

MERCHANDISING WEEK

SEPTEMBER 4, 1967

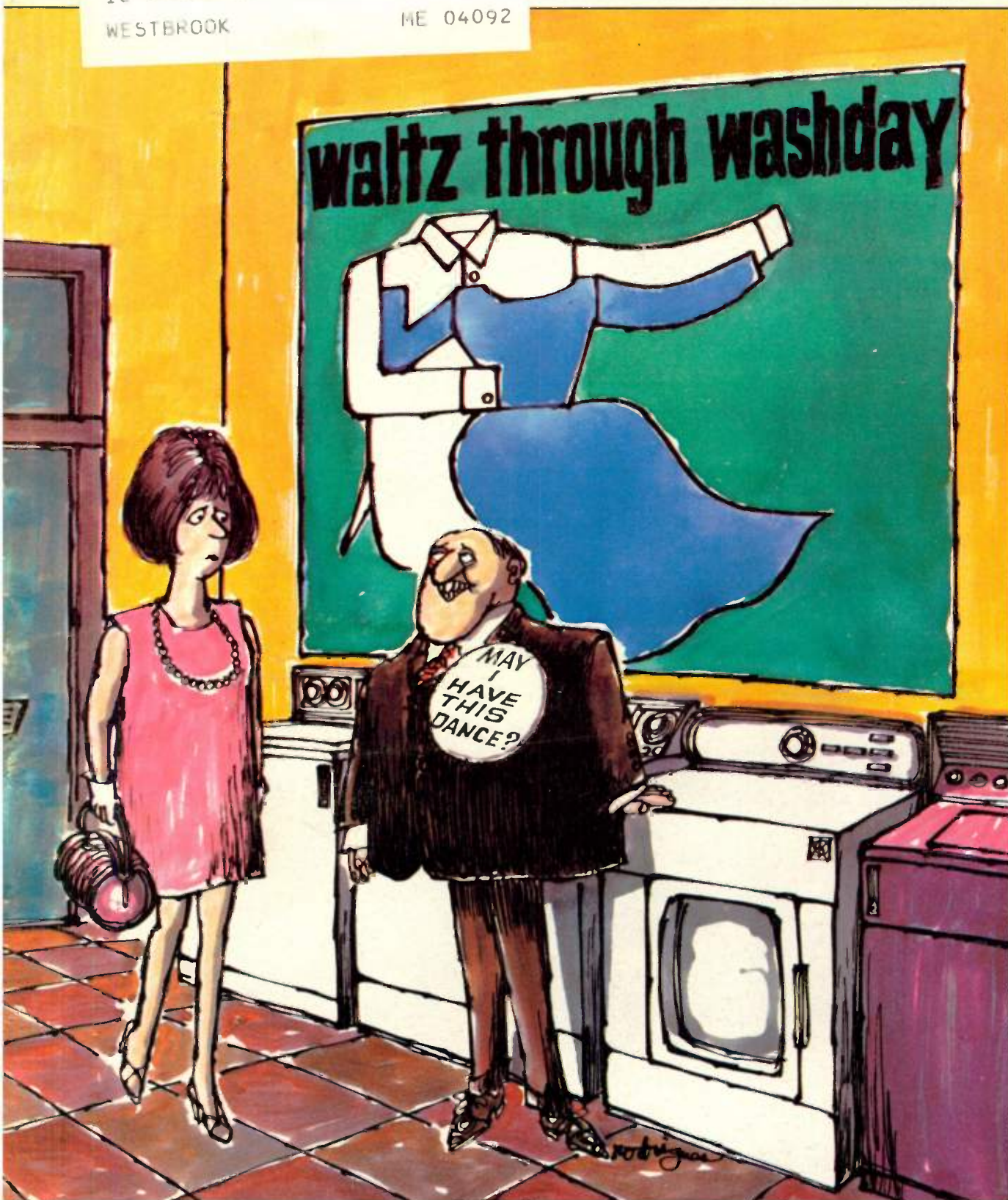
EDITED FOR THE CONSUMER ELECTRONICS,
APPLIANCE, AND HOUSEWARES INDUSTRIES

☐ READ BY THE RETAILERS
RETAILERS FOLLOW

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and product specs ☐☐ p.11

Tape Cartridge Forum:
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NEXT WEEK

**Selling sight and sound: how retailers can capture
more profit in audio and video tape recorders**

**WALTZ
THROUGH
WASHDAY**

with a new automatic Washer and Dryer



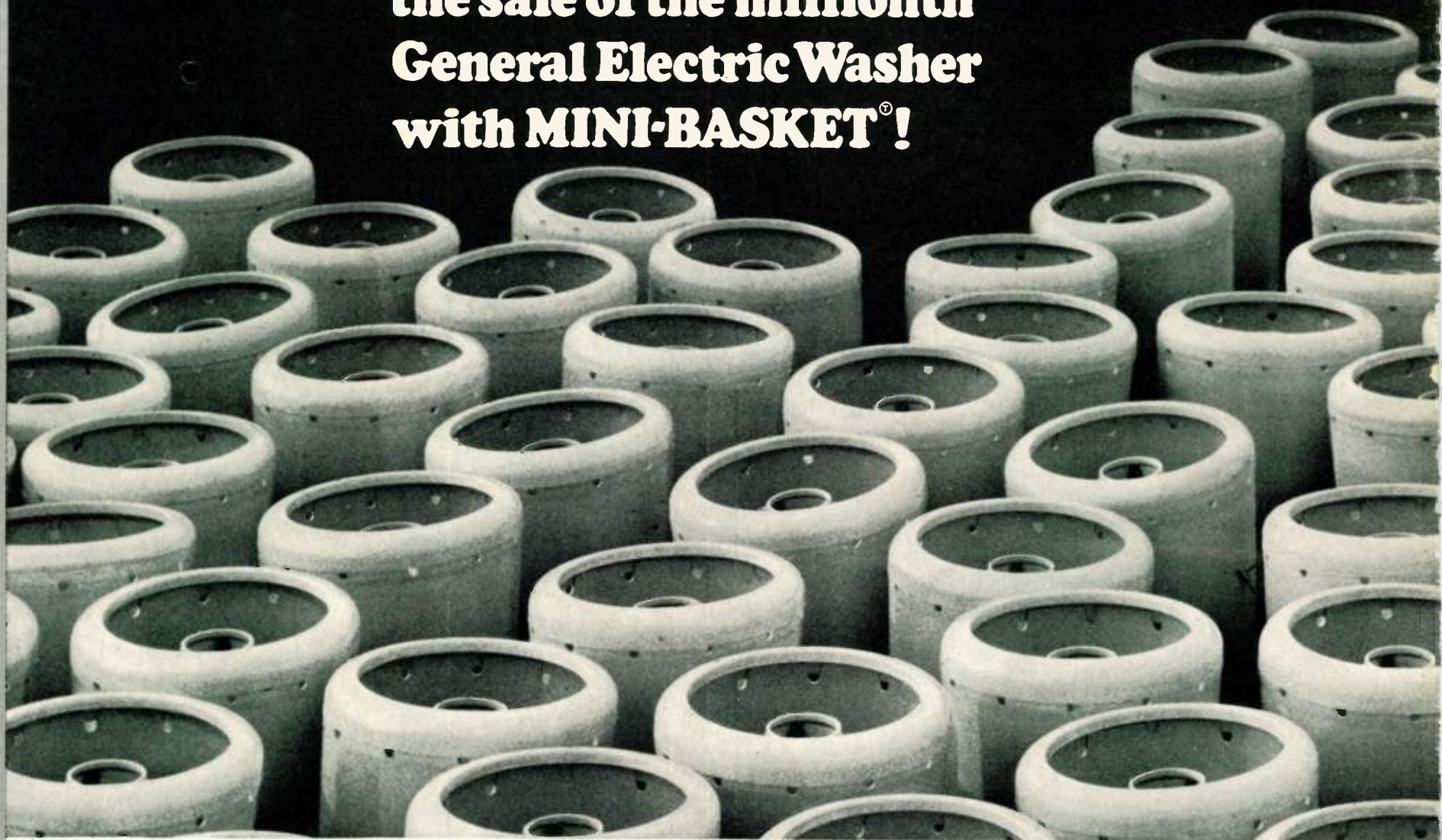
OCTOBER IS

...And General Electric is boosting your "Waltz through Washday"



Mini Month

**All through October—we're celebrating
the sale of the millionth
General Electric Washer
with MINI-BASKET®!**



It's the washer that gives you big-family dependability PLUS the exclusive extra basket that does all the things you normally wash by hand!

Now you can choose a GE MINI-BASKET Washer with the features and price just right for you. Which-ever model you select, you get a washer that gets a giant, family-size load truly clean—up to 16 pounds of mixed heavy fabrics. Plus all the features you need for perfect laundering of every type of fabric—including a special cooldown cycle that keeps wrinkles from setting in Permanent Press garments.

You also get General Electric's exclusive MINI-BASKET. It saves you time, water and detergent. You'll use it for small leftover loads, for delicates, for nuisance loads like sneakers or colored things that

run. And you'll discover for yourself why a million families are now taking advantage of this revolutionary washday convenience!

See your GE dealer now for a MINI-BASKET Washer. Matching dryer also available, in your choice of electric or gas.

General Electric Washers with MINI-BASKET start as low as

\$209⁹⁵*

GENERAL  ELECTRIC

General Electric Dryers available as low as \$109.95.*

*Price optional with dealer. Subject to Fair Trade where applicable.

GE MINI-MONTH

business with this two page traffic-builder in LIFE, October 6th.



2-Speed Deluxe Automatic Washer.

2 wash speeds. 2 spin speeds. Permanent Press cycle with cooldown. Bleach dispenser. GE Hydropower washing system that gets even a giant load truly clean. Famous Filter-Flo® action, for no lint fuzz on any size load. Model WA840D.



2-Speed Custom Automatic Washer.

2 wash speeds; 5 wash and rinse temperatures; 3 cycles. Cold water wash and rinse; soak cycle; extra wash. Permanent Press cycle with cooldown. Bleach funnel; full width fluorescent lamp. Famous Filter-Flo washing action. Model WA750D.



3-Speed Custom Automatic Washer.

Extra flexibility gives just-right care for any washable. 3 wash speeds and 2 spin speeds—six combinations. Permanent Press cycle with cooldown. Includes bleach funnel and fabric softener dispenser, many other GE features. Model WA850D.



"No-Guesswork" Washer.

Now at a popular price—a programmed washer that automatically sets up the right wash and spin speeds, wash and rinse temperatures, for any fabric, at the touch of a button. 7 programmed fabric selectors. With Permanent Press cooldown. Model WA1050D.



4-Speed Programmed Washer.

GE's finest washer. Just press one of the 7 selector buttons to wash any fabric without guesswork. Automatic pre-wash, with liquid detergent dispenser; extended soak cycle; optional automatic extra rinse; special woolen cycle and timed bleach injector. Model WA1250D.



WHY ARE THEY AFRAID?

Dear Sir:

After you published my letter on so-called dealer "incentive" trips (MW, 7 Aug., p.4), I was surprised at the response I got from other dealers around the country.

What surprised me most were all the unsigned letters I received.

The letter I consider the most important is the one you published from

Charles E. Mikesell (MW, 21 Aug., p.8). It is most important simply because he had the guts to sign his name.

Why are all the businessmen and women, the backbone of the U.S., so afraid to step forward and be counted? I guess a dumb woman like me does not understand the situation.

Right?

Mrs. Aribert Kauf
Appliance Service Center
Levittown, Pa.

RIOT REPORT

Dear Sir:

Your riot report (MW, 7 Aug., p.6) is a most interesting piece which substantiates some of the discussions I have had with members of the East

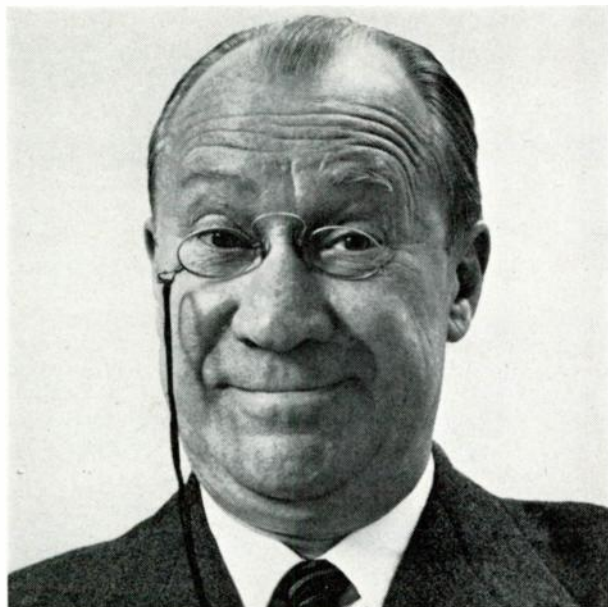
Harlem community.

I believe there is a great need for bold action in the area of consumer protection, and for that reason I have recently formed a Consumer Council to coordinate a city-wide program in this area.

I'm hopeful that the President's new National Advisory Commission on Civil Disorders will look carefully at the entire problem of consumer protection in the ghettos and will have some important recommendations in this area.

Your article will help to explain to many people some of the underlying causes for unrest in our ghettos. I look forward to seeing the subsequent issues in this series.

John V. Lindsay
Mayor
City of New York



Do you have an honest face?

A man gets an uneasy feeling when he's buying a color tv. Can't help wondering if you're selling him \$500 worth of trouble. An honest face is a help.

A Philco Qualified Service sign is even better. Gives him confidence in your service. That's what sells today.

Your service technicians can get all the training they need at the local training meetings in your area. Then you can go right ahead and hang out the Philco sign.

Our Tech Data Service keeps them up to date with the latest developments in servicing and design.

The specialist training will mean quicker diagnosis and remedy, fewer call-backs. Better service all round.

You get the fastest parts delivery in the industry. Philco Parts Distributors keep almost every part you'll ever need.

Any part they don't have in stock will be on its way to you by air within 24 hours through our Lifeline Emergency Service.

And it can mean *more* repeat sales, too.

We tell all Philco owners about Philco Qualified Service in our product Use and Care books. Your store can appear in our Yellow Pages listings, and you become your area headquarters for Philco Service.

And there's plenty of attractive material to identify your store.

That's how Philco Qualified Service works, and how it'll help your sales. Call your local Philco-Ford Distributor for the details.

Ask for the Service Manager.



MERCHANDISING WEEK

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READ BY THE RETAILERS
OTHER RETAILERS FOLLOW

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Whole Life Policy pays world-wide for death from any cause, any time, except during first policy year for either suicide or death from undisclosed pre-existing health conditions. Mail your name, address, zip code, year of birth and ad to Great Lakes Ins. Co., Elgin, Ill. 60120. Dept. GED143P6

□□□□ **More price hikes on room air conditioners**, and probably other major appliances, as well, are in the works. Even Sears reportedly is feeling the squeeze and will raise prices on some items, including refrigerators. On room air conditioners, Westinghouse joins GE-Hotpoint in upping prices. New price schedules—to be mailed to distributors this week—will include hikes on a “selective basis,” averaging 3% on the models involved. Most other producers also are expected to follow the lead, although the York division of Borg-Warner has indicated it will hold the line on pricing. Manufacturers are blaming the hikes on increased material and labor costs, as well as higher freight rates.

□□□□ **Macy's adds a \$1 delivery charge to electrics** and portable electronics. This represents a departure for Macy's New York, which has promoted itself as offering discount prices plus full service, including free delivery in the trading area. Brooklyn-based Abraham & Straus, the city's second largest department store, has levied a \$1 delivery fee on electric housewares and portable electronics for several years. Macy's shied away from the idea largely because other Manhattan department stores follow the free-delivery policy. Like A&S, Macy's applies its new \$1 “delivery-handling” charge to fair-traded electric house-

wares as well as those which are discounted. In its newly issued fall Housewares Sale catalog, the page devoted to private-label Supre-Macy electrics excludes the \$1 delivery-handling charge notation; but a Supre-Macy 4-speed portable phonograph model at \$19.95 includes the new \$1 delivery fee.

□□□□ **A sales training program for GE's Universal line** will begin this month as part of General Electric's latest push behind the consigned, fair-traded line. As with its regular GE line, the firm is using sales training booklets plus a “Selling Through At Retail” program with certificates, quizzes, and prizes for sales personnel. Later, GE will use mystery shoppers to call on retailers and give cash awards to personnel who take them straight to the Universal line.

□□□□ **Ekco reintroduces a line of colored cookware.** Called State Fair, the ceramic-clad aluminum cookware is available in flame (orange), avocado, and cocoa with coffee-color Hardkote Teflon interiors. The cookware comes in three sets, but can be sold as open stock as well. Ekco is also bringing out a new Classic line of stainless steel cutlery, a group of nylon kitchen tools, and a line of bar tools that can be used in the kitchen.

Retailers see potential pluses in RCA color price hikes

Retailers kept their cool last week as RCA raised prices 2% to 3% in its 1968 color tv line. Effective Sept. 1, the hikes occur only 90 days after RCA announced cuts in June. At presstime, other manufacturers were considering price increases and were expected to announce adjustments of their own within the month.

Some dealers welcome new prices, claiming that moderate increases will stabilize the market and ease the profit squeeze that has resulted from mark-downs throughout the year.

Such increases, they add, will not affect the color tv sales potential this fall and have been expected in view of rising costs for labor and materials.

RCA upped prices on 46 of 53 basic models that make up its new color line. (Seven models—including

the 14-inch portable, at \$329.95 list, and the low-end 18-incher, at \$369.95—remain unchanged.)

Prices were raised also on stereo consoles. Of the 31 models, 20 will be affected with increases ranging from \$10 to \$25, while the low-end Rushmore remains unchanged at \$129.95.

No price changes are expected for the company's b&w tv sets, portable phonographs, tape players, or radios, according to an RCA spokesman.

Why up prices 90 days after cuts?

Raymond W. Saxon, vice president and general manager, RCA Victor Home Instruments Division, commented: “Manufacturing and selling costs (primarily labor, materials, and transportation) have been rising significantly this past year. They have spiraled far beyond our expectations in the past

90 days, since we priced our 1968 models.”

Rundown on RCA's color prices (suggested retail): two 18-inch models remain unchanged. The 20-inch leader, the Barrie, is unchanged at \$399.95, but prices are up \$10 to \$20 in the line.

The 23-inch leader, the Asbury, jumps \$10 to \$479.95. Hikes average \$25 on 23-inch table and console models. The combo leader, the Hillsborough, is unchanged at \$799.95. Combo increases range from \$50 on the Erickson, now \$950, to \$155 on the Royal Dane, now \$1,350.

How retailers take the increase:

Harry Price, of Price's Inc., Norfolk, Va.: “I think this move will offer the first stabilizing effect we've had in the color market this year. If the consumer wants color tv, he will pay

\$590 for a set just as freely as he will \$575. The price becomes secondary when he really wants a set.”

In Springfield, Mass., Lou Del Padre, of Del Padre's said: “This should not hurt sales; if the increase were 10% or so, it would be different. We expected some increases.”

But in Alton, Ill., where state taxes were recently raised, Jim Ebbler, of Ebbler Electric Co., was seriously concerned with the new prices. “Combined with the proposed new federal taxes, I'm afraid this will encourage people in our area to sit tight and hang on to their money,” Ebbler said.

Hugh Hannah, of Hannah-Adams, Chattanooga, said: “Everyone realizes that labor and parts have gone up; these moderate increases are justified.”

—Neil Spann

CBS's new video playback system: where's the home market?

Considerable excitement was created early last week by a Columbia Broadcasting System announcement. CBS said it was ready to produce a machine for \$280 that could be connected to the antenna terminals of any conventional tv set and thereby playback a wide range of audio-visual material from pre-recorded film cartridges about the size of 7-inch audio tape reels. By the week's end, however, hasty speculation about a revolution in home entertainment had died down.

The initial excitement was largely generated by a story that first appeared in the *New York Times*. That paper played the story big in its Monday (Aug. 28) edition. On its front page,

the *Times* compared the cost and ease-of-use of the CBS system's pre-recorded cartridges with conventional LP phonograph records, and, on an inside page, the *Times* speculated that “The CBS film cartridge, weighing only a few ounces, would lend itself to easy retailing by stores.”

The letdown for retailers, however, was soon to come. Felix A. Kalinski, vice-president of planning for CBS, told Merchandising Week that the company's aim “is strictly for educational and institutional application” of the device and that “we have not discussed its use in the home entertainment market.”

“Electronic Video Recording” (EVR)

is the name CBS has given to the new playback system, which consists of three main stages:

1. Prerecording—sophisticated electronic process transfers any film or video tape programming onto a special 8.75mm unperforated thin film.

2. Cartridge—the film is then stored in a cartridge seven inches in diameter and approximately ½-inch thick.

3. Reproduction—the cartridge is inserted into a player attached to the antenna terminals of a tv set, which plays the material on its screen.

The EVR player is not a video tape recorder. The film cartridges it plays can be made only in processing facilities specifically designed for that

purpose.

Neither a photograph nor a mock-up version of the player is available for public inspection in the U.S. at present, but Kalinski said it is about the size of a breadbox.

From a former government official, now connected with a private educational firm in this country, Merchandising Week obtained the following description.

“When I saw the system demonstrated about eight months ago, it was not encased, and was hanging on something much like a peg-board. I would say that the device measured about 30 by 40 inches, and I should

(Continued on page 28)



NARDA's management school at the University of Utah: one big advantage for retailers is the chance to sit around and discuss mutual problems.



In the dormitory cafeteria after lunch, retailers get a chance to meet other retailers—and talk shop.

NARDA's Western seminar poses a big question for students and teachers

Story and photos by Wallis E. Wood

Now that NARDA's two management schools are over, there seems to be some confusion about them—confusion that is reflected in the reaction of dealers.

Are the schools designed to make dealers think about their business? Or are they supposed to teach various management techniques? The question has come up, dealers say, because some classes are clear attempts to give retailers a new perspective on their businesses, while others offer fairly basic how-to instruction.

Jules Steinberg, executive vice-president of the National Appliance & Radio-TV Dealers Assn., which co-sponsored the schools, believes the main goal of the week-long seminars should be to make retailers think. He points out that a week is too little time to learn many of the more complex management techniques. Further, different dealers need different skills and it would be next to impossible to develop a curriculum to suit each student.

But if the schools are designed to make dealers think, some observers feel this should be pointed out at the first session. It might end the criticism that "the school didn't teach me to do anything." Of course, teaching someone to think is more difficult and painful than teaching him to, say, lay out an ad.

Of course, one big benefit is the chance to sit quietly and talk shop with someone who is not a competitor; students took advantage of breaks, mealtime, and other free time to gather and talk out their problems. Here are the scenes—both in and out of class—at NARDA's Salt Lake City Seminar.



A familiar sight at the week-long school: a dealer, Robert Young, of Monroe TV Sales, Spokane, Wash., checks up on the business.



R.O. (Bob) Richards, of Westinghouse, answers questions.



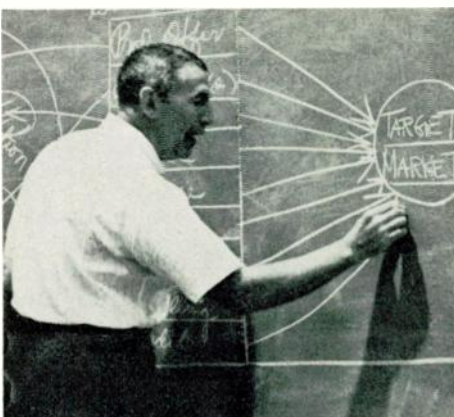
NARDA retailers listen intently to university and industry speakers.



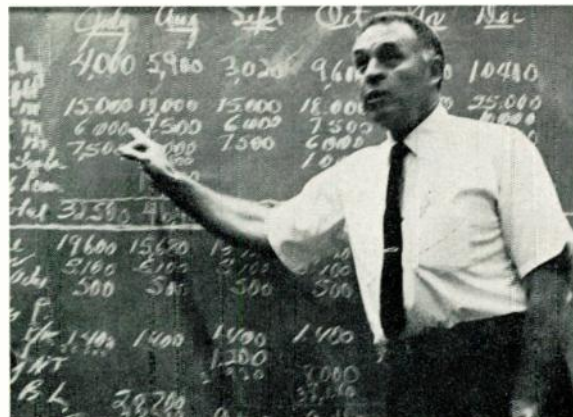
Whirlpool's Tom Bartley gives retailers advice on distributors.



R.C. Matthews, of Lou Johnson Co., a Portland (Ore.) distributor.



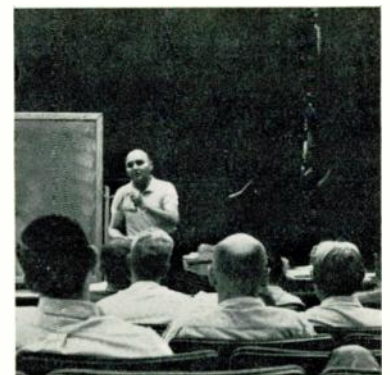
William R. Davidson, Ohio State University, explains that all marketing efforts should be directed to one marketing target.



Prof. Webster Decker, of the University of Utah, leads the dealers slowly and clearly through the method of planning a six-month cash budget.



Sam Gordon, of Sam Gordon's Appliance Super Markets, a six-store chain in Madison, N.J.



Jules Steinberg, NARDA's executive vp, discusses the importance of knowing gross margins.

REGISTER NOW

BILLBOARD AND MERCHANDISING WEEK'S SECOND ANNUAL

TAPE CARTRIDGE FORUM

A comprehensive two-day seminar evaluating the major aspects of manufacture, distribution, promotion and retailing in the fast-developing tape cartridge industry.

The roster of Speakers will be comprised of leaders in the primary phases of the development, merchandising, use and sale of product in the burgeoning new tape cartridge business.

(Full list of speakers and their topics will be published shortly.)

OCTOBER 16-17, 1967 - NEW YORK - HILTON HOTEL

REGISTRATION FORM

CONFERENCE PROGRAM

Each session will be comprised of an opening talk by the guest speaker, followed by open discussion from the floor in the form of questions and answers.

Monday Morning, October 16 9:30 A.M. - 12:15 P.M.

- Session 1 *The Shape of the Tape Cartridge Field—Today and Tomorrow.*
- Talk A What Has Happened in the Tape Cartridge Field and Where Is It Heading?
- Talk B The Experience to Date and Future Plans of the Automobile Manufacturer.
- Talk C The Development of Product and Promotional Programs for the Home Market.

Monday Afternoon 1:30 P.M. - 4:30 P.M.

CONCURRENT SESSIONS

The following sessions will be held at the same time. Each registrant will select two of the five following subjects. The discussion of the five subjects will be repeated twice so that the registrant will attend the discussion in successive hours.

- Session 2 *Market Facts on the Customer and His Purchase of Cartridges and Equipment.*
- Talk A Who Is Buying and Why?
- Talk B Analyzing the Type and Amount of Equipment Sold and Their Outlets.
- Talk C The Potential in the European Market and Progress to Date.
- Session 3 *How Can a Retailer Profitably Get Into the Tape Cartridge Business?*
- Talk A The Experience of a Record Retailer.
- Talk B The Experience of an Appliance Retailer.
- Talk C The Experience of an Auto Accessory Retailer.
- Talk D The Experience of a Tape Cartridge Stereo Retailer.
- Session 4 *Some Distributor Approaches to Increase Sales.*
- Talk A How the Distributor Can Diversify His Retail Outlets to Increase Sales.
- Talk B Developing an Organized Stocking Plan for Retailers to Maximize Product Turnover.
- Talk C Pinpointing Your Sales Effort Through Creating a Customized Catalogue vs. a Standard One.
- Session 5 *Sales Opportunities in the Broadening Applications of Tape Cartridges and Equipment.*
- Talk A Its Use in Company Training Programs.
- Talk B Its Use in Adult Language Instruction.
- Talk C Its Use in Keeping Doctors Informed of Medical Advances.
- Session 6 *Characteristics and Differences Among Major Tape Cartridge Systems—An Engineering Evaluation for the Layman.*
- Talk A The Four Track System.
- Talk B The Eight Track System.
- Talk C The Playtape System.
- Talk D The Cassette System.

Tuesday Morning, October 17 8:30 A.M. - 12:15 P.M.

CONCURRENT SESSIONS

Each registrant will select three of the following six subjects. He will be assigned his three subjects so that he can attend each in successive hours.

- Session 7 *Reaching Special Markets to Expand Cartridge and Equipment Sales.*
- Talk A Selling to the Automobile After-Market.
- Talk B Selling to the Boat Market.
- Session 8 *Educating Sales Personnel to Improve Knowledge of Cartridges and Equipment.*
- Talk A Training Retail and Distributor Salesmen on Basic System Operation and Advantages.
- Talk B Getting Retail Salesmen to Push Plus Sales of Accessories.
- Session 9 *The Critical Need to Know Music Copyright Dangers as Tape Use Expands.*
- Session 10 *The Status in the Development of Standards and Compatibility for Equipment and Cartridges.*
- Session 11 *Controlling Pilferage in the Retail Store.*
- Session 12 *Creating Greater Consumer Awareness of Tape Cartridge and Equipment at the Local Level.*
- Talk A Promotional Approaches at the Local Level to Arouse Consumer Interest.
- Talk B Developing Consumer Interest Through Door to Door Selling.

Tuesday Afternoon 1:30 P.M. - 4:00 P.M.

Session 13 *Where Do We Go From Here?*

The registrants will gather in one room. It will be set with round tables for ten per table. The men will be assigned to tables so that there will be a mix of people who have not been in the business and those that have. Also, there will be a mix of retailers, distributors and manufacturers so that there is a cross-section of thinking at each table. A table leader will be selected to guide discussion, following an outline of questions that have been prepared in advance. Questions will consist of such as the following:

1. What market (adult, teen-age, etc.) do you believe offers the most promising sales opportunities in the next 12 months?
2. How effective do you think each of the following advertising media will be for retailers or distributors in the promotion of tape cartridges and equipment at the local level?
 - A. Newspapers
 - B. Radio
 - C. Television
 - D. Magazines

The men at each table will select the questions they want to discuss and continue in their discussions for 1½ hours. At the end of that time, a panel of 2 retailers, 2 distributors, 2 record manufacturers, and 2 equipment manufacturers will be available, for the last ½ hour, to answer any questions.

TAPE CARTRIDGE FORUM

Sponsored By

Billboard Magazine & Merchandising Week

The Tape Cartridge Forum will acknowledge your registration immediately upon receipt, and will forward all details pertaining to procedures.

Please register people from our company to attend the TAPE CARTRIDGE FORUM, October 16-17, 1967, in New York. Check is enclosed to cover all registrants.

COMPANY NAME

ADDRESS

CITY STATE ZIP

We are ☐ manufacturers ☐ wholesalers ☐ retailers

☐ distributors ☐ other:

We are associated with the ☐ music-record industry

☐ automobile field ☐ other:

We are now in the tape cartridge field ☐ Yes ☐ No

REGISTRATION FEE:

\$100.00 per person

Fee includes attendance at all sessions, work materials, and luncheon on Monday and Tuesday. IT DOES NOT INCLUDE HOTEL ACCOMMODATIONS.

Payment Must Accompany Order. Please Make Check Payable to: Tape Cartridge Forum — and mail to Room 1408, 500 Fifth Avenue, New York, N.Y. 10036.

NAMES OF REGISTRANTS AND THEIR TITLES:

(Additional registrants can be listed on your company letterhead)

Your signature and title



□□□□ **The easy-money policy** of the Federal Reserve Board will be continued—for the time being at least. But there are signs of edginess among some Board members, who fear that prices may be getting out of hand. If this trend continues, the FED may reverse its position and deliberately tighten the money supply in an effort to head off inflation.

This could mean higher interest rates and less money available for inventory and expansion loans. It also could lead to another tightening of mortgage funds for new housing, so vital to the prosperity of the appliance industry. There already are signs that mortgage interest rates are on the rise.

□□□□ **Insurance premiums for merchants** in inner cities often are exorbitantly high; and in some ghetto areas, no insurance at all is available. Sen. Philip A. Hart (D-Mich.) wants to rectify this situation. He has introduced a bill to have the Secretary of Commerce work out with the insurance industry a risk-sharing plan to make insurance available to ghetto businessmen at reasonable rates. There is not much chance that Congress will approve the idea this year. But at least the problem is being brought into the open, and something eventually may come of it.

Hart also has introduced a bill designed to protect the interests of franchise holders against arbitrary cancellation. Under his proposal, the franchiser would have to reimburse the franchisee for all material facilities and for goodwill if a contract is cancelled without his consent. This measure also has little, if any, chance of passage this year.

□□□□ **The programs may be getting worse** (if, indeed, that is possible), but television profits are zooming. Revenues of television broadcasters, according to the Federal Communications Commission, went over the \$2-billion mark in 1966, for the first time. This was a 12% increase over 1965, and left broadcasters with a pre-tax profit of \$492.2 million. With profits like that, broadcasters have little incentive to improve their programming.

□□□□ **Retail and wholesale prices are on the rise**—enough to cause more than the usual alarm among government economists. The consumer price index rose 0.4% in July to a record 116.5% of the 1957-59 average. Most of the increase was in food prices and consumer services.

What alarms economists and other government officials even more is that wholesale prices of industrial goods rose 0.3% in August, after being virtually stable since the 1st of the year. So long as the wholesale price index remained stable, officials refused to worry; now they are getting downright panicky.

□□□□ **Mandatory government control over radiation** from tv sets and other electronic items—through the legislation of enforceable standards—was supported last week by Surgeon General William H. Stewart. Since 1929, the standards have been set, on a voluntary basis, by the National Council on Radiation Protection and Measurement.

INDUSTRY TRENDS

The increase level set by color tv distributor sales during the week of Aug. 4 tapered off somewhat last week. Distributor sales for color tv ran just about 15% ahead of those for the same week last year; and, for the cumulative 32-week period, about 28% ahead of the comparable period last year.

Distributors shipped a total of 108,351 color sets during the week ending Aug. 11, bringing the 32-week unit total to 3,056,564.

Throughout the rest of the home electronics sections—the only areas for which new Trends figures are available—the picture is rather unpleasant, with minuses recorded in all areas. Distributor sales of console phonographs suffered the worst sales fate

during the week, falling 35.70% below those of the same week of 1966. The 32-week total for the product is down as well—by 23.77%.

Portable and table model phonographs were off 25.65%, although they remained in the plus column for the cumulative total. Distributor sales were up approximately 10% for the 32-week period compared with 1966 figures.

Black-and-white television sets continued below last year's marks. Sales were down 15% for the week, bringing the cumulative total to almost 28% below that of 1966. Radios, too, continued to decline. Sales fell 14% for the week ending Aug. 11, and were down 11% for the 32-week period.

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.	July	105,000	115,200	- 8.86
	7 months	790,300	757,000	+ 4.39
Dryers, clothes, gas	July	47,100	46,700	+ .85
	7 months	354,000	347,400	+ 1.89
Washers, auto. & semi-auto.	July	294,200	347,900	- 15.44
	7 months	2,120,000	2,294,300	- 7.60
wringer & spinner	July	26,000	40,100	- 35.17
	7 months	261,900	306,500	- 14.56
Air Conditioners, room	July	261,500	488,900	- 46.52
	7 months	3,337,300	2,554,400	+ 30.64
Dehumidifiers	July	47,200	35,200	+ 34.09
	7 months	232,700	203,000	+ 14.63
Dishwashers, portable	July	25,100	28,200	- 11.00
	7 months	270,900	239,800	+ 12.96
under-counter, etc.	July	63,400	71,100	- 10.83
	7 months	496,100	575,500	- 13.80
Disposers, food waste	July	109,800	108,600	+ 1.10
	7 months	707,900	812,800	- 12.91
Freezers, chest	July	46,400	43,800	+ 5.93
	7 months	260,300	276,400	- 5.83
Freezers, upright	July	63,700	68,500	- 7.01
	7 months	394,500	388,900	+ 1.43
Ranges, electric	July	131,700†	157,100	- 16.17
	7 months	1,033,500	1,217,600	- 15.12
Ranges, gas	July	139,900*	131,900	+ 6.06
	7 months	1,187,900	1,279,000	- 7.13
Refrigerators	July	410,300	450,900	- 9.01
	7 months	2,669,600	2,960,200	- 9.82
Water Heaters, elec. (storage)	July	92,200	88,000	+ 4.77
	7 months	613,000	619,600	- 1.07
Water Heaters, gas (storage)	July	193,100	219,700	- 12.11
	7 months	1,466,800	1,597,100	- 8.16

HOME ELECTRONICS

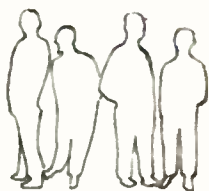
Phonos, port.-table, distrib. sales	August 11	62,688	84,318	- 25.65
	32 weeks	1,745,768	1,586,076	+ 10.07
monthly distributor sales	June	235,992	195,241	+ 20.87
	6 months	1,391,390	1,170,744	+ 18.85
Phonos, console, distrib. sales	August 11	23,627	36,747	- 35.70
	32 weeks	747,057	979,957	- 23.77
monthly distributor sales	June	93,871	133,656	- 29.77
	6 months	593,323	793,007	- 25.18
Radios (home), distrib. sales	August 11	200,919	233,389	- 13.91
	32 weeks	6,589,611	7,397,113	- 10.92
monthly distributor sales	June	1,223,952	1,173,010	+ 4.34
	6 months	5,312,391	5,976,902	- 11.12
B&w Television, distrib. sales	August 11	108,351	127,528	- 15.04
	32 weeks	3,056,564	4,220,799	- 27.58
monthly distributor sales	June	385,900	543,992	- 29.06
	6 months	2,413,702	3,426,789	- 29.56
Color Television, distrib. sales	August 11	101,529	87,716	+ 15.75
	32 weeks	2,514,720	2,290,594	+ 9.78
monthly distributor sales	June	284,949	332,848	- 14.39
	6 months	1,977,030	1,821,194	+ 8.56

†July Electric Range Total includes: 89,900 free-standing ranges; 41,800 built-ins.

*July Gas Range Total includes: 93,500 free-standing ranges; 16,600 high-ovens; 15,900 set-ins; and 13,900 built-ins.

Source: AHAM, EIA, GAMA, VCMA

THIS BUSINESS IS PEOPLE



B&D taps a Macy's buyer as merchandise manager for its outdoor products

Black & Decker has gone to Macy's New York to tap James G. Staton as merchandise manager of its budding outdoor products department, which includes electric mowers, hedge trimmers, and lawn edgers.

Staton comes to B&D after 12 years at Macy's Herald Square headquarters, where he served as senior assistant buyer in both the appliance and hardware departments.

The new merchandise manager received his B.S. degree in business ad-

ministration from Iona College, in New Rochelle, N.Y. He began his college studies at Livingstone College, North Carolina, but was interrupted by a 33-month stint with the armed services.

Staton is active in community and political affairs, having served as county committeeman in Westchester and as vice president of the Young Democrats. He has also been a board member of the Windward School, in White Plains, N.Y. With his wife and son Kerry, Staton will relocate from New Rochelle to the Towson, Md., area.

SALES ADVANCEMENT: Whirlpool Corp. has made 10 promotions in its sales organization, including **Robert D. Stanley** (photo, upper left) as national sales training manager and **Richard (Pete) Prince** (photo, upper right) as dishwasher merchandising manager. Stanley succeeds **Richard L. Runyard** and Prince succeeds **Thomas G. Streight**, who, along with **William C. Mackintosh**, were named to special assignments for the sales division. **Robert H. Palmer** replaces Prince as merchandise manager for range sales, and **Donald J. Masini** moves into Palmer's old job as manager of merchandise development for commercial products. Other appointments include **Frank O'Sullivan** to sales manager of the Miami sales branch, succeeding **Fran Suleski**, who resigned. **Arnold Myers** has been named

assistant manager of the Chicago sales branch, succeeding O'Sullivan. **Carroll Wilkes** has been named to the new position of manager of financial controls for sales branch administration in Benton Harbor.

KEY MOVES: West Bend elevates **R. D. Ziegler** (photo below, left) from vice president-administration to executive vice president. He will continue to direct subsidiary operations. . . . **Gamble-Skogmo** names **Edwin O. Wack** (photo below, center) as vice-president for its franchise operations. Wack formerly was president of McCrory-McLellan-Green Stores, a division of the McCrory Corp. . . . **Robert L. Kleinfeld** (photo below, right) has been named vice-president for marketing of Sylvania's lighting products division. . . . Macy's New York has named **Erich Ruhl** as group sales manager for major appliances, vacuum cleaners, hardware and garden goods, bulk and seasonal housewares, closet shop, and household chemicals for the Herald Square store. **Mike Levine**, formerly sales manager for sporting goods, has been named to succeed Ruhl as assistant electric housewares buyer at Macy's. . . . **John E. Hoshbach** has joined Arvin Industries' consumer products division as national accounts manager for trading stamp companies and premium distributors. Hoshbach formerly was with Hamilton Cosco. . . . Motorola names **Charles R. Schultz** as regional manager to work with distributors in the Indianapolis, Louisville, Cincinnati, and Dayton areas. Schultz succeeds **John C. O'Donnell**, who is now regional manager for distributor sales in Salt Lake City, Denver, Albuquerque, El Paso, and Amarillo. O'Donnell succeeds **Richard Mc-**



Stanley



Prince

Cann, who has been reassigned to the regional manager's post in Dallas, San Antonio, Houston, and Shreveport. . . . Hotpoint has named three new district managers: **John F. Pieper**, for Southern California, with headquarters in Los Angeles; **Marshall H. Rhodus**, for the mid-states district, based in St. Louis; and **Charles G. Savino**, mid-Atlantic district, with headquarters in Philadelphia. . . . New zone sales managers at the Kelvinator division of American Motors are: **John W. Hanrahan**, in Chicago, who succeeds **John L. Young**, recently retired; **Paul J. Sicotte**, in Detroit, who succeeds **Hanrahan**; **K. G. Lambeth**, in Pittsburgh, who succeeds **Sicotte**; **Harley B. Freeman**, in Denver, promoted from sales manager of the Cleveland zone; and **Robert W. Malchus**, who succeeds **Freeman**.



Ziegler



Wack



Kleinfeld

SERVICE NEWS



NATESA convention message: how to compete better in 1968

Confronting new technology and eliminating the service gap were the two areas of discussion last week, as 270 members of the National Alliance of Television and Electronic Service Assn. (NATESA) met at Chicago's Sherman House.

Integrated circuits and other technical advances dominated the association's sessions. And numerous manufacturer representatives detailed the layout of new television chassis, comparing them with the non-IC sets of last year.

A word from the director

In an opening pep talk to the members, executive director Frank J. Moch emphasized the importance of keeping up with the fast clip of modern technology: ". . . we must adapt our operations to 1967 conditions, make certain that we can service printed boards, panels, solid-state and IC circuits on a professional level, and at a speed that will provide fair-rated service and profits. We must combine our diverse operations into networks of experts and cross-channel our service work so that all phases can be done by experts with lowest possible final cost and highest profits."

Some of Moch's strongest words were directed at the apathy of independent servicemen toward their role in the in-

dustry: "You will stay in business only if your service causes more sets to be bought," he pointed out. "When you service a set well, and so please its owner, you have rendered the factory that built it a great service because you have resold the owner on the brand name at a critical moment."

To all servicemen, he said: "We have advantages that give us a big edge with the set owner. We are his or her kind of people, instead of cold, impersonal, corporation employees with little interest beyond payday. We can collectively outstrip any factory service operation in total expertise, and we are far more flexible."

In a later interview, Moch said that NATESA definitely plans to kick off some new training programs during the coming year. "We have been working to bring new people into the industry via the high schools. We have been talking with school boards all over the country and plan to propose a new course of technology for high schools and universities this year," the executive director said.

"Our schooling of technicians has been archaic for the last 40 years," Moch continued. "The thinking has been that a technician should be trained as an engineer, when the two are quite the opposite of each other: an engineer creates and a technician repairs."

"We must realize that we now live in a service-oriented economy. Our training efforts will include refresher courses for present technicians to help them keep up with the rapid technological advancements," he concluded.

An advanced technology

In manufacturer presentations, a new direction in television technology was detailed to NATESA members by Motorola's Conan Gorman, manager-technical training activities, who explained the philosophy behind his firm's solid-state color set.

"We cannot hope to bridge the gap between what we know now and all the factors involved in the new technology overnight. Our eventual goal is for service personnel to have three alternatives in servicing solid-state color sets, such as our TS915: it can be serviced as any other set; it can be serviced by changing one of our 10 plugable panels; or the individual panels may be serviced themselves."

Gorman told the service dealers that, although the 10 plugable panels would be replaced at no charge until June, 1968, the consumer was not to be so informed. "We do not regard these panels as parts. They constitute the television set, which is simply divided into components. The consumer will be told that the regular parts warranty is the same but that this has nothing to do with the individual panels," he said.

The 10 panels offer (1) color decoding; (2) horizontal/vertical pincushion corrections; (3) video IF; (4) fine-tuning indicator; (5) audio; (6) video driver; (7) convergence; (8) horizontal sweep; (9) video output; and (10) video amplifier.

In gauging the eventual exchange price of the plugable panels, Gorman said they would range from a probable \$6 for the fine-tuning indicator to \$14

for the horizontal sweep panel.

"We think that our symptom category index will give service personnel a very basic road map to replace any of these panels. Our charts cover all contingencies. A serviceman is required to take an action, and then answer a yes or no question indicating the result of his action. The charts tell him exactly what to do."

"Actually, there are no circuits in the TS915 that cannot be explained by some of the oldest concepts in radio. We have just added little twists to very old ideas."

The election returns

Members of NATESA elected Art Nelson, of Ronel Radio & TV Service, Milwaukee, as their new president. Nelson has been a member of the association for 12 years, and was vice president of the West Central Division last year.

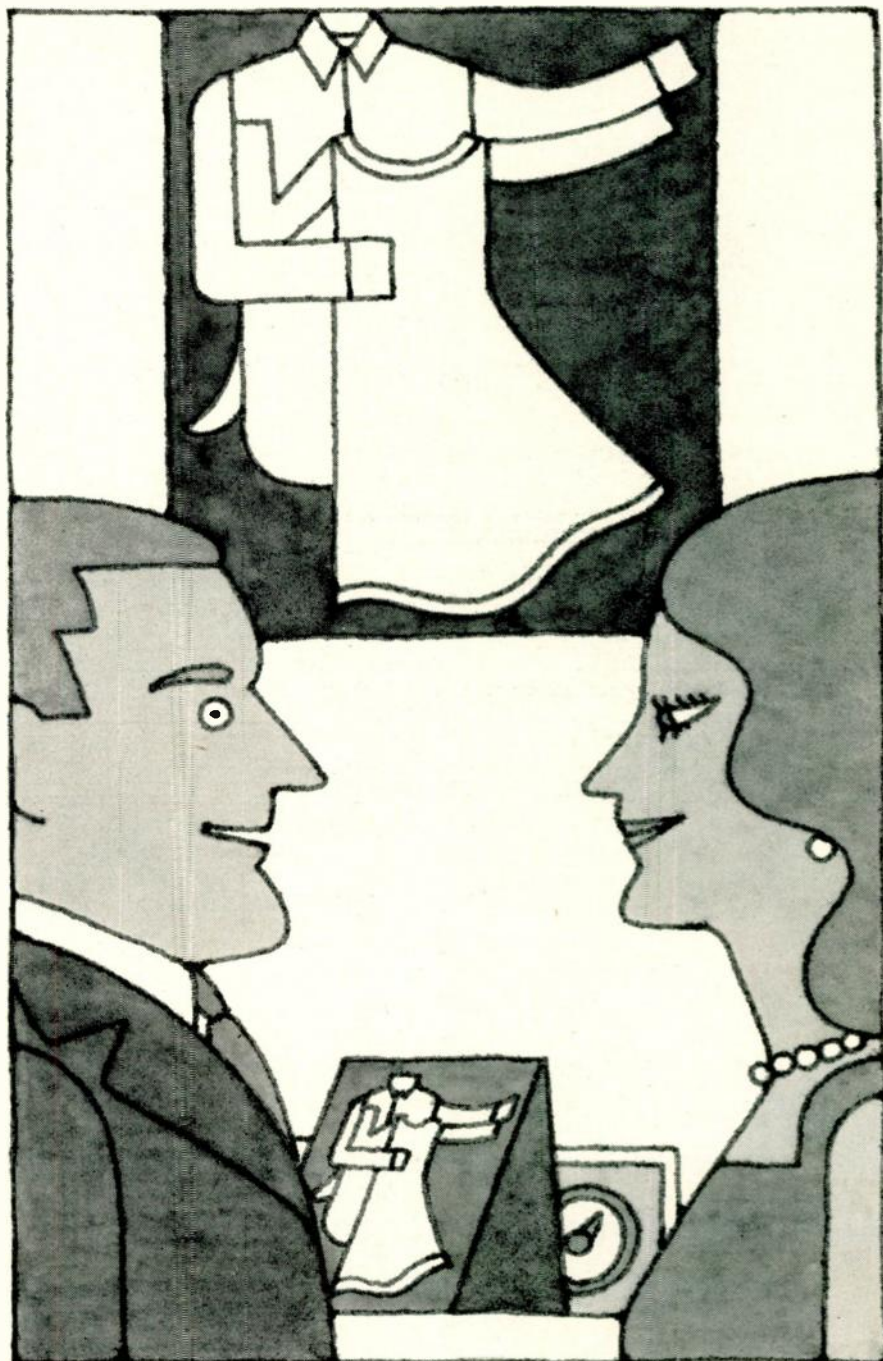
Lyle Green, Lyle's Radio & TV, Oak Park, Ill., was chosen secretary general; and Tom Easum, Easum Radio & Television Service, Memphis, Tenn., will continue as the association's treasurer.

Other new officers in the Eastern Division: vice president, Clifford Shaw, McQuire TV Center, Richmond, Va.; secretary, Earl Gove Jr., Green Mountain Electronics, Bristol, Vt. In the East Central Division: vice president, Richard Knautz, Dick's TV Service, Galena, Ill.; secretary, Jean Lash, Oak TV Sales & Service, Oak Park, Mich.

In the Western Division: vice president, Alan Danielson, Danielson TV Service Co., Santa Fe, N. Mex.; secretary, Pat Barr, Barr Television & Radio Albuquerque, N. Mex. In the West Central Division: vice president, H.O. Eales, Eales Television Service Co., Oklahoma City, Okla.; secretary, Marion Crane, Crane Radio & TV Co., St. Joseph, Mich.—**Jerianne Roginski**

Don't be
a waltz flower

Swing with U.S. Steel's 1967 Waltz Through Washday promotion



Don't sit out U. S. Steel's Waltz Through Washday promotion this October . . . you'll miss some great opportunities for increased washer and dryer sales. This is a promotion that has already proved itself. And '67 looks like it may well be the best year yet. Here's the agenda:

1. U. S. Steel's highly successful Waltz Through Washday promotion will run the entire month of October.
2. U. S. Steel newspaper advertising will run in leading newspapers in 15 top retail sales areas.*
3. In 30 top retail sales areas, U. S. Steel merchandising teams will join Local Action Committees and assist in arranging local contests, scheduling advertising, distributing display materials and coordinating the promotional efforts of local newspapers, utilities and distributors.
4. More than 4,000 newspapers will receive a

special advertising-editorial service containing editorial material, ad ideas, pictures and suggested layouts for a complete newspaper section on washers and dryers. Ask your newspaper how you can tie in. 5. Free point-of-sale promotional materials are available from U. S. Steel: colorful tent cards and wall banners will designate your store as washer and dryer headquarters in October.

Take the step now to tie in with this sales-building promotion. Send the coupon today.

* Atlanta / Baltimore / Boston / Chicago / Detroit / Jacksonville / Kansas City / Minneapolis-St. Paul / Newark / Philadelphia / Phoenix / Pittsburgh / San Diego / San Jose / St. Louis.

This mark tells you a product is made of steel.



Waltz Through Washday Promotion
United States Steel, Room 4822
525 William Penn Place
Pittsburgh, Pa. 15230

Please send free display materials.

Name _____

Company _____

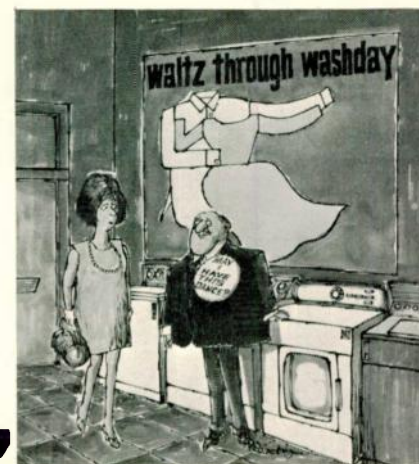
Address _____

City _____ State _____ Zip _____



WALTZ THROUGH WASHDAY
permanent press comes out with a new automatic washer and dryer

USS United States Steel
TRADEMARK



'Waltz Through Washday' kicks off a sales marathon

For a while, it looked as if this year's "Waltz" would become a dirge—at least for standard-gimmick, industry-wide promotions of its type.

Encouraging sales figures (see the graphs below) and the weight of the advantages in tying in with an all-out laundry equipment campaign at the peak merchandising period have won out, however, and dealers, manufacturers, and their trade associations are cleaning dust from their dancing shirts that are this year, definitely permanent press.

The best is yet to come for laundry dealers, and with the big business of the sales-heavy third and last quarters now under way, the October Waltz Through Washday period promises easy-to-handle but tried-and-true tie-in possibilities that spell both showmanship and sales.

U.S. Steel will do the promotion-guiding for the fifth time, and this year special market emphasis has been

increased to include 15 more key cities. Newspaper advertising and marketing specialists will go to Atlanta, Baltimore, Boston, Chicago, Detroit, Jacksonville, Kansas City, Minneapolis-St. Paul, Newark, Philadelphia, Phoenix, Pittsburgh, St. Louis, San Diego, and San Jose.

In addition, marketing specialists will work with local action committees to organize promotions in Birmingham, Buffalo, Columbus, Denver, Dallas-Fort Worth, Hartford, Houston, Indianapolis, Los Angeles, Memphis, Milwaukee, New Orleans, Tampa-St. Petersburg, and Washington, D.C.

Dance cards for the Waltz include dates with every major market area, twice as many as for 1966. The campaign's nucleus: An 8-page, full-size newspaper service of advertising and editorial material has been produced by U.S. Steel, to be distributed in each emphasis market. In addition, another 8-page piece—this one a letter-

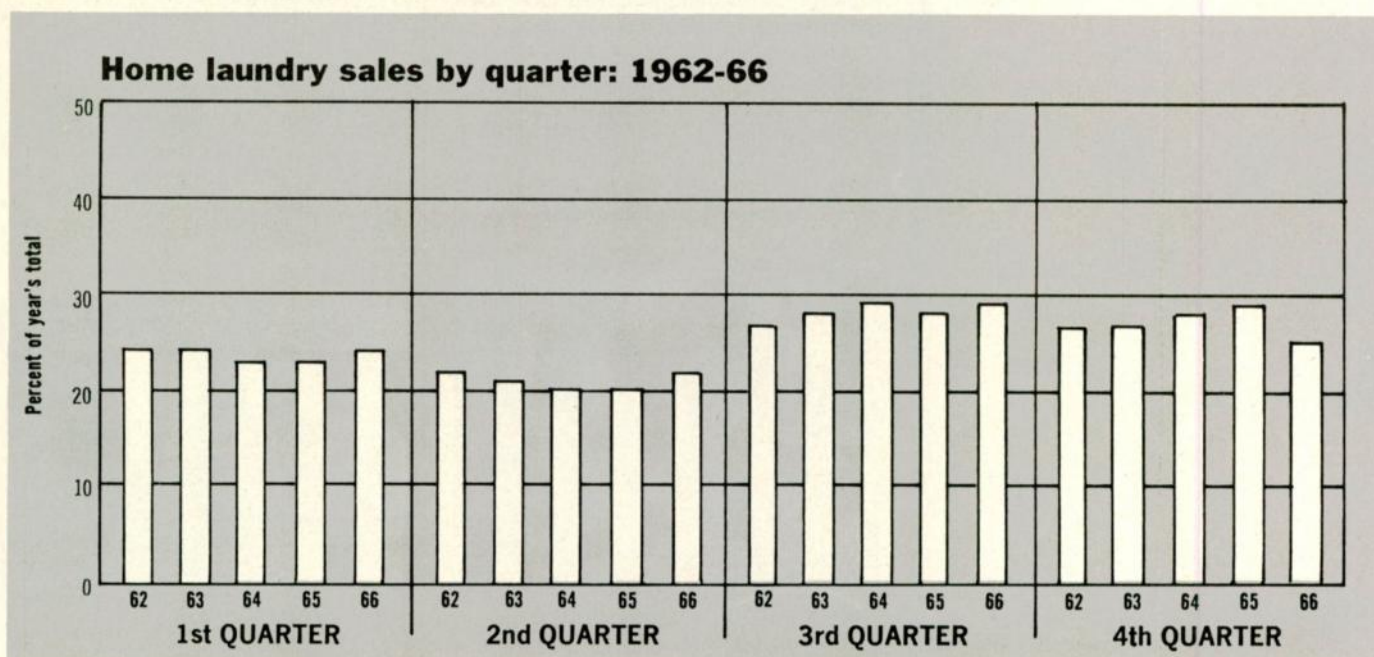
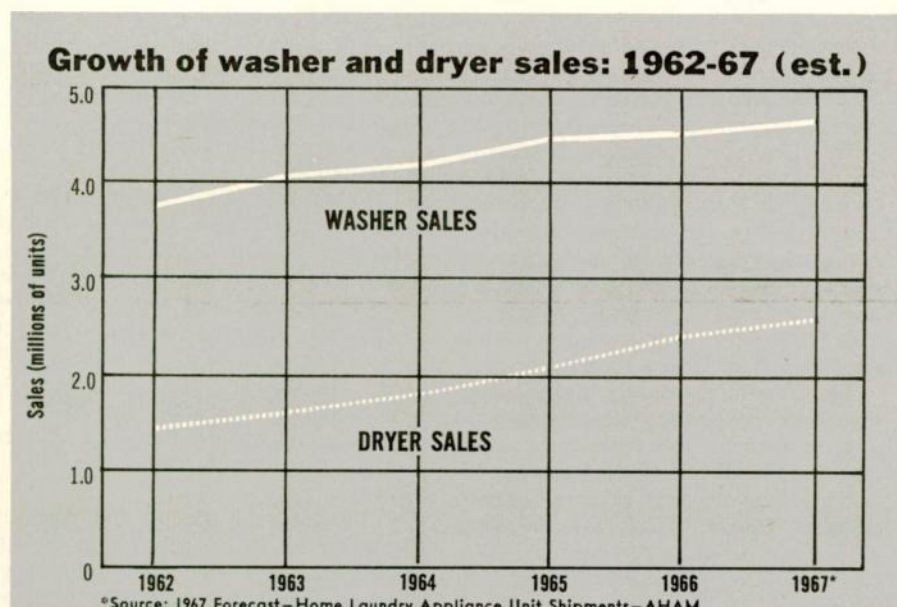
size "Short Course in Automatic Washer and Dryer Buymanship"—is available for publication as an insert right alongside a full-size or tabloid newspaper ad. U.S. Steel will also provide the booklet as a separate merchandising aid to distributors, utility organizations, and retailers.

The basis for this year's Waltz is permanent press promotion, in tune with increasing manufacturer and dealer emphasis of the convenience feature. U.S. Steel is promoting regional ties between hard- and soft-goods merchants, to promote the educational aspects of the 1967 campaign.

More Waltz music will come from the Assn. of Home Appliance Manufacturers (AHAM), which will provide local action promotion committees at the grassroots of the laundry market. AHAM will also disseminate information about features that local dealers can use for their tie-ins: display materials, editorial features, advertising support from national corporations like Procter & Gamble.

Sleek promotions and get-them-into-the-store advertisements, however, are valuable only as far as the boundaries of the selling floor. Once he gets his customers inside the store, it is up to the retailer to provide information, service, and personal promotion to match the product developments and merchandising aids available to him. The dealer who "waltzes through washday" with industry-provided materials as his only accompaniment could find himself sitting out much of the activity of the big home laundry periods.

It's up to the dealer to plan a Waltz campaign geared specifically to his market, his products, and his facilities. How have others managed? On the following pages, various appliance retailers explain their techniques. "A very good year?" It could be. Take a look at:



Waltz through Washday

ALAN'S MAD MAYTAG MARATHON
ALL MAYTAGS ON SALE!
 AND WE DO MEAN SALE! Choose from Coppertone, Yellow, Spanish Avocado, or White at No Extra Cost! Also, some floor models marked down for quick sale.

THIS WEEKEND! FRIDAY! SATURDAY! SUNDAY! WASHERS! DRYERS! WRINGER WASHERS! EASY TERMS!
 Factory personnel on hand to answer questions.

CHOOSE FROM 25 NEW MODELS of MAYTAG WASHERS & DRYERS

HOW CAN YOU LOSE WITH FEATURES LIKE THESE?

- Single or Twin Speed
- Last Rinse and Softener Dispenser
- Water Level Control
- Hot Water-Cold Wash
- Warm Cold Rinse
- Large Capacity
- Soft Gentle Low Temperature Drying
- Perma-press, Regular and Air-Built Cycles
- Porcelain top and drum, Detergent Last Filter

IF YOU PLAN ON BUYING A NEW WASHER OR DRYER WITHIN THE NEXT 90 DAYS, YOU OWE IT TO YOURSELF TO BUY NOW DURING THIS ONE DAY MARATHON SALE... EASY TERMS, IF CHOICE AT ALAN... MAKE IT EASIER THAN EVER TO OWN THE FINEST! (ABSOLUTELY NO SALES TO DEALERS)

GAS DRIES CLOTHES BEST FOR LESS!
OPEN SUNDAY 11 to 5 • Mon. & Thurs. 'til 9 • Other Days 'til 6

Alan's Maytag blitz is only one of a series of emphasize-the-brand ads run so far this year in Chicago newspapers. "They're our best promotion piece," says a store spokesman.

Promotion-minded Alan's of Chicago 'advertising pays'

Advertising — newspaper, direct-mail, radio spot, and handout brochure—is the basis of Alan Radio's merchandising strategy. And advertising as many promotable lines as this Chicago-based retailer carries could be a problem. It's not.

How does Alan's manage to spotlight each of its six lines of laundry equipment without making ads look cluttered and unreadable? By doing it one at a time, explains Mike Tatone, with campaigns like the recent "Mad Maytag Marathon." Alan's, which spends about \$100,000 each year on advertising, runs at least one full-page ad each week in either the Chicago *Sun-Times* or the *Tribune*, and each week a new brand is singly emphasized.

It's the most effective promotion gimmick that Alan's uses, says Tatone, and it is used in conjunction with various giveaways and customer incentives. A customer purchasing a Norge unit during "Norge Week," for example, might receive a 6-month supply of Tide, and/or the opportunity to buy another appliance at a reduced price.

The \$3-million-volume business augments its newspaper advertising with a great deal of direct-mail promotion, and a biannual full-product catalog.

It's always an anniversary at Alan's, suggests Tatone. This year the store mailed out a "42nd Anniversary" brochure—following last year's 41st Anniversary—mailer—with 32 pages of product information, low-priced customer leaders, and giveaway lures.

Alan's plans to tie in with the upcoming Waltz Through Washday promotion, but, as Tatone puts it, "We aren't particularly looking forward to it." Why? "We like to tie in with everything we can," he explains, "but our own promotions keep us pretty busy."



Mike Tatone, of Alan's, stands among his many product lines at the north-side Chicago store.



Plass Bros. is right in the midst of a big carload washer sale. Up the block: both Sears and Montgomery Ward?

Selling against the 'big boys': here's one way

How do you merchandise laundry equipment if you happen to be unfortunate enough to be located in the same block with both Sears and Ward's?

You promote brand names and service, suggests Walter Plass, of Plass Bros. Appliances, in Elmhurst, Ill. And you make the most of what you have and they haven't. Particularly the name.

"People want name brands," says Plass. "Our Frigidaire, Hotpoint, and General Electric washers and dryers are far superior to anything the mail catalog stores can offer." Service? "Name brands seldom have service problems to begin with, but when people buy from us, they know for sure that their service problems will be zero."

Plass maintains a separate service staff of two full-time men who work solely on General Electric products. Frigidaire and Hotpoint service is done by the respective factories. GE is the "bread and butter" account, and Plass offers a one-year guarantee on parts and labor for that company's products.

Plass has established an image for his store that he doesn't feel either Sears or Ward's can match. "We depend a lot on personal customer referrals, and this has certainly built our reputation."

Other referrals help, too. The Plass service staff often does its own promoting. "When a serviceman looks at a machine that he knows isn't worth repairing," explains Gerry Rosenfeldt, assistant to Plass, "he will suggest that the owner stop in at the store and look at 'X' washer. The serviceman tells her that she can apply the cost of the service call against the price of a new unit, should she decide to buy. It works."

Hard-sell advertising and promotion gimmicks aren't necessary for the Plass business, says its owner. The sparse advertising that is done concentrates on product features, and, of course, brand names. "Ninety percent of our advertising is done in a chain of small newspapers mailed to suburban [Chicago] residents," says Plass, indicating that he has found the technique successful. "We tried mailers, but I feel that they are too costly." Underway now: a "Carload Washer Sale" is going full steam, offering double allowance on trade-in washers.



Gerry Rosenfeldt, assistant to Walter Plass, demonstrates one of the washers displayed in the store.



Bill Mell, manager of George E. Lee Appliances, in Hinsdale, Ill., is readily available on the store's floor to assist customers, or give a salesman's pitch some extra weight. The store employs this type of merchandising to develop and establish a "personal touch" image that is carried through and emphasized by the men in this retailer's service department.

Try selling service for home laundry: it works at Lee's

Service is a pain in the reputation for most home laundry equipment dealers, but somehow Bill Mell has built the reputation of George E. Lee Appliances around it.

His 5-man service staff is difficult, and expensive, to maintain, Mell concedes, but he has found that supplying adequate and reasonably priced service is "absolutely necessary" for the success of most stores—particularly one in Lee's position. It's a suburban operation—in the southwest Chicago suburb of Hinsdale, and it has a neighboring Sears branch as a competitor.

Good service brings in customers, says Mell, whose store services all brands sold, regardless of whether the item was originally purchased at Lee's. "I find that there is a sharp trend in buying from us because of the service provided." Lee's doesn't promote service too much, says Mell, indicating that the store's reputation for the added feature is well established by word-of-mouth customer referrals.

Word-of-mouth has also done quite a bit for the store's general reputation, adds Mell. "People know that we take a personal interest in our customers, which is something the big stores can't do." And, he adds, something that is next-to-essential for a suburban or small-town operation.

Lee's advertises mostly in the suburban publications. "Once in a while, we also do some direct mail, with pieces provided by the manufacturers."

Special laundry promotions? Mell is a relatively new manager for the appliance store, and he indicates that his plans include various campaigns that have never been attempted previously. A closed-door sale is planned for October, for example, to give old, established customers a chance at special sales and price cuts, and to give the store's image an extra home-town boost.

"Our other major special promotion is a clearance sale, which we think works quite well. We open the doors to the public, offering low prices on one particular item," says Mell. And it brings in considerable sales prospects, he adds.

Lee's uses the "We'll give you everything we can because you're our friends and neighbors" approach for all product categories. Mell builds his store's image around it, emphasizing that service proves the sincerity of the merchandise approach. "We really do everything we can to give our customers everything they need, and they know it," he says.



Phil Myers, who has found Country music to be the most successful promotion approach for his market, surveys the appliance side of his business

Market knowledge can be crucial for sales success

Phil Myers knows his market in Goodlettsville, Tenn., and various attempts at merchandising laundry equipment have taught him how to sell it. He has found what he feels to be the ideal way to appeal to his small Southern town market.

The medium? Broadcasting—both radio and tv.

The message? Country music, used to build an image and promote a market.

Before switching to his present method, Myers tried every other form of advertising promotion. "The newspapers didn't do me much good," he says. "Direct mail accomplished nothing. I tried pop music on radio and this eventually fell by the wayside. Then I went into country music and made it."

The way he "made it" began with spot advertisements on a country music program about 15 years ago. Since then, he has switched over to television, promoting the same type of local music program—and it works.

Myers has spent "well over \$1.5 million advertising this way," but he can afford it. His promotion scheme has built his annual volume to the \$3-million level. The Nashville Electric Service, a local utility, confirms that the B.F. Myers Furniture Store ranks among the biggest movers of home laundry equipment in the Nashville area.

As a result of his extensive tv advertising coverage, Myers has built his store into an operation with a personal touch. "When people come in, they know me. They know I sell Hotpoint, Philco-Ford, and Whirlpool products." The store owner does a good deal of the tv commercials himself—announcing both live and on videotape.

Myers has very definite ideas about methods of television advertising. He will not use prime time, despite general indications that it is the most desirable merchandising period.

"A few years ago I advertised on prime time," he explains, "and I purposely advertised different products on the early-morning show and on the prime-time program. I sold two items advertised on the prime slot, and I did \$30,000 worth of business for the product I advertised in the morning."

Myers presently advertises his home laundry and other lines on two local daily television shows, and he uses another program periodically.

Any plans to change his scheme? "Would you," he asks, "if you were bringing in an annual volume of \$3 million?"

Giveaways and traffic-stoppers: what else is new?

Shades of P.T. Barnum—or maybe Sol Polk—are evident throughout planned, past, and present laundry equipment promotions across the country. And, with the chance to tie in with a national promotion coming up, appliance dealers are keeping an eye on each other for "Waltzing" tips that can lead to both showmanship and sales. Take a look, for instance, at:

Jack Rice, of Rice Appliances, Canton, Ohio, who had so much success with a Frigidaire-Maytag-Hoover campaign (buy a washer or dryer and get a Hoover steam-dry iron for \$5), that he is looking ahead to a similar plan for the Waltz. This time, the giveaway will involve clothing, in a "Pick a pair of permanent press" promotion that will provide laundry customers with a pair of shirts or blouses, or two sheets or pillowcases, free of charge.

Or, at Pierquet's TV-Appliances, in Green Bay, Wis. The store plans to continue its giveaway Waltz tie-ins, established several years ago. GE customers will receive a Jet-Swirl washer attachment, and a 25-lb. box of detergent will go to all of the store's customers.

Carload Colder, in Milwaukee, Wis., uses a special trailer with a carousel device to swing a waltzing couple around in a traveling laundry promotion. And when the Waltz Through Washday trailer is not in use? An extra public relations boost: the unit is donated to various local church and civic groups for use as a merry-go-round at entertainment functions.

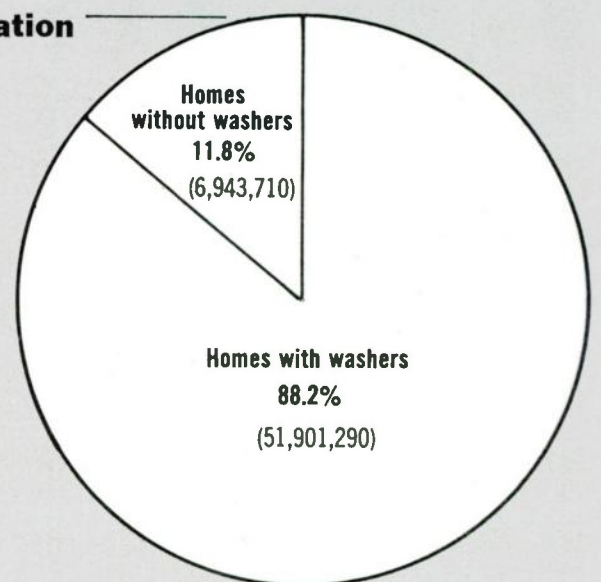
Harold Silver, of Silver City Appliances, in Spring Valley, N.Y., doesn't feel that he needs big promotion gimmicks, on the other hand. He was worked to build up the reputation of his service staff, and considers it the best possible point of emphasis for ads, etc. His salesmen do have one gimmick in particular, however—one that Silver is surprised more dealers don't pick up: dual washer and dryer emphasis. Ads and sales talks are all geared toward both units as a package, and says Silver, "nine times out of ten it does work."

Bon Marche, in Seattle, Wash., is taking full advantage of opportunities for a permanent-press/laundry-equipment tie-in. The store's ads superimpose a heart over an Arrow Perma-Iron shirt assortment and a Westinghouse washer and dryer. The ad explains the advantages of the two, and lists times for an in-store, laundry-equipment demonstration program. In addition, Bon Marche is running a clothing giveaway contest, for an entire permanent press wardrobe, which is explained in detail in the ad copy.

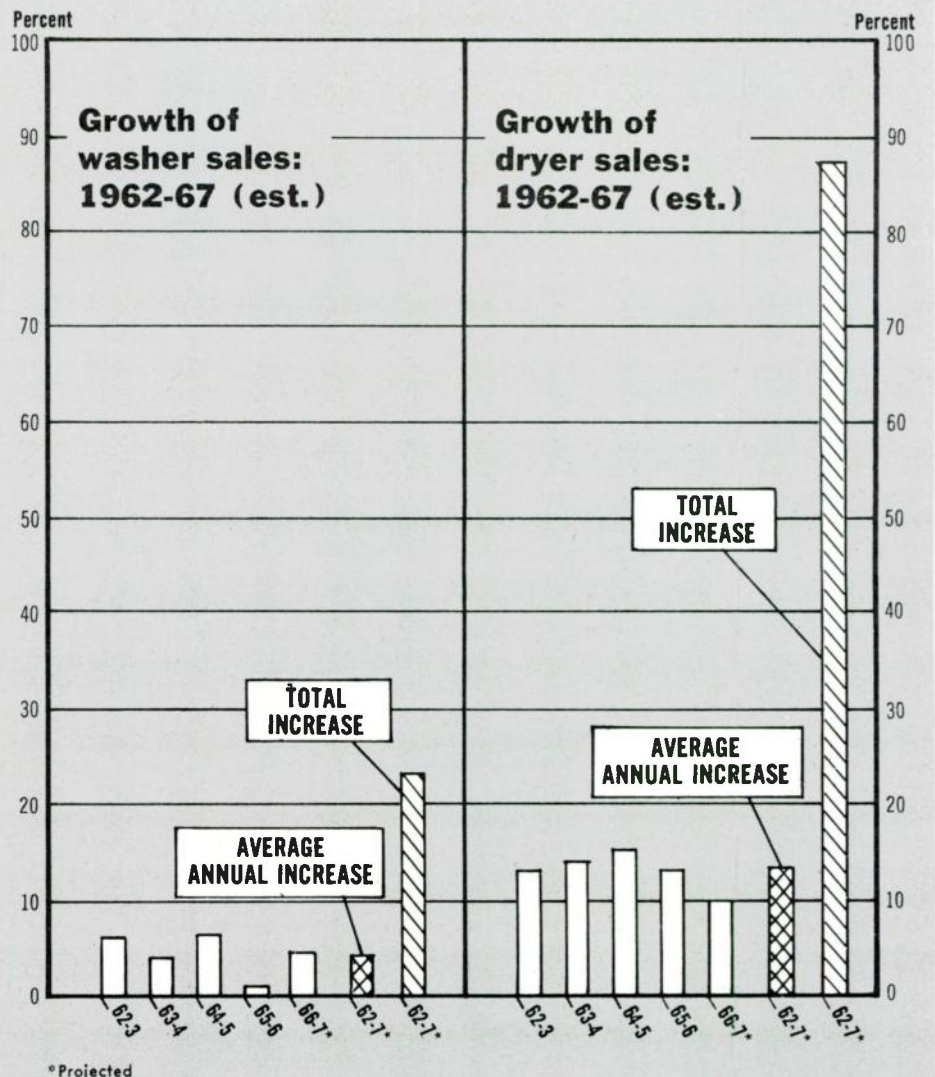
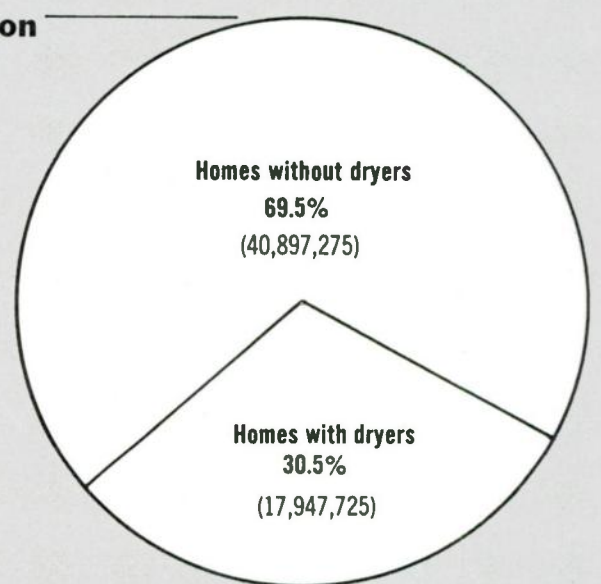
The Agitator Shop, in Pomona, Calif., does as promotional a laundry-equipment job as its name would indicate. The store carries Maytag, Frigidaire, and Easy washers and dryers, and indicates that it gets abundant assistance from each of the three manufacturers. Advertisements for the store emphasize easy payment plans more than actual price. The most successful promotion to date? A sky-divers' program, held in a next-door lot, brought huge crowds into the store. The laundry-promotion jump-in was sponsored by both the Shop and Maytag.

Saturation as of 1/1/67:
(total wired homes: 58,845,000)

Washer saturation



Dryer saturation



Free ad mats for your own 'Waltz' tie-in

Need help for this week's peak-season Waltz Through Washday laundry equipment promotion? One again, Merchandising Week—in conjunction with U.S. Steel—offers free ad mats of various sizes and concentrations. The ads are customer-convincers of the desirability of modern laundry units, with emphasis, again, on permanent press. "Permanent press comes out best with a

new automatic washer and dryer." "Cut your laundry down to size," and "Let your dryer do the ironing."

The perennial Waltz symbol—this year used against a background of various musical instruments—is carried through on most available ads, including a waltzing Santa Claus for Christmas tie-ins. Mail the attached coupon today.

Cut your laundry down to size. · Cut your laundry down to size. · Cut your laundry d



**Cut Your
LAUNDRY
down
to...SIZE**

Let your dryer
do the ironing



Waltz through Washday...

PERMANENT PRESS COMES OUT BEST WITH A NEW AUTOMATIC WASHER AND DRYER



WALTZ THROUGH WASHDAY
(permanent press comes out best
with a new automatic washer and dryer)



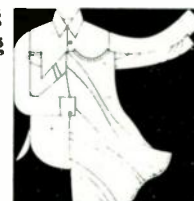
waltz
through
washday

**Cut Your
Laundry**



Down to Size

For all homemakers caught in the washday drag, here's an invitation to the waltz. See the new washers... in sizes and styles to fit every need, so laundry comes out sparkling clean. See the new dryers... with speeds and cycles for just-right drying... including tumble drying of permanent press garments, linens. See, choose your new washer and dryer... and waltz through washday.



WALTZ THROUGH WASHDAY
(permanent press comes out best
with a new automatic washer and dryer)

Utility

YES, I CAN USE THESE AD MATS — Please send me a set of the mats illustrated
(Offer good in U.S. only.) Send them to:

YOUR NAME

STORE NAME

STREET ADDRESS

CITY STATE ZIP CODE

After you have filled in this form, mail it to:
MERCHANDISING WEEK's Ad Service, 165 WEST 46th ST., N. Y., N. Y. — 10036



Big news like the Norge 18

Big new agitator (18" high).
4 vanes on top, 4 on bottom keep
the big loads moving full time.

Big all-porcelain tub—big
enough to wash 18-pound
loads really clean.

Big new heavy-duty ½ HP motor
with 20% more power for
the heavier loads.

New Norge quality (VHQ) from
top to bottom—including
all-phenolic pump with stainless
steel shaft and retainers.



New reliability in a new
Borg Warner Quiet-flow
transmission (carries a
5-year warranty!).

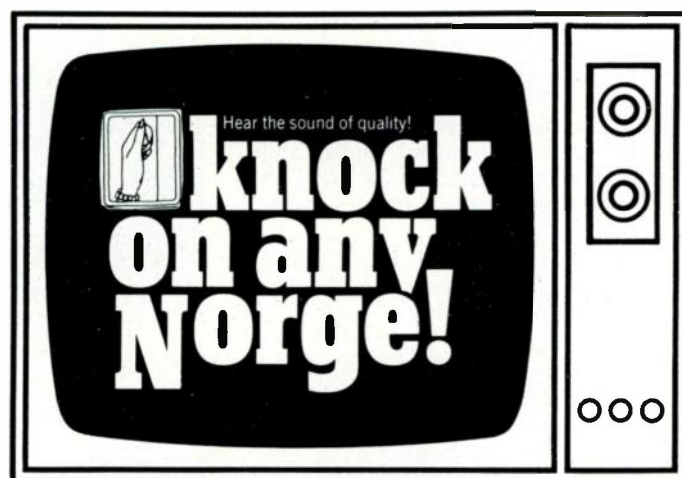
Automatic cool-down rinse
before high speed spin—
a *must* for permanent press.

New flexibility! Handles any
size load from 2 to 18 lbs.
with only the water
and detergent needed.

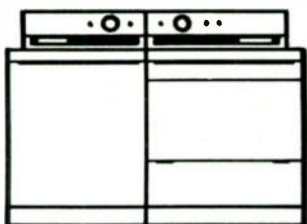
VHQ GUARANTEE

This NORGE Automatic Washer is backed by a FULL
2 YEAR Parts Guarantee against defects in material
and workmanship... includes 5 YEAR Guarantee
on the transmission assembly. Complete transmis-
sion replaced during guarantee period. Customer
to pay only diagnosis, removal and re-installation
charges after first year.

deserves a lot of attention.



(like five big weeks of network TV...backed by the biggest selling idea in appliances)



New "Knock on any Norge" commercials will be knocking on the doors
of your prospects at the height of the selling season. Hard-selling, full-
color commercials will blanket the entire country with the news of the
Norge 18 automatic washer and the Norge matching dryer (the only
one big enough to handle the big loads). Get in step with Norge.

NORGE®

home
appliances **BORG WARNER**®

Waltz through washdays with  Norge...all the way to the bank!

From the manufacturers: a new tune, or the same old refrain?

It has been the year of permanent press, and if laundry equipment sales circa 1967 do any record-breaking, the appliance industry will have to pass on at least part of the thanks to alert clothing manufacturers.

But not too much. Although it was the clothing people who first introduced the idea, it has certainly fallen to the appliance industry to make it work. And, to a great extent, the industry has succeeded.

It was the appliance manufacturer who first convinced the consumer that it was worth it to spend several hundred dollars for laundry equipment with permanent press features, just to make a \$2.98 no-iron shirt look wearable—without ironing it.

The fact that permanent press clothing was rarely permanent and never pressed before there was laundry equipment to take care of it isn't important. What with modern appliances, the feature is a convenience and a time-saver; consequently, washer and dryer manufacturers seem willing to stay on the bandwagon, to promote it heavily through the upcoming Waltz Through Washday campaign.

And the bandwagon is crowded. Every major home laundry manufacturer offers at least one permanent press-oriented feature, and several have used the new washing and drying cycles as a logical stepping-stone to the world of "infinite speeds" and solid state: the laundry features to watch closely.

Take Frigidaire, for example. Shortly after introducing its new laundry line, the company heralded a new "infinite speed" washer that provides a wide range of agitation and spin speeds. The unit's solid-state control system permits the homemaker to select a precise agitation and spin speed for the type of laundry she is washing. "The heart of the control system," says Frigidaire, "is an electronic module not unlike a miniature computer."

"In fractions of a second throughout the machine's operation, the device continually checks, corrects, and supplies the power necessary for speeds selected." The result? Permanent press fabrics come out of the new washer without the deep wrinkles that accompany over-agitation.

Or General Electric. The company announced its "programmed washer" and Versatronic dryer with the explanation that, "for best results and longest wear, new fabrics demand their own 'wash recipes': the right combination of wash and rinse temperatures, wash and spin speeds." GE's answer to the problems brought about by the fabric

revolution is a washer with seven different fabric settings—including Sturdy Permanent Press, Regular Permanent Press, and Delicate Permanent Press—each one pre-programmed for best results.

The companion dryer electronically senses the amount of moisture in clothing, and includes a special permanent press cycle. "With more and more items now being made with wrinkle-resistant fabrics," GE explained, "a dryer [such as the solid-state Versatronic] that accurately applies the correct temperature and tumbling action is a necessity."

Because, as GE adds, it is important not to let permanent press articles lie around in the dryer and set wrinkles, the Versatronic also features an optional buzzer that tells the housewife when her wash is completed.

Other manufacturers—Philco-Ford, Whirlpool, Kelvinator, Hamilton, Norge, Speed Queen, and Westinghouse among them—provide permanent press cycles and speeds that, if not infinite, are plentiful. With the increasing popularity of solid-state control systems, look for more and more fabric, temperature, speeds, and agitation settings; enough to make the washday "Waltz" as intricate as a tango, but convenient and long-anticipated as well.

Solid-state controls seem to have the edge in the what's-next for laundry competition. And, behind the "washday is a breeze" proliferation of "just throw it in the washer, tumble it dry, and wear it to your daughter's wedding" promotion for permanent press features, there must be an heir apparent to replace the present sure-sell merchandising gimmick when it ultimately moves into the standard equipment column.

A rebirth of combination washer-dryer units could be a sleeper, however, as Sears' reintroduction of the unit in its fall-winter catalog would indicate. But retailing, and manufacturing, consensus is, too many people were burnt by service problems compounded by complexity when the units were first introduced. Philco-Ford and General Electric continue to manufacture the combos, but they remain alone, and the big emphasis seems to be going to the infinite-speed possibilities of solid-state.

And prices. Increased retail tickets for washers, dryers, and all appliances could be the biggest thing in the industry for a while, as indicated by continued price hikes, and little let-up of the economic factors which have caused them.



Big-capacity laundry units—such as Norge's 18-lb. VHQ washer—are gaining popularity to match, with little tapering-off threat



Solid-state and infinite speeds should move ahead as tomorrow's big selling points. Above: the Frigidaire top-window unit



Decorator design has moved into the laundry room, a la Hamilton's sculptured-cabinet unit, with various permanent press settings



A combo comeback? If so, GE's ready, with its free-standing unit . . .



. . . which it says is perfect for apartments or other small-area locations



For the present, permanent press reigns, as spotlighted by Whirlpool's 1968 models

The Weight Watcher.

Westinghouse adds the exclusive Weigh-to-Save™ lid to its '68 washers for extra sales punch.

This is it. The new Weigh-to-Save™ lid women will love.

It's a snap to demonstrate. Even if you don't have a washer hooked up you can show how the Weigh-to-Save lid takes the guesswork out of washload sizes. Saves hot water. And detergents, too.

While you're at it, point to the Heavy Duty 16 medallion on the front of the machine. Emphasize the proven Westinghouse Heavy Duty construction and performance. And how Westinghouse washes 16-lbs. of clothes really clean. You can talk about the Permanent Press settings, too. And show the matching dryer with Permanent Press cycles.

That's it.

Now watch the weight watcher add weight to your sales.

You can be sure if it's

Westinghouse 



LAJ 550

A MERCHANDISING WEEK EXCLUSIVE

MERCHANDISING WEEK

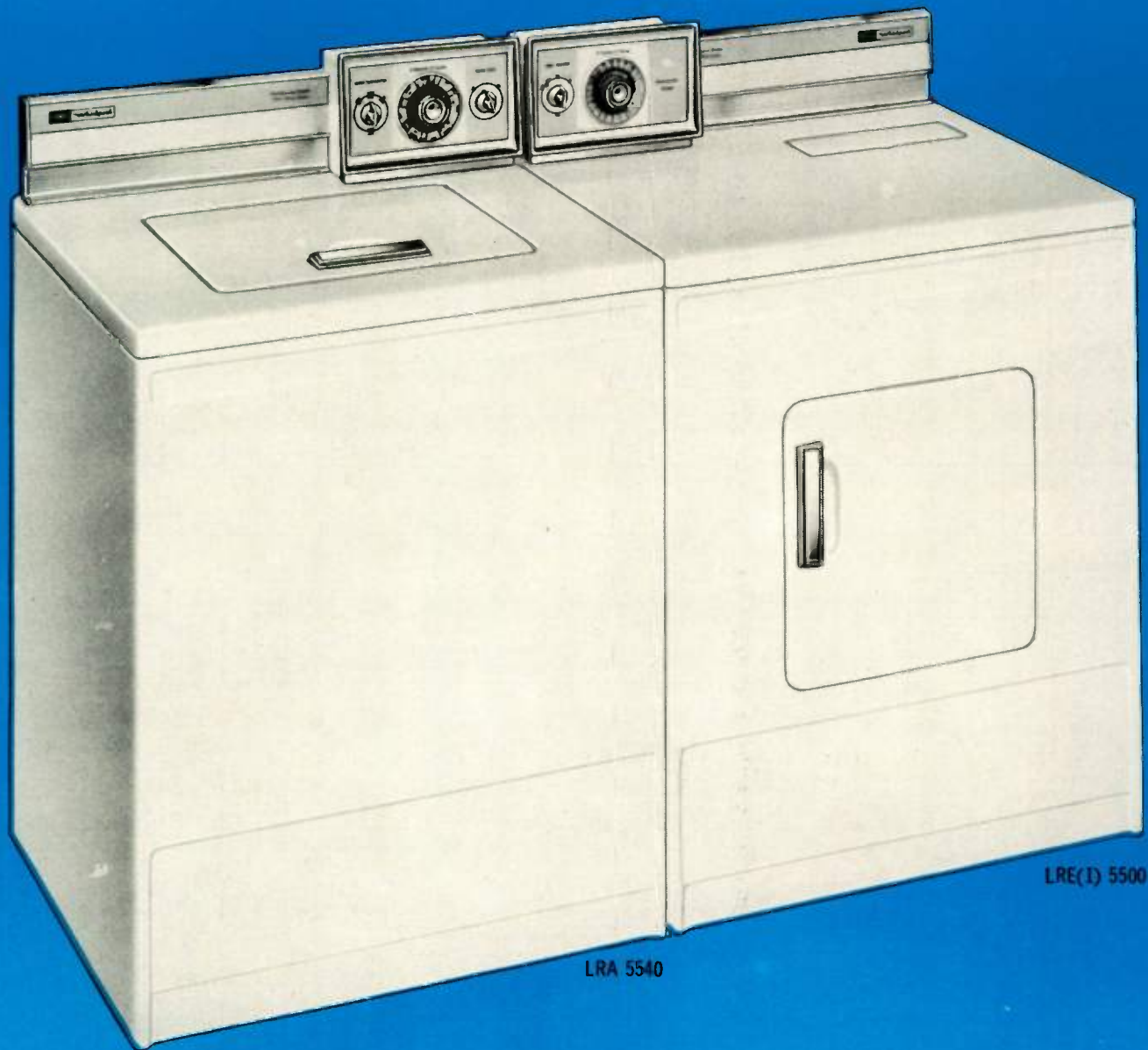
MANUFACTURERS' SPECIFICATIONS FOR
1968 AUTOMATIC GAS DRYERS

A MERCHANDISING WEEK EXCLUSIVE

UNDER SEVERAL COLUMNS: Y = yes; N = no. UNDER TYPE FINISHES: P = porcelain enamel; B = baked enamel; A = acrylic; S = stainless; Z = zinc clad steel; E = epoxy.

MODEL NUMBER	TIME OR SENSING DRY STOP	CAPACITY (lbs.) DRYLOAD	CONDENSER OR DUCTED	NUMBER OF DIRECTIONS DRYER MAY BE VENTED	SCHEDULING				RATING		LINT TRAP LOCATION	LINT TRAP AREA (sq. in.)	HEIGHT TO WORKING SURFACE (IN INCHES)	OVER-ALL DIMENSIONS H x W x D (in Inches)	TYPE FINISHES: (SEE KEY)				FEATURES							OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE	
					NUMBER OF HEAT SETTINGS	NO-HEAT FLUFF	DEWRINKLING	DRYING TIME		MAX. BTU. INPUT					MIN. - MAX. TEMP. (F°)	CABINET	TOP & LID	TUB & BASKET	NUMBER OF COLORS AVAILABLE	GLASS IN DOOR	INTERIOR LIGHT	PEDAL OPENING	TERMINATION SIGNAL	PERMANENT PRESS SETTING	ELECTRONIC SENSING CONTROL			
								MAX.-MIN. TIME AVAILABLE	NUMBER OF CYCLE SELECTIONS																			
BLACKSTONE — Blackstone Corp., 1111 Allen St., Jamestown, N. Y.																												
BG 520	T	14	D	3	2	Y	Y	95	2	20,000	125 & 135	**	115	36	43 1/4x26x27	A	A	A	1	N	N	Y	N	Y	N		\$179-199 †	
BG 720	*	14	D	3	2	Y	Y	135	6	20,000	125 & 135	**	115	36	43 1/4x26x27	A	A	A	1	N	N	Y	N	Y	N		199-239 †	
* Dry Stop ** Fixed Around Opening † Approximately																												
DYNAIRE — Suburban Mfg. Co., Dayton, Tenn.																												
S418A	T	20*	D	2	1	Y	N	120	1	18,000	190	Bottom	197.5	36	43 1/2x31x26	B	B	B	2	N	Y	N	Y	N	Y		\$169.00	
* Wet Load																												
EASY — Gibson Refrigerator Sale Corp., 515 Gibson Dr., Greenville, Mich.																												
DG422	T	16	D	3	2	Y	Y	135-10	3	18,000	115-140	Front	44	36	45 1/4x31x28 1/4	A	P	P	2	N	N	N	Y	Y	N	Start Safety Stop Switch		
DG444	T & S				2			90-10	4												Y	N		N				
DG555	S				6				3												Y	Y		Y				
FRIGIDAIRE — Frigidaire, Div. General Motors Corp., Dayton, Ohio																												
DAGN	T	10	D	3	2	Y	Y	135/†	2	22,000		Door	84	35 1/2	42 1/2x27x26 1/4	A	A	P	1	N	N	N	N	Y	N	Start Button		
DCDAGN	T				3			140/†							44x27x26 1/4				4		N		Y			●		
DCDGN	T/S				4			70/†							44x27x26 1/4						Y			Y		♦		
DIGN	S	12			*			**	**	22,000/16,000					44 1/4x27x26 1/4									*N	Y	▲		
DCIGN	S	12			*			**	**	22,000/16,000					44 1/4x27x26 1/4		P								*N	Y	■	
* Electronic Sensing Control ** Infinite † Any time setting over 10 minutes — final 10 minutes is at no heat ● Auto. Electric Ignition Fabrics Selector — 2 Position ♦ Auto. Electric Ignition Fabrics Selector — 4 Position Automatic Dry Cycle ▲ Heat-Minder — 2 Level Heat Input — Panel Light Auto. Electric Ignition ■ Heat-Minder — 2 Speed Tumble Control. Panel Light & Auto Ignition																												
GENERAL ELECTRIC — General Electric Co., Appliance Park, Louisville, Ky.																												
DG5220D ♦	S		D	3	2	Y	Y	Automatic	7	30,000	—	†	70	36	44x27x25	A	P	P	4	N	Y	Y	Y	Y	Y	♦	279.00	
DG4720D ●	S							Automatic	3	22,000	—								4	Y	N	Y	Y	N	●	229.00		
DG4620D	T							145	2	22,000	—								1	N	N	N		N		199.00		
NOTE: All dryers have a safety start switch. ♦ Full Fluor. Lamp, Edge Lighting of Controls, Optional End-of-cycle signal, Electric Ignition, Magnetic Door Latch with foot Pedal, Timed Cycle Drying, 2 Stage Burner for Faster Drying. † Front of Loading Port. ● Full Fluor. Lamp, Electric Ignition, Timed Cycle Drying.																												
HAMILTON — Hamilton Mfg. Co., Two Rivers, Wisc.																												
HS627	T		D	6	*	Y		85-5	2	22,000		Front - Bottom	73	36	43 1/4x27 1/2x26 1/4	A	A	Z	1	Y	N	N	N	Y	N	Spark Ignition	179.00	
HS727	S							Automatic-5	6										2		Y		N			Ultra V. Lamp	199.00	
HS827									8										2				Y			Wool Cycle	209.00	
DM677									4	20,000			200		43 3/4x31 1/2x26 3/4				1				N			Pilot	189.00	
DM777									6										2				N			Pilot	209.00	
DS897									4								P	P		2			Y		Y	Dampness Selection	249.00	
* Infinite																												
HOOVER — The Hoover Co., North Canton, Ohio																												
0810	T	*	D	3	2	Y	Y	95	3	20,000	125/135	Cntr. Frt. Panel	102	36	43.5x26x27	A	A	B	1	N	N	Y	N	Y	N	Front Service Access.	179.50	
* Giant Size																												
HOTPOINT — General Electric Co., 5600 West Taylor, Chicago, Ill.																												
LL805	T	16	D	3	1	N	Y	15-130	1	18,000	115-140	Front		36	45 1/4x31x28	B	P	P	1	N	N	N	N	N	N	Safety Start Control		
LL830					2	Y			3				44						3		N	N	N	Y	♦			
LL870					3				4													Y	Y		♦			
LL880	T & S				3			10-90	4												Y				▲			
LL890	S				*				6															Y	♦			
LL799	S								6											2			N		Y	♦		
* Prog. ♦ Direct Electric Ignition, Safety Start Control ▲ D. E. I., Safety Start Control, Automatic Dry Control																												
KELVINATOR — American Motors Corp., 14250 Plymouth Road, Detroit, Mich.																												
DG-329 †	T	12	D	3	1	Y	Y	0-120	2	22,000	150	Loading Port	37	36	39 1/4x27x28 1/4	A	A	P	1	N	N	N	N	N		Safety door; Full opening loading door		
DG-539 †	T				2			0-120	3		150-170				44 1/4x27x28 1/4				3				N	Y				
DG-939 †	T/S*				2			Manual 0-60	5		150-170												Y					
DG-1149 †	T/S*				3			Manual 0-60	6		135-170						P				Y		Y		**			
DG-1800 †	T/S*	15		5	2			Manual 0-105	3	20,000	140-160	Drawer lower front	243		44x31x27		P	E	1		Y		N			Illuminated Dial		
† 2 Yr. Guarantee on parts * Fabric keyed automatic termination ** Illuminated B/G; Safety door; Full opening loading door																												
LEONARD — American Motors Corp., 14250 Plymouth Rd., Detroit, Mich.																												
LGD-229 †	T	12	D	3	1	Y	Y	0-120	2	22,000	150	Loading Port	37	36	39 1/4x27x28 1/4	A	A	P	1	N	N	N	N	N	N	Safety door; Full opening loading door		
LGD-439 †	T				2			0-120	3		150-170				44 1/4x27x28 1/4				3					N	Y			
LGD-839 †	T/S*				2			Manual 0-60	5		150-170				44 1/4x27x28 1/4				2					Y	Y			
* Fabric keyed automatic termination † Two-year guarantee on parts																												
MAYTAG — The Maytag Co., Newton, Iowa																												
DG306	T		D	3	2	Y	Y	75	3	18,000		Back of drum	206	36	43 1/4x28 1/2x27	A*	P	P	4	N	N	N	N	Y	N	**		
DG406	T				2				3															Y	N	**		
DG606	S				3				4															Y	N			
DG806																							Y		Y			
DG906																							Y		Y		***	
* Premium zinc coated steel, zinc phosphate base, acrylic primer and acrylic enamel finish coat ** Adaptable to all gases, no hot spots air flow illuminated panel, magnetic safety door *** Magnetic safety door, illuminated back panel adaptable to all gas types, no hot spot air flow																												
NORGE — Norge Div. — Borg — Warner Corp., Merchandise Mart, Chicago, Ill.																												
DGJ-1520	T	15	D	5	4	Y	Y	105	4	20,000		Bottom	252	37	43x31x26 1/4	A		E	3	N	Y	N	N	Y	N	Stop N' Dry		
DGJ-1530					3				3					40	45x31x26 1/4		P		3				N			Stop N' Dry Hamper Door		
DGJ-1550					3				3					40	46x31x26 1/4		P		1				Y			Stop N' Dry Hamper Door		
PHILCO — Philco-Ford Corp., "C" and Tioga Sts., Philadelphia, Pa.																												
DG-6G2	T	*	D	3	2	N	Y	5-120	2	19,000	120-150	Front	85	36	43 1/4x26 1/4x26 1/4	A	A	P	1	N	N	N	N	Y	N	Criss Cross Tumbling Vacuum type drying	169.95	
DG-6G3	T				3	Y		5-120	3	19,000									1	Y	N					Criss Cross Tumbling Vacuum type drying	189.95	
DG-6G4	S							5-90	4	26,000									2		Y					Criss Cross Tumbling Vacuum type drying	209.95	
DG-6G8	S							5-90	4	26,000									2		Y					**	239.95	
* Dries "2 Avg. loads in 1" ** Criss Cross Tumbling Vacuum type drying, Reverse Tumble																												
SPEED QUEEN — Speed Queen — Div. McGraw-Edison Co., Ripon, Wisc.																												
186F	T	*	D	4	4	Y	Y	10-75	3	20,000 per hr.	115-135	In-A-Door	136.1	36	43 1/4x30x28 1/4	A	P	S	4	N	Y	Y	N	Y	N	Safety Door, Control Panel Light	--	
185	T	*	D	4	2	Y	Y	5-70	3	20,000 per hr.	115-135	In-A-Door	136.1	36	43x30x28 1/4	A	P	†	4	N	N	N	N	Y	N	Safety Door	--	
* Family Size † Permacote Zinc																												
WESTINGHOUSE — Westinghouse Electric Corp., 246 East Fourth St., Mansfield, Ohio																												
DGJ 250	T	16	D	3	1	Y	Y	135	2	20,000	120-165	Inside Door	75	36	41 1/4x28 1/2x25	A	A	P	1	N	N	N	N	N	N		159.95	
DGJ 350	T							165	4						41 1/4x28 1/2x25				1					Y			179.95	
DGJ 450	T/S				2			135	4						42 1/4x28 1/2x25				3								199.95	
DGJ 550					3			135	5						42 1/4x28 1/2x25						Y		Y			Damp Dry	219.95	
DGJ 750					4			135	6						43 1/4x28 1/2x25											Damp Dry Edge Lightiag	239.95	
DGJ 950					4			60	6						43 1/4x28 1/2x25									Y	*		279.95	
DGH 10S					2	3		135	4						34 1/2 34 1/4x28 1/2x25								N		Y	N	For Stacking with LTH 100	199.95
* Damp Dry Edge Lighting, Ozone Basket Light																												
WHIRLPOOL — Whirlpool Corp., Benton Harbor, Mich.																												
LSI 9921	T-S	*	D	1	4	Y	Y	90	2	30,000/20,000	160, 130	Top	143	36	45x29x25 1/2	A	P	B	5	N	Y	N	Y	Y	N	**		
LSI 8901								90	2						44x29x25 1/2		A		2		Y			Y	†	†. Press Cycle Hamper Door		
LSI 7801								72	3										5		N					†. Press Cycle		
LSI 6701								72	3	25,000									1		N		N			†. Press Cycle		

Waltz all the way with these special



Budget beauties to pull in the traffic!

A 3-cycle washer with special cool-down care for Permanent Press clothes. 2 wash and 2 spin speed selections provide just the right combination for any fabric. 3 water temperature and 2 water level selections are provided. Thrifty SUDS-MISER® system that saves water and detergent is available in Model LRA 5545.

Matching dryers provide super-fast drying for big loads in a drum that's over 20% larger. They cool down Permanent Press garments ready to wear with no ironing. Model LRE 5500 has 5 drying cycles and 3 heats. For a little more, you can offer Model LRE 5700 with 2 speeds and MOISTURE MINDER® control.



An attractive "Waltz" promotion package

For your window or wall, a large 60" x 22" banner printed in 3 colors. Special mats for your newspaper ads. A Plans Book filled with ideas for a successful "Waltz" promotion. Ask your Whirlpool distributor about this handy package.

to the bank



washers and dryers.



A top-featured pair for profitable step-up!

A 5-cycle, 2-speed washer you can offer at an attractive price! Gives Permanent Press garments the kind of cool-down care that smooths out wrinkles. MAGIC CLEAN® self-cleaning filter. 5 pushbutton water temperature selections and infinite water level selections. Dispensers to add bleach and fabric softener. White or edged copper.

Custom drying care for modern fabrics! 5 pushbutton heat selections provide proper temperatures for every fabric. Special cool-down care for Permanent Press clothes . . . a Tumble Press® control, too. MOISTURE MINDER® control ends guessing . . . stops dryer when clothes reach the touch of dryness preferred. Available in white or edged copper.

®Tmk.

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


Whirlpool
CORPORATION

UNDER SEVERAL COLUMNS: Y = yes; N = no. UNDER TYPE FINISHES: P = porcelain enamel; B = baked enamel; A = acrylic; S = stainless; Z = zinc clad steel; E = epoxy.

MODEL NUMBER	TIME OR SENSING DRY STOP	CAPACITY (lbs.) DRY LOAD	CONDENSER OR DUCTED	NUMBER OF DIRECTIONS DRYER MAY BE VENTED	SCHEDULING			RATINGS			LINT TRAP LOCATION	LINT TRAP AREA (sq. in.)	HEIGHT TO WORKING SURFACE (in inches)	OVER-ALL DIMENSIONS H x W x D (in inches)	TYPE FINISHES: (SEE KEY)			NUMBER OF COLORS AVAILABLE	FEATURES						OTHER FEATURES	MANUFACTURER'S SUGGESTED RETAIL PRICE			
					NUMBER OF HEAT SETTINGS	NO-HEAT FLUFF	DEWRINKLING	MAX.-MIN. TIME AVAILABLE	NO. OF CYCLE SELECTIONS	MAX. WATTAGE					MAX. BTU INPUT	MIN.-MAX. TEMP. (F°)	CABINET		TOP & LID	TUB & BASKET	GLASS IN DOOR	INTERIOR LIGHT	PEDAL OPENING	TERMINATION SIGNAL			PERMANENT PRESS SETTING	ELECTRONIC SENSING CONTROL	
BE 520	T	14	D	3	2	Y	Y	95	2	5,000		125-135	• •	115	36	43 1/2 x 26 x 27	A	A	A	1	N	N	Y	N	Y	N			\$ 149-169
BE 720	•	14	D	3	2	Y	Y	135	6	5,000		125-135	• •	115	36	43 1/2 x 26 x 27	A	A	A	1	N	N	Y	N	Y	N			\$ 169-199

DE400	T	16	D	3	1	N	Y	13-10	3	4,900	115-140	Front	44	36	45"x31"x28"	A	P	P	1	N	N	N	N	Y	Y	N	Safety Start Switch
DE422	T				2	Y		135-10	3										2		N	N	N	Y			
DE444	T & S				2	Y		90-10	4										2		Y	N	N	Y			
DE455	S				6	Y		-	3										2		Y	Y	Y				

DAN	T	12	D	3	2	Y	Y	135/**	2	4,400		Door	84	35%	42"x27x26 $\frac{1}{4}$ "	A	A	P	1	N	N	N	N	Y	N	Start Button	
DCDAN	T				3		Y	140/**	2	4,400					44x27x26 $\frac{1}{4}$ "		A		4	N	N	N	Y	Y	▲		
DCDN	T/S				4			70/**	2	5,400					44x27x26 $\frac{1}{4}$ "						Y			Y	●		
DIN	S				*			Infinite	Infinite	†					44"x27x26 $\frac{1}{4}$ "						Y			Y	●		
DSH	S				*			Infinite	Infinite	†					44"x27x26 $\frac{1}{4}$ "		P				Y			Y	●		

Electronic Sensing Control ** Anytime setting over 10 minutes final 10 minutes is at no heat *** Fabrics Selector – 2 Pos. Start Button 15400/4000 ▲ Fabrics Selector – 4 Pos. Automatic Dry Cycle ● Heat Minder (2 level heat input) – Panel Light ◆ Heat Minder – Panel Light – 2 Speed Tumble Control

DE1220D	S		D	4	2	Y	Y	*	7	5,600	-	-	†	70	36	44x27x25	A	P	P	4	N	Y	Y	Y	Y	Y	Y	**	\$249.00
DE720D	S								3	5,600	-	-			36	44x27x25				4	Y	N	Y	N	N	N	▲	199.00	
DE620D	T							145	2	5,600	-	-			36	42x27x25				1	N	N	N	N	N	N		169.00	

NOTE: All drivers have a safety start switch

* Automatic † Front of Loading Port ** Full Floor, Lamp Timed Cycle Drying ▲ Floor, Lamp Timed Cycles Drying

HE627	T		D	6	Infinite	Y	85-5	2	5,000		Front-Bottom	73	36	43"x27"x26 $\frac{1}{2}$ "	A	A	Z	1	Y	N	N	N	Y	N	Two Fans	159.00
HE727	S						1-5	6										2							Ultra V. Lamp	179.00
HE827								8										2			Y				Wool Cycle	189.00
DE677								4				200		43"x31 $\frac{1}{2}$ "x26 $\frac{1}{2}$ "				1			N				Double Cabinet	169.00
DE777								6							P	P		2			N				Infinite Temp.	189.00
DE897								4										2			Y				Dampness Selection	229.00

0811	T	*	D	3	2	Y	Y	95	3	5,000	17,000	125/135	▲	102	36	43.5x26x27	A	A	B	1	N	N	Y	N	Y	N	Front Service access	159.50
* Grant Size — The Hoover Company does not use poundage to indicate Dryer capacity. ▲ Cntr. Front Panel																												

L B805	T	16	D	3	1	N	Y	10-130	1	4,900	115-140	Front	44	36	43",x31,x28	B	P	P	1	N	N	N	N	N	N	N	N
L B830					2			15-130	3						45",x31,x28				3								
L B870					3	Y	Y	15-130	4																		
L B880	T & S				3			10-90	4												Y						
L B890	S					Prog			6																		Y
L B799	S					Prog			6										2				N				Y

DE 329 1	T	12	D	3	1	Y	0-120	2	5,500	150	Loading Port	37	36	39 ¹¹ / ₁₆ x 27 x 28 ¹¹ / ₁₆	A	A	P	1	N	N	N	N	N	N	**
DE 539	T	↓	↓	↓	2	Y	0-120	3	↓	150-170	↓	↓	↓	44 ¹¹ / ₁₆ x 27 x 28 ¹¹ / ₁₆	↓	↓	↓	3	↓	↓	↓	↓	↓	↓	**
DE 939	T/S*	↓	↓	↓	2	Y	0-60 ▲	5	↓	150-170	↓	↓	↓	↓	↓	P	↓	↓	↓	Y	Y	Y	Y	Y	***
DE 1149	↓	↓	↓	↓	3	Y	0-60 ▲	6	↓	135-170	↓	↓	↓	↓	↓	↓	E	1	↓	Y	Y	Y	Y	Y	■
DE 1800	↓	15	↓	5	2	Y	0-105 ▲	3	5,320	140-160	↓	↓	↓	44 x 31 x 27	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	■

* Electric Reeled Automatic Termination; 2 year guarantee on parts ▲ Drawer lower front ** 115/230 volt operating Full opening loading door *** Safety Door: Full opening loading door ■ Illuminated B/G; Safety door: Full opening loading door

LDE-229†	T	12	D	3	1	Y	Y	0-120	2	5,500	150	Loading Port	37	36	39 $\frac{1}{2}$ " x 27 x 28 $\frac{1}{2}$ "	A	A	P	1	N	N	N	N	N	▲
LDE-439†	T				2			0-120	3		150-170				44 $\frac{1}{2}$ " x 27 x 28 $\frac{1}{2}$ "				3			N	Y	▲	
LDE-839†	T/S				2			0-60 *	5		150-170				44 $\frac{1}{2}$ " x 27 x 28 $\frac{1}{2}$ "				2			Y	Y	**	

* Manual ** Safety door; Full opening loading door. † Have two-year guarantee on parts. ▲ 115/230 volt operation; Safety door, full opening loading door.

DE306	T	*	D	3	2	Y	Y	75	3	4,800	***	206	36	43"x28"x27	A	P	P	4	N	N	N	N	N	Y	N	▲
DE406	T				2		Y	75	3																N	
DE606	S				3			**	4																Y	●
DE806																										●
DE906																										●

* A washer load ** Automatic *** Back of inside drum ♦ Premium Zinc coated steel, zinc phosphate base coating acrylic primer, acrylic enamel finish coating ● Illuminated back panel
▲ No hot spots air flow nichrome element adjustable legs magnet safety desk push-to-star safety feature.

DEJ-1520	T	15	D	5	4	Y	Y	105	4	5,320	20,000	Bottom	252	37	43x31x26 $\frac{1}{2}$	A		E	3	N	Y	N	N	Y	N	Stop N' Dry
DEJ-1530					3								40	46x31x26 $\frac{1}{2}$	P			3								
DEJ-1550					3				3				40	46x31x26 $\frac{1}{2}$	P			1				Y			*	

* Stop N' Dry Hamper Door

DE-6F0	T	•	D	3	2	Y	Y	5-120	2	4,800	130, 150	Front	85	36	38x26 $\frac{1}{2}$ x26 $\frac{1}{2}$	A	A	P	1	N	N	N	N	N	N	Vacuum Type Drying	\$ 99.95
DE-6G2	↓	↓	↓	↓	2	Y			2						43 $\frac{1}{2}$ x26 $\frac{1}{2}$ x26 $\frac{1}{2}$	↓	↓	↓	2	N	Y	↓	↓	↓	↓	↓	129.95
DE-6G3					3	Y			3							↓	↓	↓	2	Y	↓	↓	↓	↓	↓	149.95	
DE-6G4	S							5-90	4										2	Y	↓	↓	↓	↓	↓	169.95	
DE-6G8	S	↓	↓	↓	↓	↓	↓	5-90	4						44 $\frac{1}{2}$ x26 $\frac{1}{2}$ x26 $\frac{1}{2}$	P		2	↓	Y	↓	↓	↓	↓	↓	199.95	

* Dries 1 $\frac{1}{2}$ avg. loads in 1"

166F	T	*	D	4	4	Y	Y	10-75	3	5,200	17,732	115-135	In-A Door	136.1	36	43% x30x28%	A	P	S	4	N	Y	Y	N	Y	N	**	--
165	T	*	D	4	2	Y	Y	5-70	3	5,200	17,732	115-135	In-A Door	136.1	36	48x30x28%	A	P	t	4	N	N	N	N	Y	N	Safety Door	--

DEJ 250	T	16	D	4	1	Y	Y	165	2	5,200	18,200	120, 165	Inside Door	75	36	41"x28"x25	A	A	P	1	N	N	N	N	N	*	129.95
DEJ 350	T				2			165	4							41"x28"x25											139.95
DEJ 450	T/S				3			135	4							42"x28"x25				3							169.95
DEJ 550									5							42"x28"x25		P				Y	Y	Y			189.95
DEJ 750					4			60	6							43"x28"x25										**	209.95
DEJ 950								60	6							43"x28"x25									Y	***	249.95
DEH 10S				3	3			135	4						34"	34"x28"x25							N	N	N	*	179.95
DEH 10U		10			4			135	4						34"	34"x28"x25							N	N	N	* For Stacking with LTH 100	174.95

▲ For Under Counter with LTH 100 * 110 or 230 Volt operation on all models ** Damp Dry Edge Lighting *** Damp Dry Edge Lighting Ozone Basket Light * For Stacking with LTH 100

LSE 9920	T-S	*	D	1	4	Y	Y	90	2	5,600	145, 125	Top	143	36	45x29x25 $\frac{1}{2}$	A	P	B	5	N	Y	N	Y	Y	N	**
LSE 8900	T-S	↓	↓	↓	↓	↓	↓	90	2		↓	↓	↓	↓	44x29x25 $\frac{1}{2}$	↓	A	↓	2	Y	↓	↓	↓	↓	***	
LSE 7800	T-S	↓	↓	↓	↓	↓	↓	72	3		↓	↓	↓	↓	↓	↓	↓	5	N	↓	↓	↓	↓	T. Press Cycle		
LSE 6700	T-S	↓	↓	↓	↓	↓	↓	72	3		↓	↓	↓	↓	↓	↓	↓	1	N	↓	↓	↓	↓	T. Press Cycle		

A MERCHANDISING WEEK EXCLUSIVE

MODEL NUMBER	WASHER DATA														DRYER DATA														FINISH		NUMBER OF COLORS AVAILABLE	HEIGHT TO WORKING SURFACE (in inches)	OVER-ALL DIMENSIONS H x W x D (inches)	MANUFACTURER'S SUGGESTED RETAIL PRICE
	GAS OR ELECTRIC FUEL	CAPACITY	MAX. HOT WATER (gall.)	NUMBER OF SPEEDS	WASH AGITATOR TIME EXC. SOAK (mins.)	TEMPERATURE			OTHER FEATURES			INSTRUCTIONS ON LID	DRYING TIME	LINT TRAP	FEATURES																			
						NUMBER OF WASH TEMPS	NUMBER OF RINSE TEMPS	SEL. RINSE TEMP.	COLD WASH OR SOAK	NUMBER OF RINSES	WATER LEVEL SELECTION				STD. OR OPT. SUDS SAVER	BLEACH INJECTOR	RINSE CONDITIONER INJECTOR	MIN. MAX. AVAILABLE (mins.)	NUMBER OF TIME SELECTIONS	LOCATION	AREA (sq. in.)	INTERIOR LIGHT	TERMINATION SIGNAL	TIME OR DRY STOP	CONDENSER OR DUCTED	PERMANENT CONTROL	ELECTRONIC SENSING DEVICE	NUMBER OF HEAT SETTINGS	NO-HEAT FLUFF	DEWRINKLING				
GENERAL ELECTRIC — General Electric Co., Appliance Park, Louisville, Ky.																																		
WD860D	E		21.3	1	9	Various	2	3	N	N	3	†	N	Y	Y	N	†	—	—	N	Y	S	C	Y	N	2	N	Y	Porcelain	*	4	36	43"x30"x24"	\$399.00
WD560D	E		21.3	1	9	Various	2	3	N	N	3	†	N	Y	Y	N	†	—	—	N	Y	S	C	Y	N	2	N	Y	—	Porcelain Fr.	4	—	34½"x30"x24"	399.00
NOTE: Other Features: Auto Damp Dry, End-of-Cycle Signal, Soak Cycle, Capability of using either wash or dry cycles independently. Observation window in the door. † Automatic * Porcelain Front, Baked Enamel Sides																																		
PHILCO — Philco-Ford Corp., "C" and Tioga Sts., Philadelphia, Pa.																																		
CE-7H2	E	8	15	1	10, 2		2	2	Y	S	3	N		Y	N	Y	A*	A*	Top	28	N	Y	S	C	Y	A*	2	Y	Y	Porcelain	Acrylic	36	36"x26"x26"	399.95
CE-7H7							3					Y												Y								44½"x36½"x26½"	519.95	
CE-7G8							3					Y												Y								44½"x36½"x26½"	519.95	
CG-7G0	G						2					N												N								36"x26"x26"	399.95	
CG-7G8	G						3					Y													Y							44½"x26½"x26½"	549.95	
* Automatic Drive Control																																		

The Hoover Spin-Drying Washer just won't take "no" for an answer.



"I just don't have time to do my own wash." This Hoover washes the average load in just 4 minutes or less. That's less time than it takes to get the car out for a trip to the coin-op laundry. Less time than it takes for the commercial laundry to make out the sales slip.

"It doesn't look like it can get clothes clean." Looks can be deceiving. In those scant 240 seconds, the Hoover gets clothes cleaner than many automatics do after a full wash cycle of ten to fifteen minutes.

"I don't mind washing, but how do I get the clothes dry?" The Hoover spin cycle extracts the water and detergent at 2000 rpm. Three times as fast as most automatics. Some clothes come dry enough to iron.

"It's so complicated. You have to wash a load, then dry it, then wash another load." Not with a Hoover. It dries a load and washes a load at the same time. Cuts down washday to wash-hour proportions.

"It costs a fortune to buy soap and water for a washer." You can save up to 100 gallons of water over an automatic during an average 3-load washing. Use less detergent too, with Hoover's efficient washing action and handy "suds-saver".

"I don't have any room for a washer." The

Hoover measures less than 30" x 17": about the size of a utility table. Stores in the kitchen or bathroom; rolls to the sink for use with just fingertip effort.

"I don't have the money for installation." There's no installation, no expensive plumbing. Just hook it to the faucet and it's ready to go.

"I just hate stained-up washtubs." This one won't stain. It's made of stainless steel. And the spin basket is made of aluminum. No staining on clothes there, either.

"It's not the price, it's the repair bills that kill you." There's a nylon impeller in the pump. So there's no metal to corrode. The action is belt-driven. No gears to go bad. And if the belt wears out, even a fumble-fingers can replace it. No serviceman needed.

"The motors always wear out before the washers do." The Hoover has two motors. One for washing, one for drying, so each carries half the load. Both are built to carry heavier loads than they'll have to take so they last longer.

"What would someone like me do with a washing machine?" That's what they *all* say. But the Hoover has been bought by single

girls, mothers of ten, retired couples, farm families, even people who live in apartments and mobile homes.

"But I already have an automatic washer." Most people buy the Hoover as their only washer. But more and more families are buying it as their second washer. (If the two car family makes sense, why not the two washer family.) And for good reason. It washes so much faster, cleaner, better, and cheaper than the automatics that it makes a lot more sense. Then, too, you can keep it on the first or second floor so there's no more running to the basement.

"I can't afford it." Suggested retail is around \$159.95. Less than some people spend at a coin-op laundry in just one year. Cheaper than most automatics. More dependable, too. And a whale of a buy, no matter how you look at it.

Now that we've given you the answers to the objections, why don't you feature the Hoover Spin-Drying Washer in your Waltz-Through-Washday promotion? It might just turn your showroom floor into a regular Grand Ballroom. Full of women all saying the two best words a retailer can hear.

"Yes, Yes!"

For information on the Hoover Spin-Drying Washer, get in touch with your local Hoover man. The Hoover Company, North Canton, Ohio.



Rodriguez looks at laundry



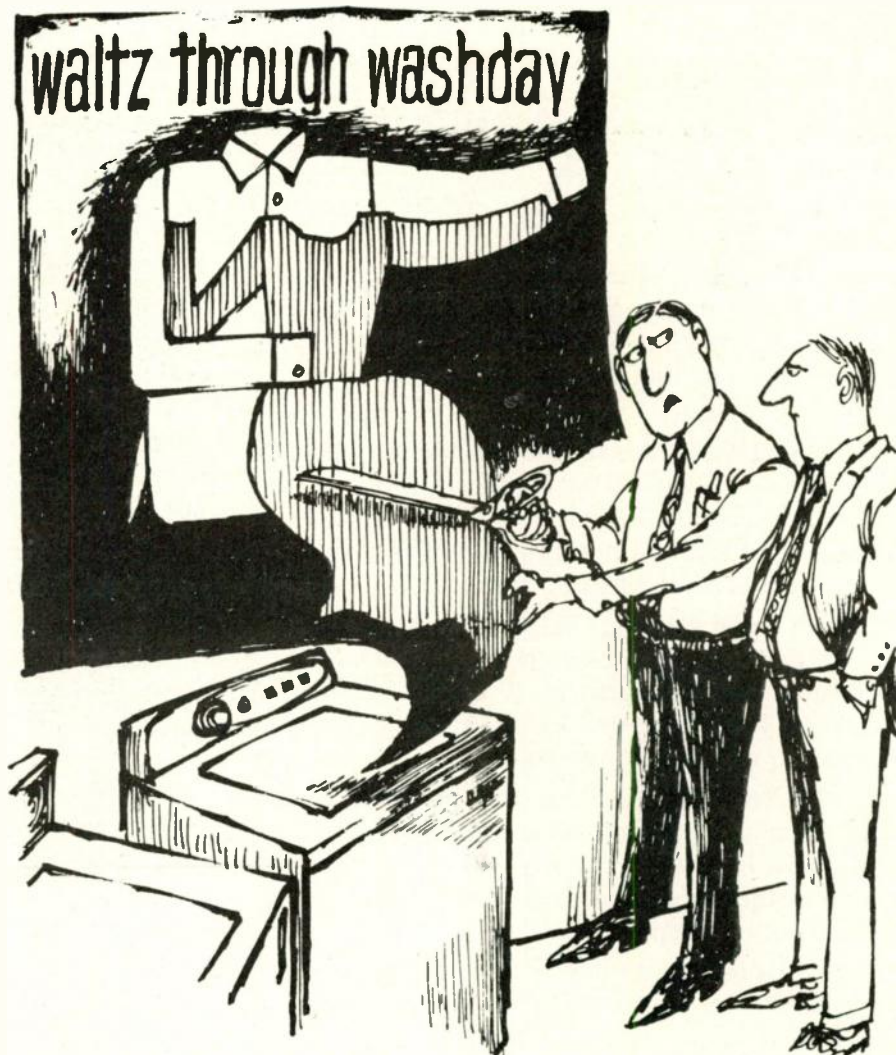
"Yeah, it's real jazzy,
only we've got a very small airline pilot clientele..."



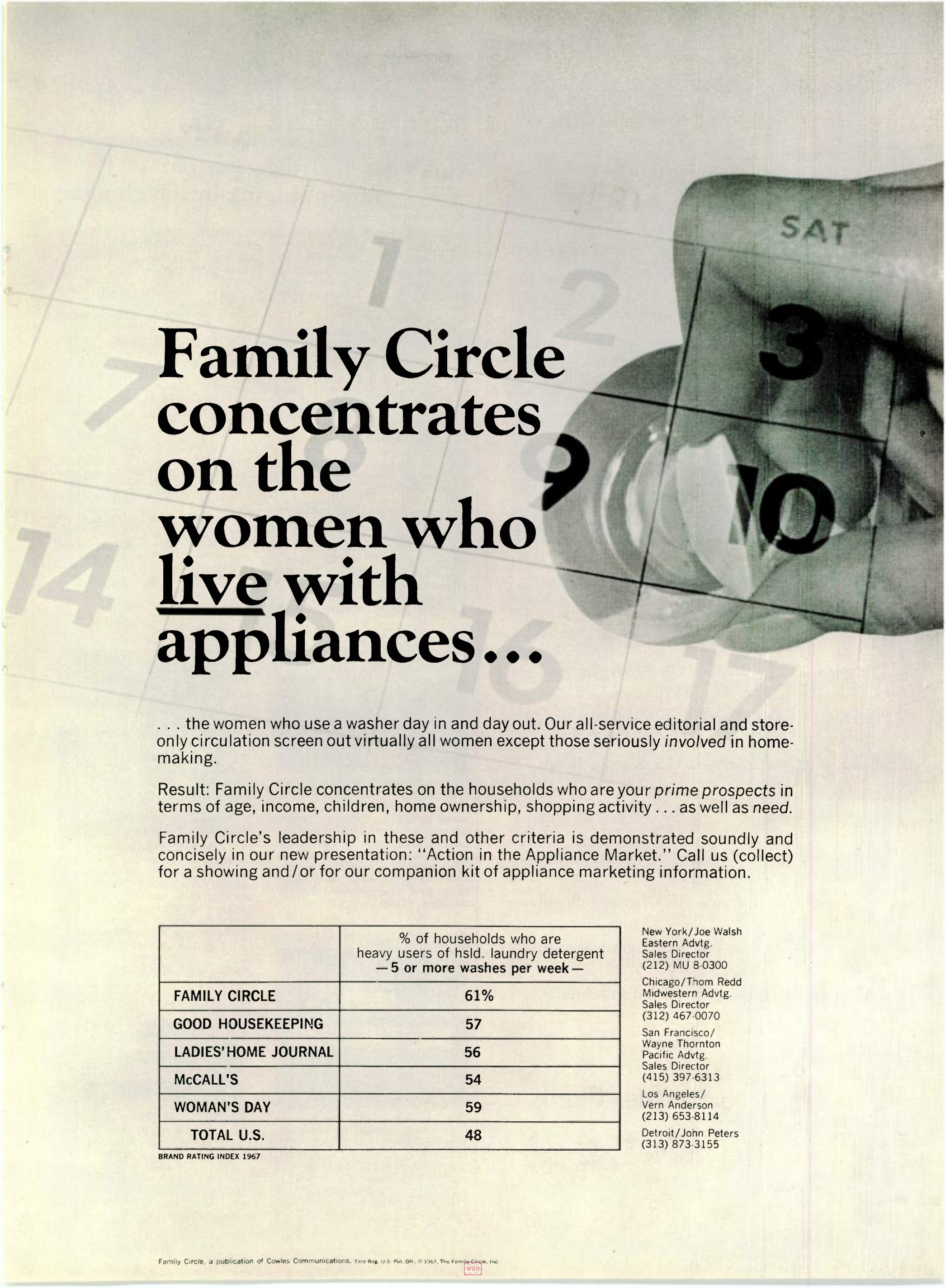
"Sam's Appliance isn't selling pound capacity anymore —
now he's claiming his machines wash
120 square feet of garments per load..."



"Well, P. T. Barnum, I hope your Strauss waltzes move some laundry!"



"What am I doin'? I'm shortening her hem.
If they're going to use this thing every year,
you'd think they'd at least keep up with the styles."



Family Circle concentrates on the women who live with appliances...

... the women who use a washer day in and day out. Our all-service editorial and store-only circulation screen out virtually all women except those seriously *involved* in home-making.

Result: Family Circle concentrates on the households who are your *prime prospects* in terms of age, income, children, home ownership, shopping activity ... as well as need.

Family Circle's leadership in these and other criteria is demonstrated soundly and concisely in our new presentation: "Action in the Appliance Market." Call us (collect) for a showing and/or for our companion kit of appliance marketing information.

	% of households who are heavy users of hsl'd. laundry detergent — 5 or more washes per week —
FAMILY CIRCLE	61%
GOOD HOUSEKEEPING	57
LADIES' HOME JOURNAL	56
McCALL'S	54
WOMAN'S DAY	59
TOTAL U.S.	48

BRAND RATING INDEX 1967

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Midwestern Advtg.
Sales Director
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San Francisco/
Wayne Thornton
Pacific Advtg.
Sales Director
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Los Angeles/
Vern Anderson
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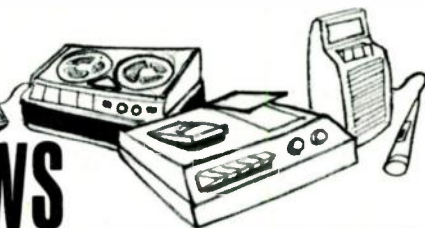
Plan where you work. You'll walk a bit taller.

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TAPE PLAYER- RECORDER NEWS



The Tape Cartridge Forum: now swinging into high gear

Interest in the upcoming industry-wide Tape Cartridge Forum keeps building as speakers for the two-day program are signed. The meeting, sponsored by Merchandising Week and sister publication Billboard, will take place at the New York Hilton Hotel, on Oct. 16 and Oct. 17.

Of importance to retailers who contemplate entering the burgeoning tape cartridge business will be a Monday afternoon talk by Harold Wittler, president of the H & H Service and Sales Co., New Castle, Ind. Wittler, whose retail outlet has been doing a bang-up job in this new area of opportunity for dealers, will tell other retailers at the conference how he got into the business and what his experience has been. Via this case study method, he will probe his own profitable operation for the benefit of his retailing brethren.

Other sessions for retailers will focus on how to zero in on a market, where the sales are, how to go and get them, and how to stock properly. In addition, there will be down-to-earth explanations of the characteristics and differences among the major tape cartridge systems.

Another retailer on the program,

Chandler V. Hottel, president of Auto Fidelity Inc., Washington, D.C., will talk about his company's experience in terms of the tape cartridge stereo retailer.

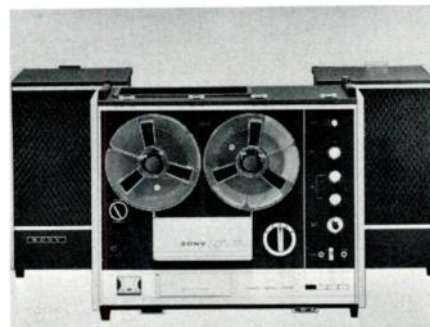
Still another retailer, Murray Klein, executive administrator of AID Inc., a Woodside, N.Y., auto accessory dealer, will comment about his experiences in the field of tape cartridge selling.

On tap for a talk on promotional approaches at the local level to arouse consumer interest is Larry Finley, president of the International Tape Cartridge Corp., with headquarters in New York, N.Y.

The Forum is being organized by James O. Rice Associates Inc. Rice specializes in the fields of business education and executive training, and has been employed by leading corporations and trade and professional associations.

Registration fee for the Forum will be \$100 per person. A block of rooms for overnight accommodations has been reserved at the Hilton. For information, write or call: Tape Cartridge Forum, Room 1408, 500 Fifth Ave., New York, N.Y. 10036. Telephone: area code 212, LW 4-0080.

NEW PRODUCTS



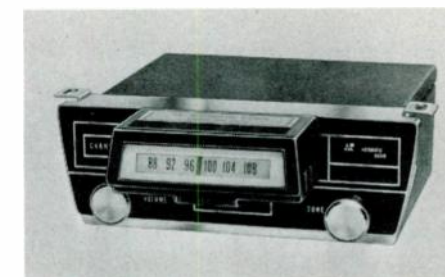
□ □ Sony's model 560 4-track, reel-to-reel portable tape recorder features a built-in, solid-state stereo control center with amplification for 20w of total music power and automatic reverse. The price, including two speakers, is below \$449.50 suggested retail. (Sony/Superscope, 8150 Vineland Ave., Sun Valley, Calif. 91352)



□ □ Concord's FM-AM cassette radio recorder, model F-200, has one control for starting, stopping, and rewinding. It contains a detachable F-100 sound camera that can be removed for portable recording or dictation. One cassette records two hours; commercials can be eliminated by a remote-control switch. List is below \$150. (Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Calif. 90025)



□ □ A 3-speed stereo tape recorder from Viking features three heads with solid-state record and playback electronics. Mixing controls, echo switch, automatic shutoff, and pause control are included with model 433, at \$389.95 list. (Viking Tape Recorders, Div. of Telex Corp., 9600 Aldrich Ave. So., Minneapolis, Minn. 55420)



□ □ A cartridge player for the boat or car that will play both 8- and 4-track is offered by Automatic Radio. Model MEL-6740 is an 8-track stereo that plays 4-track when plugged in with the company's \$3.98 Gidget converter device. List: \$89.95. (Automatic Radio, 2 Main St., Melrose, Mass.)

watch for the 'big one'.

THE MAJOR APPLIANCE MARKETING REPORT

COMING OCTOBER 16
in *MERCHANDISING*
WEEK

Advertising Deadlines:

Color-October 2 B&W-October 6

□□□□ **The average retail price for color tv dropped** to \$516 for the 2-week period ended July 29—down \$42 from the comparable period last year, according to Daniel Starch and Staff, consultants in business research. The average retail price for black-and-white receivers for the same period dipped \$15 to \$159. During July, average color prices by brand ranged from a low of \$390 to a high of \$594, and from \$130 to \$179 for b&w. For the same month, 43 color models from among 10 brands accounted for 36% of all color sales. The single fastest moving model, according to the Starch survey, accounted for 2.6% of all color set sales. The report shows that the average retail prices for the two weeks ended Mar. 4 were \$568 for color, \$158 for b&w; for the two weeks ended Dec. 10, 1966, \$579 for color, \$160 for b&w; for the two weeks ended Oct. 14, 1966, \$575 for color, and \$165 for b&w.

□□□□ **Sales and earnings hit a new high at Ampex** for the first quarter of fiscal 1967, ended July 29. Sales reached \$52,749,000 up 14% from the comparable period last year. Net earnings after taxes rose to \$1,880,000, up 10%; and the product order backlog at the quarter's end is reported at \$50,150,000, about the 1965 level.

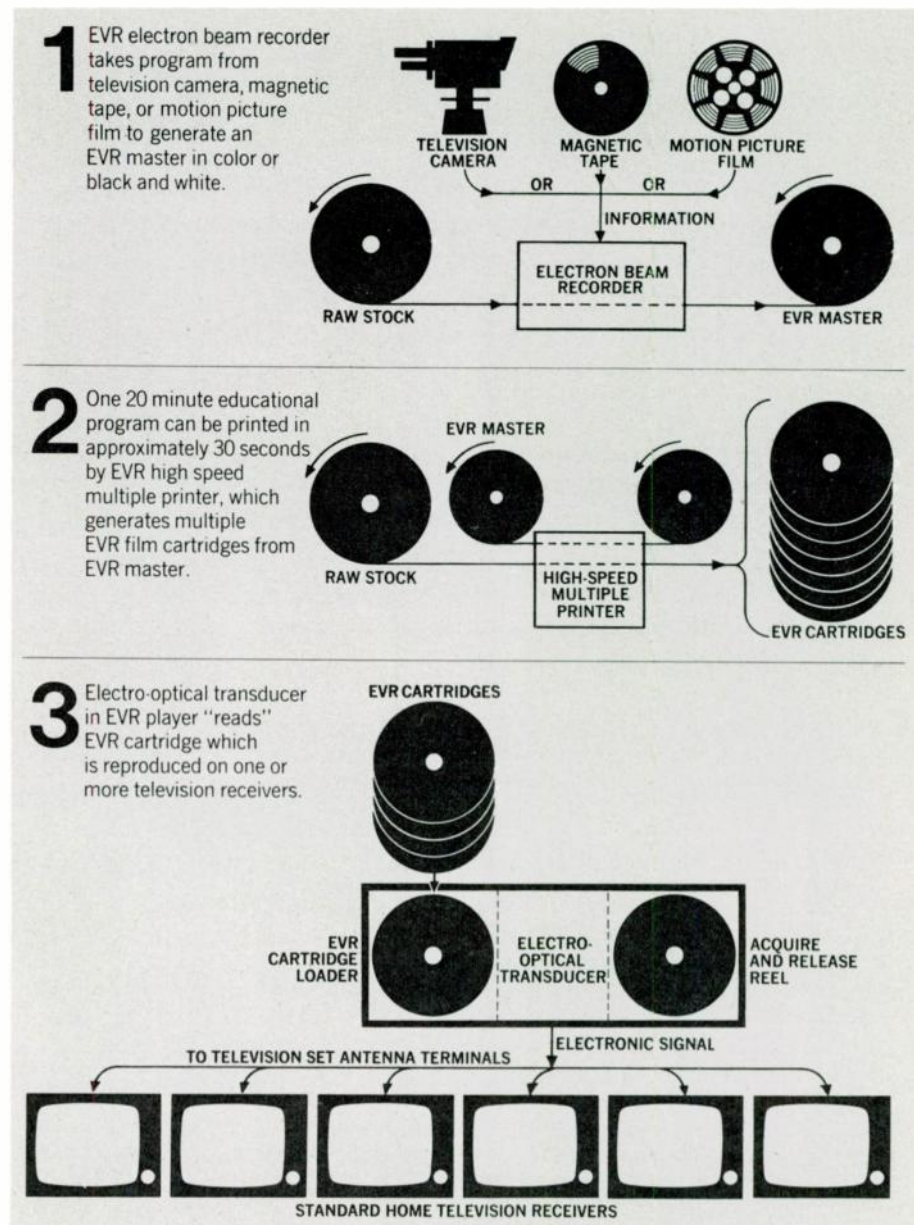
□□□□ **Hong Kong's transistor radio exports dropped** sharply in July for the fourth straight month, although price cuts averaging 18¢ per unit were made since June. For July, exports to the U.S. were 474,000 units, off 37.56% from the same month last year. Seven-month figures stood at 3,926,517 units—still 9.4% ahead of last year's pace, but down from the 22.1% lead held in June. Average prices—still 87¢ above last year's level—were trimmed to \$3.27 from \$3.55 reported in June.

□□□□ **Jerrold will merge with General Instrument**, pending stockholder approval of both companies in late October. A spokesman at Jerrold Corp., an electronics manufacturer engaged in building CATV systems and equipment, said the merger will provide the financial support needed for future expansion in the CATV field. The Philadelphia-based company, he said, will function as "an autonomous subsidiary of General Instrument Corp." The merger involves a stock transaction estimated at \$129 million.

□□□□ **Automatic Radio's first Playtape-type player** is a portable, 2-channel tape player plus AM radio. Called the Tote-A-Tape, it is listed to sell at \$29.95.

□□□□ **Sylvania's 1968 color tv line has 62 models**, not just the five that appeared in the special feature section on color tv (MW, 28 Aug., p.36). The company submitted only a sample listing of its new color line for publication. The price leader is an 18-inch, roll-about portable at \$329.95; the 20-inch leader is a \$399.95 model. The 23-inch consoles range from \$449.95 to \$1,200, and the home entertainment centers—which include color tv, stereo phono, and radio—range from \$895 to \$1,600.

□□□□ **A new twist: Japan seeks U.S.-made auto radios.** Toyota Motor Co. Ltd., maker of the Corona, wants a U.S. manufacturer to produce radios for Toyota's exports to the U.S. The American public, an industry source claims, does not buy Japan's car radio.



Schematic drawing of the three main stages of the new EVR playback system.

CBS's new tv playback device

Continued from page 5

think that they could put it into any shape container that they want to."

The price of the unit, when it becomes commercially available, is still a matter of conjecture. "Under \$500" would be a safe guess, once the unit begins rolling out in production quantities.

An international partnership has been formed to market the EVR system; CBS has joined forces with Imperial Chemical Industries Ltd., of England, perhaps the largest chemical company in Europe; and CIBA Ltd., of Switzerland.

Ilford Ltd., a jointly owned subsidiary of ICI and CIBA, and a major manufacturer of photographic materials, has been collaborating with CBS Laboratories on the development of the specialized film required for the system. The pre-recorded cartridges will be made in an Ilford plant to be erected in the United Kingdom. Prototype production players will be manufactured by Thorn Electrical Industries Ltd.

The special film to which program material will be transferred is described by CBS sources as thin and much like magnetic tape in appearance and in its not requiring a sprocket to turn it. It moves at a speed of five inches per second.

Price of a cartridge will be about \$7 for black-and-white and \$14 for color, says CBS. The cartridge will play one hour of black-and-white material or 30 minutes of color, according to CBS.

A world-wide marketing program

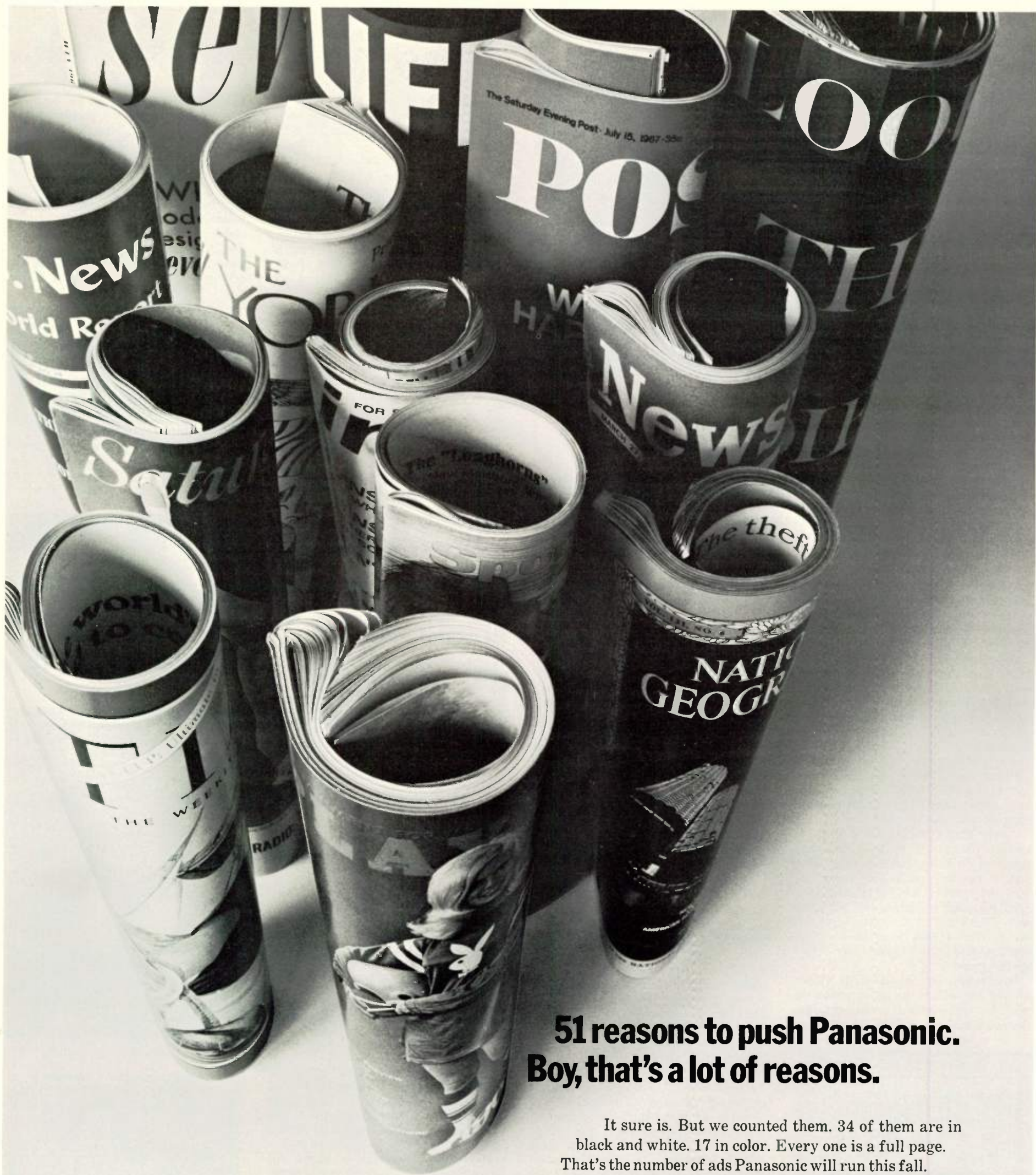
for the EVR system will take England's, Italy's and Germany's educational market as its first target. The first full-scale application of the system will be demonstrated next spring in England, using existing black-and-white receivers. EVR programming and color and black-and-white equipment will be available in the spring of 1969, according to CBS.

First U.S. showing of the system will be next spring, Kalinski said. "We're not at the point yet where we can comment on how it will be marketed here. But we plan to license U.S. manufacturers to produce the device. Ultimately," he added, "we feel tv producers will combine the new device in their tv sets."

Reaction from U.S. manufacturers in the home electronics business was cautious and limited. Most said that more information must be provided by CBS before the potential of the EVR can be evaluated.

Ernest Schwarzenback, U.S. president of Sony, said the new CBS system is a technological breakthrough that should spur the industry. He said, however, that he did not consider EVR a threat to VTR, explaining that the two systems will not compete directly.

Arthur H. Hausman, Ampex group vice-president said: "We need more information on the system to adequately comment. But, from what we see, we believe, at its best, assuming technical-economic balance in the CBS offering, it should impact as a supplementary product for only a portion of the broad market to be served with magnetic video tape recording and reproducing systems."



51 reasons to push Panasonic. Boy, that's a lot of reasons.

It sure is. But we counted them. 34 of them are in black and white. 17 in color. Every one is a full page.

That's the number of ads Panasonic will run this fall.

As they say in show business, it's our biggest and best. So if you get **Life, Look, Post, New Yorker, Playboy, Time, Sports Illustrated, U.S. News & World Report, Newsweek, Saturday Review, Seventeen, Teen, Ingenue, National Geographic, High Fidelity, Tape Recording, Hi Fi Stereo Review** (pew!), look for Panasonic. We're in all of them. And these ads aren't out after awards, they're out after customers.

Should do it, too. And there's a complete display and merchandising program to tie in your store. Ask a Panasonic Sales Representative. He may not be the top expert on advertising. But he is on Panasonic.

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Joseph K. Stine

Joseph R. Stine

The Joe Stines: how they mix hard goods into 36 auto supply stores

In 1928 Joseph R. Stine, at age 40, opened his first Joe the Motorists' Friend store in Harrisburg, Pa. Today, with volume approaching \$8 million annually, he operates 36 stores stretching south into Maryland and West Va.

Joe Stine has been in the radio business from almost its very beginning, and today about one quarter of the chain's business is done in home electronics and portable appliances, which are bought by his son, Joseph K. Stine, age 33.

Joe the Motorists' Friend, although an auto supply chain, also does a big job in housewares-hardware, particularly in seasonal items, such as picnic supplies and garden goods.

"Soon after I started in the auto accessory business, I made a [closeout] purchase of Philco A&B eliminators—just at the time radio sets came out with the rectifier tube, eliminating the need for A&B batteries. The list price was \$79.95 and they were a drug on the market. I sold them at \$5 gross markup at \$18.88. I sold over 5,000 the first year."

That's how Joe Sr.—as he is known around the office, to avoid confusion with his son—tells how he got into the radio business in 1928. By the time

he opened his second store, in Carlisle (see the advertisement below), "Radio Bargains" were featured in the corner of a full-page newspaper ad run for the opening of the new store.

Although long past the retirement age, Joe Sr. is still active in the business. In addition to his son, John C. Rauch, a son-in-law, is also in the family-run business as buyer of sporting goods. Harold F. Snyder is vice-president and buyer of auto accessories and picnic and garden goods, and Ray M. Gonder, the firm's first employee in 1928, is still active as treasurer.

New stores are planned

Joe the Motorists' Friend stores have been expanding in recent years at the rate of one or two a year. One new store was opened this year and another is on the drawing board. Eighteen of the 36 stores are located in shopping centers; the average size of these stores is about 7,500 sq. ft. in area, about 6,000 sq. ft. of which is devoted to selling. The firm crams a lot of merchandise into the stores. The company is now expanding its central warehouse and office headquarters, located in Harrisburg, adding 25,000 sq. ft. for a total area of 65,000 sq. ft.

From the very beginning, Joe the Motorists' Friend has been highly promotional. Today, Joe's runs full-page or page-dominating ads at least once a week in 21 newspapers in its trading area, except during January and February, slow months for the chain. Most of the full-page ads include a cross-section of the firm's merchandise categories, but bigger-ticket items—particularly tires and color tv sets—often are singled out for promotion in separate half-page ads.

Joe's sticks to few lines

All but a half dozen of the 36 stores carry big-ticket home electronics, with RCA the major line in television and Delmonico the big line in stereo.

"We like to stick with one line," Joe Sr. points out, "and carry a representative stock. We also do a good special-order business in higher-priced consoles."

Joe's dropped major appliances about

six years ago because of a lack of space. "Something had to go when color tv became so important," Joe Sr. noted.

In portable appliances, Joe's also sticks to a few lines, with the bulk of the business coming from Westinghouse, Merit, and McGraw-Edison promotional divisions. The firm, explains Joe Jr., seeks and gets a 30%-to-33% markup on electrics and is willing to forego some volume in order to get the profitable markups. Electrics are promoted mainly during the gift season, and during the Christmas selling season, the chain's stores will carry a dozen or so backup units for each model handled.

In the auto accessory business, Joe the Motorists' Friend considers the Stereo-8 business a natural for the firm. "We're really just getting started in Stereo-8," explains Joe Jr. "It's not a spectacular business as yet, but it's gaining and it's good."

He sees steady rather than a fantastic sales growth for Stereo-8. The stores carry a tape library of some 100 titles at present.

The firm also does a good job with power mowers; this year's sales rank with the best on record for the firm. Picnic goods, fans, and other garden goods are heavily promoted and displayed during the spring and summer.

He started in bad times

Joe Sr. opened his first store just prior to the Great Depression, and in the early years, "things got just progressively worse. We had never been in business in so-called good times," he notes. "We thought these were good years."

Joe Sr.'s father had been in the retail clothing business in a country town, but the thought of retailing as an easy way of making money motivated him more than his father's interest in retailing.

"I thought," he explains, "that was an easy way to make money. That anyone could buy something and sell it for more."

Joe Sr., through the years, discovered that the way to make money in retailing is through stock control and inventory, and he's a stickler on the subject. "A lot of merchants," he claims, "don't know what the merchandise actually costs them."

Controls help Joe's turnover

In the early 1950s, when Joe's had expanded to 20 stores, Joe Sr. saw the need for a better inventory control system and hired an outside consulting firm to set one up. "It cost me about \$10,000 of my own money, but it certainly has paid off," he notes. And it is still working well today, he adds.

Joe's stock turnover is about 4½ times a year for all merchandise classifications. That may not sound like a lot, he says, when you compare it to some discounters claiming a 12-times turn. He is quick to add, however, that it's good for the auto accessory business, because stocking a Rambler carburetor and similar parts—on which maybe there is one call a year—"pulls down the turns."

The firm's biggest problem is finding good people to serve as managers of the 36—and growing in number—stores.

"Now you've hit a sore spot," Joe Sr. said, when asked about personnel problems. "We think that's our greatest problem."

Like everything else in his business, Joe Sr. has tackled the problem head-on, devising a training program for prospective store managers. A man showing management potential is assigned to work closely with one of Joe's "outstanding managers" to groom him for taking over the operation of a store.

Like everything about his business, Joe Sr. makes it sound so simple: like anyone buying something for less and selling it for more. —Ed Dubbs



One of Joe's shopping center stores



Joe's spills out onto the sidewalk



Electronics get up-front locations



Seasonal housewares are piled high



Tearsheets check the competition



Joe's 1929 ad: "Radio Bargains"

The time is ripe for Affordable color tv.

Right now, five out of six American families don't have color tv. Not because they don't want it—but because they were scared off by color tv prices.

Now you can sell them. Offer them Philco Affordable color. It starts as low as \$299.95*. And there are logical, profitable step-ups all the way up to luxury color combinations.

We're telling the Philco Affordable big-screen color story in 19 national magazine pages and over 90 big-circulation newspapers—all with full dealer listings. And there are radio spots scheduled on 1300 radio stations across the country on all four major networks.

It's still not too late to join in—call your Philco-Ford distributor for details.



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



The
Affordables
start at
\$299⁹⁵*

*Manufacturer's suggested retail price
for Model 5239 GY—optional with dealer.
Subject to Fair Trade
where applicable.

□□□□ **U.S. Steel will promote ranges in November** with the slogan "Holiday recipes come out better with a new range." This marks the second year the steel company has supported a national range promotion to be conducted during the Thanksgiving-Christmas-New Year's holidays.

Emphasis campaigns will be conducted in 30 major markets. U.S. Steel will provide marketing specialists to help organize promotions and buy full-page newspaper ads in the following markets: Atlanta, Birmingham, Chicago, Columbus, Dallas-Ft. Worth, Denver, Hartford, Houston, Jacksonville, Milwaukee, Miami, New Orleans, Pittsburgh, and Washington, D.C.

In the following markets U.S. Steel reps will work with local committees to organize promotions: Baltimore, Boston, Detroit, Indianapolis, Kansas City, Memphis, Minneapolis-St. Paul, Newark, Philadelphia, Phoenix, San Diego, San Jose, St. Louis, and Tampa-St. Petersburg.

U.S. Steel will provide 10 free pages of advertising and editorial material to newspapers on request. Proof books of the material will be distributed to some 4,500 papers. One page will be devoted to a stainless-steel cookware tie-in, and two pages will tie canned food into the holiday promotion. Point-of-purchase kits will be distributed in the emphasis markets and offered free-on-request to retailers across the country.

U.S. Steel estimates that at least 20 million American homes have ranges more than 10 years old.

Brands participating in the stainless steel cookware tie-in are Ekco, Farberware, Norrissware, Revere Ware, and West Bend.

□□□□ **New distributor for Crane Chef compact kitchen units**, plus Crane Company's full line of warm-air heating and residential air conditioning equipment, plumbing products, and hydronic heating systems, is Yonkers Plumbing and Heating Supply Co., Yonkers, N.Y., for the New York metropolitan market.

□□□□ **A handbook on electric heating**, aimed at the consumer and titled "Welcome to the Joy of Total Electric Living," is available for purchase in bulk quantities from Edison Electric Institute, New York City.

□□□□ **A combination bar-refrigerator** is being shown by Sub-Zero Freezer Co. Inc. Called the "Conversation Bar," the product is aimed at executive offices and affluent homes. Sub-Zero claims the bar comfortably seats five people and provides stand-up space for the host in a total area of five sq. ft. The bar combo comes equipped with Sub-Zero's 2-cu.-ft. model 185R refrigerator, plus a utility drawer built into the back of the bar just above the refrigerator. A pedestal area next to the refrigerator has space for storage of bottles and glasses. Over-all height of the bar is 42 inches, and it is finished in wood-grain laminated plastic. The retail price has not yet been set. Bar stools are not furnished by Sub-Zero. The bar can be shipped either crated or uncrated (240 lbs.), f. o. b. Marshfield, Wis. Crating is optional at extra cost.



Sub-Zero's bar-refrigerator combo

Major appliances hold up well in a non-big-ticket sales year

The profit improvement for major appliances slowed down somewhat among the nation's department stores last year, according to an analysis of statistics compiled by the National Retail Merchants Assn. (NRMA).

Gross margins for all selling units, downtown and branches, came to 19.4% in 1966, a slight improvement over the 1965 performance of 19.2%. In 1965, however, the 19.2% gross margin was up from 17.7% the year before.

Major appliances showed sales gains at both the downtown and branch units in 1966: up 1% at the downtown stores and a respectable 7% at the branches.

The data is from the 1966 Merchandising and Operating Results (MOR), published by the NRMA's Controllers Congress. It is based on reports from 319 retail companies operating 897 stores with a combined sales volume totalling \$6.2 billion a year.

Profit comparisons

The 19.4% gross margin for major appliances in 1966 makes this category the least profitable of hard goods merchandise. However, the 19.4% gross margin for major appliances is only slightly less than that recorded in 1966 for the television category: 19.8%. Nevertheless, the gross margin performance for both major appliances and television sets was considerably below that of another highly competitive product category, small appliances. Gross margins for small electrics stood at 23.1% in 1966.

The sales increases for major appliances follow the over-all pattern of bigger gains at the branch units than downtown. The 1% sales gain downtown last year compares to a standstill performance (no gain) downtown in 1965 and a 3% sales gain in 1965 over 1964 at the branches.

The slight profit improvement for major appliances resulted mainly from the department stores' ability to get a higher average markon—up from 25.8% in 1965 to 26.5% last year—rather than generally lower operating costs.

The number of stock turns (based on average monthly inventory) fell sharply in 1966 to 3.9 turns. Stock turns for both 1965 and 1964 stood at 4.4 turns.

Dollar sales per sq. ft. of selling space rose at both the downtown and branch stores—reaching \$135 downtown, for a \$10 increase over 1965, and \$147 at the branches, for a \$26 increase over 1965.

In interpreting the MOR data, the NRMA noted the relatively poor showing of many bigger-ticket home furnishings departments, pointing out: "These results seem to conform to the course of economic events during the past year in which inflation, the shortage of funds, and also the extremely high interest rates tended to discourage both home building and the purchase on credit of big-ticket merchandise." The one major exception, points out the NRMA's Sam Flanel, vice president and general manager of the Controllers Congress, was tele-

vision. And that was largely because of "improvements in, and price reduction of color sets."

Merchandising highlights

Data for 1966, at both the main store and the branches, follow (1965 comparisons appear in parentheses):

- Cumulative markon rose slightly to 26.5% (from 25.8%).
- Markdowns climbed to 5.2% of total sales (from 4.6%).
- Stock shortages increased to 0.8% (from 0.5%).
- Workroom net cost declined slightly to 3.5% of sales (from 3.6%).
- Cash discount earned remained unchanged at 0.3% of sales.
- Gross margins (including cash discount) rose slightly to 19.4% (from 19.2%).
- Gross margin return (per dollar of cost inventory) fell to 96¢ (from 97¢).
- Cash discounts (percentage of cost purchases) remained unchanged at 0.3%.
- Sales returns and allowances climbed slightly to 10.6% of gross sales at the main store (from 10.2%).
- Number of stock turns (based on average monthly inventory) fell to 3.9 times (from 4.4).
- Stock age (less than six months old) came to 83% (down from 85%).

Sales highlights

Data for 1966, at the main store and the branches, follow (1965 comparisons appear in parentheses):

- Major appliance sales percentage of total store sales rose at the main store to 1.4% (from 1.3%) and at the branches (from \$121).
- Newspaper space costs (percentage of total store newspaper space costs) remained unchanged at 1.4% downtown and 0.9% at the branches.
- Selling area (percentage of total store space) climbed to 1.2% downtown (up from 1.1%) and remained unchanged at 0.9% at the branch stores.
- Dollar sales per sq. ft. of selling space rose downtown to \$135 (from \$125) and climbed to \$147 at the branches (from \$121).
- Net sales rose 1% at the main store (1965 recorded no change from 1964) and 7% at the branches (1965 posted a 3% gain over 1964).
- Number of gross transactions showed a 6% gain downtown (compared to an 8% gain in 1965 over 1964) and a 2% gain at the branches (1965 gained 7% over 1964).
- Average gross sale fell to \$125.59 downtown (from \$144.32) and rose to \$127.30 at the branches (up from \$122.14).
- Newspaper space costs (percentage of net sales) fell at the main store to 2.6% (from 2.8%).
- Sales returns and allowances rose to 9% of gross sales at branch units (up from 7.3%).
- Salespeople's salaries (including supplemental benefits) rose to 6.5% of net sales downtown (from 6.3%) and to 6.3% (from 6.1% at the branches).
- Delivery expenses (percentage of net sales) fell considerably to 3.4% of net sales downtown (from 4.2%) and climbed to 2.1% at the branches (from 1.4%).

Admiral wheels out its 1968 appliances, with Duplexes leading the way

Admiral sets sail with its 1968 appliances with a weather eye toward carving out a larger piece of the expanding side-by-side refrigerator-freezer market. The refrigerator line, which now boasts 11 Duplex models in four widths, includes more automatic icemaker models and wheels—for the homemaker's convenience as well as the retailer's sales pitch. The complete line consists of 26 refrigerator models, 12 freezer units, five dishwasher units and 29 room air conditioner units.

Prices on the new line have been increased, with boosts ranging from 1½% to 3%.

The company did not introduce its range line at this time, preferring to unveil it at the end of the year. The most probable reason for the delay was the introduction of models that incorporate self-cleaning ovens (MW, 30 Jan., p.12).

The refrigerator line again reflects Admiral's pioneering emphasis in the side-by-side configuration. There are 11 models—five in the 33-inch width, three in the 35¾-inch width, two in the 41-inch width, and one in the 48¼-inch width.

Four of the 11 Duplex units have automatic icemakers. Adjustable cantilever shelving appears in some step-up models. Each shelf has a back guard rail to prevent small items from falling off, according to the company. Other features include two separate temperature controls (with two fans) for the refrigerator and freezer sec-



Admiral's side-by-side on wheels

tions, meatkeepers with adjustable temperature control, and butter dishes that can be put into dishwashers for cleaning.

A variety of decorator kits produced in vinyl laminate on metal and designed to cover the doors are available as optional accessories with most of the side-by-sides. The kits come in walnut, pecan, brushed stainless steel, and three different decorative color patterns.

The 15 other refrigerators range from the 9.9-cu.-ft. conventional unit to the new 17-cu.-ft. bottom-mount, 2-door model. The 2-door Dual Temp line now features frozen food sections capable of handling up to 182 lbs. in the top-mounts and 200 lbs. in the bottom-mounts. The entire refrigera-

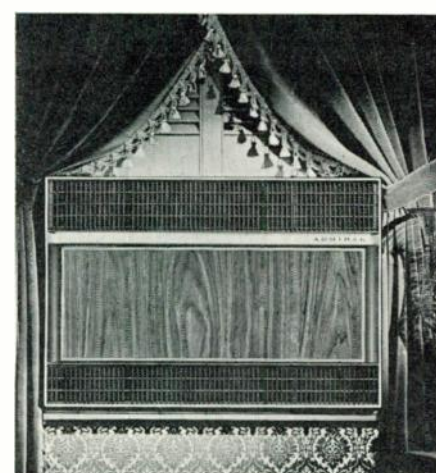


... the firm's portable dishwasher

tor line is available in white, copper bronze, yellow and avocado. Wheels are available to consumers as optional accessories with the 2-door refrigerator models.

The freezer line consists of seven uprights and five chest models, ranging from 10-cu.-ft. to 25-cu.-ft. capacities. There are two no-frost models (uprights): a 15.3-cu.-ft. unit and a 17.5-cu.-ft. model; the former is one of three available 33-inch-wide upright freezers.

The dishwasher line of five models is highlighted by three portables, two of which can be converted into permanent built-in units. Some of the models have a built-in, stainless steel mini-food disposer, and all have double-wall construction with porce-



... and hidden-control air conditioner

lain interiors. They are available in three colors, beside white; and a trim kit for wood panels is available as an optional accessory.

The room air conditioner line of 29 models comes in four series—Princess, Coronet, Royal, and Imperial—and ranges from 5,000Btu to 27,000Btu. Admiral's Comfort-Stat feature maintains pre-set temperatures by controlling both the compressor and the fan, according to the company. This feature is available on all the Royal models, and on one Coronet unit. All Royal and Imperial models have concealed controls beneath a sliding walnut-grained panel. There are two casement models (5,500Btu and 6,000Btu) and one sliding window unit (5,500Btu).

Maytag comes up with an industry first: the mini-dryer

Maytag's new Porta-Dryer-115V—or, as the company will advertise it, "the anywhere dryer"—is a small, electric dryer, 24 inches wide, 29 inches high, and 15 inches deep. (MW, 28 Aug., p.44). It holds about one half the load of a standard-size unit and will, according to the company, dry anything that can be handled in a regular model—including permanent press.

The dryer can be hung on a wall, set on a counter, or, when accessory casters are added, rolled into a closet. It runs on standard 115v house current, need not be vented, and produces no more humidity than a running shower. The Porta-Dryer requires about twice as long as Maytag's standard dryer to dry the same load: for example, it will dry two dozen diapers in 55 minutes.

The selling price will be around \$100: "We expect it to go for \$99.95 to \$109.95," says G.E. Ankeny, gen-

eral sales manager. The new dryer carries a full dealer margin, according to the company. It was introduced in the New York, Chicago, Los Angeles, Detroit, Boston, Honolulu, and Montreal markets, and will soon be distributed nationally.

Three colors are available: white, avocado, and coppertone. The unit weighs 77 lbs. (It is light enough for a man and woman to carry out of the store, Maytag points out.)

The Porta-Dryer has the same warranty as Maytag's full-sized dryers: free repair or exchange of cabinet if it rusts during the first five years; and of defective parts, if they fail during the initial two years. One year of free service is the responsibility of the selling dealer when the unit is returned to his store.

The market for the Porta-Dryer, according to Claire G. Ely, vice presi-



Maytag's portable dryer is a plug-in

dent of marketing: apartments, mobile homes, retirement communities, college campuses, lake cottages, ski lodges, motels, hotels, boats, second-dryer homes, military installations, as well as emergency drying for those who believe in clothes lines and poolside dry-



... and \$100 price matches its size

ing of swimsuits and towels.

Maytag has no immediate plans to introduce a companion compact washer; but it recognizes that, if the product catches on, the door will be open to the introduction of other small units from Japan and Europe.

Norge's new product lineup: some added starters expected

Norge has introduced its new air conditioners, automatic washers, wringer washers, dryers, and ranges. The range line does not have a self-cleaning model now, but the company is working on one—possibly for next year's line. The self-cleaning process Norge will use is a low-temperature system that applies equally to gas and electric units, which disposes of the soil virtually as soon as it is deposited.

The company will introduce the refrigerator line in October.

Chet Ludka, range product sales manager, made some observations on the self-cleaning range at the line introduction. Norge, he said, has questioned range dealers and their customers and finds that the homemaker wants

a range that is easy, safe, and fast to clean, and is easy to clean all over. However, he added, the industry faces an educational task convincing housewives that self-cleaners are safe.

In its new ranges, Norge has put Telfon on the open walls and on a slideout top soil tray under the cooking units. The line has six electric models (three 30-inch and three 36-inch) and eight gas models (four 30-inch and four 36-inch). They are all available in white, avocado, coppertone. The leader electric will sell at about \$149.95; leader gas "can be advertised for as low as \$119.95 for price impression."

The automatic washer line has three 16-lb. units and one 15-lb. unit, with matching gas and electric dryers. The

top-of-the-line unit has a new agitator "developed to move clothes faster and turn them more often."

The leader, 15-lb. washer can be advertised at \$169, says Norge, has pressure fill, two temperature selections, and three cycles. The matching dryer can be advertised at \$99.95 (electric) or \$119.95 (gas).

The air conditioner line has 28 models, several of which have been given the VHQ (Very High Quality) designation. Sizes from 5,000Btu to 32,000-Btu and the new styling—a pecan modern woodgrain finish—has been added to the 5,000Btu model.

In wringer washers, five 12-lb. units were introduced: one has avocado trim, and all carry the VHQ designation.



Norge's new 30-inch electric range

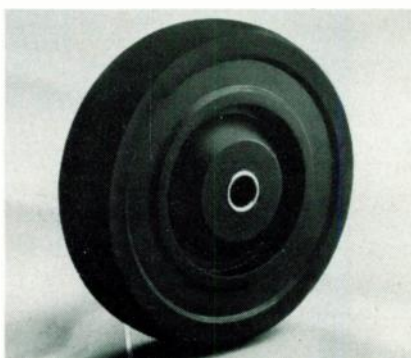
In 1968 look to Admiral for

The Admiral Duplex® Freezer/Refrigerator leads again in 1968 with new features, new styling!

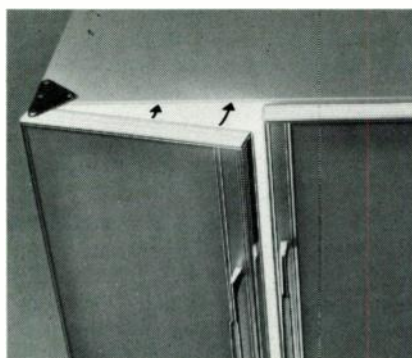
Brilliant new styling gives the 1968 Admiral Duplex even more eye and sales appeal. Fresh new interiors, handsome new exterior trim. 4 decorator inspired colors—Avocado, White, Citron Yellow, Copper-bronze. Also new for 1968 are optional fashion front decorator panels with six elegant finishes to choose from to match any kitchen.



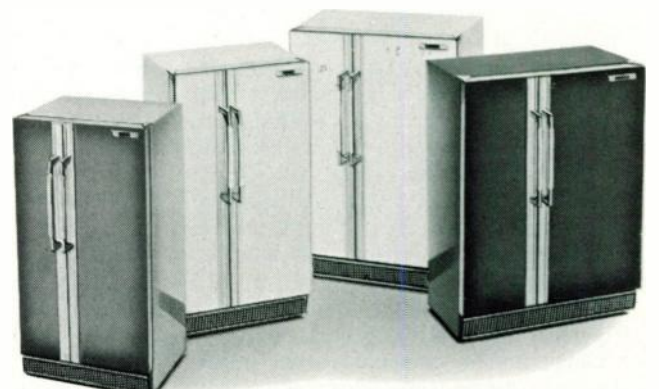
Two great new improvements make the 1968 Admiral Duplex even more wanted! And there still are 22 other great features that have made Admiral Duplex the leading seller in side-by-sides!



New Heavy-Duty Rubber Wheels! Big 4" wheels—the biggest in the industry. They start easier, roll easier . . . for easier cleaning!



Exclusive New Automatic Door Closers! Quietly, positively they make sure both doors are completely shut. No possibility of food spoilage in either compartment.

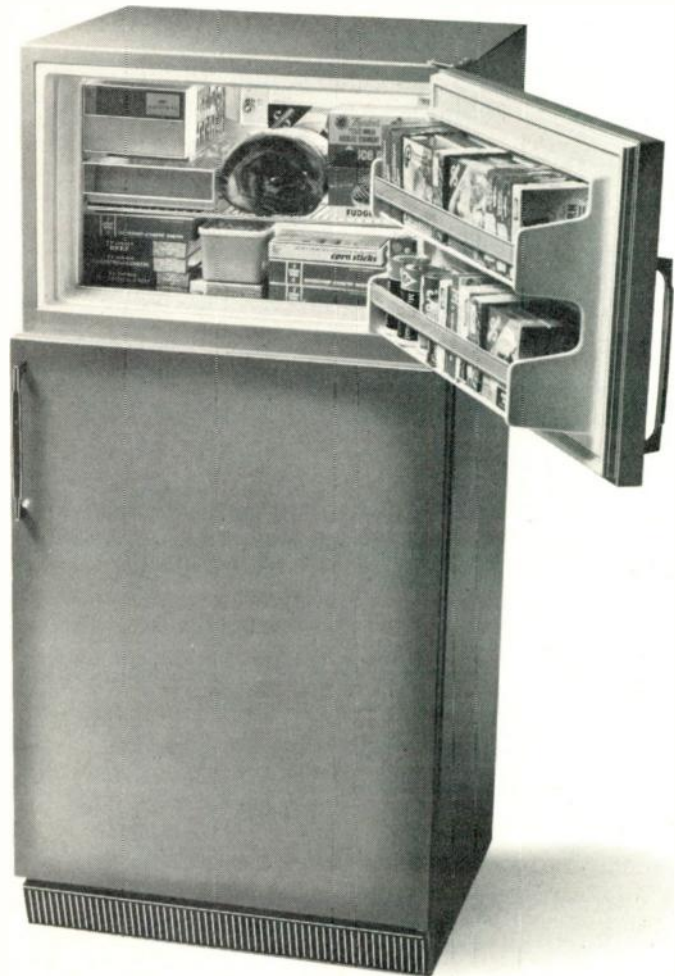


4 Sizes: 33", 35¾", 41", 48¼". All The Most Wanted Features! Automatic ice-makers, no-frost, frigid meat keeper, adjustable cantilevered shelves, many others.

real appliance leadership.

Three great new lines of Admiral appliances are packed with the features your customers want!

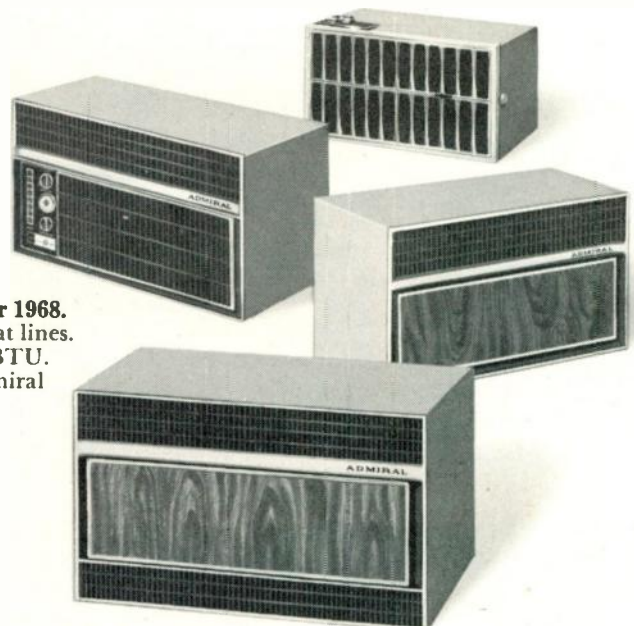
Admiral Dual-Temp Refrigerator/Freezers For 1968.
Size for size, the largest freezer capacities in the business! This complete line of 12 popular-sized models is loaded with selling features; no frost, automatic ice makers, and many others.



Admiral 1968 Upright And Chest Freezers. 12 Models to meet every size requirement, from 10 to 25 cu. ft.! With features like no-frost, Admiral exclusive Dura-Last® liner, Admiral Sub-Zero Balanced Cold.



Admiral Air Conditioners For 1968.
A total of 35 models in 5 great lines. Capacities from 5000 to 27,000 BTU. Exclusive features like Admiral Cycle-Aire®, Comfort-Stat, Arctic Window.



For real appliance leadership, see the 1968 Admiral sales-building line at your Admiral Distributor's Open House.

Admiral®



Call him today for exact dates!

□□□□ **A 6-speed blender for the Sunbeam Vista line:** trade reports indicate that the unit, priced at \$46.94, will be ready for limited distribution beginning on the East Coast market early this month. One New York-area distributor indicated that he expects to receive his first order sometime this week. The Vista unit is reported to have a 60-second timer, a 56-oz. container, and a 6-blade cutter. Sunbeam declined to comment on the addition to its line or give any indication of the retail availability date.

□□□□ **GE expands its line in the final quarter sales period,** adding a solid-state blender, an electric hair curler, a dual-motion toothbrush, a variable-speed hand mixer, and a 3-speed hand mixer.

The housewares division enters the solid-state portable appliance field for the first time with an 8-button model that features a momentary on-off switch. Model BL-3, at \$49.98 suggested list, retains the low silhouette and oval glass container of GE's other blenders.

General Electric broadens its personal care product line with the addition of an electric hair curler, model HCD-1. An Italian import, the 18-roller unit has a suggested retail price of \$34.98. The curler features a clear plastic lid, which turns the unit on when raised, and its own carrying case. A clear light shows when the unit is on, and a red light indicates when the curlers are ready for use. The new item marks the first entry of a housewares firm into the growing curler market currently dominated by cosmetics-oriented Rayette and Clairol.

GE hopes to strengthen its portable mixer line with the introduction of a top-of-the-line, variable-speed hand mixer—model M-68—which lists at \$19.98. A 3-speed mixer—model M-19—has been brought out to retail at \$13.98. And the M-47—a current model, now available in avocado—has been reduced from \$18.50 to \$16.98. All the new GE products will be ready for retail introduction in October and November.



GE's electric hair curler



The new variable-speed mixer



Solid-state, 8-button blender



GE's dual-motion toothbrush

MOR: housewares sales growth continues to inch upward

Small electrics, vacuum cleaners, and non-electric housewares continued their slow but steady growth patterns during 1966, according to the Merchandising and Operating Results (MOR) issued by the Controllers Congress of the NRMA.

Small electrics: up in sales

Sales of electric housewares rose 4% at the main selling unit and 7% at the branches. Small electrics accounted for 0.9% of total main store sales (the same percentage as in 1965) and 1.1% of total branch store sales (a fractional increase over the 1965 figure). In the main store, electrics received an average of 0.5% of selling space and averaged sales of \$105 per sq. ft. This represents a sharp decline from the 1965 total of \$126 per sq. ft. of selling space. At the branches, small electrics accounted for 0.9% of selling space and showed dollar sales of \$74 per sq. ft.—an increase of \$12 over the 1965 average of \$62.

The number of gross transactions declined 9% from 1965 in the main selling unit, while increasing 6% in the branches. The average gross sale in the main store was \$14.16; in the branches it was \$14.45. This is 7¢ below the average 1965 gross sale in the branches, but still above the 1964 average of \$14.03. Expenses at both main and branch selling units for small electrics showed little or no change from the 1965 and 1964 figures.

The cumulative markon for small electrics at all selling units rose to 26.5%, up from 26.3% in 1965 and 26.2% in 1964. Markdowns accounted for 4.1% of net sales, unchanged from 1965. The gross margin percentage of net sales (including cash discount) inched up 0.5% to 23.1%, while the gross margin return per dollar of inventory cost remained at \$1.18. In the main selling unit, sales returns and allowances on small electrics were 9.2% of gross sales, compared to 8.8% in 1965. Cash discounts were 1.6% of cost purchases, down 0.1% from 1965. The average number of stock turns per month for all selling units was 3.9, as compared with 4.0 in 1965 and 4.1 in 1964. Eighty-seven percent of the stock was less than six months old, compared with 88% in 1965 and 85% in 1964.

Vacs: a mixed pattern

Vac sales returned to their usual pattern—greater in the branch than in the main store—as compared to 1965 when the reverse held true. Vac sales in the main selling unit were off 5% from 1965, when they had increased 9% over the previous year; they rose 3% during 1966 in the branches, compared with a 5% decrease in 1965. Vac sales averaged \$19.92 in the main selling unit, a slight increase for the downtown store over the \$19.52 average sale in 1965. The branch store figure was \$24.25, representing a decrease from the 1965 average of \$27.32 and the 1964 figure of \$29.30. Vacs received 0.1% of total main unit selling space, and 0.2% of branch store selling space. Dollar sales per sq. ft. in the main unit fell from a record \$195 in 1965 to \$176. Dollar sales rose in

the branches, however, from \$150 to \$171. The number of gross transactions remained the same for the main store, but declined 5% in the branches compared with 1965.

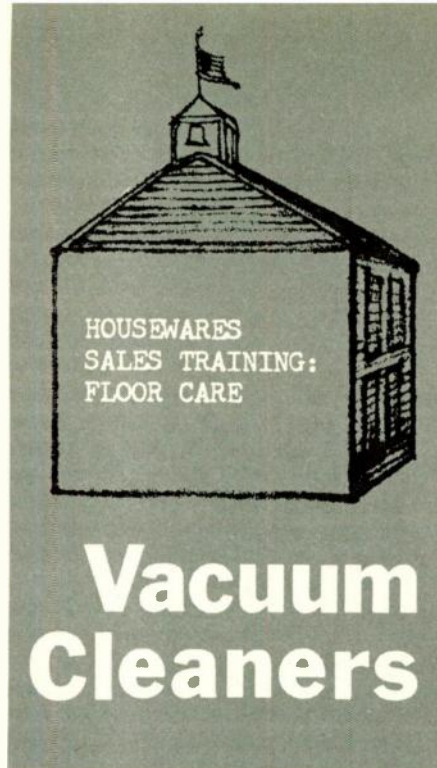
The average markon for vacs in all selling units was 36.8%, a slight increase from the 36.6% figure of the previous year. Markdowns accounted for 3.6% of net vac sales, down 0.2% from 1965. The gross margin percentage of net sales (including cash discount) was 25.2%, compared with 24.2% in 1965. The gross margin return per dollar cost of inventory for vacs was \$1.65, up 15¢ from 1965. Cash discounts accounted for 1.0% of total cost purchases. Sales returns and allowances in the main selling unit comprised 7.8% of gross sales, showing a slight decrease for the 1965 figure of 8.1%. The number of stock turns also decreased slightly from 4.8 to 4.7. Ninety percent of the stock was less than six months old. Retail stock shortages on vacs stood at 1.5% of sales; workroom net costs were 0.1% of sales; and the cash discount earned was 1.2% of sales. As with electrics, these expenses showed little or no changes from the 1965 results.

Housewares: steady growth

For all housewares (excluding electrics) the cumulative markon for all selling units rose 0.2% to 36.8%. For housewares, the percentage of markdowns rose 0.3% to 5.2% of net sales. Gross margins (including cash discount) dropped 0.2% to 33.3%. The gross margin return per dollar cost of inventory dropped 5¢ to \$1.29. Cash discounts were 1.7% of purchases. The number of stock turns for housewares remained unchanged at 2.6 per month. The percentage of stock less than six months old was 80%.

From a profit standpoint, housewares accounted for 3.7% of total store sales in the main selling unit, and 4.4% in the branches—an increase of 0.1% in each instance. Dollar sales per sq. ft. in the main store were \$45, while in the branches the figure was \$49—unchanged from 1965 and 1964. The net sales percentage of last year declined 2% in the main selling unit, but rose 1% in the branches. The number of gross sales transactions was off 3% in the main store and 1% in the branches. The average gross sale increased for both the main store and the branches to \$6.18 for the downtown unit and \$6.22 for the branches. Sales returns and allowances in the branch stores declined 0.2% to 7.1% of gross sales. In the branches, salaries accounted for 6.9% of net sales—slightly higher than the 1965 figure but equal to that of 1964. Delivery expenditures for housewares figured at 1.3% of branch expenses and 2.5% of main store expenses.

For electrics, the newspaper space granted was 0.9%, up 0.1% from 1965; the space cost was 2.5%, the same as the previous year. Vacs got 0.4% of print space; and these costs were 2.9% of net sales, an increase of 0.5%. Housewares were featured in 4.5% of total store newspaper advertising compared with 4.0% in 1965. This expense accounted for 3.2% of net sales, up 0.2% from the 1965 figure.



A housewares item that rates a major selling job

By Ed Dubbs

With generally hotter promotional pricing on leader vacs this fall, housewares retailers are going to have to work harder for trade-up sales in order to reap a respectable profit.

Increased selling effort also will be needed just to meet last year's sales and dollar volume records because of the sluggish first half for vac sales this year.

What it will take, in addition to all-around stepped-up promotional effort, are better in-store displays and improved on-floor selling.

The vacuum cleaner is one housewares product that demands a higher degree of selling effort than most other products, largely because of its traditional major-minor role: half housewares, because of impulse and sales ticket; and half major appliance, because of the salesmanship required.

The floor care business is one business a retailer must go after in a concerted way if he is to be a major factor

in his marketing area. For this reason, there are some stores with a "vacuum cleaner reputation," as one manufacturer put it, and other stores that never have been able to realize their sales and profit potential in this category.

In this way, too, vacs are a "major-minor" product—depending on the outlet.

More and more retailers, however, are finding they must devote sufficient space for display and demonstration, even retailers such as E.J. Korvette Inc., which now does an excellent business in floor care.

Korvette will use the shop-concept for vacs for the first time when it opens its new store on Herald Square, in New York City, later this year. Up until now, Korvette has crowded its vacs-polishers into an aisle within its electric housewares department. At its new Brooklyn store, the floor care display has been moved to a wall area for the first time.

Trade-up selling: It begins with the buyer and the ads he runs

There will be great temptation to go with strong leader pricing this fall on floor care electrics. More competition among name-brand producers, and more competition from Sears, have helped to create more "specials" that can be featured at sharp pricing, such as under \$25 for a canister; \$16.88 for a lightweight vac; under \$50, and even under \$40, for an upright vac.

Sharp pricing, naturally, will be used to draw traffic, but also more

and more retailers will be seeking to tailor their ads to set the stage for trade-up selling. This means almost a direct-mail/catalog approach to zeroing in on trade-up features and conveniences in newspaper ads.

Buyers are discovering that vacuum cleaners are one product category where customers can trade themselves up before coming into the store, or at least be encouraged to do so by an ad that lists trade-up features and in-

creased cleaning power on the more expensive models.

"We've been running more descriptive copy with our vacs in ads, and I think it has helped," one chain buyer pointed out. "A picture and a price alone doesn't always show the value the customer is getting."

Although, first and foremost, women want cleaning power in their vacuum cleaners, one buyer noted, more and more customers also are seeking a unit

that is more convenient to use. This, he added, explains why more and more of the vacuum cleaners he sells have automatic cord reels and tool caddies.

"You'd be surprised," he said, "how many customers are willing to pay up to \$10 more for a cord reel."

"If an ad puts the customer into a trade-up frame of mind before she comes into the store," another buyer stressed, "it makes the job of the salesman a lot easier."

How to trade up: Starting at the top, or beginning at the bottom

The word is going out to retail salespeople to start at the top of the line in vacuum cleaners, rather than starting lower and seeking to trade up.

Once qualifying the customer as to preference or need for a canister or upright, "I want my salesman to show her the best," one buyer said. "If she balks at the price, then he can show her a less expensive model."

Housewares buyers are beginning to take trade-up sales for granted, and,

more and more, they see no need to settle for just the promotional units.

Several buyers interviewed had strong praise for vacuum cleaner manufacturers in building lines with strong trade-up potential and for a new willingness to put more selling effort—including promotional funds—behind high-end models in the lines.

"They should have done this years earlier," one buyer said, one of the few complaints. "Electrolux had been doing

it all along."

Even promotional departments stores and discounters, often with the help of a factory-provided sales specialist, are getting increasingly good sales from \$100 canisters and uprights. One buyer said his store sold about 100 Hoover Dial-a-matics at about \$100 in several days last Christmas.

"There's no excuse," one buyer said, "for not getting a bigger share of the business from high-end models." He

believes it has never been as easy to get the customer to go for the best machine. "She wants cleaning power, convenience, and lots of accessories, and that's what the expensive machines are loaded with."

"Even if she comes in looking for the leader," one buyer said, "and you are not able to trade her up to the top of the line, a cord reel alone should get you a bigger ticket and a little profit."

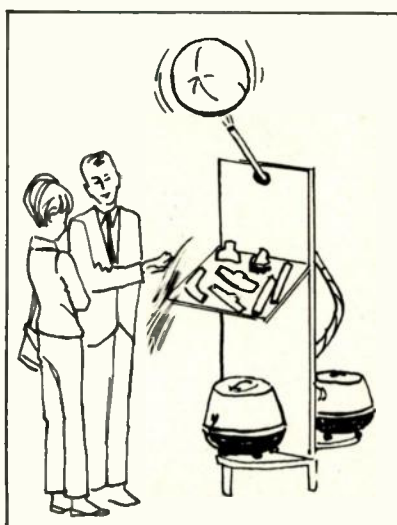
Demonstrations: a trio of ideas to help the sale

To demonstrate the suction power of vacuum cleaners, Eureka-Williams has come up with a series of in-store display ideas for retailers.

Three of the ideas are presented here, all of which can be easily and quickly set up at point-of-sale.

One, "Have-a-Ball Display," as Eureka calls it, is a favorite at Sears, which uses it to stop traffic and draw attention to its floor care displays.

The other two stress the suction power of vacs—one display idea for canisters, the other for uprights.



To "Have-a-Ball," stand a canister vac behind the backboard of a display unit. Attach hose and wand to the output end of the vac and run the wand through a hole in the backboard. Turn on the vac, put a beach ball in the air current, and watch it roll. As customers stop, tell them about the vac's power.



To demonstrate suction power, hold out the center of a plumber's helper, insert vacuum cleaner wand through the hole, and clamp it tightly with a muffler clamp. Turn the vac on and put a stainless steel (aluminum may bend) pot lid over the plumber's helper. Ask passing customers to try to pull it off.



A "no-butts-about-it" display is an old trick that still works. Use it to demonstrate how strong, yet how gentle, a vacuum cleaner is. Take out a cigarette and show the customer how the upright vac will completely remove the tobacco without damaging the delicate paper that surrounds it.

Vacuum Cleaners

Selling the multi-vac concept: How to pitch it on the sales floor

Most, if not all, vacuum cleaner salesmen qualify a customer on whether she needs an upright (lots of carpeting) or a canister (for all-purpose cleaning). However, too many retail salesmen have not been conditioned to try to sell her both.

Singer is seeking to do it now in its retail outlets across the country. Singer's national ads, including television commercials, are offering consumers both a canister and an upright at one price, \$88. That is one way to condition retail salespeople to pitch the multi-vac concept.

A study by Eureka-Williams found that one out of five women interviewed owned more than one vacuum cleaner, and nearly one out of three also owned a floor polisher. Manufacturer surveys also have found out that housewives rate the vacuum cleaner as the second most important appliance in the home—just behind the refrigerator. And the vacuum cleaner industry is well on its way toward a two-vac, and even a three- or four-vac home, while refrigerator producers are just getting started on the two-unit concept (a compact model for bedroom or bar, a full-size

unit for the kitchen).

Most retailers are expected to follow Singer's lead and try a two-for-one promotion as part of their efforts to go after the multi-vac-home market in the near future.

When inquiring about a consumer's need, such as the amount of carpeting in her home, the retail salesman of vacuum cleaners can readily find out whether she lives in a one-story or two-story house. Then, for the single-level customer, he can pitch a high-end, two-in-one vac that does a good job on both carpeting and above-the-

floor areas; and, for the two-level customer, he can push two units, a canister and an upright, one for upstairs and the other for downstairs.

Except for trying to sell deluxe tool attachments, the retail vacuum cleaner salesman really has never been encouraged to think about add-on sales. And department stores that do not sell vacuum cleaner replacement bags, shampoos, waxes, or even lightweight vacs and floor polishers in their vacuum cleaner departments are especially guilty of overlooking the profitable add-on sale.

Selling the features



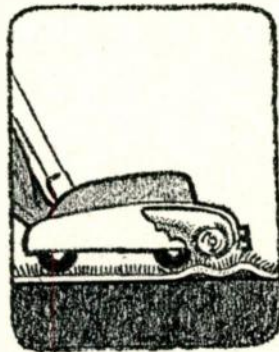
Canisters

The canister vac rates as the No. 1 seller in units because of its all-purpose-cleaning nature.

And, like it or not, horsepower, which has become synonymous in the consumer's mind with cleaning power, is the major trade-up appeal.

But other trade-up features have come on strong in recent years, including:

- The automatic cord-reel that keeps the cord in line, stored conveniently.
 - Tool piggyback carriers and other tool storage conveniences.
 - Deluxe attachment sets.
 - Deluxe carpet nozzles, especially those with revolving brushes.
 - Two speeds, and suction-control regulators.
- The canister is loaded with trade-up appeal.



Uprights

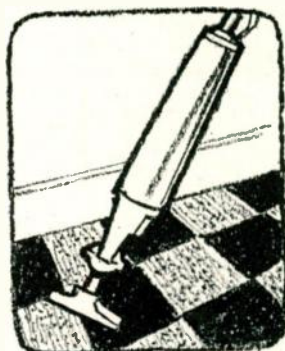
The upright vac is enjoying a sales revival largely because there is more and more carpeting in today's homes and because the consumer identifies the upright with superior carpet cleaning.

Revolving brushes coupled with a beater bar tell the deep-down carpet-cleaning sales story.

Other features to push:

- Convenient toe or handle switches.
- Headlight and bumper guard.
- Handle that adjusts to different positions, including floor level.
- Cord-reel feature on uprights.
- Optional above-floor attachments.
- Suction-control and rug-hose levers.
- Two speeds.

The upright is loaded with trade-up appeal.



Lightweights

The lightweight vac traditionally has been useful for quick-cleanup jobs, but now carpet-cleaning has been added to the bare-floor appeal.

Salesmen can aim for trade-ups by pushing the carpet-sweeping aspects, as well as bare-floor cleaning, by zeroing in on dial regulators, attachments, or carpet-sweeper styling, depending on the brands his store carries.

And whether you push Regina's Elektrikbroom or all the other competitors, you either talk up the convenience of disposable bags or the money-saving convenience of Regina's dust cup.

Two speeds and deluxe nozzles and dials have been added to the lightweight's trade-up appeal. And retail salesmen, of course, should not forget what the name implies: light in weight.



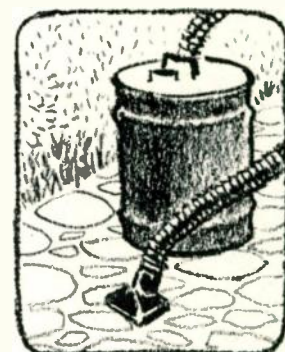
Portable-Hand Vacs

The hand vac traditionally has been tied largely to the automobile for making it "showroom clean." But styling changes, the addition of attachments, and a change in name from "hand" to "portable" vac in some industry quarters, have served to broaden the appeal and usage of the product to areas far beyond the family car.

In all models, salesmen should push the portability and lightweight convenience—as the handiest vac in the home for both the wife and husband.

The more deluxe portable vacs, which add attachments for floor and/or upholstery cleaning, serve well as trade-up units because of their increased versatility.

Salesmen also can compare the portable's power, despite its size, with that of the larger lightweight vac.



Shop-Type Vac

The shop-type vac should be featured for its indoor/outdoor use, as an all-purpose unit for heavy-duty cleaning jobs around the home.

The golf ball test is impressive; show how it will suck up the ball.

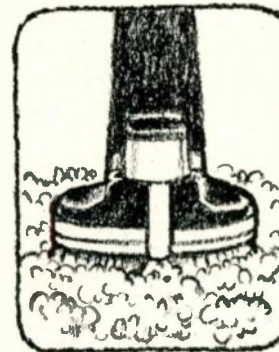
Talk up its convenience in garage and workshop and in cleaning the patio and lawn. Don't forget the furnace and the fireplace.

Trade up to larger-size drums.

Trade up to convenience of wheels for increased mobility and ease-of-use.

Use a nearby canister vac for comparison purposes, such as the size of the hose and the increased suction power of the shop-type vac.

Show it to a husband who comes in with his wife to buy a canister or an upright.



Polishers-Shampooers

First and foremost, retail salesmen should be pitching the carpet-cleaning efficiency of polishers-shampooers—and demonstrating the carpet-cleaning ability at point-of-sale.

Play up the versatility, too, and how useful the customer will find the product for scrubbing bare floors, applying wax, polishing and buffing floors, as well as shampooing carpets.

Wall-mounting all the accessories can be impressive and serve as a sales aid.

Trade up to multi-speeds, particularly the need for one for polishing and another for shampooing.

Show convenience in removing and filling the liquid dispenser.

And go for the add-on: the manufacturer's own polish and shampoo chemicals.

If you aren't a EUREKA dealer this'll scare you



Eureka sales are up for the seventh year in a row. And you know what's been happening to the rest of the industry... sales are down. Your friendly neighborhood Eureka dealer is swiping vacuum cleaner sales out from under you every day... and don't you ever think we're going to stop there. Here's our fiendish plan for this fall!

Scare No. 1 13 big all-color network TV shows

Day and night. The ones most popular with homemakers:

**SNAP JUDGMENT
PERSONALITY
YOU DON'T SAY
FAMILY GAME
DONNA REED
FUGITIVE
DARK SHADOWS
DATING GAME
NEWLYWED GAME
HOLLYWOOD SQUARES
DATELINE HOLLYWOOD
SUPERMARKET SWEEP
EVERYBODY'S TALKING**



Scare No. 2 218 million in-home demos

Every commercial is a home demonstration—Millions of 'em. They get attention. And pre-sell for you!

Scare No. 3

Unique new products and features

Like the incomparable "Emperor," the first total vacuum cleaner that's proving women will pay more for the best. And the Crown Princess, with its exclusive STOWAWAY hose that actually fits inside the cover (without removing hose or cover).



Scare No. 4

The greatest automatic sell-up line

A solid lineup of quick sellers. One to fit every need. Every budget. From \$19.95 to \$129.95.

Of course, if you're already a Eureka dealer...

You haven't got a worry in the world. This will be the biggest Fall you've ever had. Get set for it. Carry plenty of stock. Feature Eureka in your ads and mailings. Get 'em out on the floor. Display, demonstrate, deliver.

**THE BIGGEST ADVERTISING PUSH IN VACUUM
CLEANER HISTORY IS ON YOUR SIDE.**



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.



Model 842



Model 1212

Again in '67!

ADVANCED *all* SALUTES “WALTZ THROUGH WASHDAY” WITH A TRAFFIC-BUILDING OFFER!

Choose the plan that suits you best for extra sales, extra profits.

PLAN #1: Feature the jumbo size as a premium with every purchase of a washer. Offer can be supported by also ordering a free “Big Supply” window trim, carrying the “Waltz Through Washday” theme.

PLAN #2: Feature the regular size as give-aways and for washer demonstrations. Special displays are available free, including “Single Package” window trim with “Waltz Through Washday” theme.

SEND IN THIS HANDY ORDER BLANK WITH YOUR ORDER NOW!

TERMS:

1. Advanced *all* (regular size) — \$8.50 a case.
2. Advanced *all* (jumbo size) — \$8.50 a case.
3. Each less \$2.50 advertising allowance per case—deductible from invoice.
4. Minimum order—3 cases.
5. Ship freight prepaid—we will bill open account.
6. Not for resale—for promotional use only. Prices subject to change without notice.



LEVER BROTHERS COMPANY, WASHING MACHINE BUREAU, 390 Park Ave., New York 22, N.Y.

Please ship me the following, freight prepaid. Bill open account.

_____ cases of Advanced *all* regular (twenty-four 24-oz. packages per case.)
_____ cases of Advanced *all* jumbo (two 20-lb. cartons per case.)

☐ Free package mat ☐ “Single Package” window trim ☐ “Big Supply” window trim

Name _____

Firm _____

Firm Address _____

City _____ Zone _____ State _____

Signed: _____