenger unveiled the industry's first 20-channel CATV system and equipment at the National Cable TV Assn. convention in Chicago. At present, he said, CATV systems serve up to 12 channels.

□□□□ **A new promotion for Norelco radio dealers:** with any \$2,000 order of assorted radios, dealers will receive free AC adapters for each of the following portable models in the order: L638, L962, P463, and L573.

□□□□ **TEAC will go one-step** with its first line of tape recorders and hi-fi components in the U.S. The Japanese company—which established its American subsidiary, TEAC Corp. of America, and introduced its first line of high-end, hi-fi products just in time for the Consumer Electronics Show—will maintain a limited-distribution policy throughout the U.S., selling through 12 manufacturer representatives.

□□□□ **Coast to Coast Stores names Robert L. Menke** as merchandiser of major appliances, including the floor care category. Menke, formerly with Franklin Appliances, a private-label manufacturer, succeeds R.W. Munson, who has been appointed assistant advertising and sales promotion manager for Coast to Coast.

□□□□ **Gibson's W.C. Conley will retire in October**, leaving the appliance industry—after 37 years of marketing experience—in the midst of what he predicts will be a period of major transition. Conley (known to the industry as "Big Bill") has been president of Gibson's Refrigerator Sales Corp. since 1955. Interpreting the present industry toward margin-adjusting price hikes as a certain indication of what lies ahead for appliances, he predicts a gradual end to "cut-the-price" merchandising, coupled with increased manufacturer emphasis on shorter, higher-margin lines.

Product innovations? Look for more and more solid-state devices in home appliances, Conley suggests. A merchandising realist who recognized his company's inability to compete with the national advertising campaigns of giant appliance manufacturers, Conley has long emphasized dealer-distributor contact in planning promotional campaigns. He was among the first in the industry to institute dealer-incentive trips as awards for successful merchandising. Under Conley, the Gibson Sales Corp. held a series of dealer sales seminars, conducted by professional economists and company officials. While his plans are indefinite, Conley is considering speaking engagements.



W.C. Conley

## Westinghouse names Cassatt, Eutzy in consolidation move

In a major reorganizational move, Westinghouse Electric Corp. has named Robert E. Cassatt to head up its new consumer electronics division, and W.H. Eutzy to direct a newly established portable products division. Cassatt resigned several months ago as president of Regina Corp., having previously been in the consumer electronics and air conditioning fields; Eutzy was general manager of the portable appliance division in Mansfield, Ohio.

The new complex—which will bring together for the first time all television, radio-phonograph, and housewares operations—will be located in Edison, N.J. Cassatt's consumer electronics division will include all color and b&w tv sets and console stereo units. Eutzy's portable products division includes portable appliances, radios, phonographs, and tape recorders. Both men report to William M. Day, general manager of the Edison divisions.

Under "present plans," all housewares operations will be "phased out"

of Mansfield. Some housewares products will continue to be manufactured at Westinghouse's new, small plant near Cambridge, but others are expected to shift to the company's plant in Metuchen, N.J.

Several major appliances still produced at Mansfield undoubtedly will be shifted to Westinghouse's major appliance plant located in Columbus, Ohio.

A.D. Burke has been named marketing manager of the new portable products division. He held a similar post with the defunct portable appliance division.

The new organization clearly is aimed at producing economies in operation and marketing programs, especially in the portable products division. Whereas, formerly, portable consumer electronics and portable appliances each had its own sales force and marketing program, the combined operation will work under a single sales force and a consolidated marketing program. (For additional details, see p.19).

## What retailers are saying about air conditioner sales

Unless there is real heat between now and the middle of August, most retailers around the country will end the season with mediocre air conditioner sales.

This is the general impression drawn from a spot check of stores in a dozen markets. There are exceptions: Ezra Landres, Certified TV & Appliances, Norfolk, Va., reports, "We're considerably ahead of last year, and last year was an unusually good one." Landres says his inventory position is good and his big sales movement is in middle-sized units.

In Canton, Ohio, Jack Rice, Paul Rice Appliances, says that sales have been so good he has not promoted for the last 30 days. Also, his pre-season sales were good. His big volume is in the larger units for whole-house air conditioning (MW 3 July, p.14) and that 4,000 and 5,000Btu unit sales have been slow.

In contrast to these two, but in general agreement with the others, is George Annoni, Johnston's, Minneapolis, Minn., who says that June was off 25% and July so far is worse. "We haven't had any sustained hot weather," he says. "Our pre-season sales were better than usual because last summer was so hot. We find that when you have a hot summer, the following winter and spring air conditioner sales are good. Our inventory is in fine shape."

"We sold a few units earlier in the season," says a salesman at Tri-County Appliances, Kansas City, Mo. "But sales dropped when we had that cool spell in late June." That cool spell meant record low temperatures for much of the nation's heartland; Chicago, for example, had the coldest July 4th on record. Tri-County says that 5,000Btu and 6,000Btu units are the most popular and that the large units, 29,000-Btus, are hard to come by.

In Indianapolis, Ind., Charles Sommers, Drakes, says "Sales were real good at first, but have slacked off in the last couple of weeks. Air conditioners sold well during the hot spell in early June."

In Des Moines, Iowa, Earl Holst, Brac's, reports, "Sales are lousy now. They got off to a good start, and pre-season sales were running double last year's. We have high inventory on hand, but if the weather got hot we could move all we have."

In Omaha, Neb., Paul Goeken, Sol Lewis Co., uses the same word as Holst for current sales: "Lousy. There are none. Last year we had the largest sales in our history during the first two weeks in July. This year for the same period, we are down 90%. However, up until July 1, we were ahead of the 1966 figures."

"Sales have been very slow; we've only sold about a dozen units this year," says Carl Schmid, Fred Schmid Appliances, Denver, Colo. "Our weather has almost been monsoon: all rain." He says that early in the season they had a short run on 15,000Btu-18,000-Btu models.

"We've been waiting for the heat," says Pete Vrontikis, Pete Vrontikis & Son, Salt Lake City, Utah. "If we make it at all, it will have to be between now and the end of July." His best selling unit is a 12,000Btu, 110v model, with an 8,000Btu, slide-window unit close behind.

To conclude on a hopeful note: "It's 95 today and it's been hot since Sunday," says Jim Bethanis, MSI Appliances, Burbank, Calif. "Up to now the season has not been good, but we still anticipate a good year. Our season doesn't get going until now, but all we need are about two more good hot days for sales to really take off."

—Wallis E. Wood, Jerianne Roginski





Look what clean thinking leads to.

Clean living.



Let's face it. Hotpoint designers have to think clean, because your customers do. At least your customers hate dirt on their ranges. And nobody knows this better than Hotpoint.

We were first with slide-out, wipe clean Teflon® oven walls... first with Total-Clean and all it stands for... and of course we have the new Self-Cleaning Oven — all you do is push a button.

®Registered trademark for Du Pont TFE finish

Why? Because we want to give you everything to make it easier to keep ranges clean—to make it easier for Hotpoint dealers to really clean up in sales.

Hotpoint designers are working toward the future, too—always thinking clean. In fact they're the cleanest bunch you ever want to meet.

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First with the features women want most

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Japan's exports to the U.S. jumped 119.01% in the color tv set category, while b&w units rose 5.68%, according to 5-month statistics released by the Japanese Finance Ministry. Transistor radio unit shipments dropped 4.54% despite a dollar-volume increase of 22.48%. Phonograph exports were down 36.36%, while radio-phono combo units rose 63.84%. Transistor tape recorders (portable, rim-drive) dipped 30.24%, but other portable types registered a sharp 156.14% gain. The figures:

	Period	UNITS			DOLLARS		
		1967	1966	% Chge.	1967	1966	% Chge.
Color Television (incl. chassis)	May	14,978	11,842	+ 26.48	2,664,613	2,206,969	+ 20.73
	5 Months	105,194	48,030	+ 119.01	18,638,547	8,675,070	+ 114.85
B&W Television	May	79,913	105,701	- 24.40	4,140,305	5,198,722	- 20.36
	5 Months	424,117	401,315	+ 5.68	22,300,706	20,427,361	+ 9.17
Transistor Radios (3 or more tr.)	May	807,759	922,877	- 12.48	8,168,883	7,128,205	+ 14.59
	5 Months	3,916,584	4,102,493	- 4.54	37,586,375	30,685,306	+ 22.48
tr. rad. chassis/kit (3 or more tr.)	May	25,701	29,700	- 13.47	213,136	193,941	+ 9.89
	5 Months	92,754	96,791	- 4.18	746,765	579,687	+ 28.82
toy tr. radios	May	17,222	63,440	- 72.86	13,875	34,277	- 59.53
	5 Months	108,285	214,320	- 49.48	116,563	99,861	+ 16.72
Total Tr. Radios (incl. car radios)	May	891,026	1,041,694	- 14.47	8,901,454	7,690,025	+ 15.75
	5 Months	4,324,332	4,534,013	- 4.63	41,096,537	32,943,316	+ 24.74
Tube Radios	May	20,882	66,512	- 68.61	197,533	795,347	- 75.17
	5 Months	115,485	294,237	- 39.24	1,441,211	3,218,223	- 55.22
tb. rad. chassis/kit	May	20,423	11,372	+ 79.59	191,163	140,230	+ 36.32
	5 Months	83,547	57,956	+ 44.15	775,480	613,897	+ 26.32
Phonographs	May	39,138	53,253	- 26.51	358,069	552,005	- 35.14
	5 Months	124,467	195,573	- 36.36	1,275,554	1,921,636	- 33.63
Radios-Phonos	May	77,497	58,185	+ 33.19	1,079,869	861,410	+ 25.36
	5 Months	325,953	198,939	+ 63.84	4,742,091	3,161,297	+ 50.00
Tr. Tape Recorders (port., rim-drive)	May	103,048	120,611	- 14.57	699,619	843,502	- 17.06
	5 Months	388,501	556,851	- 30.24	2,645,867	3,710,115	- 28.69
Tr. Tape Recorders (port., other)	May	162,008	68,471	+ 136.60	3,815,047	1,725,111	+ 121.14
	5 Months	578,272	225,756	+ 156.14	14,398,967	5,461,309	+ 163.65
Tb. Tape Recorders	May	1,655	12,404	- 86.66	130,461	815,786	- 84.01
	5 Months	19,308	59,464	- 67.53	1,088,985	3,771,795	- 71.13
Transceivers	May	340,985	522,839	- 34.79	1,850,958	2,892,580	- 36.02
	5 Months	1,411,464	1,862,880	- 24.24	8,369,122	11,762,940	- 28.86

Source: Japanese Finance Ministry

GE fair-trade agreements end today for Los Angeles (Calif.) retailers of major appliances, tv sets, and console phonographs. The three product areas were removed from fair-trade lists last Monday, with final cancellation effective today, as the result of a decision made by GE's Southern California district.

Montgomery Ward sales soared during June to \$157,711,000—.6% above the record high sales for the same month last year. However, cumulative sales for the 5-month period, February through June, were down to \$711,933,000—about 1.1% below sales for the same period in 1966.

A flat cathode ray tube from Hayakawa Electric Co. (Sharp) may be used in tv products within two years. The tube, which is similar to those of GE and Philips, measures one-fourth to one-third the size of conventional tubes, but gives an image about the same size. Viewing from both front and back will be possible, due to a transparent deflection electrode at the rear of the bulb. Its picture is now "fair," but will be improved with further testing, according to company spokesmen. Hayakawa will negotiate with Hitachi Ltd., its usual picture tube supplier, for production, but may make the tube itself if negotiations fail.



Cathode tube in book-size tv

The Kennedy Round tariff cuts: what they will mean at retail

Retailers, for the most part, are non-plussed by the new tariff duty rates brought about under the Kennedy Round Trade Agreements. Substantial as the decreases seem in percentages (see chart below), the actual value in dollars and cents is both negligible and far off in time.

The reductions, which first go into effect Jan. 1, 1968, will be made in equal stages over five years—so that, for example, what may look like a 50% drop in duties on washers will really only be a 1.4% decline per year. There are those who feel that even the final rate will make little difference.

"Electronics never were a major item in negotiations with the Japanese," says one industry source. "Duties are low enough in that industry now, and the Japanese already have such a chunk of the market that they weren't willing to make major concessions to get reductions in electronics duties."

As an example, duty on a 19-inch color tv set—F.O.B. \$180—is now \$18. In five years' time, it will be \$9. And, some retailers point out, who knows what will happen to color prices in five years' time, or how much difference that \$9 will make. Tariffs on transistor radios are coming down only 2%, which hardly even translates into cents, and the duty saving on inexpensive tape recorders or table radios is still in the small-change category. At best, these changes will be passed along in better margins and better volume buys for retailers. In some cases—as with color

tv—the difference may even show up at retail.

Retailers are not planning to revamp their buying habits. Says Jay Schwab, buyer for Sam Goody Inc., in New York City: "American manufacturers import most of their low-end products, anyway, and since brand name is much more important than price, we won't be buying much more from Japan."

"We won't buy more Japanese products," says A.L. Hecht, executive vice president for Wards Co. Inc., in Richmond, Va. "Somehow or other, Americans always manage to remain competitive."

But one retailer, president of a high-end specialty store in Manhattan, took the opportunity to make his bid for more service from American manufacturers. "If import prices go down," said Domonic Tampone, head of Hammacher Schlemmer, "Americans will have to offer me more service and faster delivery—for instance, local warehousing, so that I wouldn't have to tie up as much money in inventory as I would if I were buying abroad."

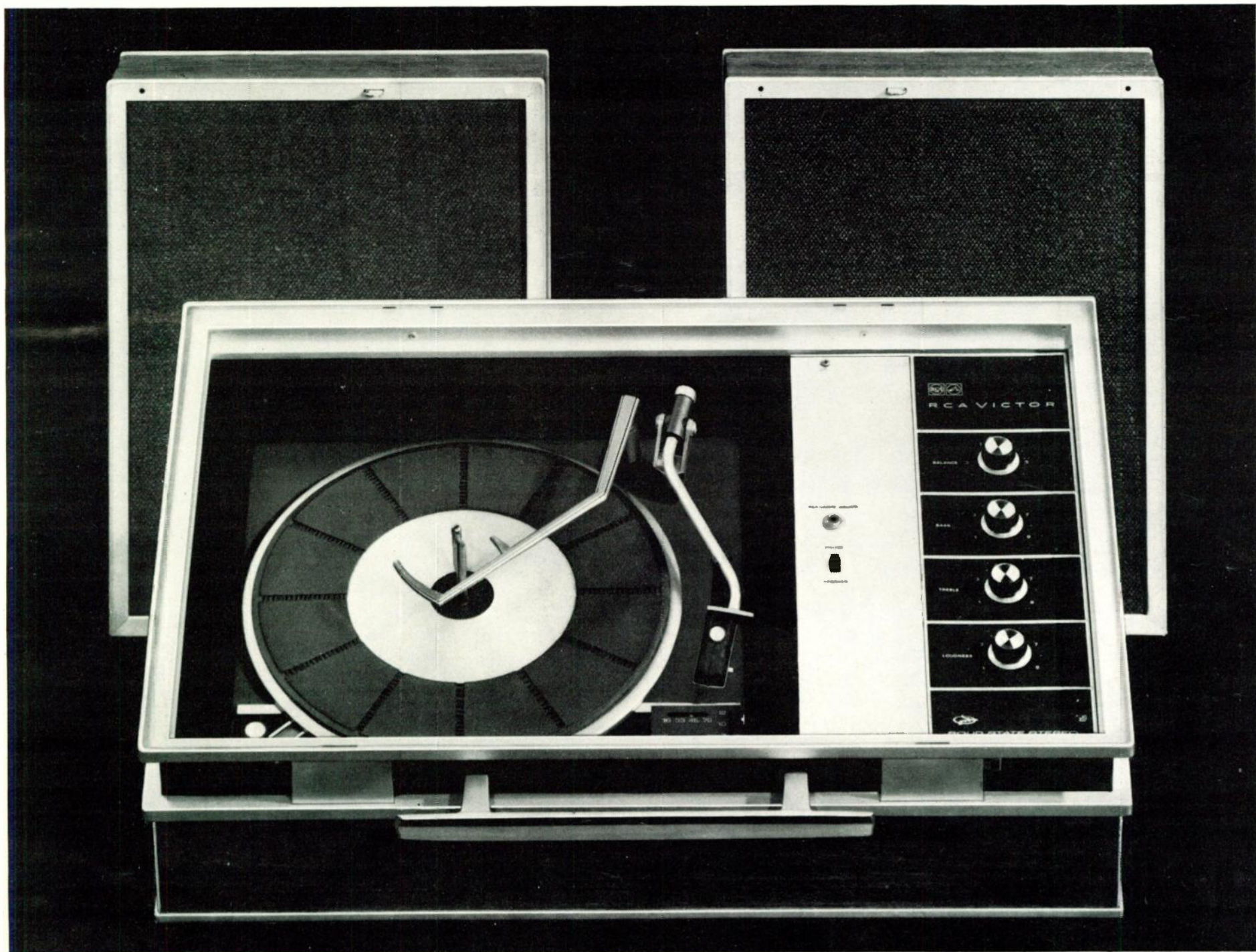
Most retailers, however, seem to agree with the spokesman for the Japan Trade, who said, "We just don't expect anyone to rush to Japan to buy now, just because they feel its suddenly economically possible."

Below is a list of the new reductions as they affect electronics. Duty rates are on the declared value and the classification numbers are those in "the Tariff Schedule of the U.S."

Class No.	Product	Present Duty Rate	Final Rate (after 5 yrs.)
661.35	Refrigerators	10.5%	5%
670.40	Washers	14%	7%
683.30	Vacuum cleaners and floor polishers	13.75%	6.5%
683.50	Shavers	13.75%	6.5%
678.50	Machines not specifically provided for, and parts thereof (tape players)	10%	5%
684.70	Microphones, loudspeakers, headphones; audio frequency electric amplifiers; set comprised of those components, parts (including microphone stands)	15%	10%
685.10	Tv cameras & parts	12.5%	6%
685.20	Tv apparatus & parts (including tv receivers)	10%	5%
685.23	Solid-state radio receivers	12.5%	10.4%
685.25	Other radios, transceivers, other radio apparatus including transmitting equipment & parts	12.5%	6%
685.30	Record players, phonos, changers, turntables, tone arms & parts	11.5%	5.5%
685.40	Tape recorders, dictation recording & transcribing machines & parts	11.5%	5.5%
685.42	Radio-tv-phono combinations	13%	7.5%
685.50	Radiotelegraphic & radiotelephonic transmission & reception apparatus not elsewhere classified	15%	7.5%
685.60	Radio navigational aid apparatus, radar apparatus, radio remote-control apparatus, parts	15%	7.5%
687.50	Monochrome tv picture tubes (Color tv picture tubes set by Congress at 12% through August, 1969, after which duty rates will be the same as for monochrome tubes)	30%	15%
687.60	Other cathode ray tubes & parts, receiving tubes, other tubes, transistors & other semiconductor devices, photocells, piezo-electronic crystals, tube parts	12.5%	6%
724.40	Sound recordings on magnetic tape or any medium other than wire; per sq. ft. of recording surface	2¢	1¢
724.45	Unrecorded magnetic recording media	12%	6%




# The Impresario by RCA Victor



The only portable phonograph with...

- 100 watts of power
- Integrated circuit in the tone arm
- Sealed stereo speakers



Now RCA Victor puts a solid integrated circuit in a portable phonograph's tone arm to assure less distortion and purer sound. Also: 100 watts of peak power and two sealed stereo speakers make it the finest portable phono RCA Victor has ever made. There are 15 new RCA Victor portable phonographs priced from \$19.95\*. See your distributor today. When you're the first name in home entertainment, there's got to be a reason. 

\*For the Magician, optional with dealer



The Most Trusted Name  
in Electronics

Tmk(s)®



# Here's why we suggest you read every word of the consumer announcement ad on the opposite page

Forty-nine years ago Ford revolutionized the automobile industry by bringing out cars the average man could afford.

Today Philco-Ford is all set to do the same thing with color television.

The introduction of a big-screen color tv line starting at \$299.95 is far, far more than a price deal.

It's the future of television.

Of course, some retailers will pooh-pooh this. Just as in another day there were those who laughed at the horseless carriage.

Alert businessmen, we feel, will regard the \$299.95 breakthrough as a tremendous opportunity and act accordingly.

We hope you will be one of the ones who will join with us in bringing color tv to all American families.

Who knows, it could turn out to be the biggest and most profitable sales proposition since color television itself.



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



# We think it's high time somebody made a family-size color tv that the average family can afford.

One of the great things about America is that good living is not reserved for the rich alone.

Here, the average man can have an automobile, modern plumbing, a telephone, good clothes, books, sports equipment... a lot more than the bare necessities of life.

Through efficient mass production the discoveries of ingenious scientists and inventors are quickly made available to people at almost every income level.

Why should color television be an exception?

Why should family-sized (big-screen) color—on the market now for over ten years—still be priced out of reach for millions of American families? Why should the least-expensive color sets cost a workingman a month's pay?

There just isn't any reason that makes sense.

## **\$299.95 big-screen color.**

So Philco-Ford decided to do something about it. And today you can go to a Philco-Ford television dealer and get a brand-new, first-rate, 267 sq. in. (that's big) color set for \$299.95.

## **About \$14 a month.**

If you'd rather not pay cash, you can have this Philco Color TV for about \$14 a month on a two-year plan. That's just about half of what most people expect to pay for color.

Now what kind of set do you get for this kind of money? Frankly, the cabinet, while sturdy, is plain. (If you want something fancier, you can have it for just a few dollars more. There are some really good-looking models for only \$349.95, \$379.95 and \$399.95.) But the chassis is top-quality Philco-Ford.

You get a solid-state signal system, 26,000 volts of picture power, one of the most durable color picture tubes in the industry. Everything needed to give you beautiful color, long life and trouble-free service is there.

*In fact, you get the same Philco-Ford warranty that we put on our most luxurious color sets, models that cost up to \$875.00. There are many, many Philco styles, but there's only one standard of quality—the finest.*

## **See your Philco-Ford dealer.**

We urge you to get all the facts from your local Philco-Ford dealer. Naturally, if you go to a store that does not have the new Philco affordable color tv sets, they may try to switch you to something more expensive. They may even "knock" our sets. They may try to convince you that it isn't possible to give you a good color set at \$299.95. But don't you believe it.

Just as many, many years ago Ford made the automobile a lot more than a rich man's toy—today Philco-Ford is dedicated to bringing color tv to everybody.



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



**Affordable  
Big Screen Color.**  
Model 5239 GY. One of five  
Philco Affordables—  
all under \$400.

**\$299.95\***

\*Manufacturer's suggested retail price. Optional with dealer. Subject to Fair Trade where applicable.

Starting July 24, this message will appear in 19 pages of advertising in Look, Life, The Saturday Evening Post, TV Guide and Reader's Digest. It will be backed up by 6 weeks of dealer listing ads in over 90 big-circulation newspapers and over 170 radio spots on NBC, ABC, CBS and Mutual. Call your Philco-Ford distributor for details.

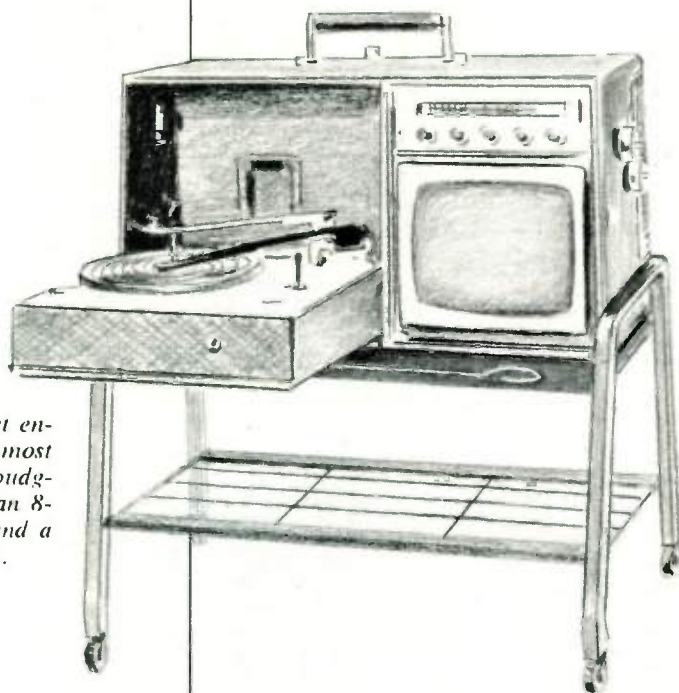




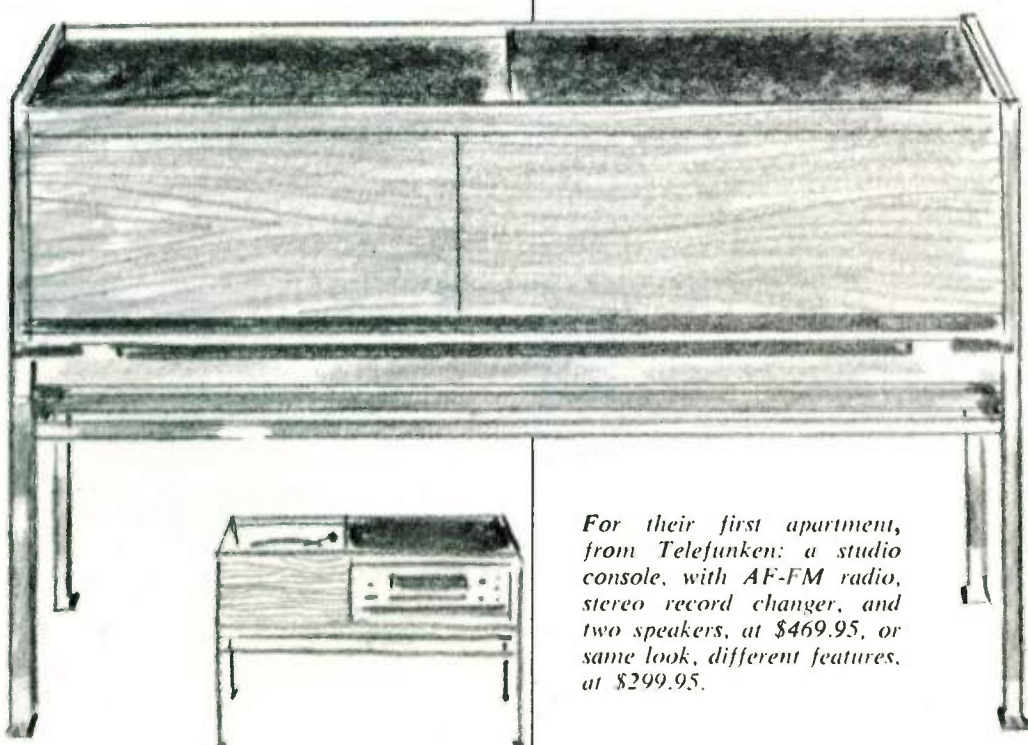
*Cast a vote for Lloyd's as the darling of the teen set, when it comes to styling. This barrel-shaped radio with the look of a bloated thermometer is an AM 6-transistor model. It comes in black, white and wood-grain, at \$12.95.*



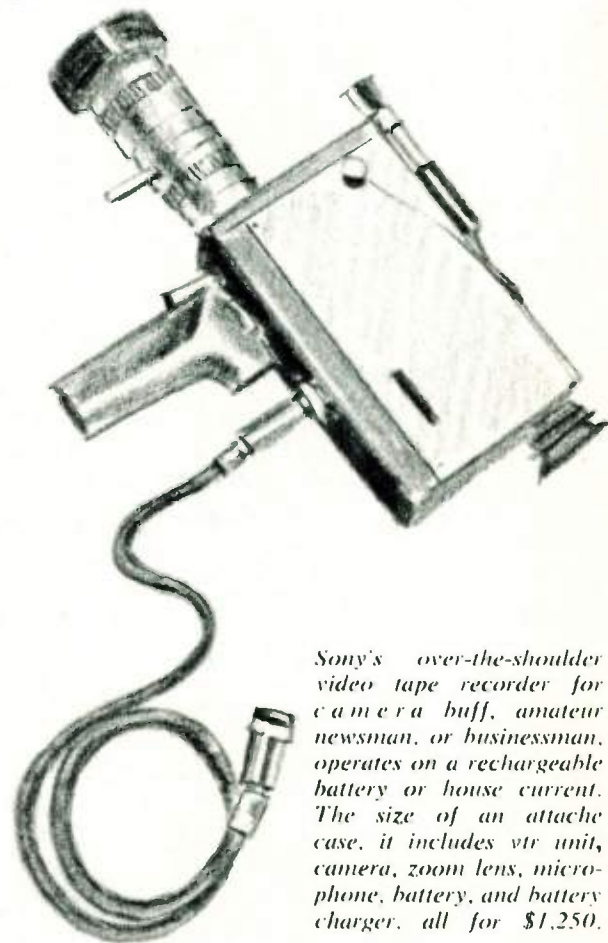
*Sony rounds the corner for a new dimension in table radios. This 6-transistor AM model glides in at a smooth \$17.95 at retail.*



*Delmonico's all-in-one compact entertainment center fits the most limited space and the tightest budget. In the 27-lb. package are an 8-inch tv, and AM-FM radio, and a phonograph—all for \$219.95.*



*For their first apartment, from Telefunken: a studio console, with AF-FM radio, stereo record changer, and two speakers, at \$469.95, or same look, different features, at \$299.95.*



*Sony's over-the-shoulder video tape recorder for camera buff, amateur newsmen, or businessman, operates on a rechargeable battery or house current. The size of an attache case, it includes vtr unit, camera, zoom lens, microphone, battery, and battery charger, all for \$1,250.*



# Buyers' choice: Show-stoppers for the Young

Retailers and distributors heard it in the seminars, talked about it in the halls, saw it in the booths at last month's Consumer Electronics Show in New York City—Young America is the new force to reckon with in home electronics.

Manufacturers competed for top honors in classic, kooky, or contemporary designs for the young.

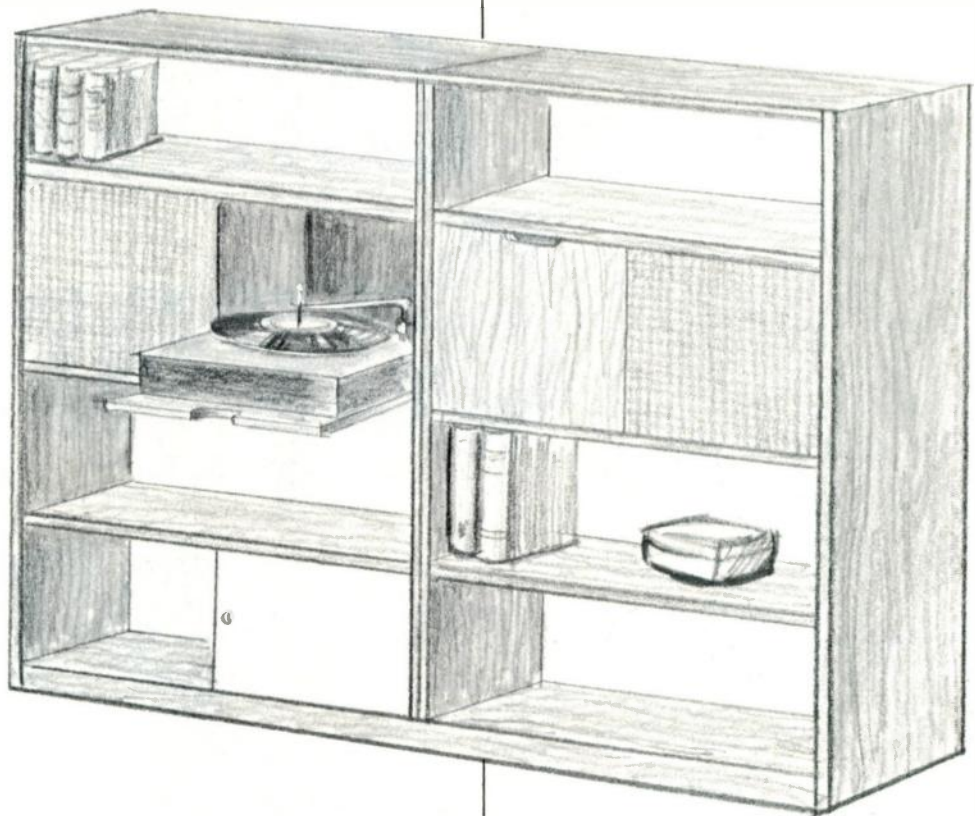
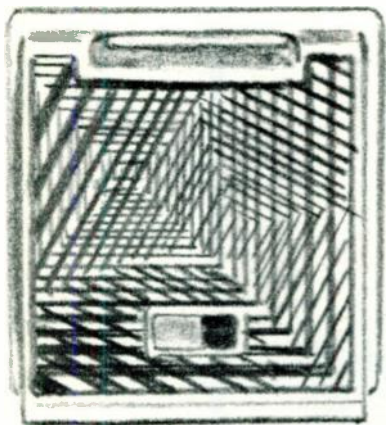
Retail buyers roamed the booths in search of the latest look in right-now styling for 1968.

Innovations were everywhere. Even products like Sony's portable video tape recorder—outside the budget of most young marrieds or swinging singles—gave hints of things to come in the not-so-distant future. The day of the square, conventional radio seems gone. Consoles are trying on new faces. And the fashion-look in fabrics is moving into home electronics.

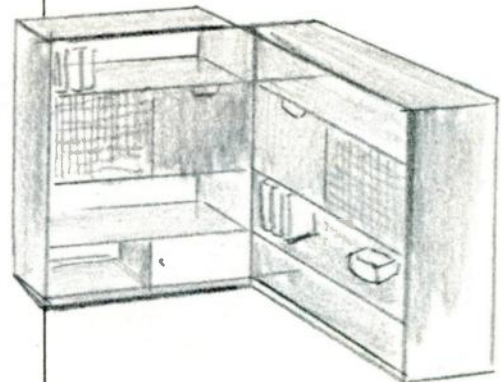
The vanguard of this new order in design is pictured on these pages. Here's what to look for in 1968, what buyers saw at the show, what stands out in design, and the first of a series of new-look products that Merchandising Week will feature in the coming weeks.

—Amei Wallach

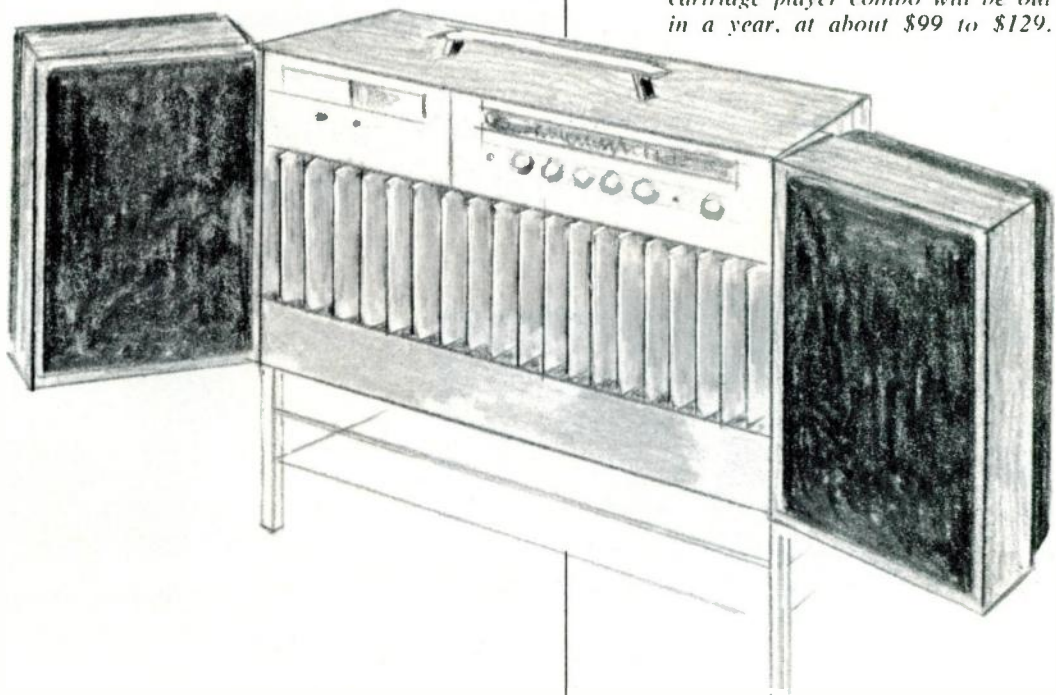
"Op" is still in, and so is this monaural phonograph from Motorola—in black and white on the outside, red inside, at \$49.95.



Young marrieds can divide up their lives—and living room—with this room divider / bookcase / console from Hoffman. Inside the 54-inch high, by 65-inch wide, by 10-inch deep unit, are a stereo phonograph, with AM-FM radio, at \$349.95.



Mad fabric substitutes for speaker cloth in this prototype swinger from Lloyd's. The AM-FM radio, stereo phono, compatible 4- and 8-track cartridge player combo will be out in a year, at about \$99 to \$129.



Drawings by Joan B. Antoine

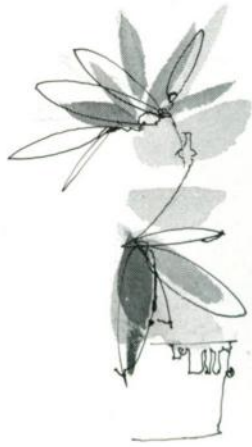


*Again in '68...the*

# Zenith's new Super Screen portables offer a new Total TV Picture!

**Now! A full 19" DIAG. Zenith portable with a wider...**

*Super Screen is now available in a wide range of  
Zenith Handcrafted Portables*



**12"**  
**DIAG.**

True, full 12" picture measured diagonally—79 sq. in. picture. Shown: *The Westwind*, Model Y1410, available in grained Kashmir Walnut color and Gold color, or in grained Fruitwood color and Gold color.

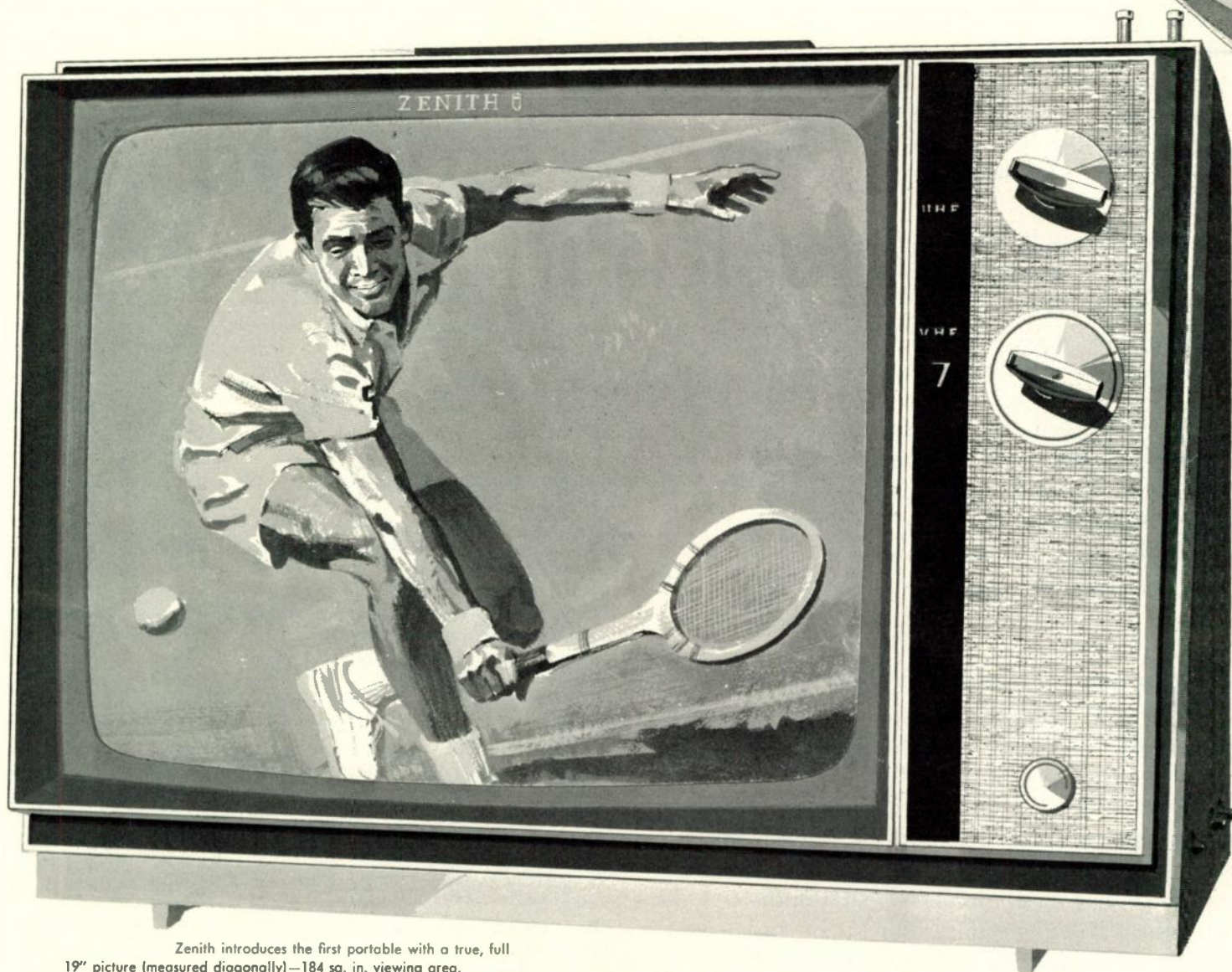


**16"**  
**DIAG.**

True, full 16" picture measured diagonally—141 sq. in. picture. Shown: *The Dayton*, Model Y1820, available in Grained Walnut color or grained Fruitwood color.

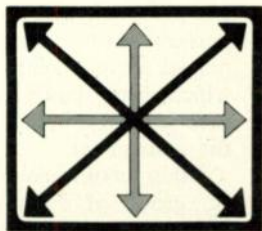


**real sales-makers come from Zenith!**



Zenith introduces the first portable with a true, full 19" picture (measured diagonally)—184 sq. in. viewing area. Shown: The Shoreview, Model Y2022, available in Grained Kashmir Walnut color and Gold color, or in Grained Maple color and Gold color.

**higher...bigger...more rectangular picture!**



***The television industry's FIRST full 19" Portable!***

There's a new total look — and new sales excitement — <sup>DIAG.</sup> in portable TV. Zenith's new Super Screen offers a true, full 19" diagonal picture (184 sq. in. viewing area). And Zenith has it first!

The slim, trim cabinet with the handsome look of wood fits beautifully anywhere in the house. Inside the cabinet, Zenith Super Screen portables are built to take it for years and years . . . because they're Handcrafted for unrivaled dependability and fewer service problems. There are no production shortcuts in Zenith TV.

Zenith advertising on the Super Screen portables begins soon. Make your plans now to show and sell the total new look in portable TV.

**Be sure to tie-in with powerful Zenith ads in leading magazines and newspapers throughout the country.**

**WHY NOT SELL THE BEST**

THE HANDCRAFTED TV



**ZENITH**  
®  
*The quality goes in before the name goes on*



□□□□ **The slump in iron sales at the retail level** is causing increased concern among retailers. Although irons are not as far off the pace, percentage-wise, as some other categories, the first-half decrease greatly affected volume and profit performance in many stores. "A 5% decrease in iron sales is equal to a 20% decrease in slicing knives," one buyer pointed out. The reason, of course, is that the iron—day-in, day-out best seller of the industry—is expected to outsell slicing knives, for example, by at least two units to one.

The drop-off in iron sales is believed to relate largely to the general slowdown in consumer spending, rather than to any profound effect of increased sales of permanent press clothing. "They're just holding onto their old irons rather than replacing them," another housewares buyer explained.

The long-range effect of permanent press is expected to be gradual—perhaps limited to an expanded life expectancy for the average iron, as a result of reduced use. Because women drop their irons, scratch the soleplates, and damage them in other ways, the units now have one of the shortest life expectancies of any product in the housewares industry.

□□□□ **The slump in floor care sales at retail** is having an effect as big as—if not bigger than—the drop-off in slicing knives (the product generally cited as faring particularly badly in the first half). The ebb in vac sales also is hurting dollar volume, since the annual retail value of vacuum cleaners is about five times that of slicing knives, and about three times that of irons. Although floor care sales have shown signs of picking up during recent months, retailers seem to feel that it will be fall before they start pulling even with last year's figures and are holding off major promotions until September.

Hand or portable units have been doing especially poorly so far this year, failing to provide floor care retailers with the gift market sales they had expected from these "second" vacs. "The purchase of a second vac," explained one retailer, "is a purchase that can readily be put off. Most of my sales are coming from people whose vacuum cleaner stopped working."

□□□□ **Power mower sales add up to a bright spot** for many retailers this year—to the surprise of a number of buyers who had expected mowers to be more significantly affected by the slowdown in consumer spending during the first half. The product category, which benefited from a generally wet spring season, helped many a retailer to make up for lost spring business in garden chemicals.

Storage sheds, too, have been holding up well in sales for garden goods retailers. "It's funny," one buyer commented, "but our bigger-ticket products are doing better than our lower-priced items." Another buyer theorized that consumers have been willing to spend money for new mowers in order to make their work a little bit more comfortable.

□□□□ **Sunbeam has tied up with Maxwell House** by endorsing the latter's new Electra-Perk coffee, which was created especially for use with percolator-type coffee-makers. The housewares manufacturer is receiving mention in Maxwell House radio spot commercials that say Sunbeam recommends the new coffee.

## Color gets the green light in Sears, Penney's catalogs

Cookware with hard-base Teflon linings gets strong endorsement in the 1967 fall-winter catalogs of both J.C. Penney and Sears, Roebuck and Co. Sears demonstrates its faith in the improved coating process by placing a 10-year guarantee on items in its new 4-ply stainless steel Teflon-coated cookware line.

Color—and it's a toss-up between avocado and burnt orange—also plays an important role in the cookware and pantryware offerings of both chains. Minor price increases may be noted, although a comparison of similar items in the two catalogs indicates that Penney's prices are, in general, slightly below Sears'.

### Sears plays up Teflon

According to Sears, its 4-ply stainless steel, locked-on, Teflon-coated cookware is "so superior we guarantee it for 10 years." And the giant retailer is making a definite effort—through diagram and copy—to educate the consumer as to why. The locked-on Teflon is described as "a hard surface of microscopic peaks and valleys (utensils touch only peaks), which lasts eight to 10 times longer," and as "a tough, wear-resistant Teflon that withstands rough use and doesn't require special utensils."

The 4-ply construction is shown in a cross-section sketch and explained as "a heat-spreading core of soft iron sandwiched between stainless steel, plus fast-heating aluminum bottom." Sears pays equal attention to the vapor seal feature: "Seal in moisture for waterless cooking."

Under the 10-year guarantee, the item can be returned for free recoating if its Teflon finish separates from the cookware or fails to retain its food-release properties. It can also be returned for replacement or repair if defective in either material or workmanship.

A 10-pc. set of the Sears cookware sells at \$51.44. Prices on individual pieces range from \$7.79 for a 1-qt. skillet to \$18.99 for a 12-inch skillet and an 8-qt. saucepan.

Sears is especially emphasizing the gourmet and fashion angles of its cookware assortments. Its ceramic-clad Chef Quality line is shown in the catalog in burnt orange against a setting of wine bottles and fancy vegetables. Also available in avocado, a 6-pc. set of the cookware with locked-on Teflon coating is priced at \$21.99; a 10-pc. set sells at \$39.99.

Sears also pictures porcelain-on-steel cookware in a Provincial paisley pattern (from Columbian) on America's tables, along with "copper fashion accents." Sears' copperware—almost all of which is imported from Portugal—includes chafing dishes, casseroles, fondue dishes, coffee pots, and teakettles.

For basic kitchen fashion, Sears spotlights a set of plain Chef Quality cookware with locked-on Teflon lining. An 11-pc. set of the aluminum cookware sells at \$39.93. A comparable set was shown for \$38.95 in the retailer's 1967 spring-summer catalog. At that time, Sears also pictured Ekco's Decor cookware in flame (orange), teal blue, and cocoa brown, in 12-pc. sets, at \$49.99.

Sears rounds out its current assortment with a group of extra-heavy-weight aluminum cookware with the locked-on Teflon lining. A 9-pc. set retails at \$21.49. This is the same price as a similar group—without the new Teflon finish, but with a nylon spoon and spatula included—which appeared in Sears' spring-summer catalog. A 9-pc. set of aluminum cookware without Teflon coating is selling at \$11.29. Prices have risen again slightly on 8-pc. sets of 3-ply heat-core and copper-bottom cookware. In the 1966 fall-winter catalog, they were \$24.49; in the spring-summer issue, they were \$25.76; and in the new book they are \$26.25. Sears also has a 10-pc. budget cookware grouping in stainless steel with copper bottoms. The price: \$18.88.

Sears' preferences in pantryware seem to be evenly divided between avocado and a traditional American look translated into woodenware. Although the orange tones are included in its ceramic canister sets, Sears concentrates on avocado and the copper shades in most of the products in its pantryware lineup.

The retailer goes after the gourmet market with the addition of several new gourmet-type utensils, including a set of three bake-and-serve dishes for casseroles, souffles, and desserts, at \$5.49, and a combination breadmaker/kettle, at \$15.99. Both Sears and Penney's play up Teflon-coated aluminum bakeware, although Penney's prices appear to be slightly lower on comparable items.

### Penney's sells the total look

Penney's is promoting the complete, or total, kitchen concept, accenting the avocado tones in its cookware and pantryware assortments, but showing orange and coppertones as well. A 9-pc. set of Fashion Manor cookware in avocado with black, scratch-resistant Teflon retails at \$36.99. Five-pc. sets are available in avocado, flame, and coppertone at \$18.98. A Fashion Manor Cook and Serve set with white porcelainized exteriors and black anodized covers with embossed knobs, which was shown in the spring-summer catalog, has been dropped from the assortment.

Other cookware sets include an 11-pc. group of Fashion Manor 3-layer, stainless steel cookware at \$24.88 (a comparable set sold for \$24.44 in the spring-summer edition) and Penney's heavyweight aluminum cookware with scratch-resistant Teflon. The latter is priced at \$18.99 for an 11-pc. set. Copper-bottomed stainless steel Revere Ware is being featured at \$34.95 for a 9-pc. ensemble.

Penney's is augmenting its pantryware assortment with the addition of color-coordinated sets designed to "complete your fashionable, efficient kitchen." Shown with colored cookware, the pantry comes in avocado, coppertone, and flame. The chain again includes an Early American group in polished aluminum or coppertone; a chrome-finished set; a rustic, teak-grained-vinyl set; a lazy-Susan ceramic canister group; and a 6-pc. Provincial-style wooden canister group to round out its pantryware collection.





Colony  
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with Thermo-Fused TEFLON\*  
porcelain finish cookware

New, beautiful cookware with the tougher Teflon that stands scooping, scraping, and stirring...even with metal spoons and spatulas.

\*DuPont TFE non-stick finish

Charming apple-green porcelain over thick, even-heating aluminum, gleams and cleans like fine dinnerware. Dishwasher safe, too.

Long-wearing, stain and scratch-resistant Teflon...applied with new, Thermo-Fused *triple-coat* process for greater non-stick service...even when metal spoons and spatulas are used. No more spotty covers; they're Teflon-lined.

THE ENTERPRISE ALUMINUM COMPANY — Massillon, Ohio 44646  
Division of Lancaster Colony Corporation

apple  
GREEN

No. CH-706 STARTER SET  
1 and 2-quart Covered Saucepans,  
5-quart Dutch Oven\*, 10-inch  
Open Fry Pan (\*Dutch Oven Cover  
fits Fry Pan). Packed in  
colorful display carton. Weight 7¼ lbs.  
Suggested Retail \$29.95



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*Division of Lancaster Colony Corporation*



## Behind the Sunbeam ad switch: a second look at tv advertising

Sunbeam Corp.'s decision to go back to a heavy schedule of print advertising adds one more hard goods giant to the growing list of manufacturers showing—to say the least—a disenchantment with the sales magic of television.

Earlier, two major home electronics manufacturers—Motorola and Admiral—announced plans to discontinue their heavy tv ad campaigns. And Westinghouse reportedly considers dropping its corporate package deal with the CBS network when the contract expires. No actual decision has been made at Westinghouse, however, a company spokesman said. (The contract is effective from January to January.)

### The Sunbeam switch

The Sunbeam decision to go back to print is significant because the Chicago electric housewares manufacturer has concentrated the bulk of its advertising efforts in tv during recent years. Sunbeam is generally acknowledged as the leading housewares advertiser in the television medium: it has the biggest network budget and the biggest over-all budget, including local spot commercials.

In announcing an "unusually heavy print schedule" as a "key feature of its fall advertising program," Sunbeam stressed that it would continue tv exposure, but that "the size of the print program will cause some reduction in the amount of television advertising for that season."

Even so, Sunbeam's television plans for the fall include a continuation of the firm's commercials on the *Today* and *Tonight* shows, 15 other network programs along with local spot campaigns.

The big feature of Sunbeam's new print campaign will be a 12-page special "Christmas Gifts" section in the December issue of *Reader's Digest*. The 4-color, pull-out section, billed by Sunbeam as "one of the largest appliance advertisements ever placed," is considered a "cornerstone of the fall program."

The manufacturer is also using *Life*, *Look*, *Newsweek*, *U.S. News & World Report*, in the general news field; *Ingenue* and *Seventeen*, for the youth market; *Sports Illustrated* for the male market; and *Modern Bride* and *Bride's Magazine*, for the bridal area. In addition, Sunbeam will aim a special campaign in *What's New In Home Economics*, a magazine directed at teachers and other home economists.

L.W. Scott, Sunbeam's director of advertising, cited the need to make a "lasting impression," especially at Christmastime, as one of the major reasons for relying more heavily on the print media than in the past. There is little doubt that Sunbeam expects to obtain this lasting effect with the *Reader's Digest* section.

### The tv disenchantment

Clearly, there seems to be a trend in the hard goods field away from heavy television campaigns. This adds up to a major reversal of what has been happening over the last few years,

when manufacturers poured more and more of their national ad budgets into tv advertising. One reason is that all three industries—major appliance, home electronics, and housewares—manufacture products with features that need to be demonstrated; and the tv screen brought these demonstrations directly into the living rooms of millions of homes throughout the United States.

According to trade sources, the reasons behind today's trend away from television are many and varied—among them:

- The cost of tv advertising is becoming prohibitive—or, manufacturers are not convinced they are getting maximum returns for their advertising investments. Hard goods advertisers, in particular, have soured on network feature films because of the large number of commercials that are run back to back.

- The manufacturers, although they would be reluctant to admit it publicly, are inclined to cut back on their national advertising expenditures. "Blasting tv," one trade source commented, "is one way of covering up the fact that you can't afford it." There is little doubt that many hard goods manufacturers have been going through a slow period, the result of the general slowdown in consumer spending. A look at first-half profit-loss statements throughout the industry bears this out.

Many a manufacturer at this time remains unsure of how much he should spend on national advertising for the second half. Although there are a number of indications that consumers have started to spend again, the degree to which consumer spending will accelerate during the second half remains to be seen. Because of these doubts, manufacturers, for the most part, are taking longer than usual to firm up their entire second-half programs. In the housewares field, Sunbeam is generally one of the last firms to announce second-half ad plans; this year, it is among the first to do so.

### The print medium rebounds

The growing strength of the print media—magazines primarily, but newspapers and their Sunday supplements, as well—is luring hard goods manufacturers back into the field. Sunbeam's desire for a more lasting effect from its ads is not unusual.

The hard goods industry can audience-direct its ads more accurately in the print media than on network television. This is especially true of working through magazines tailored to specific audiences. And regional and metropolitan editions of magazines, plus Sunday supplements, give manufacturers the flexibility of spot tv plus more effective tie-in possibilities with local retailers.

Sunbeam's decision to go back to a heavy print schedule undoubtedly will have some effect on the housewares industry: many a major Sunbeam competitor beefed up its television advertising in order to meet the industry's biggest tv spender. Now, these competitors are certain to take a second look.

—Ed Dubbs

□□□□ New economies for Westinghouse will result from the manufacturer's decision to combine its electric housewares with radios, phonographs, and tape recorders in a new portable products division, in Edison, N.J. (see story, p.6). The move is expected to make Westinghouse more competitive in both electric housewares and portable electronics: most electric housewares distributors handle portable electronics, as well, and one sales staff—instead of two—will now be calling on them.

A combined sales staff will be calling on retailers, too, with a consolidated marketing program. A number of buyers, especially among the larger mass merchandise chains, buy portable phonographs and radios in addition to housewares.

□□□□ The Westinghouse move will strengthen, especially, the hard goods manufacturer's electric housewares operations by putting them on a new, more profitable footing.

In a letter circulated internally at the Mansfield (Ohio) electric housewares plant late last week, Charles J. McLaughlin, who has been general manager of the Mansfield appliance division, cited the "relatively low" profit margins and the high degree of competitiveness in the electric housewares field. There is a "very narrow margin between success and failure in making enough profit to keep a business going, the letter stated. The consolidation of portable appliances and portable electronics will permit Westinghouse to "pay close attention to all phases of our operations," and to offer a strong, consolidated marketing program to the company's distributors and retailers alike.

□□□□ Westinghouse sees a "long-term effect" resulting from the consolidation of portable appliances and portable electronics. In a letter announcing the move to Westinghouse employees at Mansfield, it was stated: "We recognize that a move of this type may have a long-term effect on other operations of the present portable appliance division, including other non-manufacturing functions, and other manufacturing operations as well. Our present plans call for the eventual phasing out of all remaining portable appliance operations at Mansfield. While this would involve only about 10% of our work force, and surely would not happen immediately, we thought you should know all of our plans."

The letter—and the announcement of the move—reportedly came as a surprise to Westinghouse portable appliance employees in Mansfield, although there have been rumors concerning that division for years (including predictions that Westinghouse would get out of the portable appliance business entirely).

□□□□ Reaction among Westinghouse distributors to the consolidation move undoubtedly will be favorable, judging from a spot check of several leading portable appliance distributors. The move is interpreted as a Westinghouse commitment not only to retain its portable appliance operations, but to strengthen them.

"This should have been done years ago," one distributor commented. The Mansfield plant, it was noted, is an "old, multi-storied building" that prohibited economical operations, forcing Westinghouse to turn to more and more sub-contractors to produce appliances for the firm during recent years.



# The Sony for Sun-Lovers

There are a lot of people who hate to stay indoors watching television on a bright sunny day. For these people, Sony makes the perfect set. Because with our all-transistor Sun Set, they can go outdoors and watch television on a

bright sunny day.

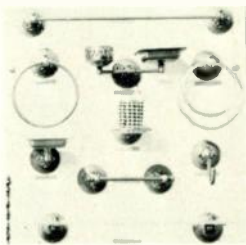
The secret is in the screen. Instead of a conventional white screen, the Sun Set has a special black screen that cuts down the glare. Which means that the picture won't fade out

unless it's supposed to. And since it plays off AC current as well as rechargeable batteries, there's nothing to stop them from going indoors and watching the Sun Set after the sun goes down.

## Sony TV-700U







# How retailers can fashion a profit in the bath boutique

The look in the bathroom has changed. The stark metal tub with the claw feet pictured on the cover and the first plumbing in such daring shades as orchid and green, intended for installation in the baths of the upper classes, are now things to reminisce about. The ritual of the Saturday night bath has been replaced by the Saturday night showing of the bath—in the homes of today's entertaining Americans.

Color is now the watchword of bath decor and an "haute couture" look can be had in the bath of any woman who wants it.

The look of the bath has changed at retail, too. The application of the shop concept to bath and boudoir merchandising has brought a fashion image to hard goods.

The market for the \$1.98 shower curtain is not likely to disappear overnight, but increasing numbers of today's bath shop customers can be expected to spend anywhere from \$50 up on decorating the bathroom or bathrooms. She can just as easily be persuaded to think Siamese as she can pink, or Bristol rather than just plain blue. And if she shows the least bit of daring, she can easily be won over to such exotic shades as bitter orange, lime green, or turquoise.

"An enthusiastic sales person can easily persuade the customer to trade up—to take the \$5 curtain instead of the \$3 one, for instance," maintains Nell Forman, stylist for Kleinert's. "Price is no longer a major factor in determining a purchase; it goes hand in hand with color and style. And when the retailer can't make his point through his sales people, he must do it through his displays. The consumer must see how an item will look in her home."

The bath shop has gained considerable interest among retailers in the past few years and for good reason. Merchandising bath goods means handling items with a 40% or better markup. Bath shop merchandise knows no season. Once a woman is convinced that this is a fashion area, she can easily be won over to the idea that she can have a new and fresh look in her bath as often and simply as she buys a new dress or a pair of shoes—and at a price she chooses.

Bath shop merchandise is also gift merchandise and the bath shop is rapidly catching on as a source of gifts. "If a woman knows that her friend has recently redecorated her bath," one decorator explains, "she's likely to add a finishing touch and

bring something like fancy soap or fingertip towels as a house gift.

"Bath shop items are impulse items. Buying a soapdish or a tissue box is like eating salted peanuts: it's difficult to stop after buying just one part of an ensemble."

The bath shop offers another place to promote and display personal care electrics. One bath shop designer is currently suggesting that personal care shops be set up next to the bath shop and that there be a coordination of this merchandise in displays.

"It's realistic," she points out. "After all, the bathroom is the place where these appliances are going to be used. So why not stimulate the consumer's imagination and sales a little by showing curler caddies and spray can covers with hair dryers; and tissue boxes and cosmetics trays with facial saunas."

The image of chic created in the bath boutique can set the pace for the rest of the department or store. The bath shop is most often the first port of call for fashion merchandise coming into housewares. The seeds of the current avocado crop in the housewares department were sown a few seasons back in the bath shop. And now the non-woven, disposable fabrics are leaving the paper boutiques for the bath shop in the form of shower curtains and matching accessories from both Ex-Cell and Ames.

"Yet, whether decorating, redecorating, or replacing in her bath, most women approach decorating her one, two, and half bath without the foggiest notion of what she wants," one buyer points out.

"The average customer," says Marion Wieder, president of Marion Wieder Inc., a well-known New York City bath decorating firm, "now allots a much greater percentage of her home furnishings budget to the bathroom. She is eager to buy the proper appointments and accessories, but she has no concept of how to proceed. There is a desperate need for the proper type of bath boutique where personnel have some home fashion training and merchandise is displayed in such a fashion that the customer can visualize an entire bathroom."

Adds Para Manufacturing's designer Arnis Zebergs, "An attractive bathroom is not created in terms of dollars. Thousands spent don't make a bath. Where you can't have specialized sales personnel, the bath shop buyer must concentrate on display vignettes that the consumer can relate to her own home. The more imagination the retailer shows, the more purchases his customer will be prompted to make."

How various types of retail outlets—the mass merchandiser, the department store, the variety chain, the hardware-housewares store, and the specialty shop—think and display for the bath, as well as ideas for other outlets and baths of the future will be discussed on the following pages.

**By Irene Kanfer**

*Print of old-fashioned bathtub on cover from The Bettmann Archive, Inc.*



## BATH SHOP

**The consumer:  
how five retail suitors  
romance her  
with decorating ideas**



*May's vignette is built around a vanity sink*

### The discounter

Like trees, fashion bath shops in promotional department stores seem to grow in Brooklyn.

Under the watchful eyes of merchandise manager Lloyd Shulman and housewares buyer Bernie Klein, the bath shop at May's, downtown Brooklyn, has experienced a rapid growth into one of the store's more fashion-conscious and trafficked departments. May's—which services customers at all points on the economic spectrum—began trading up in its bath shop about two years ago, when Klein added a group of high-styled vanity sinks. He builds his vignettes around these sinks, and also takes special orders on tubs and other plumbing fixtures. "To date," he notes, "we've sold 14 red sinks."

Vignettes in the shop are set off under a row of shingled roofs. Their color-coordinated merchandise includes curtains, hardware, Tiffany-type lighting fixtures, antique pitchers and basins, and, of course, the sinks. Klein is currently working on broadening his shower curtain selection and increasing his curtain display space. He also devotes considerable time to searching for closeouts on high-fashion accessories that he can offer to his value-conscious customers. There is a sales person in constant attendance to offer decorating advice and to help the shopper with her selection.

Besides the boardwalk and the beach, Brooklyn's Coney Island section also boasts the bath and closet shop at Fae-Mart, a specialty promotional department store. Admittedly cramped for space, partner Jules Sloane finds his customers do not mind the crowded look of the shop. "Our customers," he says, "want everything in the book, and we try to give it to them. They also enjoy the feeling of discovery."

Sloane devotes one wall to color-coordinated vignettes of bath fashions geared to the tastes of Brooklyn's Flatbush-Coney Island residents—and this means any and everything. The other side of the shop goes for toilet seats, brass hardware and accessories, rugs, and, to come in the fall, a limited line of towels. Space savers, hampers, and additional fixturing on a manufacturer-supplied display work their way around a center island.

"We opened our bath shop last year and it's been a real success thus far," Sloane says. "We'd like to expand, but the additional space we've got we're trying to use for our closet section."

Fae-Mart's sales personnel are always present to offer hints and suggestions for the uncertain customer. "Often we have to arbitrate and come up with decorating ideas that will strike a happy medium for a young bride and her more conservative mother who is helping her shop. Both are not as concerned with price as they are with achieving a certain 'look,'" Sloane explains.



*At Lord & Taylor, sales personnel do displays*

### The department store

Department stores, the innovators of the bath shop concept and its execution, are aware of the problems created by being unable to provide the decorator service of a highly specialized boutique. They try to make up for this by emphasizing vignettes.

Usually, these are most successful in downtown units, while the suburban branches often appear like homeless, helpless orphans. The merchandise is there, but the message is often misquoted or garbled in cluttered vignettes or in rows of baskets, hampers, and space savers.

In response to this, Pearl-Wick is currently considering formalizing a program called a "merchandising pilgrimage to branch stores." Representatives from four or five bath shop resources get together, go out to the branch, and redo the bath shop. They check stock, set up vignettes, and work with personnel. The pilgrimage has already been tried in several stores, including Lit Bros. in Philadelphia.

"It works," says Lit Bros. housewares buyer Joe Marcus, "provided the pilgrimage is under the direction of the buyer—to keep the reps from getting in each other's way. In addition to working with the merchandise, they fill in employees on decorating ideas. It's given our personnel added incentive. We're going to try it again in two stores in the fall."

At Lord & Taylor, New York City, and its branches, sales personnel actually do the vignettes themselves. Another incentive for more effective branch store display is currently being tried by the resident buyer of a large chain, who sends out a monthly newsletter: "Vignette of the Month." In it, she runs a photo of the flagship store's featured vignette, and "how to" information.

Carlton Copp, buyer for Independent Retailers Syndicate, uses a similar approach. His stores are given ideas for four basic fashion color vignettes and a fifth "more swinging one" around which an entire bath shop can be set up.

"When a buyer is a man, he often doesn't see the woman's point of view and forgets that the woman is thinking in terms of her home—not some far off place," advises Nell Forman.

Her suggestions to buyers, recently incorporated into Kleinert's exhibit at the Housewares Show: break up the wall of shower curtains with 16-inch-wide pegboard panels of color-related accessories between the groupings of curtains. She also counsels showing samples of the other colors in which a curtain is available. A boutique-within-a-boutique approach to give a touch of romance to such items as scales and hampers, by placing them in a "hamper harbor" or "scale showcase," for instance, has also been suggested for department stores. Shower curtains could be taken off the wall entirely where space permits and shown on fixtures similar to those used for slacks or carpeting.





Kress' Fifth Ave.: called a "jewel of a shop"

## The variety chain

The emergence of the bath shop in variety stores is proving itself a winning way to establish a new, fashion image.

Woolworth's, for example, features a full-color page of bath shop merchandise in its 1966 Annual Report. "Upgraded and complete lines of bathroom accessories are now available in 'bath shops' in the large new Woolworth's," the Report states. "The shop concept of bringing together related merchandise for customer convenience is being incorporated in more and more stores."

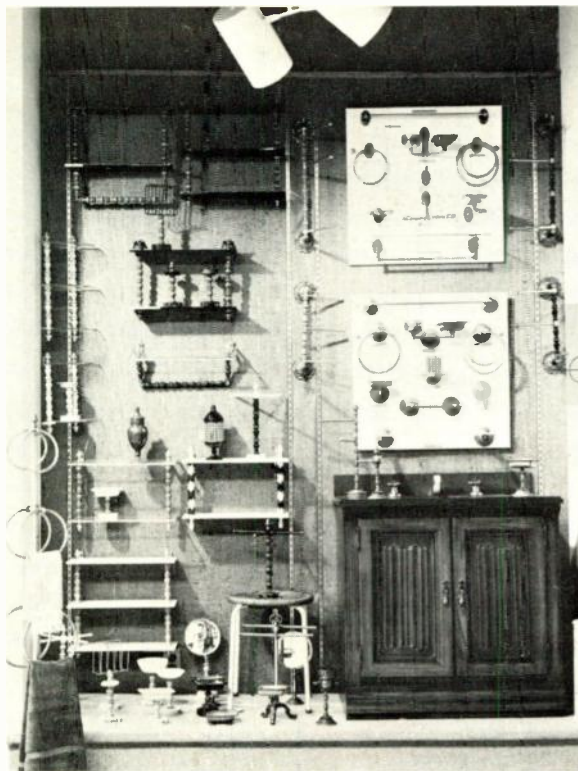
Kress' is another chain that has given its endorsement to the shop concept. The bath shop in its Fifth Avenue store, New York City, is often cited as a "jewel" among variety store bath shops. Both the Manhattan unit and Kress' newer stores have space for vignettes of color-coordinated merchandise. Overhead display space around the boutique is also frequently employed. "We regret we can't use these display techniques in all our stores and still have room for merchandise on the floor," says a Kress spokesman.

The effects of installing a bath shop on the rest of a store are noticeable almost immediately. "We're really infants in this 'bath boutique' business, so I can't give you a complete story yet, but one thing we've found already," says the bath shop buyer for a large variety chain, "is that having better goods together in a bath boutique is giving us a chance to trade up and create a fashion image almost overnight."

The chain began setting up bath shops in its larger and its newer units about six months ago. "What we've done—" the buyer goes on, "and we started with shower curtains as our base—is to pick out better goods from many departments and bring them under one classification. We try and show them in color-coordinated vignettes. We don't use overhead space. All the merchandise—the rugs, curtains, towels, and mats—is at eye level and on the floor. Eventually we hope to get into the fancier merchandise: soaps and hardware. But, as I said, right now, we're still in our infancy. One other thing though—bath shop is also building employee morale. They didn't think we had such fashion merchandise in the store."

Manufacturers are also working closely with chain buyers to provide them with display ideas and fixtures. Hygiene Industries, for example, is currently telling buyers about "instant bath boutique" for accessories.

"What we're suggesting is an accessory boutique in a 2-ft. by 4-ft. display fixture topped by a cornice saying something like 'bath boutique' on top. It doesn't necessarily have to say Hygiene. It will be illuminated by a spotlight. We hope it will help keep the stock organized on the shelves and add a bit of romance to the merchandise, a spokesman for the firm explained.



The small store: check the pegboard's uses

## The housewares-hardware store

The bath shop is a traffic builder and an image maker for the traditional hardware-housewares store with its crowded aisles of merchandise and broad assortments. For the small store, having a colorful, well-stocked bath shop is often an effective way of competing with nearby discount and department store giants.

Case in point: Coopertown Housewares, located at the edge of Peter Cooper Village, a New York City middle-income housing development, and within walking distance of such promotional stores as Klein's and May's and the city's other large retailers.

"We'll get the customer who can't buy everything all at once, but who'll end up spending as much as \$150 or \$200 on decorating her bath. She likes the fact that our sales people remember what's she putting in and what else she needs," explains owner Stann Mannlein, who started Coopertown's bath shop about two years ago. Mannlein devotes about 250 sq. ft. of selling space to the boutique, in addition to two thirds of his housewares window.

"We've built a reputation for the entire store on the basis of our bath line. We don't have the space we'd like for vignettes, so we try and make our point through our windows.

"Our customers are in a middle-income group and don't seem to be shopping price—although sometimes we do offer things for less than the stores. What they are shopping for is availability, quality, and fashion. We carry department store lines—Ames, Detecto, Pearl-Wick, Fieldcrest, and Syroco—for our customers who can't sit home and wait for department store deliveries, or can't shop during department store hours." Mannlein tries to show as much merchandise as possible on the floor. Hamper ensembles go from floor to ceiling, with hampers shown in one color and the other pieces of the group in other shades, "to give the women the idea of what's available."

Coopertown's bath shop is also a gift shop. "I'm still amazed at the number of fancy soap sets and towel sets we move as gifts—especially around Christmas and Mother's Day. It's not a lot by department store standards; but, for us it's something."



A Marion Wieder design for the bath

## The specialty shop

"Department stores are interested mainly in turn-over; the customer senses this and she resents it. She wants a more personal touch and that's why she comes to a shop like ours," says Olga Krey, owner of Krey's, in Scarsdale, N.Y., a bath specialty shop.

Catering to the tastes of the middle-class suburban matron who wants something unique for her bath but isn't sure where to begin, Krey's method is a down-to-earth one. "We take a homey approach," Mrs. Krey explains. Our customer is essentially conservative and lacking in imagination. About the only things she's certain of is color. What she sees, she buys; and we do our best to keep everything we have on display without the shop getting cluttered . . . and that's hard sometimes.

"The woman, we've found, wants personalized attention, but she also likes to have the feeling she's discovered an accessory or arrived at a particular look of her own."

Krey's groups its merchandise primarily by color. "This is, quite frankly, the best way for the customer and the easiest way for us to keep track of the merchandise," Mrs. Krey explains.

In addition to the window space devoted to bath shop merchandise, Krey's also displays merchandise in overhead shadowbox settings; a technique being used by increasing numbers of retailers. "These save space and make it possible to devote more floor space to merchandise. Again, when a woman is spending anywhere from \$100 to \$500, she wants to see and examine everything."

Whereas Krey's has found it wise to stay away from plumbing, Marion Wieder offers a complete bathroom from tub to decorative towel holders. Regarded by many as the high priestess of the bath shop, Miss Wieder was an early leader in the idea of a separate bath shop and decorating specifically for the bath. She designs her own merchandise and is also responsible for many of the fashion ideas that have filtered down to every retail level. In New York City, at her 58th St. and Third Avenue showroom and boutique, she puts ideas into action. Her personnel are especially trained in bath shop decorating. Her vignettes are built around vanity sinks and additional accessories are shown in a coordinated manner on open fixtures. Her suggestions for more creative bath shop merchandising: the inclusion of magazine racks for sale in the bath shop or the conversion of a Victorian costumer made into a wall-hung dressing table. "Why not," she advises retailers, "do something different, make your department into a 'must not miss' for the serious buyer, as well as for the shopper who is constantly on the lookout for innovations in the decorating field?"



## BATH SHOP

**Now and future:  
how to  
keep the concept  
from getting shopworn**



*The entrance to Forest City's bath boutique*



*The plumbing shop at Forest City's new unit*

The full potential of the bath shop has barely been tapped. With "instant bath shop" fixtures like those available from manufacturers such as the one from Hygiene, described earlier, and Jaffe's Bath-O-Rama, a complete boutique with storage space, it is possible for more and different types of retailers to open shop. Moreover, most manufacturers' reps are available to assist them with displays and do inventory checks.

The kitchen planning specialist who also does bath shops can easily make himself a complete resource for bathroom decorating. Many already have, and others are eyeing the bath shop concept with considerable interest. Any doubts the kitchen remodeler has seem to be based on a lack of display space and a feeling that specialized personnel would have to be added.

"Granted it would add volume, but when we considered this prospect a few seasons back," says M.A. Waiman, of Barmark Design Service, East Orange, N.J., "it was creating more problems than it was worth: inventory control, increased display, and storage space—so we let the idea go. We try, though," he adds, "to help our customer in every way possible—with color schemes, towel choices, and ideas for accessories."

Other kitchen and bath planning specialists have already found the inclusion of boutique merchandise in their shops worth any problems created. At Klaff's in Norwalk, Conn., showroom manager David Pinto is more encouraging. Klaff's, a kitchen remodeling firm and distributors for American Standard and Crane, has been in the bath redecorating field for about five years.

"We can outfit a bath with towel bars, soap dishes, and shelves—free-standing or built-in," Pinto explains. "We stopped at shower curtains and towels because of the inventory problems they presented. But we don't have to maintain large inventories on the accessories either. When we're doing a complete job, having a specific item on hand isn't always necessary."

At Christmas, Klaff's takes on a line of fancy soaps. "There's been a trend," Pinto notes, "to giving gifts for the new bathroom." When a woman's friend knows we've redone her bath, she's likely to come to us for help in selecting a gift. She feels it's a more personal and distinctive gift this way."

A possibility for the kitchen-bath planner is a tie-in with a local bath specialty shop whose merchandise could be shown and to which the consumer could be directed.

Another approach to bath shop merchandising is the one taken by Prestige Cabinets, Valley Stream, N.Y. Prestige specialties in vanity sinks and bath accessories. They also supervise complete bathroom renovations. The color-coordinated vignettes in the windows and on the selling floor are miniature bathrooms complete with vanity sinks, curtains, space savers, and accessories. "What we try to do," explains Paul Liebson, partner in the firm, "is show our customer—the middle-class suburban homemaker—how to achieve a luxury look on a budget. We'll go into her home, if she wants, and provide a complete interior decorating service. The woman appreciates the authority—but you can never tell her she likes something."

Liebson also notes that bath decorating is coming further under the teenager's sphere of influence. "When the teen gets into the act, she not only does her own bath but also winds up telling her mother what to have in her bath. Ninety-nine percent of the time, doing the bath is a woman's job. The men don't seem to care," Liebson adds.

Still another instance of the extension of the bath shop concept is found at Forest City Material Co.'s Northfield Road Home and Leisure Center, in Bedford, Ohio. When the center opened last October, a bath boutique was included in the Forest City "world of shops."

What is next for the bath shop are changes that will follow the change in the concept of the bath itself. Both last year's Cornell study, *The Bathroom*, sponsored by American Standard, and other trends in the plumbing industry point to the day when the bathroom will be known as a "health center" or "lounge." *House & Garden* is already talking in terms of a "pampering room" for the home, that will combine the bath and a beauty center. The bath area of the future will include built-in saunas, massage tables, hair dryers, and exercise machines. Today, the retailer can already cash in on the grooming boom by promoting an extra cabinet for the bath for storage of facial sauna devices, massagers, shavers, and hair dryers.

As tomorrow becomes today in the bath—and the bathroom with the built-in tv set currently being done by one decorator comes within the reach of a larger portion of the population—the potential of the bath shop will also continue to increase, especially for the retailer who stays on top of the trends and keeps pace with the changing tastes of his customers.

*An American Standard Idea for bath decor*



*Bath scene in a Crane showroom*





# MERCHANDISING WEEK

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*If it should become hoarse or if a cough should persist, find out what the reason is. Promptly. It could be a warning signal of cancer. And cancer is easier to cure when it's detected early.*

*Ella Fitzgerald knows the seven warning signals of cancer. Do you?*

*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 difficulty in swallowing. 7. Change in a*

*wart or mole.*

*If a signal lasts longer than two weeks, see your doctor without delay.*

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*It makes sense to give to the American Cancer Society.*



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