

MERCHANDISING WEEK

AUGUST 14, 1967

EDITED FOR THE CONSUMER ELECTRONICS, APPLIANCE, AND HOUSEWARES INDUSTRIES ☐ READ BY THE RETAILERS ☐ A BILLBOARD ☐ PRICE 50 CENTS
OTHER RETAILERS FOLLOW ☐ PUBLICATION ☐ VOL. 99 NO. 33

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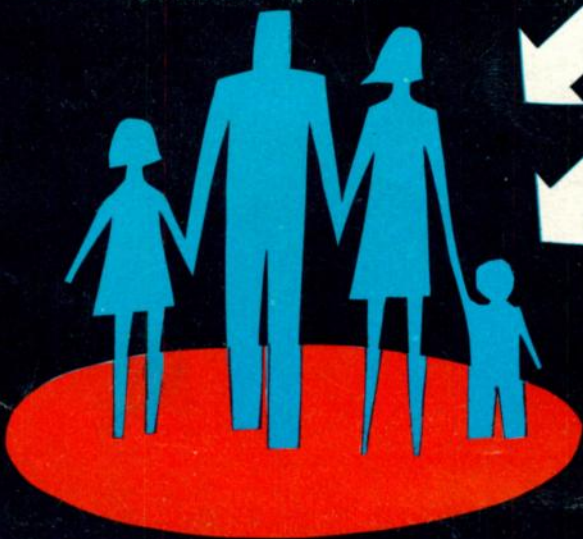
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Zero in on customers
with the help of
Starch profiles ☐☐☐☐ p.21

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**What Philco-Ford is doing about the five out of six families
that still don't have color tv.**

**DON'T FORGET THE BIG
COLOR-PACKED EXPLOSION COMING
IN THE AUGUST 28 ISSUE OF MW
THE COLOR TV SPECTACULAR!
LAST CALL FOR COLOR ADVERTISING
HURRY!**

MERCHANDISING WEEK

**First they're boiled in oil.
Or how we keep testing non-stick cookware
wearing the TEFLON* Quality Seal.**



Every manufacturer's sample of TEFLON coated cookware submitted to our laboratories must pass exacting Du Pont tests both *before* and *after* use.

Hence the oil bath.

One half of each piece of coated cookware is immersed in oil at 400° F. ± 10 for three hours. Then cooled, washed, dried. This simulates accelerated kitchen use.

All these Du Pont tests are performed on both the used and unused sections.

First film thickness is measured electronically.

Then comes the microscopic inspection. The surface must be free from imperfections under 10x magnification.

Next comes analysis for adequate coverage and proper bake. All manufacturers in the TEFLON Quality Seal program are instructed in Du Pont-approved baking methods. These assure that TEFLON particles flow together properly and fuse into a cohesive non-stick surface.

Then we test adhesion of the top coat to the primer and the primer to the metal. And compare it with standard Du Pont laboratory-prepared TEFLON coated panels.

At Du Pont we don't just test TEFLON coated cookware. We give grades. If some item should fall below our standards, corrective action is required immediately.

It might seem like we go to a lot of trouble to back up a seal. But if we didn't, who could be sure the Quality Seal meant quality?



Better things for better living... through chemistry

*TEFLON is Du Pont's registered trademark for its TFE non-stick finish. The TEFLON Quality Seal is the only one that shows adherence to Du Pont-approved coating standards assured through continuous surveillance.

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*A rose...
is a rose...
is a rose...*



Especially In Color

And advertisers in Merchandising Week know it. *And how* they know it. In the first six months of this year, color advertising in Merchandising Week is up a whopping 400% over all full-color space booked last year.

Attribute the phenomenon to two factors (1) smart advertisers and (2) the biggest advertising bargain north of the well-known basement. Merchandising Week now offers full-color on a 4-time basis for only \$375 per page over the black and white rate.

Smart advertisers know what a rosy difference color can make in their profit picture.

You, among them. Just call us for details.

***MERCHANDISING
WEEK***
Read by the Retailers Other Retailers Follow



Bring in Sales loud and clear



RCA Victor walkie-talkies could be the hottest new gift items of the year!

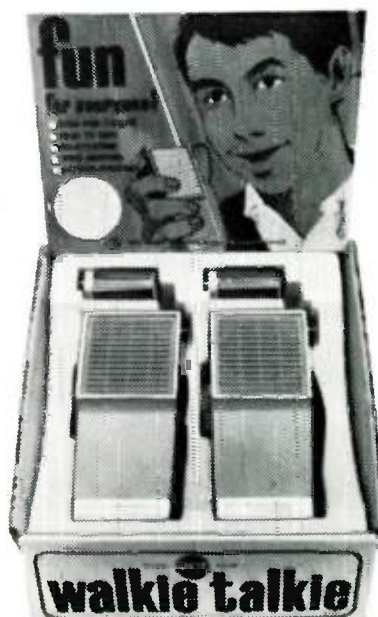
Calling all dealers! Customers of all kinds can use RCA Victor's new walkie-talkies, designed for crisp reception at ranges up to 1 and 3 miles.* Just \$19.95 and \$49.95 per pair*, each smartly packaged for display. See your RCA Victor distributor about bringing the big sales in. (When you're the first name in home entertainment there's got to be a reason.)

*Optional with dealer †Over unobstructed flat terrain or water



The Most Trusted Name
in Electronics

TM&C(s)® WRH



RCA VICTOR
First name
in home
entertainment

□□□□ **Frigidaire's entrance into private label** may begin with a full-line contract to produce all of Montgomery Ward's appliances. Industry figures expect a long-range announcement soon from the mail-order retail chain, which, for some time, has been shopping for a full-line replacement for its combination of suppliers: Westinghouse, Tappan, Admiral, Norge, McGraw-Edison, and Franklin for example. Frigidaire, whose interest in a private-label outlet has been noted since early in 1967 (MW, 30 Jan., p.5), seems to have gotten the business, and will reportedly pick up each contract as it expires. Refrigerators should be first, as Westinghouse's agreement with Ward's expires at the end of the year. Westinghouse has been expecting for some time to drop this part of its business, indicating that the Ward's demand was too great in view of over-capacity production needs for the company's own line. Manufacturers, including Frigidaire, declined to comment on the reported production switch. Ward's officials were similarly unavailable for comment.

□□□□ **Color tv distributor sales are down**—after seven straight weeks of gains over 1966 levels. For the week of July 28, color sales totaled 96,043 units down 3.3% from the same week last year. Other product categories fell, too: portable phonos by 22.8%; phono consoles by 27.2%; radios by 41.9%; and b&w tv by 34.8%.

□□□□ **Lear is struggling up onto its feet again.** Armed with a \$2-million capital investment from its new parent, the Gates Rubber Co., the Lear Jet stereo division is work-

ing for a better quality image. With an improved credit rating, Lear can choose vendors more critically than in the past, and it has added 15 engineers to the original six, plus 14 quality-control inspectors. By September, when its new line is shipped, Lear hopes to have completed the task of overhauling and updating all the players it has recalled from distributors.

□□□□ **A \$1-million hike in Zenith's advertising campaign** for the fall starts with the second annual "Premiere Days" promotion. Kicking off the drive will be a 4-color, 9-page section in the Sept. 19 issue of *Look* magazine. The largest color insert ever to appear in that publication, it will cover all product categories. A separate print campaign will run in youth-oriented magazines, and color commercials will run on four prime-time tv shows.

□□□□ **FTC moves against the Columbia Record Club.** The Commission ruled that Columbia lessens competition through restrictive licensing agreements with nine record makers, which allowed the company to avoid dealing with the "open market" to purchase records at prices that retailers would have to pay. A Columbia Records spokesman said the company had not received a copy of the Commission's ruling; Columbia can appeal the decision to the courts.

□□□□ **J.C. Penney reports June sales up 8.2%** to a record \$192.5 million, attributing the gain to strong Father's Day business.

Shortages, rising costs plague department stores

With pilferage losses and wage costs reaching new highs, the nation's department stores finished 1966 with an average net profit of 2.91% of total sales—down from 3.16% in 1965. Sales in 1966 moved 5% ahead of the 1965 level, a slowdown from the 5.6% increase in sales registered in 1965 over 1964.

The figures are contained in the 1966 Financial and Operating Results (FOR) just published by the Controllers Congress of the National Retail Merchants Assn. (NRMA).

"A very alarming development" is

how the NRMA describes the stock shortages among department stores; shortages climbed to 1.63% of sales in 1966. This amounts to a record \$425 million loss and represents an increase of \$111 million within 12 months. The increase alone is almost one third of total 1965 shortages. All stores—both large and small—reporting in the FOR were affected by the dramatic rise in shortages.

Costs "climbed appreciably" for the department stores last year, adversely affecting profit ratios. The NRMA blames this rise—at least in part—on

the new minimum wage requirements and on two developments in Social Security: higher rebates and the new, higher tax base. Net operating expenses amounted to 29.96% of total sales last year, up from 29.22% of total sales in 1965.

Even the 5% sales increase for 1966 was diluted, to some extent, by inflation, the FOR indicates. "The increase in the year's sales volume stemmed from the combination of a 2% increase in sales transactions and a 3% rise in the level of department store prices, as determined by the U.S. Department of

Labor's Department Store Inventory Price Index."

Sam Flanel, NRMA vice president, commenting on 1966, said, "Despite the rise in cost of living, consumers during the year demonstrated long-term buying enthusiasm. However, with all the publicity given inflation, tax increases, and the money situation, consumer buying attitudes changed in the latter part of the year and undoubtedly affected the nation's retail business to the extent that stores were not able to hold the level of sales gains made earlier in the year."

Merchandising Week to co-sponsor Tape Cartridge Forum

So you want to know about the tape cartridge business? Well, a topflight opportunity for retailers, distributors, and manufacturers is coming up soon.

In October—on the 16th and 17th, to be exact—Merchandising Week will co-sponsor the industry's second annual Tape Cartridge Forum, at New York City's Hilton Hotel. Initiated last year by co-sponsor Billboard, MW's sister publication, the meeting drew a larger group of top industry executives than had been anticipated. Post-show demand for another educational forum influenced the decision to enlarge the scope of this year's conference.

The meeting will zero in on what has

happened during the past year and what will happen in the future in the tape cartridge industry. The emphasis will not be on the technical and engineering aspects of the business, but rather on management and marketing subjects. A special feature on the agenda will be the field trips, at least one of which will be to a retail outlet that specializes in display and sales of tape equipment and accessories.

The Tape Cartridge Forum will be organized and developed by James O. Rice Associates Inc. Rice specializes in the fields of business education and executive training, and has been employed by leading industrial corpora-

tions and trade and professional associations in the development of training programs.

A high degree of retail interest will be generated at the Forum, as leaders in the field discuss their operations. Fifty-six percent of those retailers participating in a recent MW survey now sell tape cartridge players—a sizable jump over the 35% who carried units seven months ago. A very high percentage—90%—of those who carry tape cartridge units also carry pre-recorded tape cartridges, as a means to establish a beachhead in this new and expanding market.

The retailer will learn about what

music he should carry for his stock of players and recorders, what configurations to buy, how and what to stock, and how to merchandise what he has. All these aspects will make the conference invaluable. In addition, manufacturers and distributors will be able to catch up on the latest trends in equipment and sales.

The registration fee for the meeting will be \$100 per person. A block of rooms for overnight accommodations has been reserved at the Hilton. For information, please write or call: The Tape Cartridge Conference, Room 1408, 500 Fifth Ave., New York, N. Y. 10036 Tel. (212) LW 4-0080.

THE YEAR'S BIGGEST PROMOTION...TIMED RIGHT FOR YOUR BIGGEST SELLING SEASON!



JUST IN TIME FOR THE BIG NEW FALL TV PREMIERES—and your peak selling season—Zenith launches the year's biggest promotion: *Zenith Premiere Days*... featuring exciting new ideas and great new values in sight and sound for 1968.

Ask your Zenith distributor for details and dates. Make your tie-in plans *now*!

WHY NOT SELL THE BEST



The quality goes in before the name goes on



Zenith Premiere Days are coming!

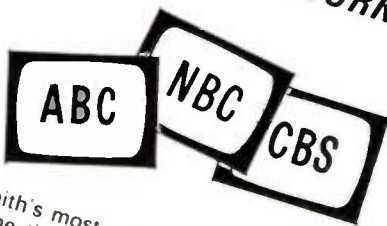


BIGGEST INSERT EVER IN LOOK!

Zenith leads off the "Premiere Days" promotion with a powerhouse punch! Nine full-color pages in the Sept. 19 issue of LOOK magazine (out Sept. 5) . . . reaching one in every three homes! Customers will be coming into your store carrying this special detachable Zenith insert. Reprints are available for your own mailing.



COLOR COMMERCIALS ON ALL 3 NETWORKS!



Zenith's most exciting TV schedule ever. Prime-time TV shows on all three networks. All in color. An average weekly audience of over 47,000,000 viewers. Includes the Jackie Gleason Show on CBS, the Dean Martin Show on NBC, Sunday Night Movies on ABC and Friday Night Movies on CBS.

POWERFUL NEWSPAPER ADS!



To create in-store traffic, Zenith will run dominant, big-space newspaper ads throughout the country. Also, mats and tie-in ads are available for your use to bring the sales excitement and shopper traffic to your store.

TV AND RADIO SPOTS FOR YOUR USE!



Zenith has prepared a selection of hard-selling television commercials in a variety of lengths plus effective radio commercials for your own use during the peak sales season that starts with Zenith's Premiere Days promotion!

ADS IN LEADING NATIONAL MAGAZINES!

Hard-hitting ads in the nation's top magazines this fall dramatize the most exciting new Zenith home entertainment ideas in your history! Week after week, month after month—powerful ads pre-selling Zenith quality!



28-PIECE IN-STORE DISPLAY!

This colorful, complete kit makes your store the headquarters for Zenith Premiere Days. Each piece sells a specific outstanding Zenith feature such as AFC, "Circle of Sound" stereo, Super Screen portables and many others.



Dealers outside Mary Graydon Center



Arriving dealers enter McDowell Hall for NARDA registration

RETAIL MANAGEMENT

What appliance-tv retailers

Story and photographs by Wallis E. Wood

Things—as Harry Price pointed out—must be getting better. “At least we’re no longer asking, ‘Will the independent appliance retailer survive?’ but ‘Which independent dealers will survive?’”

That was the subject of the opening session of NARDA’s Institute of Management, the American University, Washington, D.C. Last week’s program was the 13th for both the Institute and its founding father Price, who also heads Price’s Inc., Norfolk, Va. Some 150 dealers attended—dealers who apparently intend to survive.

The full title of the discussion: “Which independent dealers will survive and why?” Much of what was said has been said before and will be said again: “Pick the segment of the market you are going to be important to. Have a plan, a target market, a program for the total business,” said Gerald Fitzgerald, Kelvinator’s national sales manager.

“Know your market, your competition, and your own capacity—your strengths and weaknesses. You must be willing to accept excellence in others. Steal the ideas that are good for you,” said Price.

“You are going to take on the big boys, the Sears, Roebucks, the J.C. Penneys, the K-Marts, the Zayres. Because, if you don’t, you won’t be there. If the independent can give the manufacturer the share of market he wants, the independent will get the business,” said Maurice Cohen, Lechmere Sales, Cambridge, Mass. The speakers agreed that the independent who was impor-

tant to his customers, and therefore to his suppliers, would survive. And the way to become important is to return to the basics.

Study the basics

It was a week of the basics for the first-year students: how to figure a break-even point, how to hire a salesman, how to prepare an ad. For the advanced student, those who had attended the Institute before, the program was more sophisticated. The first morning began as the dealers reported what was new and important in their businesses.

Ezra (Zeke) Landres, Certified TV & Appliances, Norfolk, Va., said that he and four other dealers have formed an informal group to share information. Recently, the others (none of whom are competitors) spent a day in Landres’ store, learned everything they could about his business, then prepared critiques on what they had learned. As one result, Landres is changing his advertising. He feels the information is very valuable to him.

Cohen, whose two stores did over \$45 million in sales last year, has decentralized them. The selling departments are now profit centers with their own profit-and-loss statements; the non-selling, support departments now all have budgets. Cohen has also decided that, from now on, he will do his own sales training rather than rely on manufacturers.

Howard Smart, Link-Watson Corp.,

Danville, Va., has been experimenting with his advertising: running smaller ads, but running them more often. Smart has had good experience promoting a single product in a single ad.

Price, who maintains his own service department, and who, like many servicing dealers, has been struggling to find personnel, reported that he could hire a more responsive Negro for the service department than a white man. His Negro servicemen have been well received by his customers. The only complaints, he says, have come from Negroes who feel they are being sent a Negro serviceman because they are Negro. “We are going to expand our employment of Negroes,” said Price, who indicated that he would not hesitate to hire a Negro for a management position.

Look at the future

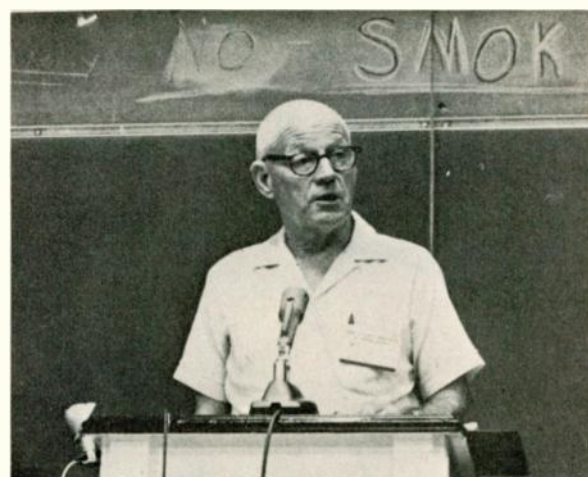
Zeke Landres, who has been using electronic data processing in his store for four years, looked at the future of EDP and the independent retailer: “Eventually, the computer will record sales as they occur; take into account previous sales history, season, trend of recent sales, and normal patterns of movement; and make purchasing recommendations on a video display terminal. It will then be able to write appropriate purchase orders or automatically contact the manufacturer’s EDP system and place the order itself. All records will be updated with the tran-



Dean Nathan A. Baily, of the school of Business Administration, Washington University, welcomes the NARDA dealers; seated (l to r.) are Maurice Cohen, Lechmere Sales; Hugh Hannah, Hannah-Adams; Gerry Fitzgerald, Kelvinator; and Harry Price



Hugh Hannah before the dealers



Harry Price welcomes NARDA dealers to the school



Gerry Fitzgerald, of Kelvinator



Dean Baily at the opening session



Maurice Cohen, Lechmere Sales, Cambridge, Mass.

learned last week in Washington

saction, as with every sale.

But this view of the computer is fairly down-to-earth, compared with the final picture Landres drew: "The computer will be able to build a model of each store in its memory and forecast the probable consequences of different decisions available to the dealer. For example, the dealer might say, 'What if I discontinue Sylvania and double my promotional dollars on Philco-Ford? What would be the probable result of this decision, based on my past performance, and the performance of my trading area?' Or, he might ask, 'What if I built a store seven miles away in a lower-middle-classed neighborhood? How would that compare to building one in a neighboring city? Or how would each of these compare with expanding my present location?'"

Continue to grow

In contrast to this heady picture of tomorrow's world, General Electric's education and training manager, Joe Ricard, gave an eloquent plea for the basics. "One of the worst things we can say about someone is, 'He doesn't know the first thing.' And this is true of too many appliance-tv retailers. They don't know the first thing about running a store."

National averages show, said Ricard, that a store loses 15% of its customers each year for various reasons: death, new friendships, moving away, and, mainly, indifference on the part of someone in the store. What is a customer worth? Ricard says the figures show that the average customer buys \$363 worth of merchandise a year, and the average cost to obtain a customer is \$30 a year. Add these together, "and it costs you \$393 every time you lose a customer."

Evaluate your business

As valuable as the formal class meetings were the informal discussions among dealers. Over lunch, two independents thrashed out a private-label problem. One, a multi-store dealer in a Southern city, liked the margins private-label appliances promise. The other felt that it would be better to take on a weak, but nationally advertised, line and use it for promotional models.

Servicing dealers, generally, were not pleased with their departments (although Jim Ebbler, Ebbler Electric Co., Alton, Ill., is trying to get into the service business), and would like a cure for their headaches. One approach, of course, is to close the department and go to factory service. "But, if we do that," asked one retailer, "what have we got to offer the consumer?"

The week was full of things to think about. But perhaps the last word should come from Harry Price, who suggested: "When you get back home, go stand outside your store Monday morning. Look at it, and ask yourself, 'Why should some prospective customer buy from me?' If you can't come up with a good answer, you're in trouble."



View from the speaker's lectern: the advanced group of NARDA students looks at the business



Elna Roberts, of Modern Appliance Center, Laconia, N.H., speaking before the advanced group, reports on new and important developments in the business



Jim Fulford, Colony TV, Washington, D. C., reports to the advanced students on what's new in the National Appliance & Radio-TV Dealers Assn.



Ezra Landres, Certified TV & Appliances, Norfolk, Va., addresses advanced group

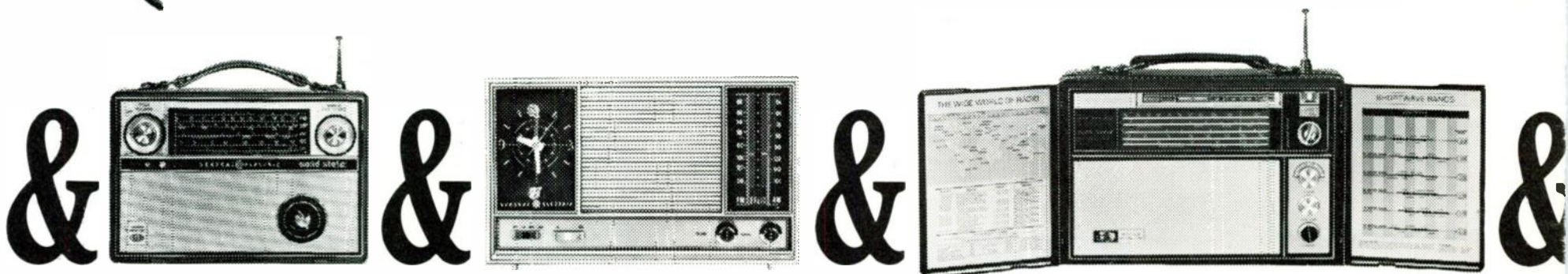
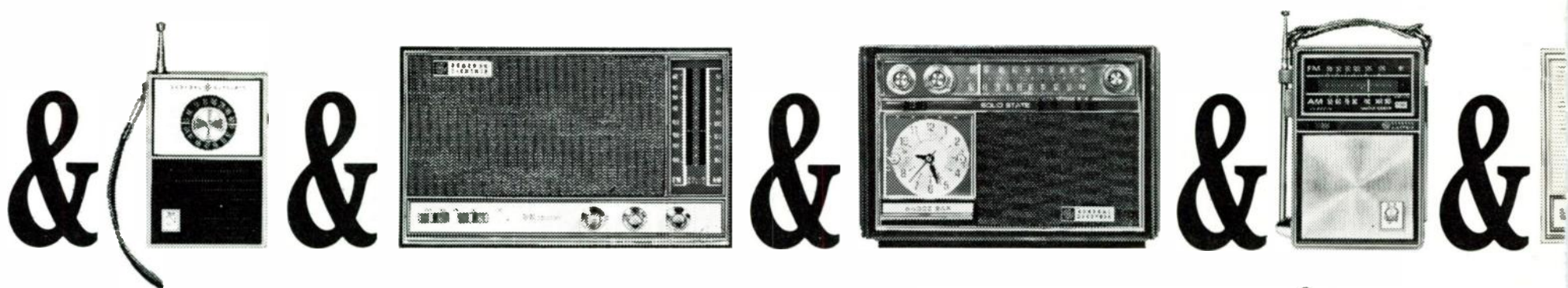
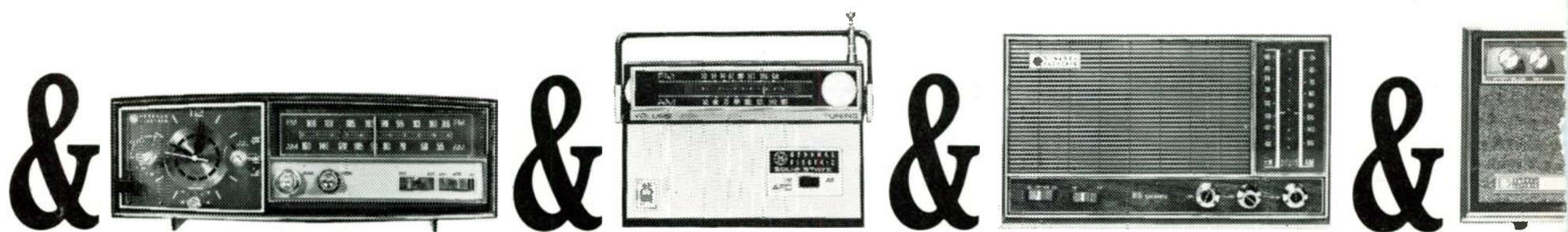
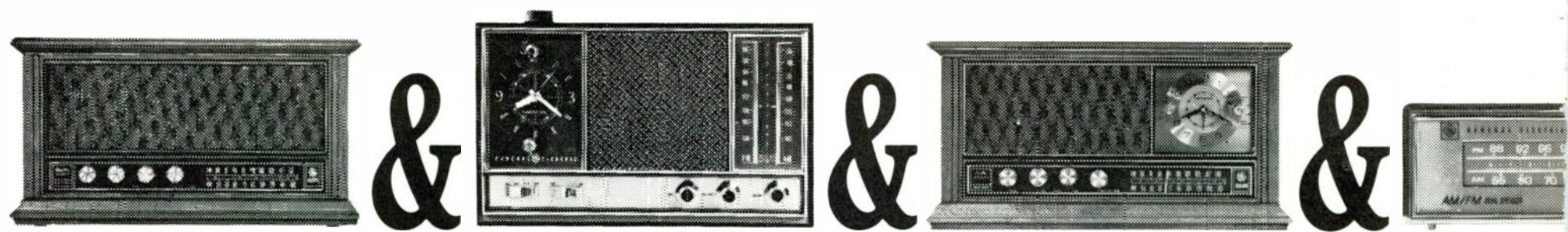


Stuart Hall, Hall Bros., Simsbury, Conn.



Charles Maus, Maus Supply, Wichita Kan.

General Electric FM comes in





The FM market is booming. And so is our FM line. It's FM in every style, size, shape, combination and price. In fact, if any of your customers can't find a quality FM radio he likes in this GE line, he's obviously not looking for a quality FM radio.

No wonder GE radios outsell all others almost 2 to 1*

GENERAL  ELECTRIC
Radio Receiver Department, Utica, New York

RIOT REPORT: (part 2)



WATTS two years later—



Watts 1965: August riots left the White Front store a complete ruin

only White Front rebuilds

A Negro woman pushes her shopping cart across a vast parking lot to a dirty, green, 1957 Chevrolet—already filled with four children, two of them fighting playfully in the back set.

She stuffs her merchandise into the car along with the kids—she can't use the trunk, she explains, because its lid is jammed—and drives down Central Ave. to her ghetto home, a 2-bedroom structure condemned by the city two years ago. The 29-year-old mother lives in Watts, scene of bitter racial violence in August, 1965.

Sandy Washington shops at discount-minded White Front—not by choice, but because it is the only major retailer in riot-torn, glass-littered Watts. She purchases what her monthly welfare budget allows, and watches for sales. Rarely does she purchase luxury items, and television sets and hard appliances are definitely out of reach.

"I won't go back"

Watts, two years after the explosion, is a depressed business community. Many merchants, burned out and looted two years ago, refuse to reopen. Insurance rates have doubled and tripled in the battle-scarred area.

It's not too early to predict the business future in Watts. "There is none," said Sol Kaplan, who owned a small appliance-tv store. "I'm giving up. I can't afford the high insurance rates, anyway."

Boarded-up stores are everywhere. Fear and bitterness keep merchants from returning, although a few have done so, only to discover Negroes are boycotting "Whitey-owned" establishments.

"I won't go back," shouted Ed Baski, who saw his grocery looted and burned. "I've had it with those people." Baski admits his prices were higher than chain supermarkets, but certainly within the price range of other mama-and-papa stores in the area.

A chain supermarket, gutted two years ago, is not rebuilding either. Today, a vacant lot filled with weeds and a sign remind Watts shoppers of the store that once stood there. "We're not rebuilding," a spokesman for the supermarket chain said. "Why should we? The sign? Oh, that's to remind them [Negroes] of the old store," he said sarcastically.

Watts residents, if they want to shop in a chain supermarket, must travel out of the district and anywhere from seven to 10 miles to find a large market.

The Small Business Administration receives few loan inquiries and even fewer applications. "Business is booming everywhere in Southern California—except in Watts," an official said.

White Front stands out in Watts, to be sure: a brick structure without windows and designed to withstand armed insurrection and Molotov cocktails. "The only way this place will burn down now," said a young Negro salesgirl, "is if it's done from the inside."

Why did White Front—which has 22 other stores in Southern California—risk rebuilding in Watts?

"We build our stores to service great populated residential areas," an executive with the discount store said. "We have faith in the area and in the people." The store employs Negroes to fill both administrative and sales positions, and keeps its prices steady with other White Front locations.

"That's the trouble," a Negro shopper complained. "This here White Front charges the same prices as the store in Los Angeles. Only difference is we can't afford the prices."

Retail executives at White Front admit sales in "luxury" items in the Watts store are the poorest in the chain. Sales of color television sets and hard appliance items are almost nonexistent.

"It seems shoppers in this store are afraid of the big names like GE or Westinghouse," a salesman explained, "they go for the 'off-brands.'"

A saleslady said Negro shoppers are wary of purchasing "name" items because the "uneducated believe that buying GE or Westinghouse is helping the White power structure."

Larry Brown, a 42-year old Negro merchant, has lived in Watts for 11 years. He has owned a grocery-liquor store for the last eight. Except for minor damage, Brown suffered little in the 6-day 1965 riot. Why? "Man, I painted 'Soul Brother' on my store and stood guard day and night."

Brown was lucky. He was able to stand guard. White merchants boarded up their stores, went home, and prayed.

Later, law enforcement officers

laughed when Mayor Samuel W. Yorty and former Governor Edmund G. Brown appealed to looters to stop burning and return to their homes. "There are more color television sets in Watts than the rest of Southern California combined," they snickered. "Except for liquor," a police officer said, "they went after stereos and tvs the most."

"Business never will be the same in Watts"

Of the 63 businesses destroyed in Watts, only seven have been rebuilt. Of the six appliance-tv stores gutted during the riots, none have been rebuilt.

"Business never will be the same in Watts," said David J. Solish, vice president of Coin-a-Tune, a jukebox record company. "Good businesses in borderline areas are also feeling the pinch."

According to an official of the Los Angeles County Commission on Human Relations: "The biggest losers are the Negroes. They sacked stores and markets that employed Negroes. Now, many white merchants just laugh when asked if they plan to reopen in Watts."

"Why should I reopen? So it can happen again?" appliance dealer Sol Kaplan exclaimed. "I'm not going to give 'em another chance." Kaplan, who said he gave financial credit to many Negroes at little interest, closed shop one day and was burned out the next. "They even carted away three refrigerators and two freezers, not to mention 14 television sets and one stereo," he said.

Kaplan, 57, is hoping to sell his property in Watts and reopen in Los Angeles. "I'm too old to fight revolutions," he said. "I'm going to open a small appliance-tv store in Los Angeles and try to forget Watts. To hell with civil rights and all their causes."

"I was willing to rebuild, but I couldn't get insurance"

Insurance costs are a major factor in rebuilding the Watts area, according to Richard S. Roddis, California's insurance commissioner. "Insurance costs vary area by area and structure by structure, relative to judgments of

risks involved. Insurance costs for some Watts retailers went up about 200% following the riots two years ago."

While "slum area" insurance always has been sky-high, he declared, some rates in urban areas could rise as much as 300%. Policy cancellations and inability to get insurance almost prohibit doing business in the heart of Watts.

"I was willing to rebuild in Watts, but I couldn't get insurance—at any rate," said William Forest, who owned a cleaning establishment. "I complained to my insurance company, but they said I was in a 'high risk' area and they didn't want my business."

Insurance settlements in the Watts area reached 41 million, with many claims yet to be resolved. Insurance companies that still allow business insurance admit they have raised rates up to 60% in "higher-risk classifications."

Pacific Indemnity Group rates drug-stores, liquor retailers, pawn brokers, and appliance stores in the high-risk classification. The company extracts a surcharge of \$1 per year on \$100 of insurance coverage on appliance stores. "The surcharge—on top of high rates—is for fire coverage, and does not include burglary coverage," an insurance company spokesman said.

The retail comeback is slow

Negro Councilman Thomas Bradley, of Los Angeles, declared: "The proper way to stop racism and return Watts to normalcy includes jobs and job training, inducements to business and industry to return to the stricken communities, federal tax inducements for relocation of firms to Negro areas, and reduction of insurance rates."

Still suffering economically, Watts may prove to be an example to Detroit, Newark, Chicago, and New York City.

What is the business attitude in Watts, two years after the bloody riots?

To the retail community: the comeback is slow, perhaps impossible. To insurance companies: the risk is too high. To Negro residents like Sandy Washington: "We all call the White Front store the Black Front."

Watts, two years later: nothing has really changed.

—Bruce Weber

Brand-new disposer. Famous old KitchenAid name.

When you have a reputation for making quality products like KitchenAid dishwashers, you don't dare bring out an ordinary disposer.

You wait until you can introduce a Super disposer.

And this is it. The KitchenAid Super Disposer.

It comes in two models, the Superba batch feed model (with Magne-start® Cover Control) and the Imperial continuous feed model. Both models feature some very special ideas that make the KitchenAid Super Disposer a very special value.

Like super quiet operation. (The whole action area is surrounded by an extra-thick blanket of expanded bead styrene in a sound-deadening shell. Sink mounting cushions any vibration.)

Extra-heavy-duty, precision balanced grind wheel made of corrosion resistant, cast stainless steel. Double edged stainless steel cutters, too.

Drain chambers coated with corrosion-fighting, non-stick Teflon*. A KitchenAid exclusive. (No smelly garbage can accumulate; no odors.)

Jams are eliminated electrically. Customers can forget about tools or broomsticks. Grind direction is reversed each time the disposer is started. Just flick the wall switch on the Imperial. Superba model with Automatic Anti-Jam Control clears its own jams. Reversing action in both models doubles the life of the cutters, too.

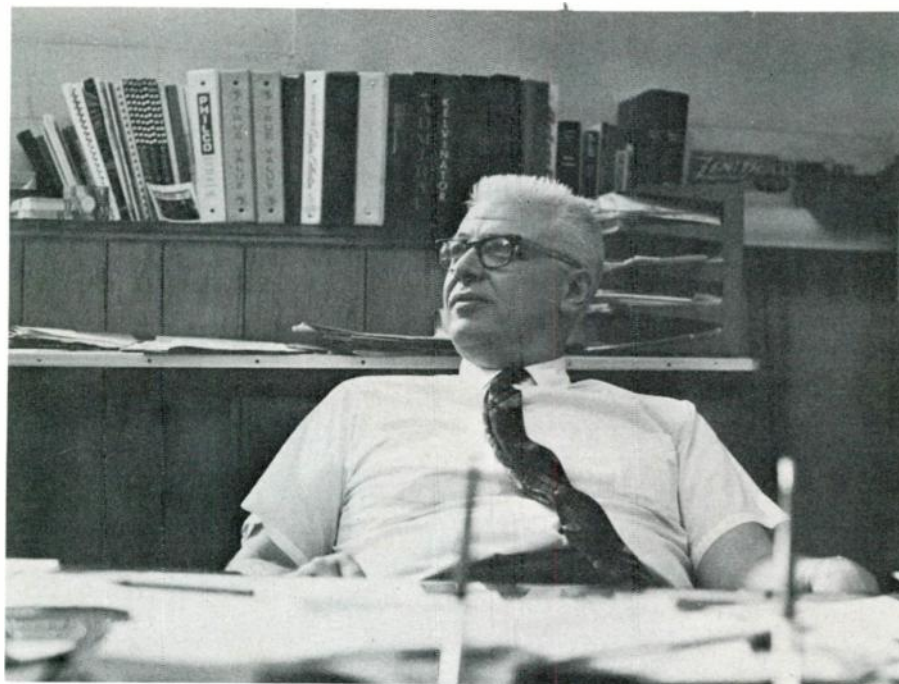
So you see, KitchenAid disposers are made to live up to their name. The KitchenAid name. Known for quality and dependability. Get the full product and profit story from your KitchenAid dishwasher distributor, or write KitchenAid Disposers, Dept. 7GES-8, The Hobart Manufacturing Company, Troy, Ohio 45373.

*DuPont's registered name for its TFE non-stick finish.



KitchenAid
Dishwashers and Disposers

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



Carroll D. McMullin the self portrait of a successful retailer

Let Carroll McMullin tell it his own way: "You have to be of service to someone else. I think the greatest satisfaction in being a dealer is having a backlog of satisfied customers, people you can meet on the street and they are your friends.

"Also, there is a satisfaction in knowing you've got a good staff of employees who are happy, and whom you can depend on to do the job. And there is the satisfaction when you've done something along the line to help them with their jobs, to help them develop.



"And, finally, there is a satisfaction that you've come out of the business with a good living, that some of the finer things of life may come your way. But I don't think that money comes out anywhere near being the greatest satisfaction."

McMullin is the president of DeVeaux Television & Appliances, president of MARTA's Midwest chapter, and past president of NARDA. One's first impression: crew haircut, white hair, easy laugh. Below, he tells his story.

The intelligence agent . . .

"I was born July 29, 1923, on a farm in Iowa, where I lived the first 12 years of my life. My father was a farmer, but we starved off the farm in 1936, and moved into the little town of Eddyville, which has a total population of 900 when they count everybody. I went to high school there, and, when I graduated, went to the American Institute of Business, in Des Moines." [McMullin began college with \$400 he had saved, worked hard, and ended the four years with \$300 still intact.]

"When I graduated from business college, I took the civil service tests and ended up in the Federal Bureau of Investigation. I went to night school at Washington University, and was in the right place at the right time because I was assigned to the legal attache's office in the American Embassy, Buenos Aires, Argentina. I spent a couple of years there (as an intelligence agent), came back to the States, got reassigned to the military attache's office, and ended up the war in Argentina.

"I came back to the States in 1946 and went to work for Remington Rand Tabulating Machines before the machinery got so complicated. I went

back to Argentina for Remington Rand, but we couldn't import machinery, so there was nothing for me to do. I came back to the States in 1948.

"I met my first wife in Argentina, in 1942. She had lived there since she was six months old. She had American parents; her father was in business there. We were married in Argentina [which was why the FBI took him out of the legal attache's office], and our two oldest daughters were born there. I have three daughters by this marriage, which ended when my wife died of cancer in May 1957." [McMullin has since remarried.]

turns appliance dealer . . .

"I got into the appliance business through the fickle finger of fate. When I came back to the States in 1948, a friend told me about a job open in Toledo, which was about the size town we wanted to live in. So I took a job here with Remington Rand selling tabulating machines, and the first thing I did was to install a system at Main Line Distributors, the RCA Victor and Whirlpool distributors here.

"I spent a lot of time down at Main Line—three and four hours a day. I had saved some money when I was in Argentina, and it was burning a hole in my pocket. As I've affectionately said before, Bill Shipley and Joe Cohen, two Jewish boys from Philadelphia, got ahold of the Irishman with some money in his pocket—and they helped me to go into the television business, which I knew nothing about.

"I went into partnership with an excellent technician who had been in the radio business and who had had some selling also, and it seemed like a really good arrangement. So the first year we worked our hearts out trying to get this thing started. Many afternoons we used to lock the store up and go out and cold-canvass because nobody was coming in.

"At the end of the first year, my partner was discouraged. He said the milkman was making more money than we were, and putting in a lot fewer hours. I don't recall exactly what we did make offhand, but we were

paying ourselves something like \$100 a week, and I think we ended the year with \$500 between the two of us. We were in the black, I remember, but only by the skin of our teeth. My partner wanted out, and I bought his share and became sole owner in 1950.

"We were in DeVeaux Park, a section of town in West Toledo, and right beside DeVeaux Grade School; so we took the name. It's not the easiest name in the world to remember, but I think it's probably worked out as well as any. Many times you wish you'd personalized the business more with your own name, but we feel fairly confident that everybody in Toledo knows DeVeaux Television." [If they don't know DeVeaux, they probably know McMullin. He does his own television commercials, and, as he points out, his high voice can be heard "even in the bathroom."]

builds a business . . .

"Toledo has a trading area of around 675,000; the city population is about 380,000. Five of our six stores are in the metropolitan area; the sixth is in Napoleon, Ohio. There is a lot of diversified industry here, much of it connected with the automobile industry. It gives us a nice potential, with much room to grow.



"We started out with the philosophy that we would do all our own service and delivery—the total concept of service to the customer. Right or wrong, we're still doing it today. We're one of the few dealers left in Toledo that still has its own service department for both white and brown goods. We do our own deliveries to this day.

"I don't work as hard as I did in the beginning, but I still put in some Sundays. I don't golf and I don't fish, and it's worked out that my business is my hobby as well as my profession. I enjoy it, or I wouldn't do it. I get the satisfaction out of the appliance business that other people get out of something else. A good friend who just went back to work after a 3-month illness was just yesterday lecturing me about working too hard. But I would rather live a full life while I'm living; and, if I'm going to have a heart attack, then I'll have it.

"I started out strictly selling, but more and more I've been involved in the paper work. Now, I spend no time on the sales floor. I like to sell, and many times I think I would be happier if I were selling and someone else were taking care of the headaches. But it just doesn't seem to work out that way for me."

and raises three daughters

"My oldest daughter just graduated from Bowling Green University and is teaching elementary school. She got married on graduation to a boy who graduated from Toledo University and is going on to get his master's degree in business. His name is Demoine McCarty, he is working with me here, and seems definitely inclined to stay. I have great hopes that he will be with me.

"My second daughter is in college, and my youngest will be starting this fall. I truly feel that I would rather give my girls a good education than give them money. The money soon goes, but the education—nobody can take that away from you. Even if they get married, if they ever need to work, they always can."

One of the people who had the greatest effect on McMullin was a grade school teacher who brought law and order to a one-room school; he also made education interesting. Another person who had a great effect was J. Edgar Hoover, whose autographed picture is on McMullin's office wall.

"I think my greatest success was being elected president of NARDA in 1960. Another big moment was winning the Brand Name Retailer-of-the-Year award in 1961. The thing I look forward to now is the work in MARTA. The North Central chapter is growing very rapidly, and I truly think that it will be the salvation of many of the dealers that join . . .

"When I first went into business, I sold, put the merchandise on the truck, delivered, installed—everything. Today, many of my customers from those first few years come up and say 'Do you remember me? You delivered a television set to us.' I get a kick out of this. These people are really with you. And I feel that one person who sincerely feels with you is better than a page ad in the newspaper."

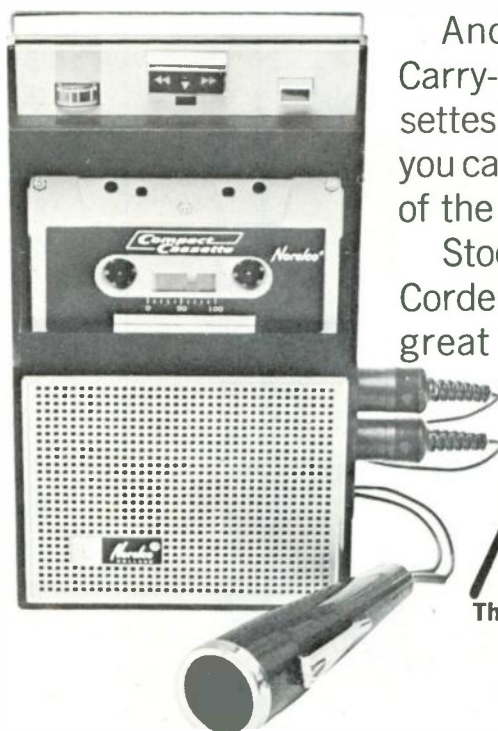
—Wallis E. Wood

Now \$20.00 less.

The Norelco Carry-Corder® '150'

With the phenomenal sales success of the Carry-Corder '150,' we've been able to take \$20 off the original suggested retail price without taking anything off the machine. And still make it very profitable for you.

In fact, we've *improved* the Carry-Corder. It has higher frequency response — 80-10,000 Hz. A new speaker jack. New styling and a new fitted carrying case. Imagine. The world's most popular tape recorder for only \$69.50 — in the price range where half of all over-\$50 tape recorders will be sold this season.



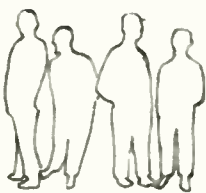
And you can count on the fact that the Carry-Corder '150' and Norelco blank cassettes (the only lifetime warranted cassettes you can buy) have the same quality as the rest of the 'Norelco Sound System.'

Stock up now. The new, improved Carry-Corder and the new improved price are two great selling points. As you might expect from the people who re-invented tape recording in the first place.

Norelco®
The re-inventor of tape recording

North American Philips Company, Inc., High Fidelity Products Department, 100 East 42nd Street, New York, N. Y. 10017. Other Products: Electric Shavers, Hearing Aids, Radios, Audio-Video Tape Recorders, Dictating Machines, Electronic Educational Kits, Medical-Dental X-Ray, Electronic Tubes, Commercial Sound, Closed Circuit TV, TV Studio, Motion Picture, Cryogenic and Telephone Equipment.

THIS BUSINESS IS PEOPLE



Federated appoints urban affairs expert: Dennis Durden

The appointment of Dennis Durden as operating vice president for urban affairs by Federated Department Stores Inc. must be regarded as one of the most timely retail appointments in years.

Durden comes to Federated at a time when riots and unrest have swept across the nation's cities and urban decay can no longer be overlooked in any segment of the economy—especially retailing.

The 37-year-old Durden does not have a background in retailing—but in urban affairs. He is completing a 5-year assignment as executive secretary of

Cincinnati's downtown development committee, during which time executives in Federated's Cincinnati headquarters got to know him well. Before that, he was associated with the development of Baltimore's Charles Center project.

Frank Lazarus, Federated president, said Durden would advise company executives on national urban problems as well as work closely with officials of the chain's retailing divisions.

The National Retail Merchants Assn. (NRMA) is moving along similar lines: the NRMA will stage an advanced management seminar on retailing and changing urban environment, Sept. 27-29, at New York City's Waldorf-Astoria. The seminar will probe the effects of social, political, economic, and technological changes in the nation's cities.

KEY MOVES: A new vice president of the May Department Stores Co. is **Edward H. Selonick**, who continues as president of May's Hecht Co. stores in the Washington, D.C., area. Selonick was with Federated Department Stores before becoming president of the Hecht Co. earlier this year . . . **O.U. Mutz** has been named executive vice president of Hamilton Cosco Inc., and **C. Harris Weerts** joins the firm as vice president and treasurer . . . **Roger T. Wilson** has been named director of franchising for the Lindsay Co., water-conditioner manufacturer . . . **Philco-Ford** names **Edward A. Orth** as product planning manager for air conditioners.



□□□□ **Taxes, taxes, and more taxes.** Almost forgotten in the furor raised by President Johnson's request for a nearly \$10-billion-a-year increase in corporate and individual income taxes is the ever-increasing probability that Social Security taxes also will see an increase during next year.

The House now appears ready to approve a bill devised by the Ways and Means Committee to hike Social Security benefits by some \$3 billion. No boost as such is envisioned; but, under the bill, Social Security taxes would be paid on a wage base of \$7,600 a year—a full \$1,000 over the current wage base. This will mean a substantial boost in the Social Security taxes paid by both the employer and the employee.

There still is some doubt that the Senate will get around to final action on the Social Security bill this year. But, even if it does not act until early in 1968, the increased benefits—and the increased taxes—would be made retroactive to Jan. 1, 1968.

□□□□ **The moment of truth-in-lending** legislation is pretty nearly at hand. The house banking subcommittee, headed by Rep. Leonor K. Sullivan (D-Mo.), is currently holding hearings on the subject. And, before long, it will be known whether Mrs. Sullivan is willing to compromise enough to get some type of bill through Congress during this year.

Mrs. Sullivan, long an ardent advocate of consumer protection, introduced a bill that is far stricter than the compromise version that was recently approved by the Senate. Unless she backs down, the betting is that the issue will once again result in a stalemate. It took six years for a bill to get through the Senate, and there is considerable pressure on Mrs. Sullivan to go along with the Senate version, even though it represents a compromise.

□□□□ **Cities with the worst air pollution problems**, as might be expected, are those with the most industry and the greatest number of motor vehicles. That is the gist of a report issued by the National Center for Air Pollution Control. The center measured and compared air pollution in the 65 largest metropolitan areas in the country. The 10 most air-polluted cities were listed (in order of the severity of their problem) as New York City, Chicago, Philadelphia, Los Angeles-Long Beach, Cleveland, Pittsburgh, Boston, Newark, Detroit, and St. Louis.

□□□□ **More of you are now eligible for loans** from the Small Business Administration. The agency will accept loan applications from household appliance and radio-television retailers who do an annual volume of up to \$1.5 million. The old limit was \$1 million a year. Sales volume for wholesalers was increased from \$5 million to \$10 million annually.

In a similar manner, the Small Business Administration now will accept loan applications from department stores that record an annual sales volume of \$5 million. The former upper limit for department store loans was \$2 million a year.

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

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Magnesium Light!
Magnesium Strong!

MODEL SRT
Rugged, All-Steel Construction

SOLD ON A MONEY-BACK GUARANTEE!

All the industry first-half sales figures are in.

In the floor care field, the latest numbers reveal that vacuum cleaner manufacturer shipments improved substantially this June compared with the same month last year. The 10% increase in this category cut the 6-month loss to 3.2%. (After five months, sales were down by 5.5%.) Floor polisher sales, however, were still sluggish in June—16.5% below figures for the same month last year.



Turning to home electronics, the imbalance between distributor sales of color and black-and-white television sets continues. Color tv sales for the week ending July 21 were a healthy

20% over the same week last year, while the cumulative total for the first 29 weeks strained closer to the 10% mark. Black-and-white sales improved over the previous week, but still de-

clined 4.3%, leaving the 29-week total some 28% below the comparable 1966 period.

And, in major appliances, June offered the industry a chance to plump harder for second-half sales. For example, sales for both gas and electric ranges were up for the month—a welcome change. Breaking it down further, June sales in a key gas range category—eye-level units—registered a gain of 4%, the first time the category was up this year.

An up-to-the-minute tabulation of estimated industry shipments of 16 key products.

New figures this week in bold-face type.

	Date	1967	1966	% Change
FLOOR CARE PRODUCTS				
Floor Polishers	June	78,779	94,378	- 16.53
	6 Months	497,615	577,758	- 13.87
Vacuum Cleaners	June	444,573	402,756	+ 10.38
	6 Months	2,642,959	2,730,444	- 3.21
MAJOR APPLIANCES				
Dryers, clothes, elec.	June	101,400	102,100	- .69
	6 Months	685,000	641,800	+ 6.73
Dryers, clothes, gas	June	44,900	42,800	+ 4.90
	6 Months	306,900	300,600	+ 2.09
Washers, auto. & semi-auto.	June	335,000	362,500	- 7.59
	6 Months	1,824,800	1,946,500	- 6.26
wringer & spinner	June	49,200	54,900	- 10.39
	6 Months	235,000	266,400	- 11.79
Air Conditioners, room	June	601,900	375,500	+ 60.29
	6 Months	3,081,300	2,065,500	+ 49.17
Dehumidifiers	June	49,100	33,600	+ 46.13
	6 Months	184,400	167,800	+ 9.89
Dishwashers, portable	June	34,600	27,300	+ 26.73
	6 Months	245,100	211,700	+ 15.77
under-counter, etc.	June	78,900	86,200	- 8.47
	6 Months	434,100	504,400	- 13.94
Disposers, food waste	June	109,200	110,800	- 1.45
	6 Months	599,100	704,100	- 14.92
Freezers, chest	June	47,400	47,600	- .43
	6 Months	212,300	232,600	- 8.73
Freezers, upright	June	68,500	65,400	+ 4.74
	6 Months	330,400	320,400	+ 3.12
Ranges, electric	June	163,700†	160,400	+ 2.05
	6 Months	905,200	1,060,500	- 14.65

Ranges, gas	June	211,700*	209,700	+ .95
	6 Months	1,013,200	1,147,100	- 11.68
Refrigerators	June	448,100	456,900	- 1.93
	6 Months	2,263,200	2,509,300	- 9.81
Water Heaters, elec. (storage)	June	93,500	89,100	+ 4.94
	6 Months	520,800	531,600	- 2.03
Water Heaters, gas (storage)	June	210,860	219,100	- 3.77
	6 Months	1,273,670	1,377,460	- 7.54
HOME ELECTRONICS				
Phonos, port.-table, distrib. sales	July 21	55,676	61,635	- 9.67
	29 Weeks	1,550,761	1,332,959	+ 16.34
monthly distributor sales	May	141,797	146,337	- 3.11
	6 Months	1,155,398	975,503	+ 18.44
Phonos, console, distrib. sales	July 21	28,314	31,039	- 8.78
	29 Weeks	668,297	868,289	- 23.03
monthly distributor sales	May	47,991	69,267	- 30.72
	5 Months	499,452	659,351	- 24.26
Radios (home), distrib. sales	July 21	203,601	206,505	- 1.41
	29 Weeks	5,975,734	6,589,685	- 9.32
monthly distributor sales	May	764,443	729,425	+ 4.80
	5 Months	4,088,439	4,803,892	- 14.90
B&w Television, distrib. sales	July 21	108,847	113,757	- 4.32
	29 Weeks	2,711,546	3,765,245	- 27.99
monthly distributor sales	May	337,154	424,200	- 20.53
	5 Months	2,027,802	2,882,797	- 29.66
Color Television, distrib. sales	July 21	87,013	72,287	+ 20.37
	29 Weeks	2,205,557	2,014,982	+ 9.46
monthly distributor sales	May	263,181	249,877	+ 5.32
	5 Months	1,692,081	1,488,346	+ 13.68

*June Gas Range Total includes: 145,700 free-standing ranges; 23,200 high-ovens; 25,800 set-ins; and 17,000 built-ins.

†June Electric Range Total includes: 115,500 free-standing ranges; 48,200 built-ins. Major Appliance figures are sales of manufacturers for 1966 and 1967.

Source: AHAM, EIA, GAMA, VCMA

It had been a long cool spring. Until well into May, rain clouds scudded across the weekend skies and on the 21st of the month, people actually turned up their thermostats.

By the beginning of June, the air conditioners were stacked like cordwood across the front of the Abee Appliance Store. Old man Abee looked at the Chinese wall of crates. "Marvin," he addressed his manager, "if the weather doesn't change soon, we are going to lose a season and the manufacturers are going to eat their return privileges."

"Cheer up, boss," Marvin urged, "I do not remember a June when we did not have warm weather."

"Warm weather be damned!" snorted Mr. Abee. "We need hot weather—a real hot spell. These people will not buy until they are roasting. Remember last year?"

Marvin remembered very well. A five-day heat spell at the end of June had turned the store into a sort of a beleaguered fortress, beset by hordes of clamoring citizens who had waited too long to seek air conditioners from now-depleted stocks.

But Marvin now had his own air conditioning problem: Stanislaus Dobnik, Dobnik, who had purchased a unit in April, insisted that he heard noises resembling the screeching of an Indy racer's drive-shaft whenever he turned his unit to hi-cool.

A retail salesman says: 'the day the air conditioning stopped'

In spite of the fact that numerous visits by the factory service manager and his henchmen had failed to detect such a condition, Stanislaus still called Marvin every day for a refund. Marvin suspected that Stanislaus was simply chickening out of air conditioning because of the cool weather.

One day in the middle of June, the air grew soggy. The sun came out and hung like a great shimmering ball over the city. People began trooping into Abee's for fans and coolers. By the end of the second day, the stack of air conditioners in the store had shrunk noticeably.

Mr. Abee and Marvin also observed that customers were no longer inclined to haggle over price. The third day dawned hot and clear. The sun beat down mercilessly upon the front of the store. From the moment the doors opened, there were signs of developments akin to a normal old-fashioned air conditioning panic. A procession of customers streamed in, paid the posted

prices without a murmur, and silently struggled out to cars and station wagons with their air conditioners. Two women waged a pitched battle for the last 7.5a, 8,500Btu unit on the floor.

Simultaneously, reports began to filter in that the overworked truck drivers were beginning to lose their cool. At least two hysterical customers phoned in to say that the drivers had left 5,000-Btu units in place of the 6,500Btu units ordered.

Towards evening, a cab pulled up in front of the store with a passenger in the rear seat.

"Gimme two 7,500Btu jobs," the driver ordered, mopping his brow with a filthy handkerchief. He pulled out a wad of bills, paid for the units and manhandled them out to the hack while the startled passenger gaped.

But most significant of all to Marvin was the fact that Stanislaus Dobnik had not called him even once in the past three days.

That night, a low pressure system

blew in from the north. Thunder boomed, rain streamed and as morning came, a cool breeze swept across the whole city.

When the store opened, Mr. Abee surveyed the few scattered crates of air conditioners with satisfaction.

"Another day like yesterday and we'll be all cleaned out," he beamed, "Think I should order more?"

Before Marvin could reply, the phone rang in the back of the store. Marvin went to answer it.

A few minutes later, he came back to Mr. Abee.

"That was Stanislaus Dobnik," he said, "He called me a son of a Slobovian sheephound, threatened to punch me in the nose, and says if we do not pick up his air conditioner and give him a refund today, he will come in and fracture my right arm."

Mr. Abee looked at Marvin sadly.

"That answers my question," he sighed. "The air conditioning season is now officially over."

About the author—The man who writes this column is exactly what he claims to be—a hardworking retail salesman of home electronics, major appliances, and housewares. He wishes to remain anonymous (steady readers of this column will understand why). His opinions are his own, not necessarily those of *Merchandising Week*.

Admiral big screen more features, highest

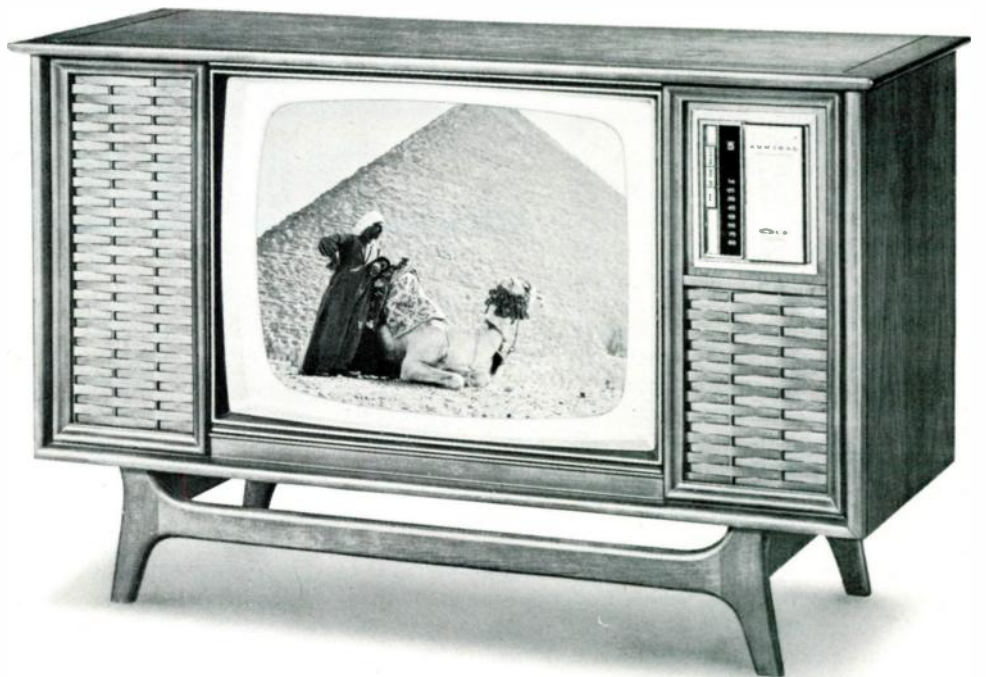


Admiral portable color with 180-sq.-in. picture. Here's an Admiral Full-Featured portable with Full-Function Sonar. Instant Play, built-in antenna, matching roll-about cart packed right in carton—makes stepping a customer up a snap.

Admiral swivel console with 227-sq.-in. color picture. An easy step-up for customers who prefer a big screen console. A great value! Swivels for convenient viewing, too.



Admiral Italian Provincial color console with 295-sq.-in. color picture. This console has authentic Italian styling. Fine furniture cabinetry, the biggest color picture in the industry and Admiral AFC are great selling tools. Also available with all-new Admiral 7-button Sonar.

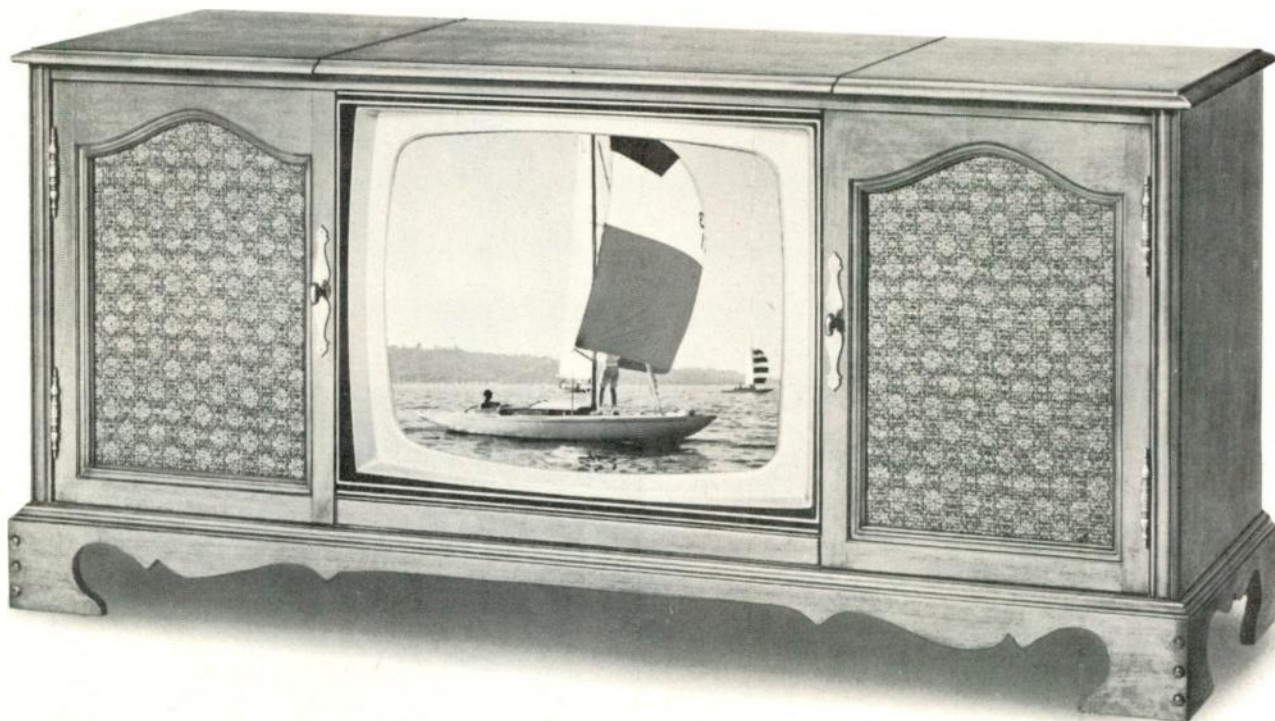


Admiral Danish color console with 295-sq.-in. color picture. Exclusive new Admiral Hideaway Control Center with Touch-O-Matic tuning makes this big screen Danish modern console a real traffic stopper. Has AFC and Admiral Instant Play. And the finest in furniture styling.

color TV for 1968: quality, best value!



Admiral exclusive Tilt-Out Control Center. Precision crafted mechanism glides in and out at a finger's touch. All normal color TV controls are housed at hand level in this distinctive center. Lets customer adjust picture without stooping or fumbling.

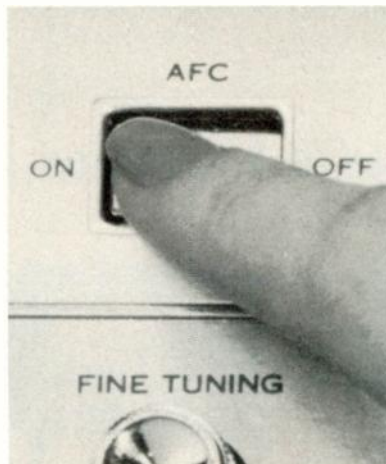


Admiral 295-sq.-in. picture color stereo theater. You'll never run out of good things to say about this one. It's got everything. Six speakers. FM/AM. FM stereo. 4-speed Admiral record changer. Beautiful cabinetry. The biggest picture in color TV. And Admiral AFC.



Admiral color console with 295-sq.-in. picture and exclusive Tilt-Out Control Center with great new Admiral AFC. Demonstrate this easy stand-up tuning feature to your customers. Then tilt it in for the look of fine furniture. From the Masterpiece Collection, hand-crafted cabinets with genuine wood veneers and select hardwood solids.

Admiral AFC (Automatic Fine Tuning). Locks in the color picture with just the flip of a switch. Crisp, clear color every time. And it's on every Admiral 295-sq.-in. picture console.



Admiral all-new 7-button full-function Sonar. The most complete, easy-to-use remote control system. All-new solid state Sonar features separate On-Off and Volume controls.



GO **Admiral**[®]
FOR REAL RETAIL ACTION

When it comes to quality and value... come to Hitachi

new solid state portable radio-phonograph

24^{95*}



Model DPT610.

But the sensational price is only part of the story...
and here are some of the other selling features:

Lightweight, completely portable... precision engineered with latest solid state circuitry, plays 33 $\frac{1}{3}$ and 45 rpm records, full range PM speaker, ceramic cartridge, sapphire styli, PLUS AM radio. Two way operation on 6 self-contained "C" cell batteries or on AC electric with optional adapter.

For all gift giving occasions. Don't take our word for it... put it on display and discover for yourself its sales and profit potentials.

when it comes to TV, radios, and tape recorders... come to Hitachi



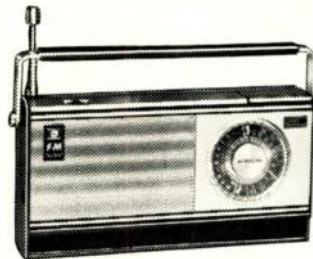
B/W PORTABLE TV

TWA-1700: One of a series of 4 outstanding models. 2 compact solid state AC/DC portables and 2 super-powered lightweight tube models.



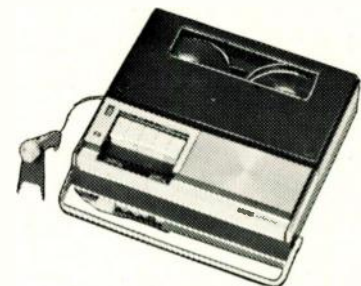
COLOR TV

CNA-1900T: One of two superbly engineered Color TV models that feature world famous Hitachi quality. Priced for today's market.



TRANSISTOR PORTABLES

FM/AM Transistor Portable KH-1101H: Features new ultra-sensitive automatic tuning. One of a series of 10 distinctive FM/AM models.



TAPE RECORDERS

5"-2 Speed Portable TRQ-570: One of a smartly styled series of 7 models. Includes cassette models, 2 and 3 speed compacts and a 4-track stereo portable. Compare the values!

*Minimum resale

Quality always comes first at Hitachi



Hitachi

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KNOW YOUR CUSTOMERS: who they are, and what they're buying

by Amei Wallach

John and his wife had made up their minds. They would purchase their stereo at Music City, after comparing products and prices at May Co., Sears, and Zody's.

The six-store Music City chain in Los Angeles is considered "uno numero" as a radio-record-phonograph retailer among teenagers, young marrieds, and middle-income shoppers.

So the newlyweds went there. They walked into Music City to be greeted with personal service from a knowledgeable salesman, skilled in selling the specialized equipment the store features.

When John and his wife left Music City, a free record tucked under his arm, and a service contract for a new Magnavox stereo in her purse, they recalled the individual attention and technical expertise the salesman had offered them. And they remembered how different it had been at Sears, where, they said, the clerk had just come from the luggage department, and certainly did not know his product. And they congratulated themselves on choosing Music City.

A well-defined store image is what had lured John and his wife into Music City in the first place. Here was a store that specialized in a specific product category, that aimed at a market consisting of people like themselves, and that hammered home its point daily with ads, promotions, pricing, personnel—and the word-of-mouth reputation that grew out of all this concentrated activity.

To tempt the teens, Music City beams ads over the airwaves, especially on their favorite radio programs. To woo the newlyweds, Music City selects choice spots for soft-sell ads in the theatre and concert section of the "Los Angeles Times." The medium to get the message across to middle income shoppers is radio station KMPC, the



middle-of-the-road music station in Los Angeles.

And sales, promotions, and personnel repeat the young theme again and again.

Independents like Music City have found the slingshot-and-pebble that can down the giants—or at least give them a run for their money.

Knowing their customers is their weapon—because once they know who their customers are, independents can talk to them with a directness and intimacy that comes hard to many mass merchandisers.

For the independent—as for any store—the key to extra sales is a target market. It is not enough to beam vague, amorphous ads at the general public, in hopes that, if the approach is bland enough, it will appeal to everyone, and offend no one. It is not enough to sell price, and price alone, when everyone else on your street and in your town is doing the same. It is not enough to clutter your store with a little bit of everything, and hope for the best.

Many retailers, for reasons of their own, seem to feel that a special pitch for a special market will lose them another market segment. They fear



that a pitch for teens and young marrieds will keep the affluent older families away from the store in droves. Not so, say astute retailers. The basics—service, trained sales help, personal attention, in-depth product lines—will still appeal to everyone. But special-purpose ads and promotions aimed at a certain type of customer can mean extra sales.

Who that customer is, depends on you. The retailer who specializes in majors will have a different market target than the man who carries a full line of color television—even though they may be just down the street from



each other. And the retailer in Broken Bow, Okla., will go for a different image than the retailers in Chicago, Ill., even though they carry substantially the same types of products.

A careful scrutiny of your local area may cause you to re-evaluate your product mix. Maybe you are concentrating on gas range sales, when yours is an electric range market, or vice versa. Or maybe you are still trying for the same tired old refrigerator replacement sales, when there is an exciting original purchase market among young marrieds—young couples who will return to you for their replacement refrigerators in a few years, and could become regular customers for—say housewares—in the meantime.

What's happening in your market? Study it. What is it you can do that no one else has tried yet? Perhaps no one



else in town is selling second vacuum cleaners to harried housewives. Let your store be the first.

Who buys what? Study the markets for the products listed here, on the following pages. Will you try for a replacement sale to those groups who already have that product, or would you rather attempt the original sale to those who are just discovering it? Sight your market, and aim.

CONTINUED ON NEXT PAGE

KNOW YOUR CUSTOMERS

CONTINUED

Here are the facts, taken from the 1967 Consumer Market and Magazine Report, published by Daniel Starch and Staff, consultants in business research. Twelve demographic categories and 34 market segments sketch the profiles of your customers. But only the outlines are here. To fill in the picture, see the Starch Report itself—there, each product gets the full treatment: 15 categories and 77 household

market segments. (The same information is available, by brand, from the Starch Marketing Data Service.)

The Starch report is based on a pre-listed known probability area sample of all U. S. households—199,000 dwelling units consisting of 29,390 households and 37,648 individuals within those households. Using the Master Sample developed by the Bureau of the Census and the Bureau of Agricul-

tural Economics, a random selection produced the final sample, which was drawn from 4,000 clusters in 482 localities in 125 counties.

The interviews took place between July, 1965, and June, 1966, to the tune of a 76.4% completion rate for households, and 87.7% for individuals in those households. With that kind of a sample, the data can be projected to population totals with known

statistical tolerance limits.

As the market changes, more reports will appear. Every six months, a complete sample is interviewed, and each year a new report will come-out, based on the two most recent national samples.

The 1967 report, at \$300 a copy, is available from Mr. D. Case, Daniel Starch and Staff, Consultants in Business Research, Mamaroneck, N. Y.

HOME ELECTRONICS

TELEVISION



Household Income

	under \$10,000	\$10,000 & over
Saturation		
have 1 or more	93.1%	98.1%
have 2 or more	17.1%	45.6%
have color	6.6%	17.5%
Acquisition		
acquired new in last yr.	13.9%	19.8%

Head for the second tv set sale—nearly everyone already has a least one. While national television saturation is 94.2%, only 23.6% of households in the nation own a second set, and at the time of this study, only 9.4% owned a color television. But don't rely on color for that second-set sale. While 45.6% of those with incomes over \$10,000 own a second set, only 17.5% own a color tv. So these heavy buyers are looking for black-and-white sets as well. Tailor that black-and-white sales to their tastes. That means: climb off the low-ball pricing merry-go-round. For comfortable families other things come first—like portability, design, simplicity, durability. They'll pay for a solid-state 12-inch tv with a sun shield, and when they enjoy it on the beach, they'll feel they got a bargain. End use is important for color, too—even in today's rough sales weather. Push the portability of a 14-inch color tv; push the style of a console.

PHONOGRAPHS



Age (head of house)

	18-34	35 & over
Saturation		
have 1 or more	66.5%	53.7%
have 2 or more	8.6%	10.0%
Acquisition		
acquired new in last yr.	10.3%	6.8%

Think young for phonograph sales. Young America has already taken over the record field, and it has a firm grip on the phonograph market. While only 56.7% of the total families in the U. S. own at least one phonograph, 66.5% of the families with heads of households between 18 and 34 have one. Only 53.7%—slightly under the national average—of families with over-the-hill heads past 35 own a phonograph. And it is the young who are buying, too: 10.3% acquired a new phono in the year prior to being surveyed, compared with 6.8% of their elders. But the older the customer gets, the more phonographs he has, with the oldsters beating out the youngsters in second-phonograph purchases.

RADIOS



Market Type

metro areas* non-metro†

	metro areas*	non-metro†
Saturation		
have 1 or more	94.5%	90.5%
have 2 or more	59.5%	45.4%
Acquisition		
acquired new in last yr.	24.1%	19.5%

City folk buy radios. Despite all the apparent distractions that would seem to steal city-dwellers' time from radio listening, they are the prime target for radio sales. While 93.2% of the total families in the U. S. own a radio, 94.5% of city dwellers do, compared with 90.5% of their country cousins. More city folk own two or more radios—59.5%, compared with 45.4% of country dwellers. And more urbanites bought radios in the year prior to the survey. Of the total U. S. population, 22.6% bought a radio in that period, compared with 24.1% of city slickers. So promote the second set for the city sophisticates—portables for out-of-town beaching or skiing, high-end multibands for top-notch sound in the city, and let the local disc jockey hypo your sales.

MAJOR APPLIANCES

DISHWASHERS

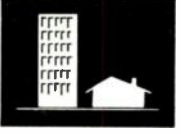


Education (house head)

	less than college	college or better
Saturation		
have	5.0%	24.2%
Acquisition		
bought new in last yr.	0.8%	3.6%

College degrees and dishwasher sales seem to go hand-in-hand. How much a customer knows has something to do with how much he wants that dishwasher—or can afford it. While U. S. saturation for dishwashers was only 9.3% at the time of this study, those with college educations or better won hands-down in dishwasher ownership. So play up to their education, give them what they want—trained salesmen who know the product, ads that push features, a hint that a dishwasher will free the housewife so she can pursue her real interests.

AUTOMATIC WASHERS



Dwelling Type

	1-fam.	2-fam.	3 or more
Saturation			
have	59.3%	40.8%	17.3%
Acquisition			
acquired new in last yr.	6.7%	5.4%	2.4%

Families who live alone buy washers. A hearty chunk of U. S. automatic washer saturation, which is 51.4%, is accounted for by families living in one-family homes. And they have probably bought a washer before. Of every 100 washers such families bought in the year prior to the survey, 77 were replacement and 23 originals, compared with 56 replacement and 44 original for two-family homes. Head for both markets—sell the one-family-home dwellers new features, like a permanent press cycle; sell two-or-more-family homes convenience.

CLOTHES DRYERS



Dwelling Type

	1-fam.	2-fam.	3 or more
Saturation			
have	34.6	16.1%	4.0%
Acquisition			
acquired new in last yr.	3.9%	2.9%	0.8%

Families living alone buy dryers, too. But clothes dryers tend to be an original, rather than a replacement purchase. For every 100 dryers one-family-home dwellers bought in the year prior to being surveyed, 72 were original purchases, 28 were replacements, and original purchases climb as the number of families in a house does. So, sell everyone the "Waltz through Washday" concept, push the idea of "goodbye to rainy weather blues," talk about dryers as time savers, and time your big push to the first signs of the fall season.

ROOM AIR CONDITIONERS



Household Income

	under \$10,000	\$10,000 & over
Saturation		
have 1 or more	14.6%	26.3%
have 2 or more	2.9%	8.2%
Acquisition		
bought new in last yr.	1.9%	6.8%

The affluent buy air conditioners. As income rises, so do purchases of room air conditioners. The fact is that those households whose heads earn over \$10,000 are accounting for a good percentage of the 17.2% room air conditioner saturation on a nationwide basis. But even the well-heeled are still making many of their new purchases to replace older room units. In the year prior to being surveyed by Starch, these upper-income families made new purchases in a ratio of 46 replacement to 54 original. So, when going for either a first-time or replacement sale, price is not the most important come-on. Emphasize features, immediate delivery, service, and luxury to the affluent.

*metropolitan includes central cities and suburbs.
†non-metro includes cities 2,500-49,000, rural farm, rural non-farm.

CENTRAL AIR CONDITIONING



Occupation (house head)

prof., tech.;
off.; owners other

Saturation

have 9.2% 2.7%

Leaders buy central air conditioners. For any product with as low a saturation as central air conditioners—U. S. saturation is 4.2%—the target market is the innovators, those who will find a new concept, make it their own, and prepare the way for tomorrow's mass market. Head for the professional men, officials, and company owners in your community.

ELECTRIC RANGES



Geographic Regions*

Northeast Midwest South West

Saturation

have 32.0% 35.7% 47.1% 43.9%

Acquisition

bought new in last yr. 2.5% 2.6% 3.3% 3.4%

*Northeast: Maine, N.H., Vt., Mass., R.I., Conn., N.Y., N.J., Pa.
Midwest: Ohio, Ind., Ill., Mich., Wisc., Minn., Ia., Mo., N.D., S.D., Nebr., Kans.
South: Del., Md., D.C., Va., W. V., N.C., S.C., Ga., Ky., Tenn., Ala., Miss., Ark., La., Okl., Tex.
West: Mont., Idaho, Wy., Colo., N.M., Ariz., Utah, Nev., Wash., Ore., Calif., Hawaii.

Go anywhere for electric range sales. While the South leads in electric range saturation, with the West close behind, even the South's saturation is below 50%—and the national total is only 39.3%. So, while there is a replacement market in the South, any house already using electricity anywhere in the nation is an electric range candidate. Of those in the South who bought an electric range in the year prior to

being surveyed, the ratio was 81 to 19 in favor of replacements over original purchases; in the Northeast, replacements led 75 to 25; in the Midwest, replacements were ahead 76 to 24. Only in the West were there 52 original purchases for every 48 replacements. So sell the latest features—such as eye-level-oven ranges, self cleaning ovens, new colors and new designs to persuade the lady.

GAS RANGES



Geographic Regions*

Northeast Midwest South West

Saturation

have 67.1% 63.1% 47.5% 55.1%

Acquisition

bought new in last yr. 2.4% 2.6% 2.7% 2.1%

*see footnote under ELECTRIC RANGES for states in each region.

Check utilities for gas range sales. At 58.4%, national gas range saturation is higher than that for electric ranges. But gas range sales depend on the availability of gas power—and that is not always as available as electricity, except in urban areas. Gas range saturation in the Northeast and Midwest

nearly doubles that for electric ranges, reflecting the heavy use of gas. Those who bought gas ranges in the year prior to the survey bought replacements—54 replacements to 46 originals in the Northeast, 76 to 24 in the Midwest, 61 to 39 in the South, and 67 to 33 in the West.

ELECTRIC REFRIGERATORS



How Long Married

within last 2 yrs. 2-5 years 5-10 years 10-20 years 20 yrs. & over head not married

Saturation

have 96.9% 97.5% 98.0% 98.2% 97.7% 95.1%

Acquisition

bought new in last yr. 16.6% 8.4% 6.6% 6.9% 5.6% 4.2%

Make that original refrigerator sale. Electric refrigerator sales have been aimed at the replacement market for too long, when there is fertile original-purchase market among young marrieds. And the couple that buys from you now will probably come back

for a replacement. Of the 16.6% of couples married under 2 years who bought a refrigerator in the year prior to being surveyed, there were 81 original purchases to 19 replacements. As the marriages age, purchases both slow down and become replacements.

HOME FREEZERS



Market Type

metro areas* non-metro†

Saturation

have 18.3% 38.3%

Acquisition

bought new in last yr. 1.3% 2.4%

*metropolitan includes central cities and suburbs.

†non-metro includes cities 2,500-49,900, rural farm, rural non-farm.

Home freezers sell down on the farm. City slickers, accustomed to the convenience of all-night groceries or delicatessens, and without the space to add another appliance, are far less in need of a home freezer than their country cousins, who probably live several miles from the nearest store. Sell the size and convenience of the food freezer for the country consumer who knows where to buy half a cow cut into its various edible parts come slaughter time, or who buys peaches by the bushel, and then needs to freeze them before they rot. He needs that freezer much more than the man who buys his steak by the pound and his peaches by the ounce in the city.

7 MAJOR APPLIANCES*



Home Ownership

own home do not

Acquisition

no. of units acquired per 100 homes in last 12 mos. 26.4 19.9

*Elec. & Gas Ranges, Refrigerators, Freezers, Automatic Washers, Clothes Dryers, Dishwashers.

Sell majors to home owners, for replacement sales. More home owners buy appliances—both because they need more, and because they are more likely to want the latest and the best—than families living in rented homes. But the non-home owner makes the original purchases, as he tires of often shoddy rented equipment. For every 100 home-owners that acquired one of seven major appliances in the year prior to the survey, the ratio was 33 to 67 in favor of replacements; for non-home owners, original purchases won out 61 to 39. But fewer non-home owners bought appliances.

HOUSEWARES PRODUCTS

CAN OPENERS



Occupation (house head)

prof., tech.;
off.; owners other

Saturation

have 40.0% 23.9%

Acquisition

acquired new in last yr. 9.1% 6.1%

Leaders buy can openers. Once again, it's the innovators who are first in purchases of this relatively new, apparently luxury item. But with national saturation at 27.5%, can openers are fast becoming a mass-market item. So sell convenience to everyone. Or push it as a gift item. While middleclass wives may not think of buying a can opener for themselves, it could appeal to their children as a clever Christmas gift for mom. Or push prestige to the professionals, officials, and company owners, more of whom have acquired can openers than other people have.

ELECTRIC COFFEEMAKERS



Home Ownership

own home do not

Saturation

have 66.5% 44.4%

Acquisition

acquired new in last yr. 7.9% 7.8%

Sell the entertainers coffeemakers. It is those who entertain most who have the most need of the styling and convenience of an electric coffeemaker, and it is home owners who have the room, and facilities, to entertain most. So sell a barbeque, or buffet, or dinner-party theme to push coffeemakers to home owners—or a city dinner theme for non-home owners. Of every 100 coffeemaker purchases made by home owners in the year prior to being surveyed, the ratio was 35 to 65 in favor of replacements; for non-home owners, original purchases led 63 to 37.

BLENDERS



Education (house head)

less than college college or better

Saturation

have 10.7% 27.8%

Acquisition

acquired new in last yr. 1.8% 4.4%

The blender goes to college-educated consumers. Especially at the time of this study, when blenders were a profit line in the \$40-and-upwards price bracket, it was the college-educated consumer who had the money to buy one, plus the curiosity to try those exotic gourmet recipes the blender makes possible. But, with U. S. saturation hitting 14.6%, just at the edge of the mass market, and with the trend in the last few months toward lower pricing, blenders are becoming a product for everyone. Aim the high-end, however, at the educated.

CONTINUED ON NEXT PAGE

KNOW YOUR CUSTOMERS

HOUSEWARES CONTINUED

FOOD MIXERS



Age (head of house)

18-34 35 & over

Saturation

have 70.1% 73.8%

Acquisition

acquired new in last yr. 14.2% 5.0%

From 18 to 80, they all buy mixers. The national saturation of 72.9% shows it, and so does the fairly even saturation breakdown between 18-to-34-year-olds, and over-35s. They use those mixers for the basics—to mix cake batter, to whip cream. So push new uses or new convenience—push the portables for at-hand convenience; the solid-state stand-up models for the latest in dependability. Aim some sales at Young America, more of whom bought the mixers than their elders in the year prior to the study, at a ratio of 77 original to 23 replacements.

ELECTRIC TOASTERS



Mobility

Moved in last yr. did not move

Saturation

have 72.8% 84.2%

Acquisition

acquired new in last yr. 13.6% 5.9%

Sell toasters to new families in town—because when they move is when they buy toasters. While saturation among those who did not move in the 12 months prior to being surveyed even exceeds the national average of 82.2%, it was the “movers” who bought toasters during that period—at a ratio of 74 original to 26 replacements, compared with 76 replacements to 24 original purchases among non-movers. So have a housewarming sale, tie-in with Welcome Wagon, or since some of these movers are newlyweds, promote toasters for a first home.

ELECTRIC CARVING KNIVES



How Long Married

within last 2 yrs. 2-5 years 5-10 years 10-20 years 20 yrs. & over head not married

Saturation

have 7.6% 7.7% 9.1% 10.1% 13.6% 2.9%

Acquisition

acquired new in last yr. 5.5% 4.4% 4.8% 6.0% 7.8% 1.6%

Carving knives can be wedding gifts, so why not make sure they are? As it stands, more people who have been married 10 to 20 years own an electric carving knife than those who have been married less than two. But with national saturation still at 9%, there is room

for growth in the carving knife field. So get those electric knives into the bridal registry at your store, promote them in brochures to engaged girls, glamorize them in local ads, push them as what every bride needs—and wants—for her home.

ELECTRIC HAIR DRYERS



Size of Household

1-2 persons three persons four persons 5 or more persons

Saturation

have 29.0% 54.7% 62.2% 56.1%

Acquisition

acquired new in last yr. 4.5% 7.2% 9.3% 10.1%

Big families buy hair dryers. Small households own far fewer hair dryers than larger households. While the national saturation of 45.3% is quite respectable, there is still room for growth. Why not play up the large-family concept. Sell pairs of matching or co-

ordinated hair dryers to lure papa into mother-daughter purchases on Mother's Day; or stage a “buy one dryer, pay pennies more for a second” promotion, and sell personal hair dryers the way the phone company pushes personal phones for teens.

VACUUM CLEANERS



Mobility

moved in last yr. did not move

Saturation

have 58.1% 80.2%

Acquisition

acquired new in last yr. 9.9% 6.4%

The “movers” need vacuum cleaners. It may have something to do with having to keep the same old house clean: more families who did not move in the year prior to being surveyed owned vacuum cleaners than those who did move. But more movers acquired vacuum cleaners in that period than did non-movers: 9.9% of the movers, compared with 6.4% of the non-movers. The non-movers, however, are probably ripe for the second-vac, or third, or fourth, sale. Promote the multi-vac concept for all the various floor-care necessities.

ELECTRIC IRONS



Family Type

youngest child under 6 years youngest child 6-17 years old no children under 18 years

Saturation

have 1 or more 98.8% 99.5% 95.4%

have steam type 79.9% 81.2% 67.0%

Acquisition

acquired new steam type in last yr. 15.3% 17.2% 9.2%

Irons are replacement sales. With total U. S. iron saturation at 97.4%, and steam-iron saturation at 74.3%, there is little room for the original-purchase sale of irons. Mothers buy them for their daughters when they go to school or travel—long before the wedding day. Young mothers seem to concentrate their steam-iron buying activities

during the years when their children are toddlers, pre-teens, or adolescents—that is, when they replace old irons with upgraded models. Of every 100 steam irons bought by mothers with children over six in the year prior to the survey, 96 were replacements and four were original purchases. Sell those mothers convenience.

ELECTRIC TOOTHBRUSHES



Size of Household

1-2 persons three persons four persons 5 or more persons

Saturation

have 5.1% 12.0% 16.1% 12.5%

Acquisition

acquired new in last yr. 1.8% 4.8% 6.9% 5.7%

Big families buy electric toothbrushes. Singles and childless couples have not yet cottoned to the low saturation (9.9% nationally) electric toothbrush market. But families with children buy the hygienic, one-family electric toothbrush idea. They fear cavities in their

young, and they'll listen to an “extra care—just like the dentist does it” pitch. So sell the idea that “the tooth you save may be your child's,” or suggest that even for a child, toothbrushing can be fun with an electric toothbrush.

7 SMALL APPLIANCES*



Family Type

youngest child under 6 years youngest child 6-17 years old no children under 18 years

Acquisition

no. of units acquired per 100 homes in last 12 mos. 66.1 74.9 52.5

*Elec. Blankets, Elec. Clocks, Coffeemakers, Food Mixers, Frypans, Irons, Toasters.

Growing families buy housewares. As the children advance from childhood into adolescence, as the family grows in age, size, and prosperity, and as old products wear out, the need and desire for small appliances grows. For every 100 families whose youngest

child is 6-17 years old, 74.9 housewares were acquired during the year prior to the survey. As for families with no children under 18 years old, 52.5 housewares were acquired per 100 homes, at a replacement-to-original ratio of 57 to 43.

*The
Natural
World of
Wollensak
Sound*



**Special new fall deal from Wollensak
designed to bring new tape recorder customers
into your store by the score!**



The new Wollensak 3500 portable tape recorder is coming—backed by a special “Living Letters” offer to your customers.

You can get a complete promotion package—the display, the Wollensak 3500 AC-DC tape recorder, “Scotch” Brand “Living Letters” tape, special mailers—free...to help make your store

headquarters in your area for this exciting new fall promotion!

Advertising and merchandising help: Key city newspaper ads will promote this offer to your customers. Participating dealers will be listed.

Ask your Wollensak salesman for complete details on this limited-time offer!



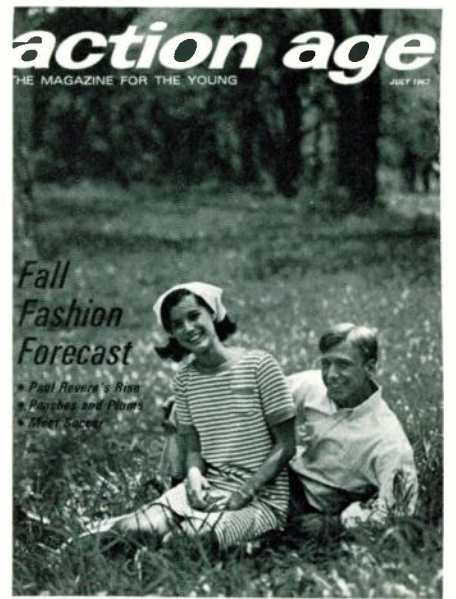
Wollensak 3M
CORPORATION

YOUTH ELECTRONICS NEWS



Merchandising for youth is the name of the latest promotional game. Here, Lloyd's Electronics promotes its FabuLloyd's portables. Promotions will kick off in late August, at Electronic Distributors, Minneapolis, and Abraham & Straus, New York City. To push the op and pop radios, models will get matching mini dresses, salesmen matching ties.

Hip, young design is one signature of Dayton's, Minneapolis, in its play for the youth market. Another is a full calendar of Young America events. Coming up: a Yardley City Slicker contest, Moxie bars, a showing of art films, a Monkees concert, college night, and fashion shows.



The action portables get feature treatment in (Action Age) a slick, 4-color magazine for teens put out by Hudson's, Detroit. Any high school junior or senior may subscribe to the publication just by walking into the store and signing up. Teen topics—including fashion news, skin care, sports items, personality sketches, forum questions (such as "Should high school students go steady?"), and the latest on local teens or celebrities—vie for page space with house ads for Hudson's merchandise and, often, full-color ads from manufacturers. Here, Hudson's pushes a page of Magnavox portables available at the Hudson Music Store for teens on the summertime go.

LEADER-PRICED COLOR TV...



COULDN'T LOOK BETTER!



How Olympic "Money-making Machines" will help you outsell your competition:

- ☐ Top-of line features in quality-built, slimline, decorator-styled cabinets
- ☐ Trim 22" rectangular picture tubes! Not bulky, round 19" low-end tubes
- ☐ 25,000V picture power, rare earth bright phosphors, 3-stage IF, keyed AGC
- ☐ Top demos! Easy ColorGlide™ tuning, Rapid-On™ picture and sound
- ☐ Custom-crafted chassis, solid state power supply with filament transformer
- ☐ Choice of Contemporary, Early American, French Provincial, Mediterranean and Danish Modern stylings. All with built-in profits for you!

Olympic

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



Bring the best fun, of course—but, remember, a picture can't say it all without Magnavox portable entertainment. To know so! To watch the action! To tune in on the scene! Find them and more in Hudson's Music Store, Minneapolis 110, also Northland, Eastland, Westland.





Bulova's necklace-radio is inspected by the Ray Pixler's, Kalamazoo, Mich.

Credit jewelers tune in youth with portable electronics lures

Credit jewelry chains are finding portable items to be an increasingly effective lure for teenage accounts.

Tape players and compact television sets are particularly successful for long-term payment plans featuring "No money down . . . as little as 50¢ a week," said credit retailers at the National Jewelry Show and Convention, last week in New York City.

"We've been after the teen market for a long time," said Samuel Lakein, owner of Lakein Jewelry Co., with two stores in Baltimore. "And this merchandise—anything connected with music—is the best way that we've found to attract young people."

"We have a \$15 limit on new accounts set up with 15- and 16-year-olds until their credit is established," Lakein continued. "Some pay as little as 50¢ a week on a radio. But, after all, their business will someday run into diamonds. They are the ones who will keep the store going in the not-so-distant future."

"We're doing much better now with tape recorders and low-end black-and-white portable tv sets than with radios and phonographs. There's too much competition in radios—even filling stations in our area are handling them through various promotional schemes," Lakein said.

Advertising campaigns aimed at the nation's youth bring results, but they have failings, according to Nathan Picow, general manager of King's Jewelers, Columbia, S.C.

"They bring in new accounts, and we've found them helpful in getting

former clients back on the books," Picow said. "But these promotions also draw in a lot of deadbeats."

Attracting most attention at the Show were Concord's new closed-circuit tv cameras (below, left) and Bulova's necklace-radio prototype with matching earrings as speakers (shown, above). The camera, distributed by A. Cohen & Sons Corp., of New York City, is featured as a traffic stopper for the jeweler's window display. Another function—in addition, of course, to retail sales—is store security. A spokesman said the camera, which will retail under \$300, connects to jacks of standard tv model currently on the market.

Bulova's jewelry-electronics combination is a far-out idea for the future. Production of the novelty item could begin "next year or 10 years from now," said a company spokesman.

Indifference toward electronics in the jewelry store came from retailers representing relatively small companies. Credit chain dealers, however, indicated they will again rely heavily on home electronics products to quicken the business pace at their stores this fall.

Summing up the matter for the small firms, one dealer commented: "Sure, we'll continue to carry a limited supply of radios for the convenience of our customers who now expect it. But I don't think the time and display space required for these items warrant our getting involved more deeply than we are at the present."

—Neil Spann



Concord's closed-circuit tv camera intrigues retailer at Jewelry Show



A. Cohen's Mort Weisenfeld (l.) and L.H. Manning, Cole & Erwin, Detroit

□□□□ **Retailers do not know their customers.** That is one finding of a study to be presented at the Home Furnishings Conference in Washington, D.C., this week. "Manufacturers depend too much on the retailers' opinions as to what will sell," and the "retailer's perception of consumer behavior is too often limited to in-store observations," charges the study compiled by Arthur D. Little Inc. from interviews with 171 furniture manufacturers, retailers, and wholesalers in 12 cities.

□□□□ **The industry is chasing its own tail,** charges the study—but this is more nearly true for the home furnishings industry (furniture, bedding, carpeting, lamps, and accessories) than it is for, say, the household appliance industry. However, many of the problems faced by furniture retailers—and many of the retailers themselves—are common to the appliance, home electronics, and housewares industries as well. For instance, all industries share in common the problem of the retailer who does not know his customer. (See "Know Your Customer," starting on page 21, for a description of that customer.)

□□□□ **Consumer decisions are made outside the store,** in many cases, continues the A.D. Little study, but neither retailers nor manufacturers are aware how or why these decisions are made, and manufacturers make little use of out-of-store facilities, like inserts in billing envelopes, informative brochures, and effective advertising. Instead, manufacturers, in their rush to secure space on the retail floor, concentrate on selling the retailer—not the consumer. "To an unusual extent, the members of the home furnishings industry are concerned more with the impact of their action on each other (competitors and trade customers and suppliers) than they are with the impact of their actions on the ultimate consumer," says the study. Manufacturers and retailers should join to fight the common enemy—other industries—for a larger share of the consumer dollar.

□□□□ **"What maintains shopper loyalty?"** is a question to be answered in a second study—this one conducted by Social Research Inc.—to be presented to the Home Furnishings Conference.

In all, three studies were commissioned by the Home Furnishings Marketing and Research Council in reaction to the Stanford Institute Report that set the industry on its ears two years ago. As a result of that report's findings that the furniture industry was not consumer oriented, the Council commissioned three studies: on the state of the industry, on how consumers make decisions, and a consumer profile. All three will be presented for the first time this week, and will be discussed in-depth by a panel of experts.

Women between the ages of 20 and 50 in 22 cities expressed their desires to researchers from Social Research, Inc. As a result, the study shows: a possible conflict for the woman shopper between her concept of her home as a place for display or a place for use; a feeling that advertising does not serve its purpose; difficulties in shopping and finding desired merchandise.

□□□□ **Who the consumer is** is explored in a third study conducted by National Family Opinion Inc., which describes how consumers make buying decisions, where they buy, the importance of parking and store location, and the role of the salesman or decorator.

□□□□ **Sears' color tv market share is slipping.** Second-quarter reports from a national brand share survey show that Sears' share has dropped to 6% of the color market, from 8% during the same period last year. RCA still leads in color, according to the survey; Zenith is second, but a weaker second than last year; and Magnavox has made a dramatic jump to third place. While the lineup can depend on a fraction of a percentage point, as it stands now, here is the picture: Admiral follows Magnavox; then Sears; GE and Motorola are tied for fifth place; and Philco-Ford comes in sixth. Last year's lineup: RCA, Zenith, Sears, Admiral and Motorola, Magnavox and GE, Philco-Ford.

Sears' share of the b&w market is down, too—from 10% to 7%. Zenith still leads in the category, with RCA second, followed by GE.

□□□□ **Sears is bolstering its color tv merchandising** with one of the industry's first 2-year guarantees on a color television tube. An advertisement in the *Los Angeles Times* offers the extended guarantee on Sears' model 7164 18-inch color set, along with a \$30 price drop to \$299.88. The guarantee has not been extended to other models or to other parts of the country as yet, said a Sears spokesman. Curtis-Mathes offers an 8-year warranty on its color tube, but it is not free. Dumont had a 2-year guarantee at one time. Andrea's 5-year guarantee on its sets excludes all tubes, which have a 1-year policy.

□□□□ **Hitachi's first IC tv set** is a monochrome 12-inch portable, model Mark 77-IC, to be marketed in Japan by mid-August. The \$123 receiver, a variation of the Mark 77 solid-state, 12-inch portable now retailing in the U.S., will not reach U.S. retailers until patent rights are resolved with Texas Instruments (MW, 10 Jul., p.20). The IC replaces 12 transistors, 12 diodes, and 14 resistors in the intermediate voice frequency circuit.

□□□□ **Japanese export prices go up, up, up.** The average price of a transistor radio (excluding toys) was \$9.46 this June, up from \$7.67 last June. B&w tv averaged \$52.55, up from \$50.78 last year. Only color tv slid—to \$167.95 from \$182.24 in June of 1966.

Japanese exports to the U. S.*

	Period	UNITS			DOLLARS		
		1967	1966	% Chge.	1967	1966	% Chge.
Color Television (incl. chassis)	June	21,394	14,840	+ 44.16	3,593,202	2,704,508	+ 32.86
	6 MONTHS	126,588	62,870	+101.35	22,231,749	11,379,578	+ 95.36
B&W Television	June	95,125	105,349	- 9.71	4,968,347	5,350,083	- 7.14
	6 MONTHS	519,242	506,664	+ 2.48	27,269,053	25,777,444	+ 5.79
Transistor Radios (3 or more tr.)	June	1,037,307	1,053,777	- 1.56	9,822,458	8,084,947	+ 21.49
	6 MONTHS	4,953,891	5,156,270	- 3.93	47,408,833	38,770,253	+ 22.28
tr. rad. chassis/kit (3 or more tr.)	June	18,376	28,361	- 35.21	160,205	211,175	- 24.14
	6 MONTHS	111,130	125,152	- 11.20	906,970	790,862	+ 14.68
toy tr. radios	June	119,344	64,064	+ 86.29	77,191	43,061	+ 79.26
	6 MONTHS	227,629	278,384	- 18.23	193,754	142,922	+ 35.57
Total Tr. Radios	June	1,203,693	1,166,413	+ 3.20	10,447,529	8,635,235	+ 20.99
	6 MONTHS	5,528,025	5,700,426	- 3.03	51,544,066	41,578,551	+ 23.97
Tube Radios	June	15,162	53,196	- 71.50	297,152	531,469	- 44.09
	6 MONTHS	130,647	347,433	- 62.40	1,738,363	3,749,692	- 53.64
tb. rad. chassis/kit	June	15,250	11,042	+ 38.11	214,555	150,719	+ 42.35
	6 MONTHS	98,797	68,998	+ 43.19	990,035	764,616	+ 29.48
Phonographs	June	56,097	50,951	+ 10.10	574,716	533,627	+ 7.70
	6 MONTHS	180,564	246,524	- 26.76	1,850,270	2,455,263	- 24.64
Radio-Phonos	June	111,579	68,463	+ 62.98	1,645,263	979,908	+ 67.90
	6 MONTHS	437,532	267,402	+ 63.62	6,387,354	4,141,205	+ 54.24
Tr. Tape Recorders (port., rim-drive)	June	101,047	123,383	- 18.10	692,680	898,088	- 22.87
	6 MONTHS	489,548	680,234	- 28.03	3,338,547	4,608,203	- 27.55
Tr. Tape Recorders (port., other)	June	159,000	85,195	+ 86.63	4,316,750	2,259,938	+ 91.01
	6 MONTHS	737,272	310,951	+137.10	18,715,717	7,721,247	+142.39
Tb. Tape Recorders	June	4,514	6,392	- 29.38	224,180	284,275	- 21.14
	6 MONTHS	23,822	65,856	- 63.83	1,313,165	4,056,070	- 67.63
Transceivers	June	402,942	591,538	- 31.88	2,585,188	3,200,697	- 19.23
	6 MONTHS	1,814,406	2,454,418	- 26.08	10,954,310	14,963,637	- 26.79

Source: Japanese Finance Ministry

Japan's dollar earnings climb on the strength of tv imports

Total tv imports from Japan were up 19.56% over the first six months of 1966, but the really impressive increase comes in dollar earnings—up 41.80% over the same period last year.

Transistor radio business in Japan shows some signs of revival. A 29.75% increase this June over June, 1966, raised the 6-month total 6.60% above last year's pace.

The Hong Kong and Okinawa tran-

sistor radio business continued to decline. For the first six months, Hong Kong imports were 17.49% behind last year's figures; and Okinawa was off by 21.26%.

Capitalizing on these losses are Taiwan, which ran 51.88% ahead of its 6-month showing in 1966, and South Korea, where transistor radio imports were up 25.63% over the same period last year.

U. S. Imports From Japan +

	PERIOD	UNITS			DOLLARS		
		1967	1966	% chge.	1967	1966	% chge.
Television, Total	JUNE	95,194	91,204	+ 4.37	6,991,891	6,001,778	+ 16.50
	6 MONTHS	640,304	535,558	+ 19.56	49,910,498	35,197,182	+ 41.80
Television, B&W (10 inch & under)	JUNE	32,680	—	—	1,863,983	—	—
	6 MONTHS	174,013	—	—	10,198,177	—	—
Television, B&W (over 10 inch)	JUNE	46,049	—	—	2,459,592	—	—
	6 MONTHS	345,446	—	—	19,112,251	—	—
Television, Color (10 inch & under)	JUNE	738	—	—	42,737	—	—
	6 MONTHS	1,970	—	—	194,572	—	—
Television, Color (over 10 inch)	JUNE	15,727	—	—	2,625,579	—	—
	6 MONTHS	118,875	—	—	20,405,498	—	—
Transistor Radios, Total	JUNE	992,374	764,852	+ 29.75	9,014,354	5,591,112	+ 61.23
	6 MONTHS	5,288,700	4,961,053	+ 6.60	44,570,133	35,310,728	+ 26.22
Transistor Radios (AM only)	JUNE	451,362	—	—	2,555,518	—	—
	6 MONTHS	2,579,163	—	—	13,497,162	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	JUNE	496,544	—	—	5,911,020	—	—
	6 MONTHS	2,438,832	—	—	27,838,189	—	—
Transistor Radios (Auto)	JUNE	44,468	—	—	547,816	—	—
	6 MONTHS	270,705	—	—	3,234,782	—	—
Tube Radios	JUNE	102,214	124,591	- 17.96	786,784	1,170,852	- 32.80
	6 MONTHS	676,374	555,002	+ 21.87	6,329,274	6,447,838	- 1.84
Phonographs, Total (incl. tape players, record changers)	JUNE	42,817	72,284	- 40.77	408,364	1,264,169	- 67.70
	6 MONTHS	587,248	348,666	+ 68.43	8,978,796	5,730,860	+ 56.67
Phonographs (with speakers)	JUNE	41,209	—	—	394,963	—	—
	6 MONTHS	163,674	—	—	1,960,152	—	—
Phonographs (stereo)	JUNE	9,931	—	—	143,257	—	—
	6 MONTHS	56,117	—	—	886,312	—	—
Phonographs (monaural)	JUNE	31,278	—	—	251,706	—	—
	6 MONTHS	107,557	—	—	1,073,840	—	—
Phonographs (without speakers)	JUNE	1,608	—	—	13,401	—	—
	6 MONTHS	6,624	—	—	59,685	—	—
Tape Players (Auto)	JUNE	—	—	—	—	—	—
	6 MONTHS	272,100	—	—	5,196,285	—	—
Tape Players (other)	JUNE	—	—	—	—	—	—
	6 MONTHS	144,850	—	—	1,762,674	—	—
Radio-Phonos	JUNE	85,129	51,683	+ 64.71	1,213,263	754,094	+ 60.89
	6 MONTHS	385,879	218,425	+ 76.66	5,829,874	3,528,266	+ 65.23
Radio-TV-Phono Combos	JUNE	480	—	—	47,520	—	—
	6 MONTHS	1,100	—	—	117,401	—	—
Tape Recorders*	JUNE	—	—	—	6,478,353	—	—
	6 MONTHS	—	—	—	33,511,644	—	—
Transceivers	JUNE	304,899	—	—	1,995,676	—	—
	6 MONTHS	1,296,949	—	—	9,687,115	—	—

U. S. Imports From Hong Kong +

Transistor Radios, Total	JUNE	386,731	566,838	- 31.77	1,217,623	1,386,266	- 12.17
	6 MONTHS	2,557,056	3,099,146	- 17.49	7,650,514	7,817,340	- 2.14
Transistor Radios (AM only)	JUNE	297,547	—	—	767,946	—	—
	6 MONTHS	2,070,772	—	—	5,684,407	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	JUNE	89,184	—	—	449,677	—	—
	6 MONTHS	486,284	—	—	1,966,107	—	—

U. S. Imports From Okinawa +

Transistor Radios, Total	JUNE	67,840	75,082	- 9.65	142,871	230,608	- 38.05
	6 MONTHS	221,312	321,932	- 31.26	651,663	905,216	- 28.01
Transistor Radios (AM only)	JUNE	58,384	—	—	112,794	—	—
	6 MONTHS	168,116	—	—	474,577	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	JUNE	9,456	—	—	30,077	—	—
	6 MONTHS	53,196	—	—	177,086	—	—

U. S. Imports From Taiwan +

Transistor Radios, Total	JUNE	238,688	140,076	+ 70.40	904,270	401,743	+125.09
	6 MONTHS	993,072	653,870	+ 51.88	3,690,387	1,785,555	+106.68
Transistor Radios (AM only)	JUNE	141,164	—	—	452,187	—	—
	6 MONTHS	657,148	—	—	1,956,561	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	JUNE	97,524	—	—	452,083	—	—
	6 MONTHS	335,924	—	—	1,733,826	—	—

U. S. Imports From South Korea +

Transistor Radios, Total	JUNE	52,996	36,512	+ 45.15	156,017	114,359	+ 36.43
	6 MONTHS	116,188	92,487	+ 25.63	437,291	305,447	+ 43.16
Transistor Radios (AM only)	JUNE	49,496	—	—	143,256	—	—
	6 MONTHS	102,374	—	—	362,744	—	—
Transistor Radios (FM, AM-FM, Multi Band)	JUNE	3,500	—	—	12,761	—	—
	6 MONTHS	13,814	—	—	74,547	—	—

+ Source: United States Customs.

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



Thirty million guys like Joe are looking for Affordable color tv.

He wants the kids to have color tv. So does Mrs. Joe. But he thinks it costs just too much!

Then along you come and offer him Philco Affordable big-screen color starting as low as \$299.95*... about \$14.00 a month on a two-year plan. At last—color tv at a sensible price. And there are

logical, profitable step-ups all the way up to full combinations.

Joe and millions of other new prospects like him are getting the big-screen Affordable color tv message right now in national magazines. Plus, there are over 90 big-circulation newspapers carrying powerful ads with full

dealer listing. And 170 spots will be broadcast on all four major radio networks beginning next week—that's 1300 radio stations telling our story coast to coast.

Call your Philco-Ford distributor—there's still time to get in on the biggest summer-time promotion in color tv history.

The Affordables start at \$299.⁹⁵*



FAMOUS FOR QUALITY THE WORLD OVER
PHILCO-FORD CORP., PHILA., PA. 19134

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

MAJOR APPLIANCE NEWS

□□□□ **Computerized business management is hot**, and thanks to Montgomery Ward's announcement last week that it has refined its EDP system into the most "modern and complete" computer installation of its type, getting hotter. The Ward program is not new—the company has been devoting money and manpower to it for over five years—but most of the mechanical bugs that have hampered its efficiency have been worked out, allowing the system's extensive application to both catalog and retail operations. What does the Ward program offer? "Accurate and up-to-date inventory, sales, financial, operating, and other reports essential to effective management," says a company spokesman. Mass application of the system is expected to begin with a year-long merchandise-coding operation.

As Dayton, Ohio's three pilot dealers continue to report on their new Frigidaire-National Cash Register Co. computer program, industry sources indicate that Whirlpool may be active in the same area—Worcester, Ohio—with a similar NCR program. Whirlpool has been studying the program for some time, and has been involved in both NCR talks and dealer negotiations.

□□□□ **Sears had a record half**, as sales rose 5.2% from totals for the first six months of last year. Sales through July 31, 1967, were recorded as \$3,572,145,908.

□□□□ **Dayton's moves to tv advertising emphasis**, as it becomes the first department store in the country to create a professional advertising team of its own for tv. The Minneapolis-based retailer's first commercials will be shown later this month and through September, employing a "3-way approach" to promote items, trends, and store image. Hard goods ads are planned as part of the new series, which will concentrate heavily on brief 10- and 20-second spot announcements.

□□□□ **Modern Maid's new dishwasher line** shows the only price hikes anticipated for the Chattanooga-based appliance manufacturer. Prices on the 3-model line, ranging from approximately \$170 to \$250, are about 3% higher than those for past dishwashers, a result of increased parts and labor costs. All three of the new units feature 16-place-setting capacity, two revolving spray wash arms, a rinse injector system that softens hard water, and a miniature food grinder that eliminates the need for pre-scraping and rinsing. The high-end deluxe model features a lifetime-guaranteed tub, an illuminated control panel, and easy-installation chrome side rails. Both top- and medium-priced models feature 6-pushbutton control with various rinse and wash cycles. The "economy model" features three pushbutton choices.

□□□□ **Philco-Ford will promote service training** in 80 new service training centers throughout the country. The centers, the first of which has been established at the company's Philadelphia headquarters, will be staffed with factory-trained product specialists who can be telephoned by any service technician in the area for instruction or assistance. Product line showings and small "shirt-sleeve sessions" will be held in the centers, as well. Commenting on the program, R.E. Nugent, Philco-Ford's manager of parts and service, said: "These centers are equipped with product-testing equipment, tools, and reference literature equal to the finest service facilities in the nation."



Norge's optimistic Alonzo B. Kight



... and new exec. vp, Charles Urban

The top two at Norge outline marketing plans for the future

What lies ahead for Norge? Improved high-end sales, a strong second half, an automatic washer-dry cleaner for the home, and a plastic refrigerator, according to Alonzo B. Kight, Norge president, and Charles J. Urban, new executive vice president.

The strategy: for the past two years, Norge has been emulating Sears, Roebuck in a tactic used by many merchandisers today. It is producing relatively few leader models that can be advertised at a hot price, and encouraging dealers to sell up. The approach seems to be paying off.

"I can sit in this office and tell statistically that dealers are buying more high-end merchandise," Kight said, "just by watching the average factory sale price go up."

And how do you keep the dealers and distributors from selling the leader models? "You don't produce many," Kight replied. "And, when you sell them to the distributor, you say, 'This is your share, and this is all you will be getting.'" The merchandising tactic requires education, he added. Norge is deep in a program to educate distributors, and is a strong supporter of NARDA management symposiums to train dealers.

Most mass merchandisers who use appliances as traffic builders have, in the search for profit, changed their strategy, Urban added. They may still advertise a product at a price under the market for traffic, but they will aggressively sell up for profit.

Appliance sales began to rise in May, Kight said. "We have noticed a shift in the buying preference pattern to the more fully featured appliances. At all levels, there is a refreshing sales movement in the higher-end laundry appliances." Kight predicts that Norge's second half will be from 10% to 15% ahead of last year's second half.

Because plants are operating at capacity, Kight is looking closely at freight damage to see whether more product can be delivered to retailers. Damage rates have climbed badly in the past six months or so, he said, and, while, carriers pay for the smashed appliances, dealers must wait for deliveries.

Kight has been telling dealers around the country that "nearly ready for the consumer market today is a machine that will perform both the automatic washing and dry cleaning functions. This is a logical development of Norge's single-unit dry cleaning machine used in coin-operated laundry

and dry cleaning stores." He does not say when the machine will be available, however.

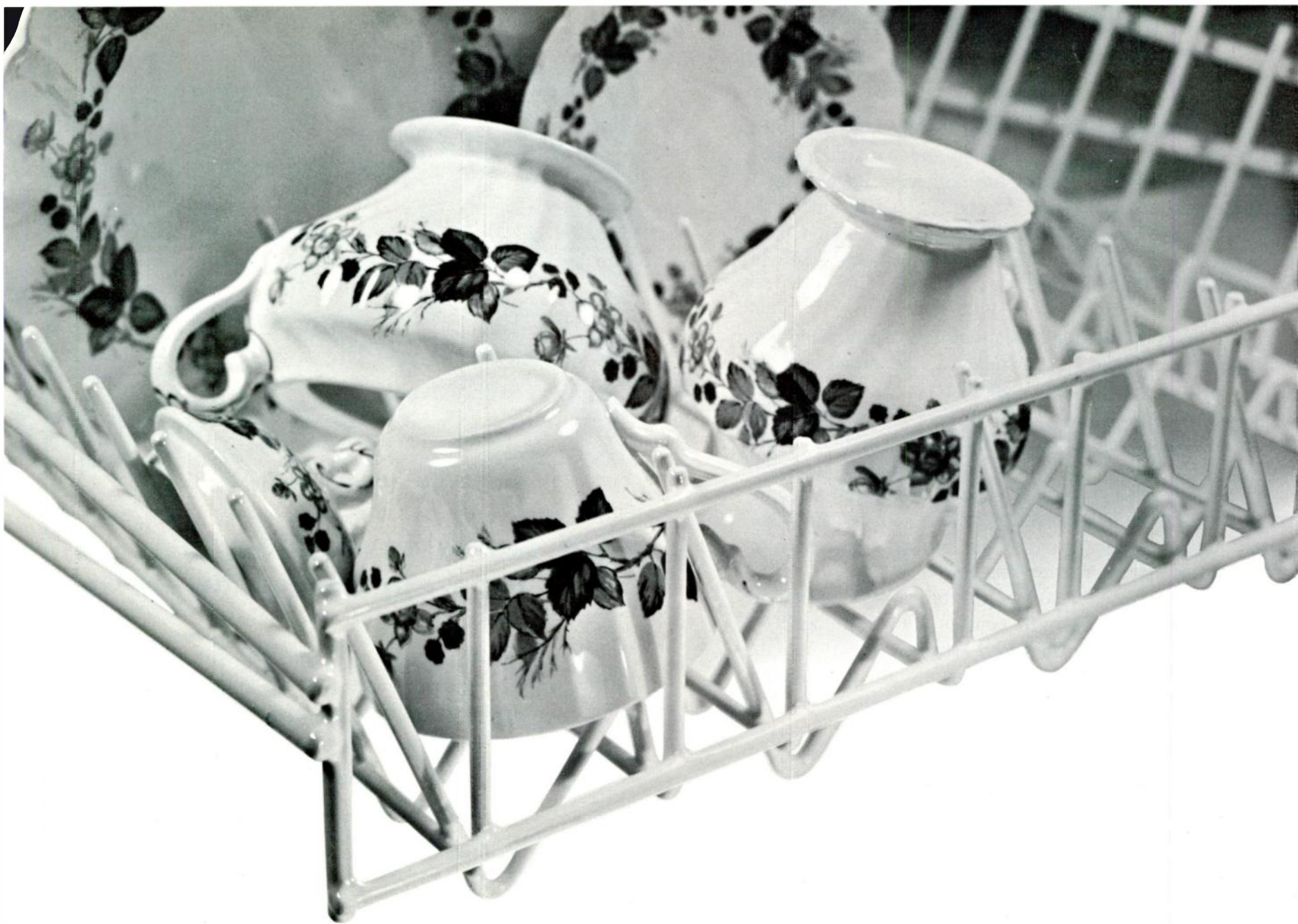
Nor does he predict exactly when Norge will unveil its plastic refrigerator. He does say, "Our mother company, Borg-Warner, is completing a new plant near our existing manufacturing facilities devoted to the production of the plastic to be used" in such a refrigerator.

Kight is working very hard, with both his factory people (to improve appliance reliability) and with the retailers (to convince them that the reliability is there). When Norge produces a unit with a service incidence 50% below that of the industry as a whole, that unit will receive the VHQ (Very High Quality) designation. To date, only some washers have earned the emblem.

In September, Norge will launch a strong network tv campaign using the "Knock on Any Norge" theme. The tv ads will be supported by local newspaper coverage, and "expenditures in both media will be substantially higher than those during the second six months of 1966," said Kight. Distributors will see the new products to be promoted in the advertisements on or about Sept. 1.



High-end decision making at Norge



Now, Whirlpool provides “slow water” to wash fragile things gently in the new 2-speed Potscrubber



Mark I SSF-100

Mark I models with two speeds are available in built-ins, front-loading portables and top-loading portables.

We've added another water speed to the new Whirlpool Potscrubber so you can offer your customers the widest choice of washing actions — **two speeds** and **six cycles**!

The new “take-it-easy” water speed will appeal to any woman who owns shimmery crystal or fine china. When she pushes the CHINA CRYSTAL button, the water speed and pressure slow down for gentle, yet completely thorough, washing of such fragile items.

She also benefits from this slower speed in the GENTLE WASH cycle, which is for lightweights like

Melamine plastics, aluminum pans and pie tins.

On the other hand, when some extra “muscle” is needed, the new Whirlpool Potscrubber provides the scouring action of SUPER WASH. It's powerful enough to remove stubborn soil like heavy grease and cooked-on foods.

No wonder we call the Potscrubber “the successor to the dishwasher”. The kind of action it provides is far beyond old washing methods. Check for yourself. You'll see why it's **easier to sell Whirlpool than sell against it!**

Whirlpool
CORPORATION



Help stamp out male dishwashers . . . A 25-piece kit including banners, display cards and feature spots, for use in connection with the Labor Day selling period. Ask your distributor how to get this colorful promotion package.

MAJOR APPLIANCE NEWS

□□□□ **Raytheon had record first-half sales results**, reports the parent company of home goods manufacturers Amana and Caloric. Sales for the half were up to \$467,302,000, an increase of 36.4% from 1966's first-half total. Earnings rose 34.6% to \$12,147,000 for the period. Second-quarter results showed similar increases—up 32.9% in sales and 18.4% in earnings.

□□□□ **New marketing directions for Waste King** are expected as a result of Norris Industries' proposed acquisition of the West Coast-based manufacturer. According to H.J. Mehany, vice president of Norris (which has a total of six divisions and subsidiaries, including Thermador and housewares): "As soon as this transaction is consummated, we expect Waste King to move rapidly to add self-cleaning ovens to both the electric and gas lines of Waste King ranges, and institute projects in product development throughout the other Waste King lines."

The company's self-cleaning gas range is expected to contain the self-cleaning oven configuration developed by the American Gas Assn. Said Bert Given, who will remain as president of Waste King, "Our goals are to maintain and improve our distributor and dealer channels."

□□□□ **AHAM's new parts and service committee** will be headed by Whirlpool's Stephen E. Upton, vice president of the company's customer quality and service department. The newly formed division will both counsel the Assn. of Home Appliance Manufacturers' public contact committees and work on educational and informational activities of its own—all in relation to appliance service.

□□□□ **Philco-Ford sends 15 dealers to NARDA sessions**, tuition-free, this summer. The 1967 scholarship winners for last week's Institute of Management in Washington, D.C., include: Roy Coffey, Advance Stores, Roanoke, Va.; Irving Weiss, Firestone Tire and Appliance, Sharon, Pa.; L.W. Redick, Buchanan Service, Dover, Del.; Loyal Lee Sr., Lee's Radio and TV, Oklahoma City, Okla.; Alvin Perlman, Zemel Bros., Bridgeport, Conn.; Roderick O'Connor, Seaboard Appliance Co., Atlantic City, N.J.; Richard Wells, Wells Appliance and TV, Minneapolis, Minn.; Don Fuller, Townsite TV and Appliance, Monroe, Mich.; James Ebbler, Ebbler Electric Co., Alton, Ill.; and John Miller, manager of Firestone Sales, Philco-Ford Corp., Philadelphia, Pa.

Those who will attend the Utah Western Retail Management Seminar, Aug. 20-25, on Philco-Ford scholarships: Ralph Quevedo, AFCCO Inc., Santa Maria, Calif.; Roger Robohm, Robohm Appliance and TV, Englewood, Colo.; Chick Hillier, South East Furniture Co., Salt Lake City, Utah; Mac Wilkerson, Melody TV and Appliance, Seattle, Wash.; and Richard M. Wilson, Philco-Ford area manager for Salt Lake City.

□□□□ **Kelvinator's sales record got a 16% boost** in the company's third quarter, bringing 9-month sales for the company (through June 30) up to 20% above the sales for the comparable 1966 period. The sales figures are composed of appliance sales to both commercial and contract customers in the domestic wholesale market.

Kelvinator's parent company, financially troubled American Motors Co., recorded a net loss of \$17,925,988 for the quarter, down from its just-made-it profit of \$22,441 during the 1966 period.



Automobiles and air conditioners share window display space

Ford dealer in Minnesota puts appliances in his future

Tousley Ford, a car dealership in White Bear Lake, Minn., is sufficiently successful in selling Philco-Ford products so that its head, Herb Tousley, does not want to talk about it. "I don't want any publicity," he explained. "I'm afraid that my competitor will find out what a good thing we've got going here."

Tousley, a newcomer to the appliance business, does not care that the industry is interested in him. And neither Philco-Ford, nor its branch in Minneapolis, nor the Ford Motor Co. itself is willing to comment at length on the Tousley automobile-appliance-electronics setups.

It is not a pilot operation, nor a merchandising "experiment." That much Philco-Ford will say about Tousley Ford. One version of its origin is that Tousley called the Philco-Ford branch manager in Minneapolis late last summer, saying that he wanted to purchase a Philco-Ford washer and requesting the location of a convenient dealer. The branch manager, it is said, admitted that there were no convenient dealers in the area. One thing led to another, and, beginning last Oct. 1, Tousley's Fords shared the sales floor with Philco-Ford appliances and home electronics products.

Tousley has done quite well. Since the initiation of his appliance-tv trade, he reportedly has tripled his selling space allotment for those categories, earned a trip to Las Vegas, Nev., and now predicts a first-year sales volume of \$250,000.

Philco-Ford products are given approximately 2,500 sq. ft. of floor space. There is a separate room for appliances (refrigerators, ranges, and dishwashers have been displayed there recently) and home electronics.

Tousley has employed a full-time appliance-tv manager, a man with several years of experience in the appliance business. The automobile salesmen sell appliances, as well, and, according to Tousley, have adapted quite admirably to the different product category.

The customers seem to have adapted, too. For one thing, a man who has just purchased a \$3,000 automobile may not be particularly awed at the prospect of spending a mere \$400 more for a refrigerator. Since, if he wishes, he can add the appliance price to that of the car, and spread the payments over the same period, the

appliance may mean no financial burden at all.

White Bear Lake is a relatively affluent suburb (about 20 miles north of St. Paul), and, to this, Tousley attributes his great success selling the middle and high end of the line. As of late, he has had practically no leader models on display, and the prices on the tags are not low. The customers regularly buy two and three appliances at a time, he said—for example, a refrigerator-freezer, a range, and a dishwasher.

Tousley buys everything with factory service; his men do not go out on service calls.

His reluctance to brag about his success is no doubt rooted in a concern that Philco-Ford will franchise other automobile dealers to sell the products. One can understand this concern, because, in July, the branch distributor opened up two additional Ford dealers in the St. Paul market: Midway Ford and Bob Carter Ford Inc.

A small display of air conditioners, laundry appliances, a stereo console, and a few color television sets share the automobile sales floor. The two Philco-Ford rooms could not be used as display space for Tousley's automobile models.

While Tousley may be happy with Philco-Ford, and Philco-Ford happy with Tousley, it is not clear how happy the Ford Motor Co. is with these developments. In the past, Ford has encouraged dealers to give their full attention to the automobile business. The industry will be watching Minneapolis, St. Paul, and White Bear Lake to see whether the automobile and appliance mix takes hold.

—Wallis E. Wood



Philco-Ford: an addition for this dealer, but a sign of the future?

The Great KitchenAid Frame up.

We're talking about the strong frame that holds up our dishwasher. Some dishwashers don't have frames, so why do we bother? A frame makes our dishwasher stable and durable. Keeps it from twisting out of shape. It assures door and seal alignment with the wash chamber through years of openings and closings. And for many other reasons,

as you can see below. The frame also upholds a great KitchenAid tradition: quality. It's special features like the frame that make KitchenAid dishwashers work better, last longer and easier to sell. For more details, see your distributor. Or write KitchenAid Dishwashers, Dept. 7DP-8, The Hobart Manufacturing Company, Troy, Ohio 45373.



It helps support heavy wood tops or sink countertops so they don't put a strain on the tank.

It supports the tank; helps it keep its shape. Maintains correct dimensions—no warping, no rack binding, no fitting problems for installers.

It protects the tank from damage in shipping. Gives something rigid to fasten side panels to.

It's built with hat-shaped vertical members (instead of ordinary U-shaped channels) for greater strength.

New stainless steel trim is reversible for greater installation versatility.

New front to back frame dimension permits flush installation with cabinet fronts. Kickplate can be aligned both up and down, front and back. Leveling legs permit height adjustment from 33 3/4" to 35 1/4".

KitchenAid®
Dishwashers

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

□□□□ **Housewares' ad investment in tv hit a new high** during 1966, but that may be the last of the big increase years in this respect. Already, Sunbeam has shifted much of its ad dollars for the fall selling season to the print media, and other housewares producers are cutting back on tv advertising expenditures, too. Sunbeam spent \$4.7 million on total tv ads in 1966—\$2.7 million on network tv—for a gain of 11.3% over 1965 spending, according to the Television Bureau of Advertising (TBA). General Electric led the TBA's list of 14 major household appliance advertisers, but the company's 1966 figure of \$8.6 million in tv advertising includes major appliances. GE's tv budget was up 15.6% over 1965.

Westinghouse placed third (behind GE and Sunbeam), spending \$4.6 million, up 148%; Scovill Mfg. (Hamilton Beach), fifth, at \$3 million, all spot tv, for a 15.9% decrease; Proctor-Silex, seventh (behind General Motors), at \$1.7 million, all spot, a 21.7% increase; Schick Electric, eighth, at \$1.65 million, up 363%; National Union (Eureka-Williams), 13th (behind Admiral, Maytag, Whirlpool, and Borg-Warner), at \$651,700, up 85.8%; and Ronson, 14th, at \$500,880, up 1,481.1%. (The TBA report excludes shavers, which are heavily advertised on tv.)

□□□□ **Corning goes back to a heavy print ad schedule** for its consumer products division during the second half of 1967. The company, which has been using television advertising almost exclusively since 1964, will spend an estimated \$2 million on print ads in over 15 national and regional magazines during the remainder of the year.

□□□□ **Norelco will beef up its shaver advertising** in the second half, concentrating the bulk of its 1967 \$7-million ad budget for shavers in the final quarter. The ad campaign, biggest in the firm's history, will peak during the Christmas selling season, and will encompass network and spot tv, national magazines, newspapers, Sunday supplements, and other print media. Norelco again will participate in National Football League telecasts, and has purchased a CBS package of 14 prime-time network shows. A spot tv campaign will run in 47 top markets.

□□□□ **A stencil demonstration kit from Eureka** is being offered to the company's floor care accounts. The kit contains three stenciled messages that explain the abilities of Eureka canisters, uprights, and lightweights. A material such as sand or soda is poured over the stencils and embedded in carpeting—to be swept up, of course, with a Eureka vac.

□□□□ **Rubbermaid has come up with new specials** for the fall selling season. From Sept. 1 to Oct. 31, the company is offering specials on its new vanity cabinet (50% discount on the purchase of four or more units, which list at \$9.95; its new storage turntable, designed to fit 99% of all kitchen base cabinets (one unit free with each three purchased); and instant drawer organizers (a special display assortment and 10% extra discount).

□□□□ **B.H. Melton leaves Sunbeam** to join a chemical producer. Sunbeam said there are no immediate plans to replace the former marketing vice president. Robert F. Draper, who recently was named executive vice president at Sunbeam, is expected to assume at least part of Melton's duties. Draper had been president of Oster.



Norelco's Julius Sigholz (l.) and Milton Artz, Webster, Mass., jeweler



Mel Albeit (l.) Polk Bros., with James Romano, of Remington

Personal care goods help to lure jewelers back into housewares

The nation's jewelry chains are warming up to shavers, other personal care electrics, and electric housewares in general, as profits on these categories improve.

Clocks—especially decorative, cordless models—are playing an increasingly important role, and more jewelry outlets appear to be entering the gourmet and gift housewares product areas, which can give them a respectable markup of 40% or better.

Retailers and exhibitors interviewed at the Jewelry Show gave indications that jewelers are returning to electrics—particularly shavers, which have long been associated with the jewelry field.

The well-attended Jewelry Show, which ran last week in New York City, spilled over from the New York Hilton Hotel into the Park-Sheraton for the first time. The split elicited some complaints from jewelry buyers and store owners alike.

While the primary interest was, of course, in jewelry lines for the fall-Christmas selling season, housewares and home electronics exhibitors fared well as a result of the generally heavy traffic and increased interest on the part of jewelers. Bulova Watch Co. Inc., which has an "in" to the jewelry trade, reported significant inroads for their decorative clocks and home electronics products, particularly clock-radios.

A. Cohen & Sons Corp.—New York City-based distributor serving the jewelry trade with general merchandise, including housewares products and home electronics items—was writing exceptionally good business. In the firm's large suite, manned by A. Cohen salesmen along with manufacturer reps and salesmen, A. Cohen was promoting Proctor-Silex' new pull-apart Lifelong electrics.

While many jewelry outlets reported that they are stocking more electric housewares today than a few years ago, a number indicated that they have been dissatisfied with the sales pace so far this year. They agreed that profits have improved, however, and blamed the slower sales pace on general economic conditions—as well as increased competition from other re-

tailers.

Criticism of jewelers was voiced by one housewares producer. While more jewelers are promoting electric housewares to draw traffic, he said, too many are still keeping them "behind glass cases," as if they are valuable gems.

With their natural bridal business, thanks to engagement and wedding rings, the jewelry store could be a more important outlet for electric housewares, the manufacturer added. But they must go after the business more aggressively.

Most shaver producers have fewer complaints about jewelry outlets today than they did five or six years ago, when many of the stores dropped shavers—or hid them—because of price cutting and poor profits. Now, the outlets are promoting the shavers and featuring them, often without prices in their advertising, during gift-giving seasons.

And gourmet and gift housewares products are finding their way into jewelry outlets, mixed with higher-priced giftware, including silver-plated goods. "We've always carried cookware," one Midwest jewelry store owner said, "but now we've added the fancy stuff and it's selling well."

Credit jewelers like housewares as account openers: melamine dinnerware, glassware sets, and cookware items are still being used in "package" promotions offered at \$1 down, \$1 a week. One source termed it an old standby that always produces good, if not spectacular, results.

Portable typewriters and sewing machines have also benefited from increased jewelry store interest in non-jewelry items, and largely for the same reasons as electric housewares: improved profits.

Personal care electrics fit nicely into jewelry store plans to attract a youthful audience, the future customers for wedding rings, and gifts. Jewelry retailers, like other retailers, will be stepping up their promotions of the personal care electrics almost immediately—beginning with the back-to-school season and continuing into the fall and Christmas sales push.

—Ed Dubbs



Mary Young and S.H. Caplan, of Caplan's, Harrisburg, Pa.



A. Cohen's Jack Graff (l.) with Leonard Speziale, Dunkirk, N.Y., jeweler

EUREKA has the answer:

New products, New features make the Hot Line even hotter!

<h1>Canisters</h1>	Model 500-B  <ul style="list-style-type: none"> • 1½ Peak H.P. Motor • 8 piece tool set \$2995	Model 555-A  <ul style="list-style-type: none"> • 1½ Peak H.P. Motor • "Cordaway" Cord reel • 8 pc. tool set \$3395	Model 705-B  <ul style="list-style-type: none"> • Princess • Power Pak System • 8 pc. tool set \$3995	Model 822-A  <ul style="list-style-type: none"> • Crown Princess • Hoseaway, Cordaway! • 8 pc. tool set \$4995	Model 832-A  <ul style="list-style-type: none"> • Crown Princess • Deluxe control panel • Full bag signals • 9 piece tool set \$5995
	Model 842-A  <ul style="list-style-type: none"> • Crown Princess • DeLuxe Vibra-Beat Model • More Powerful Motor • 10 piece tool set \$6995	Model 1020-BT  <ul style="list-style-type: none"> • Custom Vibra-Beat • Snap-on TOOL-PAK® • 10 piece tool set \$7995	Model 1019-B  <ul style="list-style-type: none"> • DeLuxe Vibra-Beat • Cordaway Cord Reel • 10 piece tool set \$8995	Model 1025-AT  <ul style="list-style-type: none"> • Custom Vibra-Beat • Cordaway Cord Reel • 10 piece tool set \$9995	Model 1099-A  <ul style="list-style-type: none"> • Eureka Vibra-Beat • Vacuum Selector • Cordaway Cord Reel • 10 piece tool set \$11995
<h1>Uprights</h1>	Model 238-D  <ul style="list-style-type: none"> • Power driven "Disturbulator" • Top filling Dust Bag \$3995	Model 238-K  <ul style="list-style-type: none"> • Chrome motor hood • Converts for tools \$4995	Model 240-A  <ul style="list-style-type: none"> • Two Speed • Brilliant Headlight • Converts for tools \$5995	Model 242-A  <ul style="list-style-type: none"> • Two Speed • Chrome Motor Hood \$6995	Model 266-A  <ul style="list-style-type: none"> • Cloth dust bag cover • Brilliant Headlight • Two speed \$8995
	Model 267-A  <ul style="list-style-type: none"> • Chrome motor hood • Cloth dust bag cover \$9995	Model 270-A  <ul style="list-style-type: none"> • Cloth dust bag cover • Cordaway Cord Reel \$10995	Model 271-A  <ul style="list-style-type: none"> • Cordaway Cord Reel • Chrome motor hood \$11995	Model 1212-A  <ul style="list-style-type: none"> • Emperor • The First Total vacuum cleaner \$12995	<h1>Light-weights and Hand-Vacs</h1>
Model 267-A  <ul style="list-style-type: none"> • Chrome motor hood • Cloth dust bag cover \$9995	Model 270-A  <ul style="list-style-type: none"> • Cloth dust bag cover • Cordaway Cord Reel \$10995	Model 271-A  <ul style="list-style-type: none"> • Cordaway Cord Reel • Chrome motor hood \$11995	Model 1212-A  <ul style="list-style-type: none"> • Emperor • The First Total vacuum cleaner \$12995	<h1>Light-weights and Hand-Vacs</h1>	
Model 100-A  <ul style="list-style-type: none"> • 5-way cleaning action • Weighs just 7 pounds \$2495	Model 102-A  <ul style="list-style-type: none"> • 2 stage blower • Air speed indicator • Rolls on wheels \$2995	Model 150-A  <ul style="list-style-type: none"> • Whisk Hand Vac • Same power as Eureka's Lightweights \$1995	Model 150-AT  <ul style="list-style-type: none"> • Whisk Hand Vac and Portable • 6-pc. tool set \$2995	<h1>Polisher-Scrubbers</h1>	
Model 100-A  <ul style="list-style-type: none"> • 5-way cleaning action • Weighs just 7 pounds \$2495	Model 102-A  <ul style="list-style-type: none"> • 2 stage blower • Air speed indicator • Rolls on wheels \$2995	Model 150-A  <ul style="list-style-type: none"> • Whisk Hand Vac • Same power as Eureka's Lightweights \$1995	Model 150-AT  <ul style="list-style-type: none"> • Whisk Hand Vac and Portable • 6-pc. tool set \$2995	<h1>Polisher-Scrubbers</h1>	
Model 18-A  <ul style="list-style-type: none"> • Polishes • Waxes • Scrubs • Shampoos \$2495	Model 24-A  <ul style="list-style-type: none"> • Big 3 quart dispenser \$2995	Model 34-A  <ul style="list-style-type: none"> • Eureka Instant Foam Rug Shampooer • No harsh scrubbing, no rug dolly \$3995	<p>Eureka's profit-making answer to dealers whose sales efforts are tied up in a mess of different brands.</p> <p>Check that line-up. Only a \$10 step between most models. In fact, Eureka has the most complete line of floor care products. One to fit every purse size. From \$19.95 to \$129.95. No need to confuse the customer with different brands.</p> <p>Every model has sales power. Even the low-priced ones. And Eureka has exclusive features that make vacuum cleaners easy to sell. Like Stowaway Hose, CORDAWAY, bag guard, TOOL-PAK®, suction adjuster, and custom accessories, even a tool to groom pets.</p> <p>And to insure complete customer satisfaction, Eureka maintains a network of authorized factory service centers in major market areas. Factory specialists give expert care to all Eureka products.</p>		

Housewives watch Eureka "home demonstrations" on many great daytime and prime nighttime network shows such as "Laredo," "Andy Williams" and "Run For Your Life." And they'll want to see them "in person" at your store. So get with the big Eureka line . . . the hot line. And really clean up.



on daytime and prime nighttime network shows presell EUREKA to your customers.



the very best in floor care products

Eureka Williams Company, Division of National Union Electric Corp.
In Canada, Eureka Division, Onward Mfg. Co., Ltd., Kitchener, Ontario



Stern's uses a pop approach

Ready-to-wear brings fashion to the Hardware shop

The housewares-hardware industry is faced with a new opportunity for tying into a ready-to-wear happening: the growing popularity of decorative "hardware"—such as big, brassy belt buckles.

The hardware shop is currently being promoted by prestige New York City ready-to-wear outlets, such as Best & Co. (see ad below) and Stern Bros. (ad at left); and other department stores have also jumped into the act.

A chance to hop aboard the latest hip happening in ready-to-wear is now before the housewares-hardware retailer. The time is ripe to promote ever-

growing sales of decorative hardware. Increased consumer interest in antiques and refinishing old furniture has produced a booming market for products such as decorative metal switchplates, hinges, pulls, and other cabinet hardware (MW, 17 Oct. 66, p.33).

Housewares retailers—especially the department stores—are tying in with soft goods to promote hard goods. Macy's New York started the trend when it staged its now-famous "Pots & Pants" promotion, which has since been copied by other retailers with variations such as "Skirts and Skillets." By joining up with the fashion-oriented ready-to-wear,

housewares retailers, of course, help to build up a fashion image for housewares-hardware products—hopefully encouraging the clothes-conscious consumer to style up her home.

Hardware is definitely becoming more fashion oriented, as the industry moves to woo the female customer. The forthcoming retailing season offers the retailer an excellent opportunity to play up the hardware shop, with a special accent on style. After all, it is the female customer who is refinishing much of the old furniture today: buying paint, varnish remover, brushes, wood sealers, glue, antiquing kits, and cabinet hardware. Household chemicals also can be tied in, especially copper, brass, and silver cleaners. And, for a fashion-oriented home-redecorating promotion, retailers can tie in self-adhesive wall tiles and vinyls.

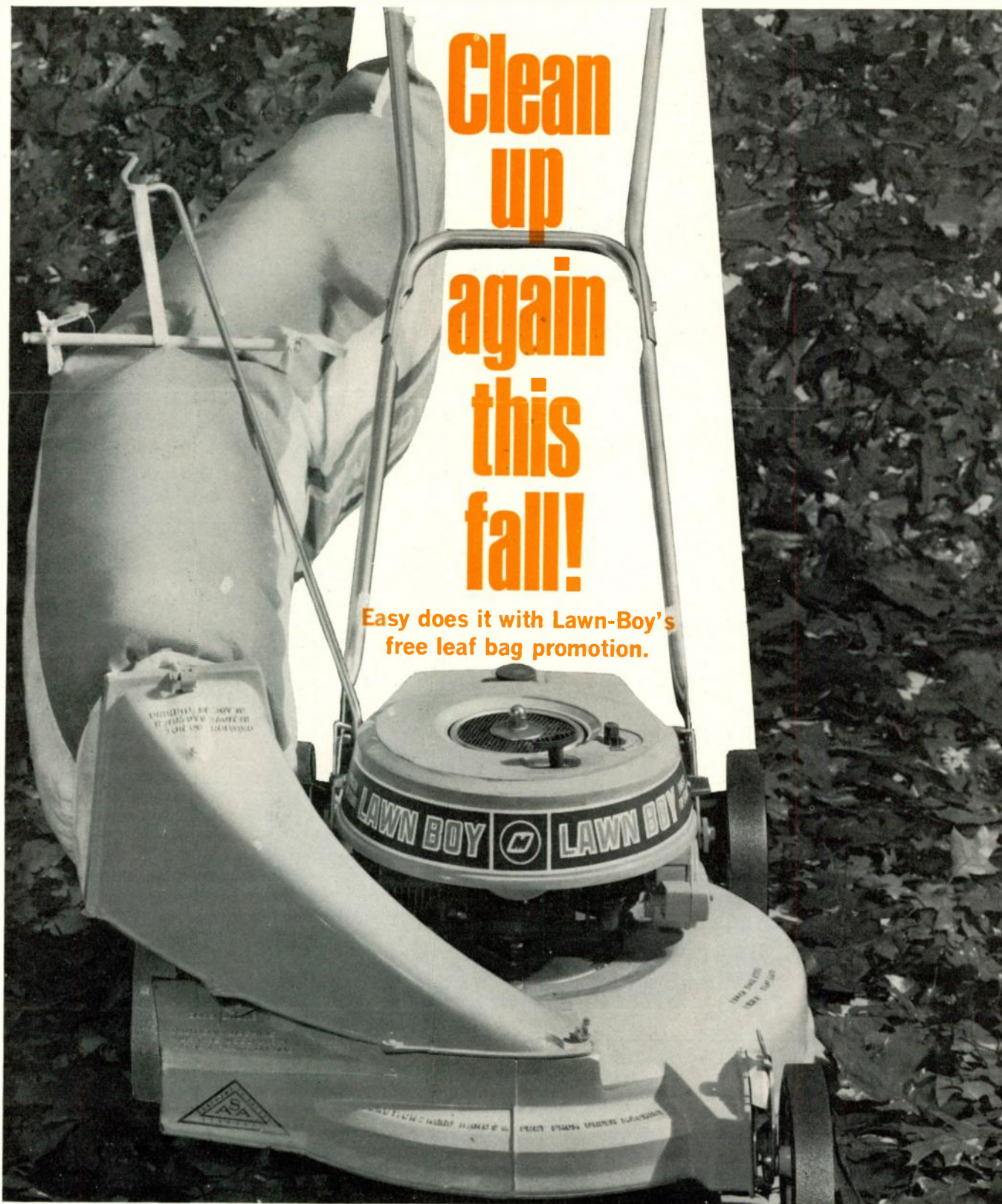
In addition to the fashion image, a redecorating promotion, with emphasis on do-it-yourself items, would provide the appeal of saving money, a lure especially attractive to younger couples.

Decorative metal switchplates have become hot items for a number of hardware stores and departments, and most have increased their assortments and promotional efforts behind the product. Buyers point out that the switchplate can be loaded with fashion appeal for the housewife redecorating her home or apartment.

In addition to providing an attractive markup, the decorative switchplate offers a nice sales ticket for department stores—especially since, as one buyer points out, customers rarely purchase just one. Switchplates in Traditional and Early American styling are selling well.

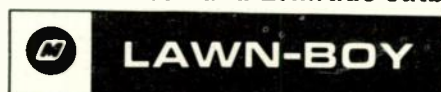
Decorative hardware also is playing a more important role in the bath shop, with pewter finishes joining brass for high-ticket sales. And the bath shop, with its pickup of Pucci and other prints from the world of ready-to-wear, provides an ideal promotional tie-in with the ready-to-wear hardware accessories.

Judging from increased retail interest in hardware's redecorating products, a number of key retail outlets will be presenting a fashion image this fall. And part of the plan will include wider use of full-color ads for hardware products in fall catalogs and flyers to tell the redecorating story.



Offer your customers a free leaf bag when they buy a Lawn-Boy this fall—for a limited time only. Extra clean-up sales are yours by the bagful in this easy "Leaf it up" promotion that's a sure traffic builder and sale closer. And this promotion is backed with NBC Network "Monitor" radio spots for a full 60-day period! It's another easy-does-it Lawn-Boy extra. And an extra good reason for stocking the 1968 Quick and Quiet Lawn-Boy line—now.

By the makers of Johnson and Evinrude outboard motors.



Outboard Marine Corporation, Galesburg, Illinois

Limited Time Offer.



Best & Co. shows its hardware shop

Make a list of mass magazines that match TV Guide for efficiency

(It's not easy)



The good life: cookware provides it with aluminum foil

Promise her anything, but give her cookware and bakeware that's convenient and disposable. And you will make a permanent friend and customer.

The age of the aluminum foil disposable is dawning for cookware and bakeware; and the place to watch for the breakthrough is the food-packaging industry.

On the market since World War II, the foil disposable began catching on as Americans started across the New Frontier about eight years ago. "And, now that we're in the Great Society, the consumer can afford it and wants it as a convenience and cooking item," said Cliff Sands, industry manager of packaging sales for Alcoa and chairman of the packaging committee of the Aluminum Assn. "She wants to spend less time in the kitchen and more with her family and friends."

"There is a certain amount of chic and snob appeal connected with the whole disposable concept," explained Mike Levin, vice president of E-Z Por Corp., an innovator in foil cookware consumer products, who has observed an annual 30% to 40% increase in business for the last several years. These items are geared to the under-40 age group, he pointed out. And that's about 80% or 85% of the market.

"The market is ripe," echoed Dominic Tampone, president of Hammacher-Schlemmer, New York City specialty housewares store. "We've got self-cleaning ovens, and it's about time we did the same thing with pots and pans: disposables are the answer."

Industry and retail sources agree: the advent of the paper and the non-woven dress has also put the consumer in a new, disposable frame of mind.

Now it is considered primarily a supermarket, discount, variety, and drug store volume item; but developments within the packaging industry point to a new age when the tickets will get bigger, the cookware will become more gourmet and fashionable, and the disposable will become an important department store item. "We introduced foil cookware about three years ago, but we didn't do that well with it," Tampone explained. "We were hoping for a big-ticket package, but it didn't come. It's a big area, though," he reiterated. "I'm not writing it off yet."

What will make foil disposables more acceptable for department stores, and eliminate their supermarket image, are developments like Alcoa's "satin server" tray. Currently being introduced for television-type dinner packages, the product's wrinkle-free quality will open up new areas in tray design: ellipsicals and rounds. These trays can also be given a colored film coating, which will create an aluminum product close to a melamine dinnerware situation, according to Sands.

Kaiser Aluminum has also taken a step in this direction with the introduction of a dinner set of smooth foil with a white epoxy covering. Now on the institutional market, the set includes an entree dish, salad bowl, vegetable dish, and dessert cup.

"Given the proper conditions—consumer demand—we would consider going directly to the retail market with this. It's heat-resistant, reusable, and has a definite edge over paper, plasticized paper, and plastic plates," a Kaiser Aluminum spokesman explained.

Ekco Products Inc., supplier to many of the food packagers and institutional users, is now introducing a container that doubles as the top of a double boiler. It can be used for meats and vegetables, and Ekco would consider making this available for home use—again, if the consumer wants it.



Reynolds Metal aluminum foil tray package features handles for cook-and-serve use



At retail: disposable foil cookware commands a year-round market that has yet to be cultivated

"The consumer has come to appreciate foil, through packaging applications, for its cooking convenience. And she's beginning to think of it more and more in terms of serving use. But the true market will be where it is used as a utensil," explained an Ekco spokesman.

Sands noted also that, because the consumer keeps the packages after she has used them, "she'll be ready to buy them when they're offered to her independently. We're currently working on new designs for semi-rigid foil molds for fish. These would be for cooking and serving applications. And they're serviceable and decorative."

The Alcoa executive also spoke of a high-strength foil pie pan designed to bake the bottom of the pie more satisfactorily and prevent the crust from becoming charred. "It's being tested with the major frozen food houses now, and there's a good chance it will be offered separately to the consumer. Prepared soups," he went on, "will prepare the way for disposable saucepans, just as the growth of prepared food packages for the microwave oven are spurring the creation of special foil pans for this appliance."

There is a trend to bigger-ticket items in the form of bigger packages or packages that combine several different pieces for department store selling, although the bulk of the business is done by the mass merchandisers, Levin said.

E-Z Por already has copper-toned fish and desert molds, and is currently getting further into colored foilware. One of its newer offerings is a series of disposable foil roasting pans in three sizes, the largest able to handle the healthiest of holiday hams and fowl. The pan is a direct outgrowth of a product that began as a utensil for institutional use.

"These are impulse items, too," pointed out Paul Oberland, foil sales manager for Mirro. "Women like them, however, because they mean you can give a pie or cake to a neighbor, or bake for a church supper, without having to worry about getting the pan back. There's an expanding outdoor eating market, too—a picnic group that goes gourmet and needs the utensils for this type of outdoor cooking. Disposables provide the answers to the needs of this group."

The time is ripe at retail to set the pace for the future. As paper and non-woven accessories take a firmer hold on the home furnishings and housewares departments, the scene can easily be set to promote the basics and the original of disposable living—the foil products. The selling points are the same as for the non-wovens: simple storage, re-usability, easy-to-care for qualities, and disposability. And the tie-in potential is a natural one.

"The consumer will follow industry," said Sands. "If she wanted the foilware today, she could have it. She still has to be educated, and it's up to the industry, as a whole—retailers especially—to educate her."

—Irene Kanfer



E-Z Por uses a dump display for its new roasting pans



Kaiser Aluminum's foilware with white epoxy coating is an indication of what the future holds for the disposables at retail



Ekco Housewares assigns many uses to its aluminum foil pan: casserole, baking pan, dip dish, storage container

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			B & W	COLOR
	AUGUST 28	COLOR TV SPECTACULAR PLUS—CONTINUATION OF 4-PART SERIES ON HOUSEWARES SALES TRAINING. THIS WEEK COVERING PERSONAL CARE ELECTRICS.	AUGUST 18	AUGUST 14
	SEPTEMBER 4	WALTZ THROUGH WASHDAY— SELLING HOME LAUNDRY PLUS—PART 3 OF HOUSEWARES SALES TRAINING SERIES FOCUS- ING ON FLOOR CARE EQUIPMENT.	AUGUST 25	AUGUST 21
	SEPTEMBER 11	VIDEO & AUDIO PLAYBACK EQUIPMENT PLUS—FINAL SEGMENT OF HOUSE- WARES SALES TRAINING SERIES COVERING COOKWARE.	SEPTEMBER 1	AUGUST 28
	SEPTEMBER 18	HOUSEWARES MARKETING AND MERCHANDISING EDITION	SEPTEMBER 8	SEPTEMBER 4
	SEPTEMBER 25	RANGE PROMOTION	SEPTEMBER 15	SEPTEMBER 11
	OCTOBER 2	DISHWASHERS	SEPTEMBER 22	SEPTEMBER 18
	OCTOBER 9	HARDWARES (COINCIDING WITH HARDWARE SHOW)	SEPTEMBER 29	SEPTEMBER 25
	OCTOBER 16	MAJOR APPLIANCE MARKETING REPORT	OCTOBER 6	OCTOBER 2
	OCTOBER 23	MERCHANDISING CLOCKS	OCTOBER 13	OCTOBER 9
	OCTOBER 30	UTILITY REPORT	OCTOBER 20	OCTOBER 16
	NOVEMBER 6	RADIOS	OCTOBER 27	OCTOBER 23
	NOVEMBER 13	HOW CO-OPS OPERATE	NOVEMBER 3	OCTOBER 30
	NOVEMBER 20	WARRANTIES AND GUARANTEES	NOVEMBER 10	NOVEMBER 6
	NOVEMBER 27	PLANNING '68 ADS	NOVEMBER 17	NOVEMBER 13
	DECEMBER 4	HOUSEWARES AWARD PROGRAM	NOVEMBER 24	NOVEMBER 20
	DECEMBER 11	OUTLOOK '68	DECEMBER 1	NOVEMBER 27
	DECEMBER 25	MERCHANDISING WEEK 60TH ANNIVERSARY DOUBLE ISSUE	DECEMBER 8	DECEMBER 4

NOTE: Deadline for four-color ads requiring separations is 30 days prior to issue date.

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A BILLBOARD PUBLICATION

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