

MERCHANDISING WEEK

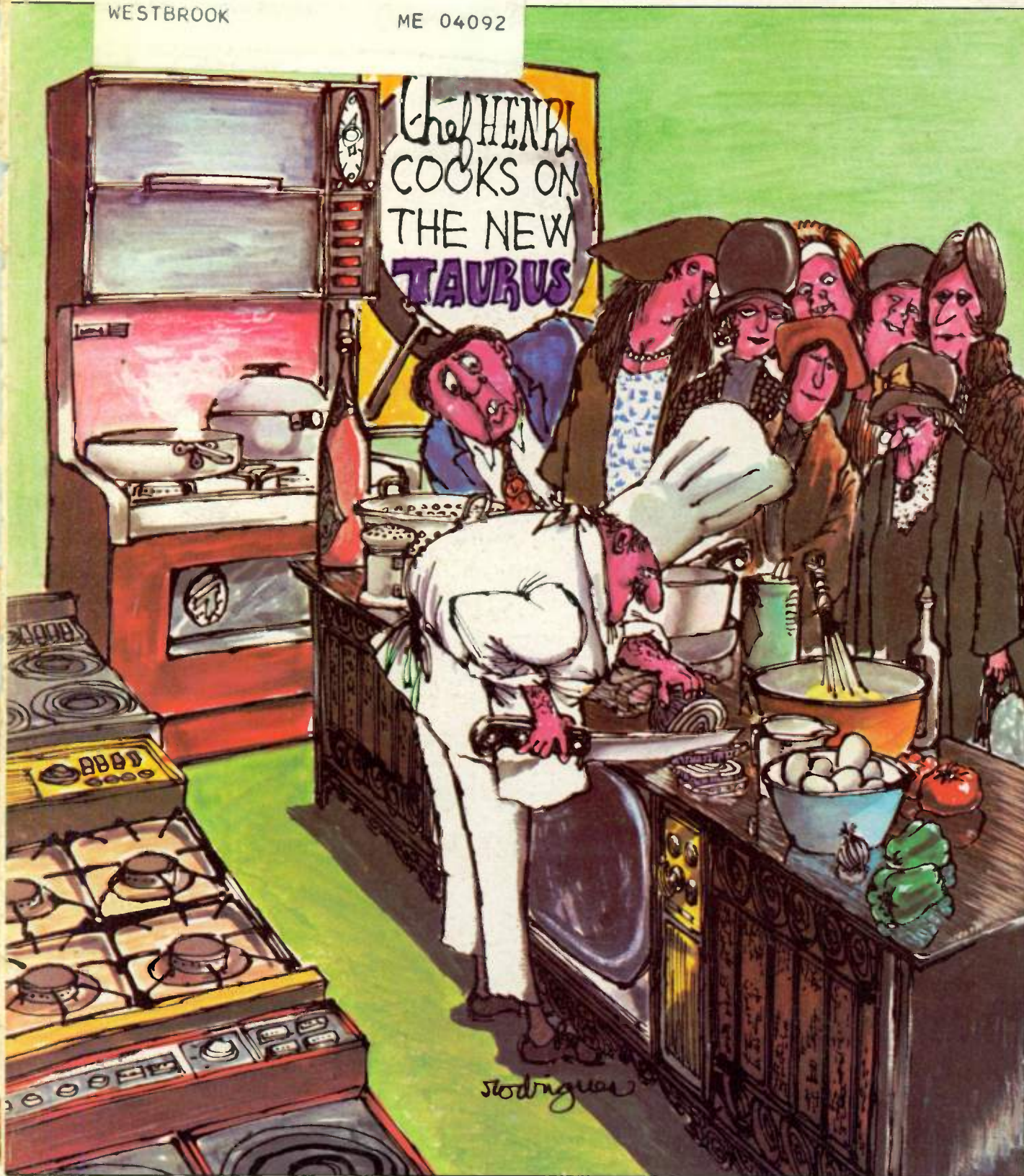
SEPTEMBER 25, 1967

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OTHER RETAILERS FOLLOW ☐ PUBLICATION ☐ VOL. 99 NO. 39

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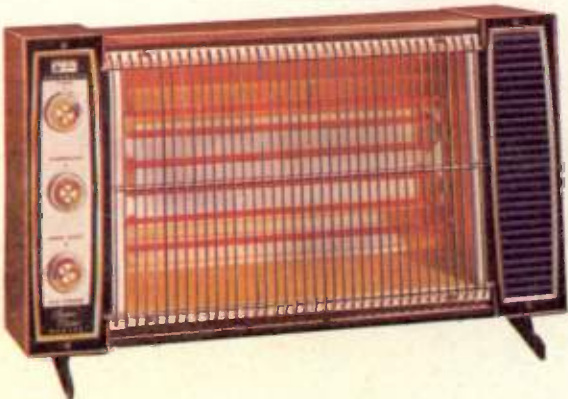


◀ **Holiday range promotion:**
tie-in tips, free ad mats,
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Housewares packaging:
silent salesmen pay off
• on retail floors ☐☐☐ p.44

**How retailers view
Westinghouse's new
'F-T-Y' program** ☐☐ p.33



There'll be a **HOT** time in
your appliance department this fall

see the **Arvin**® ad on page 48

Advertisement

**Our engineers made
them work beautifully.
Our designers made
them look that way.**

Nobody could make these General Electric monochrome personal portables any better inside. So we let our GE designers tackle the outside.

The result: This new GE "Designer" series of 12" (viewable diagonal) sets.

These sets do more than look better—they mean more profit, because they're scaled on a sensible, easy step-up basis, with many additional features and extra "trimmings."

This is the very first decorator-styled line of 12" monochrome sets available in a dealer-styled step-up program.

You might know it'd come from the personal TV leader, General Electric.

Call your local GE distributor for full information and details.

GE knows: the better it's made, the less it's serviced.



GENERAL  ELECTRIC

Personal Television Department, Portsmouth, Virginia

Your distributor for GE Television is listed here

Atlanta, Georgia
W. D. Alexander Co.
404 355-2680

Chicago, Illinois
R. Cooper Jr., Inc.
312 922-7000

Davenport, Iowa
Crescent Electric Supply Co.
319 583-3585

Puerto Rico
IGE
809 767-2100

Honolulu
AMFAC, Inc.
585-11

Phoenix, Arizona
Arizona Wholesale Supply Co.
602 258-7901

Raleigh, North Carolina
Walker Martin, Inc.
919 833-3631

Syracuse, New York
Gould-Farmer Co.
315 471-4111

Toledo, Ohio
The Commercial Electric Co.
419 729-1651

Williamsport, Pennsylvania
Lowry Electric Co.
717 326-2631

General Electric Company

Burlingame, California
415 697-3411

Boston, Massachusetts
617 864-9630

Cincinnati, Ohio
513 351-1450

Cleveland, Ohio
216 243-4040

Dallas, Texas
214 613-6640

Denver, Colorado
303 388-5533

Detroit, Michigan
313 892-7600

Houston, Texas
713 644-5401

Jacksonville, Florida
305 387-3571

Kansas City, Kansas
913 621-3700

Los Angeles, California
213 583-6211

Louisville, Kentucky
502 451-9611

Memphis, Tennessee
901 363-2530

Milwaukee, Wisconsin
414 276-8010

New Orleans, Louisiana
504 486-6171

New York, New York
212 679-1600

Philadelphia, Pa.
215 742-2880

Pittsburgh, Pennsylvania
412 361-6000

St. Louis, Missouri
314 993-3000

St. Paul, Minn.
612 645-2772

Seattle, Washington
206 244-4400

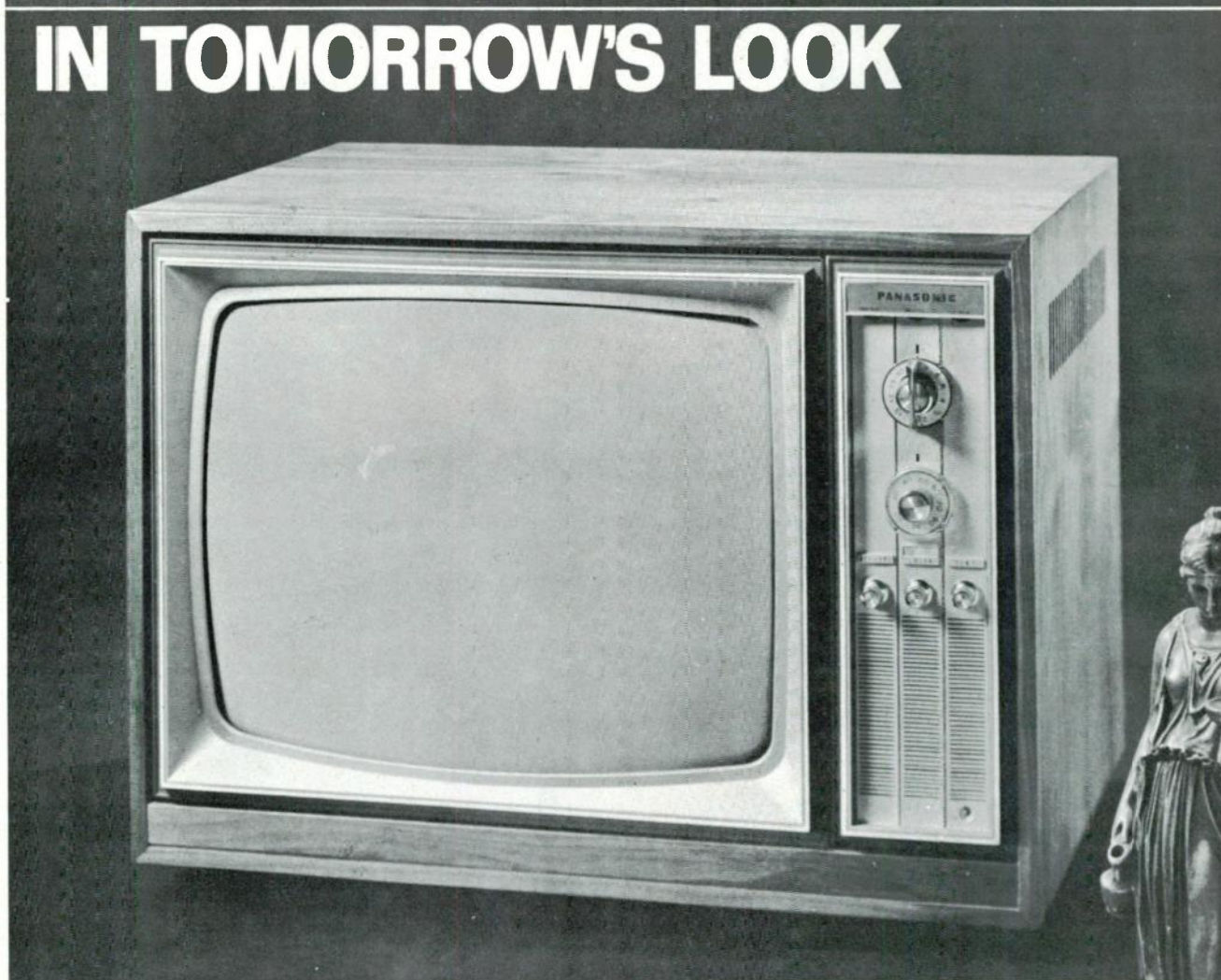
Washington, D.C.
202 526-2620

**NEW! Portable
color TV that
performs like a console!
113 square inches of
"Pana-color". Beautiful
and brilliant!
(CT-61P.)**



PANASONIC: TODAY'S LEADER IN TOMORROW'S LOOK

**NEW! Totally different
color TV. In styling,
it's compact furniture.
In performance, it's
vivid "Pana-color"...
171 square inches!
(CT-91T.)**



Panasonic: today's leader in tomorrow's ideas

Thanks to far-ahead features, Panasonic sales are rising more than 50% a year. And Panasonic gives you a full profit margin. Make color TV pay off, by displaying advanced products like *these*:

"Buckingham" portable TV (Model CT-61P).

Remarkably clear, strong, stable colors. Reason: *four IF stages* (not just three as in most other portables).

For fast sales, point out all the features headlined above!

"Monaco" at-home TV (Model CT-91T).

171 square inch picture has the colorful brilliance that comes *only* with Panasonic's combination of keyed AGC, automatic de-gaussing and rare earth phosphors.

See all the color TV surprises in Panasonic's complete new home entertainment line—now over 100 products! And ask about our Full Profit Plan. Call your Panasonic sales representative *today*.

□□□□ **Watch for more price hikes on color tv** (Zenith, Philco-Ford, Magnavox), stereo phonos (Philco, Magnavox), and b&w tv (Magnavox) about Oct. 1.

"Selective 1% to 3% increases" is all Zenith and Philco are saying now. Magnavox is being more specific:

Color tv—up 2.1%-4.2% on 40 of 60 models, including: six 18-inchers (the leader is up \$10, to \$349.50); 26 of the 32 console 23-inchers (T724 is up \$20, to \$569.50; RT769, up \$30, to \$825); three 3-way combos (20-inch T779, up \$25, to \$675; 23-inch T593 and T594, up \$30, to \$825); five table models (two 20-inchers, up \$10, to \$459.50; three 23-inchers: T531, up \$10 to \$479.50; T535 and T536, up about \$20, to \$519.50 and \$569.50).

Stereo—up 2.2%-9.2%, including: P252, up \$10, to \$159.90; P253, up \$15.10, to \$215; P2900, up \$4.90 to \$229.90; four console 3000s, up \$10, to \$159.50; and four Astrosonic high-enders, up \$55, to \$650.

B&w tv—three models up about \$5: the S101 and S117 to \$119.90, and T116 to \$99.90.

□□□□ **Westclox plays up the shop concept** in its annual Gift Time promotion which is slated to begin next month and run through the Christmas selling season. Displays for the promotion will be shop-oriented and include a Lucky 13 Clock Shoppe; a Gift Time Boutique, with a new gift assortment; and a Kitchen Clock Shoppe. Special price offers and a wholesale incentive program are also being featured for the five clock assortments involved.

□□□□ **Big-screen color tv at even less than \$299** may be possible as the result of RCA's \$14 to \$18 price cuts on its 21-inch round tube. However, RCA Sales Corp. has indicated that it has no plans to reintroduce the 21-inch round tube model to the RCA line—despite promotional mileage Philco-Ford is now getting out of the old tube size with its "Affordable Big-Screen Tv" ad campaign.

□□□□ **Westinghouse has added a 6-cycle dishwasher**—with special easy installation features—to its new 4-model line of undercounter units. The extra cycle, on the top-of-the-line model, is designed especially for use on fine china and glassware. All models have two-level washing action that provides 100% coverage of glasses and plates in the upper-level dish rack.

□□□□ **New video tape developments are set for 1968** by PlayTape, Toshiba of Japan, and All-American Engineering. PlayTape is working on a video tape cartridge designed for playback on home tv and priced for the mass market; the PlayTape cartridge will include entertainment features, as well as cultural and educational material. Toshiba has shown a prototype color vtr in Chicago, but the system is experimental and its marketing in the U.S. depends on agreements with Ampex Corp.; the unit will retail in Japan in the \$700-to-\$1,000 price range. All-American Engineering Inc., a Wilmington (Del.) firm, reports it is developing a color vtr system of its own.

Tape takes the town at the New York Hi Fi Show

As at every other home electronics show this year, tape made news at the New York High Fidelity Show last week. Tape was everywhere, and in all its configurations: cassettes, cartridges, reel-to-reel, and video tape.

This time there was a difference, however. This time the audience was the consumer himself. And this time manufacturers—some for the first time—had the chance to bounce their new product innovations off their final customers. What they discovered was this: the consumer is frustrated. "I'm here in town from Denver,"

one Colorado banker told a Norelco salesman, "and I thought I'd drop in here to see if I couldn't find out how to get one of your new tape machines in my home town. The dealers around there don't seem to stock them."

In the crowds that thronged the show, consumers were echoing the same question over and over: Where do we get these products we're beginning to hear so much about?

Many of the products, of course, were making first appearances at the show. But the real problem seemed to be that dealers are slower than con-

sumers in realizing new developments.

New to consumers were: Bogen's MSC-1, a compact music system, with two speakers, a 4-speed changer, automatic turntable, and 8-track cartridge player, at \$521.95 (Bogen will probably add a cassette recorder to its line, too); Harman-Kardon's SC-2520, an AM-FM/FM-stereo music system, with record player and cassette recorder, first of a series, at \$399.50; Concertone's cassette deck with automatic shut-off, at \$199.95; its reel-to-reel recorder with automatic reverse, at \$179.95; its AC-DC

mono cassette recorder, at \$99.95. (Concertone will have a \$179.95 table cassette system by year's end.)

Also new were: Benjamin's AM-FM/FM-stereo system with phono and cassette recorder, at \$639; Sony's 8-track recording deck, at \$99; and Tandberg's 2-track Fidelipac cartridge players and recorders, starting at \$235.

Seeburg showed its "jukebox"; and Radionette also had a home jukebox: one that plays 45rpm records continuously, and will retail at \$329.50. Newest in stereo: Compass Communications' 3-channel system, \$399.95.

A UNIQUE OPPORTUNITY FOR RETAILERS

It seems to me that the most difficult part of doing business today is keeping abreast of the mercurial changes that are certain to affect how we do business (and how well we do it) tomorrow.

It has become incumbent on each of us, no matter what our business, to investigate the influences and trends that can have impact—either positive or adverse—on our future growth and profits.

Keeping alert to these changes and challenges, however, takes a special, indeed almost superhuman, effort on the part of today's business leaders, especially so if they are in the business of retailing appliances and home electronics products. For this is an unusually dynamic field, one in which new products and new marketing methods are the name of the game.

Recognizing the fact that some appliance-tv retailers are already acting on one particular development which has recently evolved within this industry, and also recognizing that more effort must be made to capitalize fully on it, Merchandising Week and its sister publication, Billboard, is co-sponsoring the 1967 Tape Cartridge Forum, Oct. 16-17.

Although we know that tape cartridges and playback equipment have already contributed significant growth to the businesses of some appliance-tv retailers, we feel that the vast majority have held off their investment because the speed with which this new area has developed has led to confusion over just how it will fit into their operations.

However, this has not been so for other types of retailers. Moving in fast

have been record dealers, photo shops, auto accessory outlets, specialized automobile installation centers, gasoline stations, etc.

But, in the opinion of many leaders in the tape cartridge field, the future growth of the business will be in the hands of the retailers who are familiar with selling sound—be it records, tape, phonos, radios, or television. This means appliance-tv retailers—IF they will seize this unique opportunity to get in on the ground floor.

It is because we see great potential here for the appliance-tv retailer that Merchandising Week is co-sponsoring the two-day Tape Cartridge Forum. Whether you are now in the business, or if you're not but would like to know more about it, this is your opportunity.

In two concentrated days of discus-

sions you will learn what has happened—to date—in the tape cartridge field, and where it is heading. You will learn from a pool of the greatest concentration of tape cartridge expertise ever assembled under one roof. In these two days you'll get a brief orientation on the business prospects in tape cartridges, how successful retailers are selling the product, and what investment is needed to get into the business. The appliance-tv retailer must ask himself, "Can I afford to miss this forum?"

Elsewhere in this issue, there is a copy of the program and a registration card. Register now, or, if you'd like further information, write or call Tape Cartridge Forum, Room 1408, 500 Fifth Avenue, New York, N.Y., 10036; Tel. No. 212-594-0080.

—Dennis Hyland, Publisher

Exclusive Selling Power!



The exclusive Admiral Tilt-Out Control Center and Admiral AFC make Admiral color TV the easiest to tune in the industry. The exclusive Tilt-Out Control Center tilts out for easy stand-up tuning. And Admiral AFC—Automatic Fine Tuning Control—automatically fine tunes the color picture and sound instantly and electronically at the flip of a switch.

**Only Admiral
gives you the
“Tilt-Out” Control
Center with
Admiral AFC.**

Now! Perfect color tuning as easy as turning on a light.

Admiral AFC "locks in" brilliant, vivid color pictures even when you change channels. And Admiral puts AFC on every Giant 23-inch color console (picture meas. diag.). Admiral color TV offers a host of other outstanding selling features,

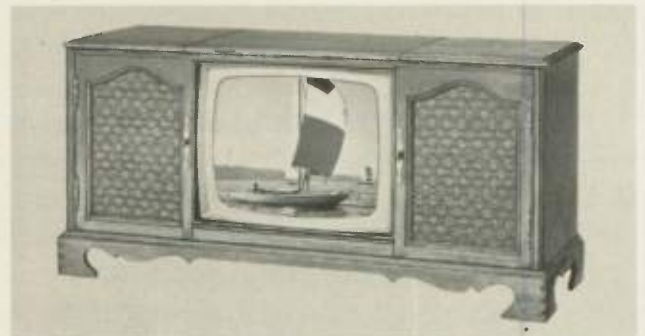
too! Admiral Instant Play . . . high gain 3-stage IF amplifier . . . Admiral precision-crafted transformer-powered color TV chassis . . . fine handcrafted furniture cabinetry . . . plus the largest picture in color TV—295 square inches.



The Carlton. Giant 23-inch color picture (picture meas. diag.) with exclusive Admiral Tilt-Out Control Center.



The Douglas. Giant 23-in. color picture (picture meas. diag.) with 7-button Color Sonar Remote Control.



The Madison. Giant 23-inch color Stereo theater (picture meas. diag.); fine handcrafted furniture cabinetry.

GO **Admiral**®
FOR REAL RETAIL ACTION

□□□□ **"Bread-and-butter" problems in retail ads** will be probed at a two-day retail advertising seminar in New York City this week. Sponsored by the National Retail Merchants Assn., the seminar opens tomorrow (Sept. 26) at the Statler Hilton Hotel.

Speakers will include: William Bond, ad manager, J.L. Hudson Co., Detroit; Robert Dawson, vice president and sales promotion manager, Stix, Baer & Fuller, St. Louis; E. Lawrence Goodman, vice president-sales promotion, Stern Bros., New York City; and Morris L. Rosenblum, vice president-creative director, Macy's New York.

□□□□ **Wards Co. will open six new leased departments** with the \$640,000 additional capital it obtained from the recent sale and leaseback agreement on one of its properties: the Carousel discount department store, in Henrico County, Va. Under the sale-leaseback agreement, Wards Co. Inc., based in Richmond, will continue to run the store under the Carousel name. Wards had purchased the store and site from Two Guys in 1965 for \$1.6 million; it recently sold the store to a group of Maryland businessmen for \$1.7 million.

Three of the leased departments to be established with the additional capital will be opened this fall: two in Akron, Ohio, one in Birmingham, Va. In addition to its own retail outlets and appliance-tv leased departments in discount stores, Wards Co. also operates leased hardware-housewares departments.

□□□□ **Penney's plans a fourth Treasure Island store** in the Atlanta (Ga.) area. It will be identical to the three units announced for Atlanta earlier this year. Treasure Island is J.C. Penney's fling into discount merchandising; the company maintains that expansion into Atlanta is only a test. There are five Treasure Island stores in Wisconsin.

Meanwhile, another mass merchandising subsidiary of a national retail chain—the Almart Stores division of Allied Stores Corp.—has announced plans to open three new units next year: two in Memphis, Tenn., one in Rochester, N.Y. Almart president, Seymour Ainbinder, said the new stores will bring the number of Almart stores to 10, and will bring annual sales to \$100 million. Each of the three new stores will comprise 128,584 sq. ft. on one level, compared with the 120,000-sq. ft. standard used until now.

□□□□ **NRMA elects 15 new home furnishing directors** in its merchandising division. C.W. Barnett, Hochschild, Kohn & Co., Baltimore, is chairman of the home furnishings group of the National Retail Merchants Assn. Carl F. Beier, J.L. Hudson, Detroit, is vice chairman.

The new directors, all merchandisers of home furnishings, are: Mal Allen, City Stores Co.; Wally Awe, Mutual Buying Syndicate; Thomas S. Bowers, Kirby, Block & Co.; Jack F. Crookston, Associated Merchandising Corp.; and Oscar Elsaesser, B. Altman & Co., all of New York City; James P. Baxter, J.B. Ivey Co., Charlotte, N.C.; Joseph R. Blackburn, Miller & Rhoads, Inc., Richmond, Va.; Sidney J. Doolittle, Montgomery Ward, Chicago.

Also, Dale E. Ferguson, Wolf and Dessauer, Ft. Wayne, Ind.; Harry Freedmond, Shillito's, Cincinnati; Morton Keister, O'Neils, Akron, Ohio; Edward Madden, Robeson's, Champaign, Ill.; Irving R. Stanislaw, Bon Marche, Seattle; Max H. Weisblatt, Jordan Marsh, Miami; and Kenneth B. Winfield, Adam, Meldrum & Anderson, Buffalo, N.Y.

The growth of committee buying: more than closed-door meetings

The buying committee is still meeting behind closed doors, even though the growth of committee buying has long been viewed as inevitable. Few retailers are willing to openly discuss committee buying, except to say that it exists and that it is growing. But this has been said for years.

Just how widespread is committee buying today?

The answer, it would seem, depends on whether one is talking about a formalized committee that meets at appointed times to consider new products, or whether one is talking in more general terms about the growing number of retail executives who have something to say, and growing influence over, what products and lines are handled.

Although the formalized buying committee exists today, and has existed in some form for a long time, its significance may be small in relation to the general trend of more persons having more to say over what lines a retailer purchases. From this trend, of course, may spring additional formalized committees.

The formal committee

The larger discount chains, in particular, have turned to committee buying for a number of reasons, not the least of which is the complex problem of getting and keeping merchandise in stores in far-flung locations.

A typical buying committee consists of the buyer and his merchandise manager, plus the warehouse (or traffic control) manager, the advertising and sales promotion manager, the controller, and perhaps an electronic data processing expert.

Richard Schott, executive vice president of Merchants Buying Syndicate, has been one of the most outspoken executives in the hard goods field on the subject of committee buying—predicting that it will become more and more widespread.

Schott is one of the founders of Merchants Buying Syndicate, a resident buying office set up to specialize in serving the discount industry in hard goods. The new type of discount store buyer, as Schott sees him developing, is essentially similar to the market representatives at Merchants Buying Syndicate and other resident buying offices.

In both cases—the retail buyer with a committee, and the resident buying office representative—they scout the market for new products and programs, prepare reports, and make recommendations on their findings. The discount store buyer reports to his committee, while the buying office representative reports to his member stores.

The informal force

But beyond the formal committee, there still remains the strong trend of more key retail executives becoming involved in decisions on what lines will be handled, what lines will be pushed.

Negotiations between supplier and manufacturer increasingly are being finalized at a higher and higher level—up to and including the top. Today, anytime a major line is added, dropped, or even expanded, top retail management is involved.

And as retail chains seek to work closer and closer with fewer and fewer key resources, top management increasingly will become involved in not only what items and lines should be handled, but also in how they should be displayed, advertised, and promoted.

The "negotiations" may have started with the buyer, but the decisions are being made at the top.

And when negotiations are being carried on at the top, it isn't a manufacturer's sales representative or company salesman who is going to be dealing with the store president or store vice president. Top executives at the factory are finding out they must go out and pitch their lines to their executive counterparts in retailing.

The new buying voice

Within top retail management, the advertising and sales promotion director is playing an increasingly important role in total store purchasing. Some retail observers believe the advertising and sales promotion director may well evolve into a virtual dictator on what lines will be handled. He will decide whether a line is consistent with the store's image and the store's long-range goals.

The advertising and sales promotion manager, it is generally believed, is in an ideal position to coordinate all the aspects of merchandising a product line—including, of course, the advertising and display of that line. It has been suggested that his title eventually may be changed to vice president and director of resource development.

New buying influences

The retail chains are developing their own efficiency experts as a means of keeping costs down. Certainly, the warehouse manager, the controller, and often an EDP expert are becoming closer associated with purchasing—at least, in regard to what quantities of merchandise are purchased and how it is shipped.

The growing voice of these efficiency experts serves to point up the growing importance being placed by retail chains on how the supplier services the accounts, and how much this service is worth—in extra profits—to the retailer.

There is nothing new, of course, about retailers considering a manufacturer's entire program, as well as its product line. But now the retail experts are being called in to evaluate the program in dollar-and-cents terms.

The buyer's role

The growth of committee buying has led, of course, to charges that the buyer is being downgraded at retail, that he is no longer going to be the all-around merchant that he was in the past. Instead, he will be a procurer of goods working with a high degree of detachment and with facts and figures developed by sophisticated computers.

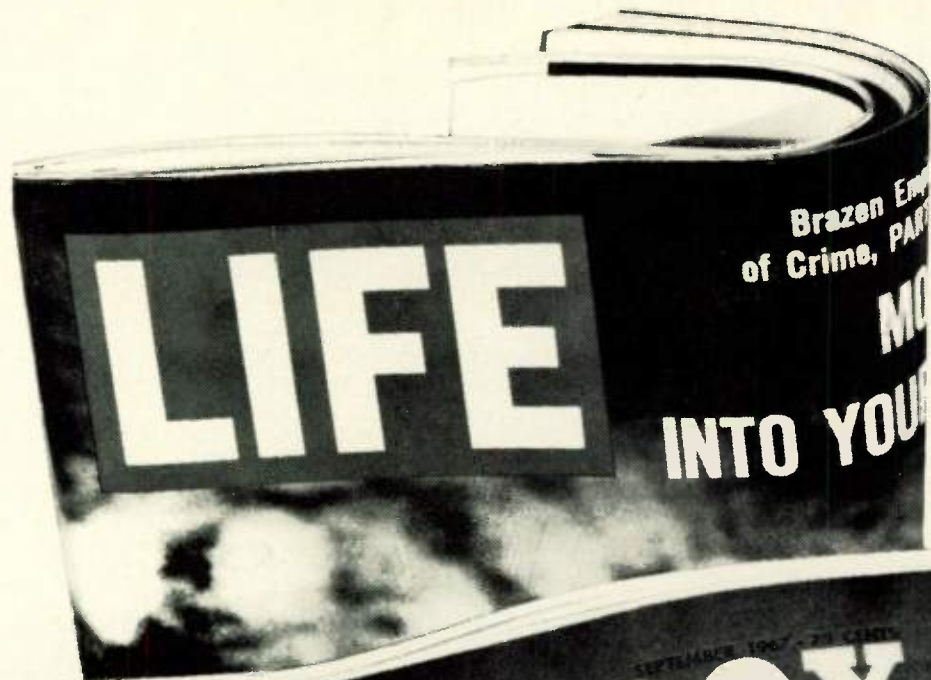
"The industrial revolution," explained one buyer, "is catching up with the retailer. Just as mass production brought us the large corporation, mass merchandising is bringing us the large retailer."

—Ed Dubbs

Hitachi is on the move!

THIS FALL

Over 40,000,000 consumers
will read about the world's first
Mini-Stereo FM Radio



Esquire

If you think the war in Vietnam is hell, you ought to see what's happening on campus, baby. see page 29

... and this is only the beginning! Hitachi is really on the move with a huge national advertising program that will reach millions of consumers in every city, town and village across the nation.

It's the first of a series of consumer advertising that will continue ... and continue ... and continue.

Join the fast growing list of dealers who have come to Hitachi ... because of this new national advertising support, new product ideas, outstanding values, bigger profit, powerful selling aids.

MOVE OVER TO HITACHI...TODAY!

Quality always comes first at Hitachi



Hitachi

HITACHI SALES CORPORATION
48-50 34TH ST. • L.I.C., NEW YORK 11101



Sales Director
HITACHI SALES CORPORATION
48-50 34th Street, Long Island City, N.Y.

- ☐ Please have your local sales representative contact me ... I want to learn the full Hitachi profit bandwagon story.
☐ Rush to me ezeled copies of your current Life, Esquire, Playboy ad campaign and supporting sales promotion portfolio.

Name _____

Firm _____

Address _____

City _____

Tel. _____ State _____ Zip _____

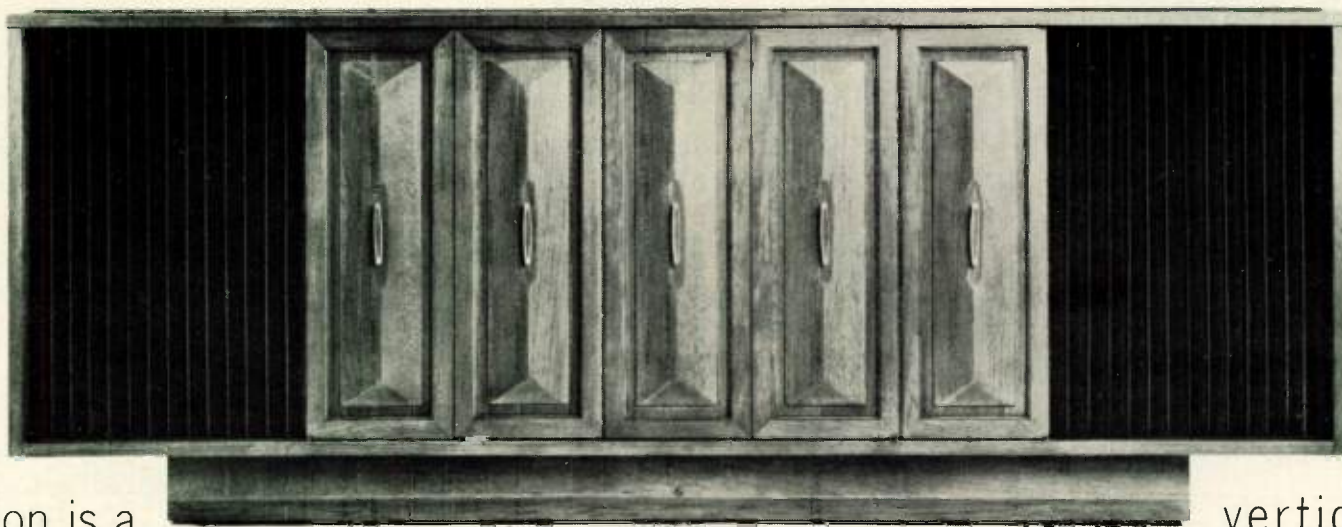
Authorized Signature _____

Introducing Audiomatation^{®*}:



Just a little something
that obsoletes
all stereo sets in the country.

An innovation from The Seeburg Corporation.



Audiomatic is a Seeburg innovation in record playing and storing. It lets your customers program both sides of 50 LP records at the turn of a dial, from anywhere in the house.

Audiomatic ends record-handling. It's the greatest advance in music listening since stereo. And records are reproduced with breath-taking realism...the finest sound quality, for discriminating customers.

Only Seeburg has Audiomatic. In a magnificent new console, the Seeburg Stereo Home Music Center, that also includes ultra-sensitive AM, FM — FM stereo.

Audiomatic is possible through two patented Seeburg innovations: Our computer-like Tormat Memory Bank, that "remembers" up to 100 selections. (It's so good it's covered by a 5-year warranty.) And our exclusive Vertical Play mechanism-magazine. It's the only device in the world that stores and plays LP records

vertically — for least wear and most faithful reproduction. (Includes the Pickering cartridge — also warranted 5 years.)

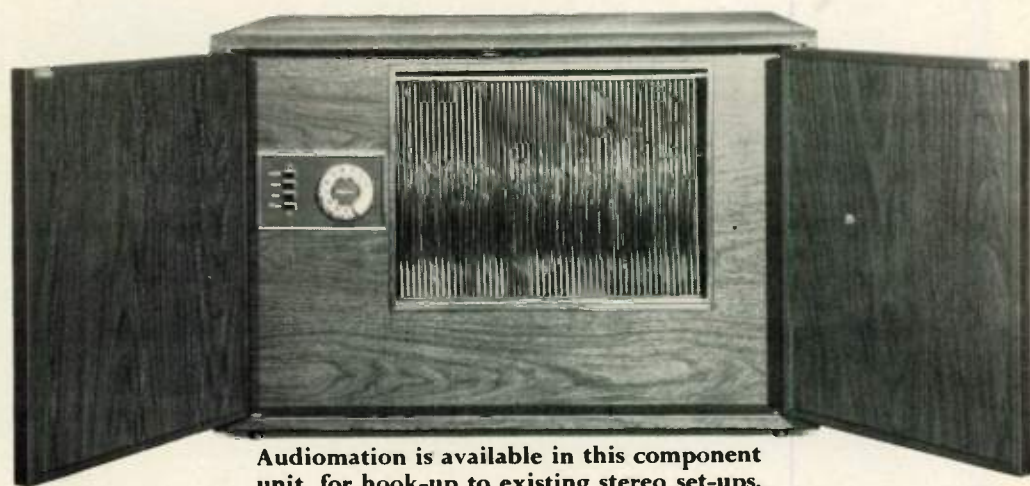
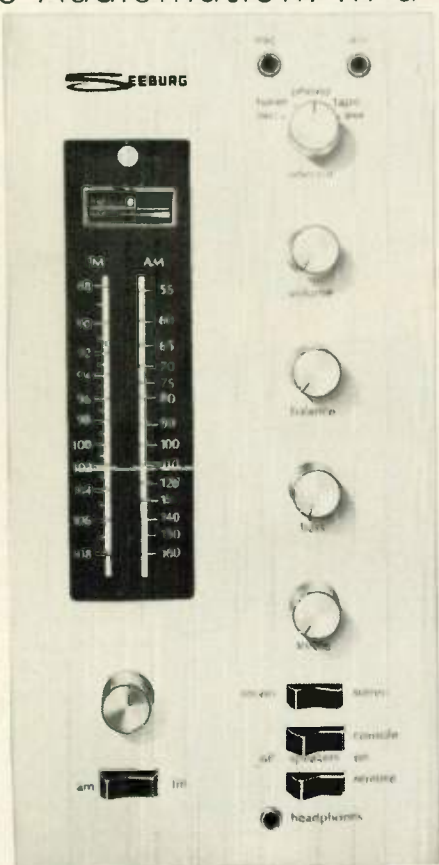
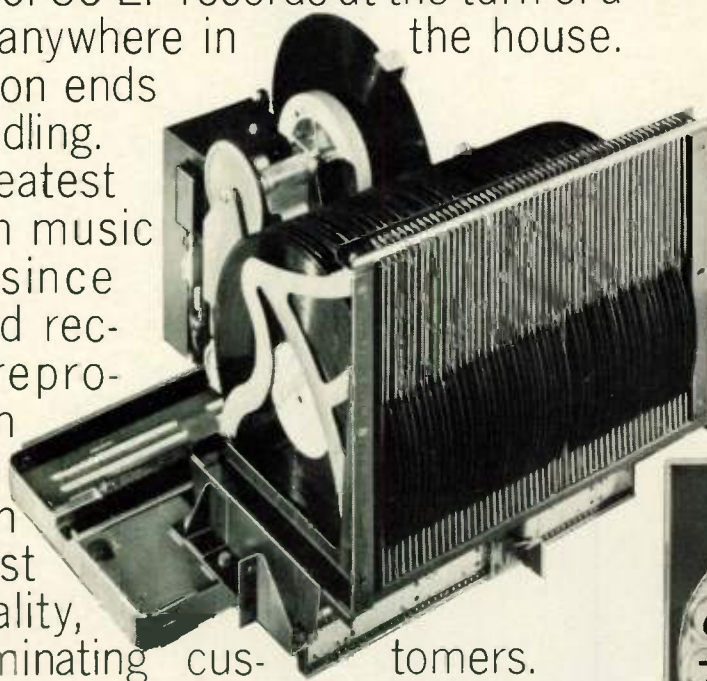
These two units—the "guts" of Audiomatic—are also available in a handsome component that hooks-in easily to existing stereo setups, replacing old-fashioned changer-turntables.

This great new performer is available in superbly styled cabinetry. In hand-rubbed Cherry, Walnut and Distressed Pecan finishes for today's preferences.

With a sales story like this, no one has to tell you to get excited about Audiomatic. You already are.

For full information on Audiomatic, the Seeburg Stereo Home Music Center (console)

or the component unit, write: Consumer Products Division, The Seeburg Corporation, 1500 North Dayton Street, Chicago, Illinois 60622.



Audiomatic is available in this component unit, for hook-up to existing stereo set-ups.

SEEBURG

Serving America Musically Since 1902

CONSUMER PRODUCTS DIVISION
THE SEEBURG CORPORATION • CHICAGO 60622



□□□□ **The Vietnam War has created 49,300 new jobs** in the manufacture of radio, television, and communications equipment since the buildup began in 1965. That is the report from the Bureau of Labor Statistics, the most detailed estimate so far of the impact of

the war on civilian employment. In all, more than one million new jobs have been created because of the war. The Bureau points out these will not necessarily be lost if the war ends abruptly.

□□□□ **President Johnson's**

10% tax surtax proposal may be in for even more trouble in Congress than had been anticipated. Rep. Wilbur Mills (D-Ark.), influential chairman of the powerful House Ways and Means Committee, says a nose count of his group shows that, right now, a majority is opposed to bringing out any kind of a tax increase bill this year. Mills indicates he would be among the "no" voters if a ballot were taken at this moment.

Before you start counting the money you've saved, however,

it still is quite likely that Congress will pass a surtax bill before it quits for the year. With costs of the war in Vietnam escalating rapidly, there just doesn't seem any way out. Mills' statement does mean, however, that the Ways and Means Committee will stall as long as possible before writing final language for a tax bill and that the Administration will have to work a lot harder than it thought to sell it to Congress.

□□□□ **Many bills are introduced in Congress each year** that don't have a chance of approval. One of the latest such is sponsored by Rep. Jackson Betts (R-Ohio), a member of the House Ways and Means Committee, to increase the duty on color tv tubes from 12% to 30%, effective next Jan. 1. With the Administration pressing for freer trade, the Betts bill is hardly likely to get even to the hearing stage. Under current law, the present 12% duty is scheduled to rise to 30% on Aug. 31, 1969; but the Administration may even request to keep it at the lower level.

□□□□ **Is CATV subject to copyright payments** when it picks a program off the air and sells it, through monthly charges to subscribers? A West Virginia CATV system, Fort nightly Corp., has asked the Supreme Court to decide the issue once and for all. Fortnightly already has lost two battles in its war with United Artists: the first before a federal court, then before a three-judge court of appeals in New York. The Supreme Court may decide not even to review the case. If so, Fortnightly has lost the war. If the court agrees to a review, a decision would not come until early summer.

□□□□ **Lee Loevinger will retire** as a member of the Federal Communications Commission when his seven-year term expires next June. A former chief of the Justice Department's Antitrust Division, Loevinger has hinted for a long time that he would like to enter private law practice and make some money for his family. Now, he has about made it official.

HAVE YOU CHECKED THE "PROFIT *Claus*" ON OUR TRANSCEIVERS?

It's built-in just as surely as the quality in every Midland walkie-talkie! In fact, our sales/service policy comes as close to a **guaranteed profit** set-up as you'll ever see...

- Promotional pricing with good profit • Fast service
- Over-the-counter exchange • Quantity pricing policy
- Inventory price protection • Prepaid freight policy
- Self-sell packaging • Displays, ad mats, etc.

We even beat Santa on selection. Here are but 3 of 27 models in our all-solid-state line...

- A Model 13-124B**—sell-on-sight styling in a feature-packed 100 MW set. 3 channel, Call Signal®, separate speaker & mike, squelch control, jacks for battery charger, AC adaptor & earphone. Leather case & channel 11 crystals included.
- B Model 13-080**—twin speakers at a promotional price! 8 transistors, variable volume, wrist strap, 9-v. battery included. Your choice of self-display carton or bubble-pack card.
- C Model 13-720**—professional 1½-watt, 3 channel, Call Signal® unit with battery & power meter, full variable squelch & tuned RF stage. Jacks for battery charger, earphone, external power, mike & antenna. Wrist & shoulder straps, & channel 11 crystals included.

Write for our **FREE** new catalog and price list **TODAY!**
• Radios • Phonographs • Intercoms • Tape Recorders • Stereo



MIDLAND

INTERNATIONAL CORPORATION

1909 Vernon St., No. Kansas City, Mo. 64116 • Phone: 816-VI. 2-0511 Telex 4-2536
4140 Vanowen Place, Burbank, Calif. 91504 • Phone: 213-843-2294 Telex 67-7224

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

UTILITY NEWS

As the winter sales season approaches, utilities all over the country are preparing to help appliance-tv retailers cash in on lucrative fourth-quarter sales. For the utility promotions in your area, check this list.

Indiana & Michigan: electric ranges, dryers, water heaters, from Oct. 1 through Dec. 31. Every customer of Indiana & Michigan Electric Co. who buys an electric range or water heater during the last months of the year will receive a wiring allowance. Electric dryer purchasers will receive a \$15 allowance; electric water heater purchasers will get a \$25 allowance. In addition, retailers will receive special co-op ad allowances, and salesmen will earn prize points, or "electrobucks" for their sales.

Maryland: ranges, electric dryers, through Nov. 30. Potomac Edison has planned a double-barreled promotion to help move ranges and electric clothes dryers off retailers' floors. During the promotion, every Potomac Edison customer who buys an electric range is entitled to free electric installation. Retailers receive \$10 for 10 range sales, and \$1.50 for each additional range sale.

In addition, 400,000 free dryer sweepstakes registration blanks have been mailed direct to customers, informing them that if they visit a store carrying GE, Hotpoint, Kelvinator, Maytag, Montgomery Ward, Norge,

Sears-Kenmore, Unico, Westinghouse, or Frigidaire appliances, they can register for the sweepstakes. Each winner receives a free electric dryer, and the retailer with whom she registered gets \$150. Retailers also will receive \$7.50 for 10 dryer sales, and \$1.00 for each additional dryer sale to a Potomac Edison customer.

Pennsylvania: electric clothes dryers, from Oct. 16 through Nov. 11. Pennsylvania Power and Light Co. has devised a triple-threat dryer promotion for retailers: it's a traffic builder, sales builder, and commission builder. The traffic builder is a holiday trip contest with two six-day expense-paid vacations for two in Puerto Rico as the prizes. To enter, customers must deposit entry blanks in a local appliance store. The sales builder is a \$7.50 gift certificate, which each customer buying an electric clothes dryer can apply to the purchase of the dryer. The commission builder for salesmen is a \$2 bonus for every dryer sold during the campaign.

Texas: electric ranges, through October. Central Power and Light Co. is offering a \$15 cash coupon to every one of its customers who buys an electric range from a South Texas dealer. The customer can apply the money to her range sale, to the installation cost, or can simply collect the cash. Salesmen will receive \$5 for each range sale made to a Central Power and Light customer.

THIS BUSINESS IS PEOPLE



R. Cousins



M. Blumberg



P. Gilbertson

Allied Radio promotes three executives in stores division

Allied Radio Corp. has promoted three executives in its stores division, which operates 10 home electronics outlets in the Chicago and Milwaukee areas. **Robert Cousins** becomes merchandising manager; **Milton J. Blumberg**, branch store manager; and **Paul J. Gilbertson**, operating manager. All will report to **Shelby F. Young**, Allied vice president and manager of the division.

Cousins, a 12-year Allied veteran, has held branch store and merchandising positions. Blumberg, with Allied for 13 years, has managed the company's largest store in the central Chicago plant. Gilbertson has held numerous store management positions since he joined Allied about three years ago, coming from Montgomery Ward.

DISTRIBUTOR DOINGS: Two new district managers have been named by Graybar Electric Co.; **Edward J. Grimes**, in New York, and **Merle J. Sullivan**, in Pittsburgh, succeeding **Grimes**. A 20-year veteran with the nationwide distributor, Grimes was appointed district sales manager in Pittsburgh in 1960; three years later, he was named district manager. Sullivan joined Graybar 25 years ago as a selector. He has served as Youngstown, Ohio, branch manager, and has been manager of supply sales in Pittsburgh since 1963. . . New owner of Meisel Distributing Co., of St. Louis, which handles the Toro line and other outdoor and marine products, is **Arthur F. Kerckhoff Jr.**, general manager of the Sterling Division of Federal-Mongul Corp. Former owner **Lawrence J. Meisel** continues as an adviser and consultant. . . Five Admiral distributors have been awarded Golden Skillet plaques for outstanding sales performances in ranges: **George R. DeWitt**, president of DeeCo Distributing Co., Reno, Nev.; **Max Pasley**, president of Max Pasley Inc., Sioux Falls, S. Dak.; **Whitney B. Garrett**, general manager of Canyon State Distributors, Phoenix; **H.M. Scott**, vice president of Admiral Corp., Buffalo, N.Y.; and **Charles M. Harrell**, president of Bluefield Hardware Co., Bluefield, W. Va.

PIONEER RETIRING: The man selected to receive the first "Industry Pioneer and Leader" award from the

Institute of Appliance Manufacturers, **William B. Creech**, is retiring as general manager of renewal parts for Westinghouse Appliance Sales and Service Co. Creech has been associated with appliance marketing and service management for 38 years, and has been active in parts and service activities for the National Electrical Manufacturers Assn. and the American Home Laundry Manufacturers Assn.

KEY MOVES: Former Sunbeam and Shetland executive **William J. Burke** has been named vice president of marketing for Brown & Bigelow and Stan-craft divisions of Standard Packaging Corp. Brown & Bigelow, based in St. Paul, Minn., produces general merchandise items for sales promotion programs. . . Black & Decker Mfg. Co. has named **Richard T. Scott** as marketing manager of its home products division; Scott will be responsible for long-range product planning. . . **Roy Protzman** has been promoted to advertising and sales promotion supervisor for Hamilton Mfg. Co. Protzman, who joined the company last year, will work under **T.A. Ramey**, manager of marketing services. . . **David M. Lilly**, president of Toro Manufacturing Corp., has been named to the board of directors of Dayton Corp., parent company of Dayton's department stores, in Minneapolis. . . **Milton Philipson** has been appointed to the newly created post of national accounts manager for Craig Panorama; and **John F. Doyle**, to the new position of general sales manager. . . Olivetti Underwood Corp. names **Michael Bak** as director of its consumer products division, which is a new division that includes all portable typewriters and dealer-model adding machines. . . **Joseph F. Kempf** has been named national accounts sales manager for Westinghouse's lamp division. . . Regina Corp. names **McGrory-Gayle Co.**, of Narbeth, Pa., as its sales agency for Baltimore-Washington and northern Virginia; **Ed Stuart** continues as rep for eastern Pennsylvania. . . **John F. Baker** has been named president of the six Hecht Co. stores in Baltimore. . . **J. William Taylor Jr.** has been elected vice president and a director of International Silver Co., following the merger of Taylor Publishing Co. into International Silver; Taylor Publishing is the largest publisher of school yearbooks. . . **Art Levine** is the manager of the new Two Guys store in Buffalo, N.Y.



W. Burke



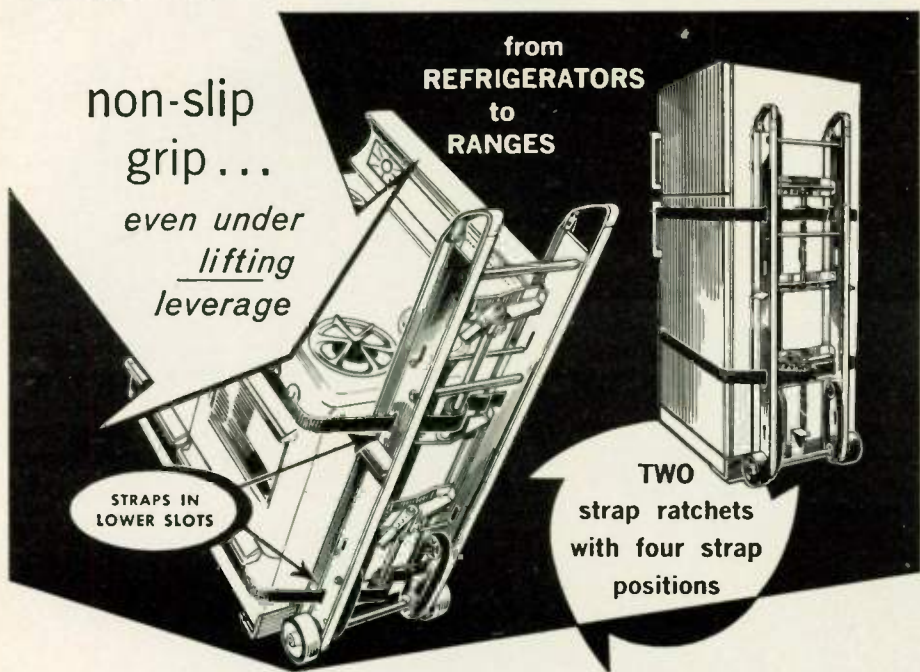
R. Scott



E. Grimes



M. Sullivan



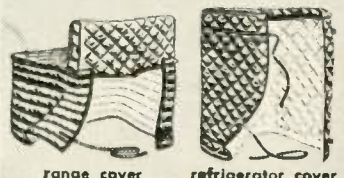
NEW YEATS model 14

You get the performance of two dollies in one with the new YEATS model 14. Has two strap ratchets and four strap positions from which you can grip appliances. Fast grips everything from washers to refrigerators. Appliance cannot slip off even when a second man lifts against an appliance on stairs. And you get all the other famous YEATS features: featherlight aluminum alloy frame with felt padded front, endless belt step glides and close pivoting wheels. Save up to a dollar's labor handling each appliance. See your YEATS dealer or write direct.

NEW FINGER TIP RATCHET RELEASE
Even when strap ratchet has stretched belt in tightening, new trigger device releases ratchet grip with finger tip.

"Everlast" COVER AND PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — write.



range cover

refrigerator cover

YEATS APPLIANCE DOLLY
SALES COMPANY
1304 W. Fond du Lac Ave.
Milwaukee, Wisc.



Whirlpool "professors" travel the U.S. to train servicemen in satisfying your customers.

Even the finest quality products may sometimes require repair . . . and we know that good service on appliances makes for good customer relations. Whirlpool makes every effort to be sure there'll be *well-trained servicemen* available everywhere to provide it if needed.

This continuous service training is the job of 104 Whirlpool field service representatives — the "professors" who carry vital information and instruction to wherever it's needed.


These Whirlpool people cover the country

from 71 distribution centers. Most any week of the year, they conduct dozens of training sessions on new products, new models, new service techniques . . . besides schooling mechanics in such basic courses as refrigeration, electricity, solid-state electronics, etc.

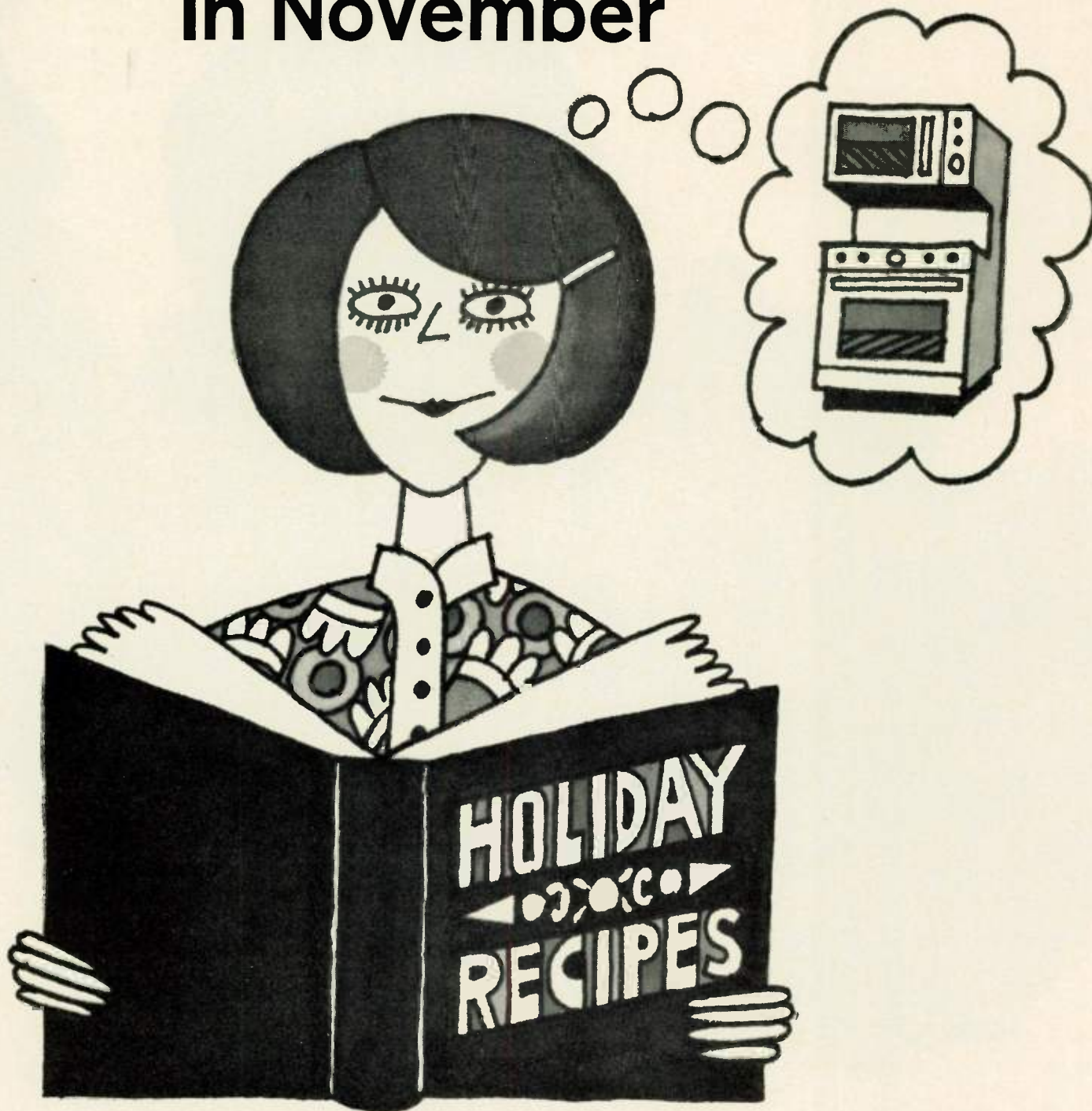
What do you get out of all this educational effort? Repeat sales! Because the brands that customers trust . . . and buy again and again . . . are those on which they can get proper service when they need it. We do everything

we can to assure dependable operation of Whirlpool appliances long after the sale. It's good business for us . . . and for you!

If you believe in top-quality service (and top-quality appliances) you have a lot in common with your Whirlpool distributor. You ought to talk with him about it . . . and about the many reasons why *it's easier to sell Whirlpool than sell against it.*


Whirlpool
CORPORATION

U. S. Steel has booked bigger range sales for you in November



What better time to sell new ranges than November when housewives are thinking about holiday cooking and entertaining. That's when U. S. Steel has scheduled its 1967 Range Promotion built around the theme: Holiday recipes come out better with a new range.

A full-page, four-color ad and a half-page black and white ad will kick off the promotion in fifteen major markets* in early November. We'll be telling housewives about the many new range features and why they should buy a new range when their old one still works. And we'll be telling them to see the new ranges at stores displaying the cookbook theme and symbol.

Help for newspapers will help you reach more customers.

Editorial material, pictures and logos, ad ideas, and layouts will be distributed to over 4,000 daily and weekly newspapers. All this material will help focus the buyers' attention on your new ranges. U. S. Steel merchandising specialists will join Local Action Committees in 30 emphasis markets. They'll arrange local promotions, help schedule advertising, distribute promotion materials, and coordinate the activities of utilities, news media, and distributors.

A free range promotion kit will help you stir up bigger range sales.

U. S. Steel has prepared free point-of-sales kits that will help you tie in to the promotion. Each kit contains wall banners and tent cards for new range displays. Just send the coupon.

*The markets are: Atlanta, Birmingham, Chicago, Columbus, Dallas/Ft. Worth, Denver, Detroit, Hartford, Houston, Jacksonville, Milwaukee, New Orleans, Pittsburgh, St. Petersburg/Tampa, Washington, D. C.



**come out better
with a new range**

United States Steel
Room 4986
525 William Penn Place
Pittsburgh, Pa. 15230

This mark tells you
a product is made of steel



Please send my free range promotion kit.

Name _____

Company _____

Address _____

City _____

State _____

Zip Code _____



TRADE MARK

United States Steel

INDUSTRY TRENDS

Distributor-to-dealer sales of major appliances scored strong gains in several leading categories during August, compared with the same month of 1966.

Gaining greatest steam of all were dehumidifiers, which soared 70.30% above the August, 1966, level (MW, 18 Sept., p.46).

Other heavy gainers among appliances were dishwashers, food waste disposers, chest-type freezers, and gas and electric dryers. Room air conditioner sales continued to decline, but the drastic decrease in July—46.52%—appears to be leveling off. For August, room air conditioners ran 12.49% behind sales for the comparable period of last year.

Record sales for color tv came during the week ended Sept. 1 (MW, 18 Sept., p.23). Shipments during this top sales week for color hit 155,737 units, a gain of 48.09% over the same week in 1966.

For other home electronics products, it was a lackluster week. Console phonographs posted a modest gain of 3.94%, while portable-table phonos dropped 23.19% for the week.

Black-and-white tv recorded the highest sales for any week since March, but were still off 14.59% for the week, and 26.87% for the first 35 weeks. Consumer interest in b&w tv shows signs of picking up, however, as an influx of low-priced portables hit the market in time for the buying season.

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	July	415,237	414,581	+ .15
	7 months	3,058,196	3,145,025	- 2.77

MAJOR APPLIANCES				
Dryers, clothes, elec.	August	207,600	179,200	+ 15.95
	8 months	997,800	936,200	+ 6.58
Dryers, clothes, gas	August	95,700	83,000	+ 15.30
	8 months	449,700	430,400	+ 4.48
Washers, auto. & semi-auto.	August	434,200	399,100	+ 8.79
	8 months	2,554,300	2,693,300	- 5.16
wringer & spinner	August	44,700	50,400	- 11.31
	8 months	306,600	356,900	- 14.09
Air Conditioners, room	August	86,200	98,500	- 12.49
	8 months	3,416,700	2,652,900	+ 28.79
Dehumidifiers	August	28,100	16,500	+ 70.30
	8 months	260,800	219,500	+ 18.81
Dishwashers, portable	August	47,800	35,700	+ 33.89
	8 months	318,700	275,600	+ 15.64
under-counter, etc.	August	101,200	87,600	+ 15.52
	8 months	597,300	663,000	- 9.91
Disposers, food waste	August	165,100	135,800	+ 21.57
	8 months	873,000	948,600	- 7.97
Freezers, chest	August	53,200	45,900	+ 15.90
	8 months	313,500	322,400	- 2.76
Freezers, upright	August	69,400	69,900	- .72
	8 months	463,900	458,800	+ 1.11
Ranges, electric	August	165,100†	167,600	- 1.49
	8 months	1,198,600	1,385,200	- 13.47
Ranges, gas	July	139,900*	131,900	+ 6.06
	7 months	1,187,900	1,279,000	- 7.13
Refrigerators	August	468,300	465,300	+ .64
	8 months	3,137,900	3,425,500	- 8.40
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	Sept. 1	82,124	106,923	- 23.19
	35 weeks	1,961,227	1,888,930	+ 3.83
monthly distributor sales	June	235,992	195,241	+ 20.87
	6 months	1,391,390	1,170,744	+ 18.85
Phonos, console, distrib. sales	Sept. 1	35,808	34,451	+ 3.94
	35 weeks	836,518	1,085,794	- 22.96
monthly distributor sales	June	93,871	133,656	- 29.77
	6 months	593,323	793,007	- 25.18
Radios (home), distrib. sales	Sept. 1	302,093	326,667	- 7.52
	35 weeks	7,315,380	8,256,771	- 11.40
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	Sept. 1	128,849	150,862	- 14.59
	35 weeks	3,394,485	4,641,927	- 26.87
monthly distributor sales	June	385,900	543,992	- 29.06
	6 months	2,413,702	3,426,789	- 29.56
Color Television, distrib. sales	Sept. 1	155,737	105,161	+ 48.09
	35 weeks	2,885,905	2,592,198	+ 11.33
monthly distributor sales	June	284,949	332,848	- 14.39
	6 months	1,977,030	1,821,194	+ 8.56

†August Electric Range Total includes: 111,400 free-standing ranges; 53,700 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

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

1.

\$49⁹⁵

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

2.

Model SR-300 Tape Recorder



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

Available immediately from both warehouses

STANDARD
...electronic years ahead!

Standard Radio Corporation

60-09 39th Avenue, Woodside, N.Y. 11377. 1300 West Olympic Blvd., Los Angeles, 90015.

Here Is The Best Appliance Truck Money Can Buy Because Only The

Escort®
OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

1. **ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!**

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

2. **FAMOUS ROLLER BEARING CRAWLER TREAD!**

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE TODAY
For Full Details And Descriptive Literature

STEVENS APPLIANCE TRUCK CO.

DEPT. E BOX 897
AUGUSTA, GA.

Escort®
APPLIANCE TRUCKS

MODEL MRT
Magnesium Light!
Magnesium Strong!

MODEL SRT
Rugged, All-Steel Construction

SOLD ON A MONEY-BACK GUARANTEE!



After days and days
of selling comfort,
you've got some coming
to you!

HAWAII

FEDDERS-STYLE

Now every man's dream of a trip is yours.
And we foot the bill.

Eight days of luxurious living at the famous
Royal Hawaiian Hotel.

Glorious white sand beaches, sun-drenched
palms, purple lagoons, swimming, surfing...
the works!

You will see and do all the things you have
heard about, yearned for, in this enchanting
land of the hula with its intoxicating climate.

It's all fun and no business for you
and your wife.

Yes, you get a complete change of climate
—just by letting Fedders help improve your
selling climate. All you do is sell and profit with
the most-wanted equipment. Fedders
biggest-ever line of air conditioners—and the
greatest line of refrigerators ever. Then
rack up those trip points. Takes fewer units
than you'd think for such a terrific trip!

And Fedders really makes it easy. You get
competitive prices with wide profit margins
—all down the line. You get air conditioners
to fit every need. From 5,000 BTU's to
33,000 BTU's. Plus the biggest capacity
7½ amp model ever—9,000 BTU's. *Exclusive!*
Another industry first from Fedders. Lots
of other 7½ amp models plus casements,
through-the-walls, you name it. You get the most
advanced refrigerators. Every style, every
price model with more valuable freezer
space than any comparable brand.

CALL YOUR FEDDERS DISTRIBUTOR TODAY
for Hawaiian trip details and the profitable
1968 sales program tailored for you.
Then start practicing the hula!

FEDDERS

AIR CONDITIONERS AND REFRIGERATORS

Major distributor and service points across the nation. Edison, New Jersey 08817



Range promotion: U.S. Steel sets a holiday mood

Seventy-six shopping days to Christmas not withstanding, major appliance retailers view the holiday season as "just around the corner"—and U.S. Steel couldn't agree more.

To give dealers special tie-in opportunities for the peak of the year's big gift-giving season, U.S. Steel has scheduled its second all-industry range promotion campaign for November. And something new has been added. This year's merchandising emphasis will go not only to the kitchen-conscious husband who does his Christmas shopping in a big way, but also to the housewife herself.

Newspaper advertising, editorial material, point-of-purchase displays, and hand-out materials—all U.S. Steel-supplied—will seek to convince range users that "Holiday recipes come out better with a new range;" that, in fact, the only way to be a "happy hostess" is to use a new, circa 1967 unit.

And hostesses are particularly pleased around the Thanksgiving and Christmas entertaining periods if their new ranges have, say, eye-level ovens. Or, what's even better, if they have self-cleaning features. Convenience cooking is this year's watchword, with triple-emphasis promotions of stainless steel cookware, canned foods, and ranges planned to give dealers sales-boosting opportunities.

Just as in its Waltz Through Washday laundry equipment promotion, U.S. Steel has expanded the number of emphasis markets to 30 key cities for the November campaign. Marketing specialists will assist in organizing promotions in Atlanta, Birmingham, Chicago, Columbus, Dallas-Ft. Worth, Denver, Hartford, Houston, Jacksonville, Milwaukee, Miami, New Orleans, Pittsburgh, and Washington, D.C.

U.S. Steel representatives will work with local action committees on similar promotions in Baltimore, Boston, Detroit, Indianapolis-St. Paul, Newark, Philadelphia, Phoenix, San Diego, San Jose, St. Louis, and Tampa-St. Petersburg.

What will dealers in the various emphasis-markets receive? 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 newspapers. In the special range sections, one page will be devoted to stainless cookware (Ekco, Farberware, Norrissware, Revere Ware, and West Bend are participating), and two pages will concentrate on various canned food tie-ins.

Various range manufacturers are providing their dealers with display and advertising materials for the special promotion period. Roper, for example, is highlighting a 9-piece holiday package of West Bend cookware, specially priced at \$2, with its ranges; the set normally retails at \$33.95.

But it is what the manufacturers are providing dealers in the way of product features that makes up the better part of this year's promotion. U.S. Steel estimates that approximately 20 million American homes have ranges that were bought at least 10 years ago—well before the advent of self-cleaners (for manufacturer specifications on these models, see following pages), and contemporary convenience extras. The appliance dealer has new product features to sell to a new market, and the combination presents equally new merchandising challenges.

How to meet them? Other dealers have had singular success in giving slightly new twists to their old promotions. Still others have developed totally new merchandising strategies. Or, some take the following tack.

Try big-scale promotions: a co-op show, for example

That's what Englewood Stove & Appliance does to increase range volume and add names to direct mailing lists. "We sometimes do cooperative promotions with the local gas company or with manufacturers," explains Fred Bruce, manager of the retail outlet on Chicago's South Side. Most of the shows take place in area high schools, with some further cooperation from parents groups, such as the PTA.

Englewood's biggest show to date? "One that we staged two years ago with Frigidaire," explains Bruce. "It drew 6,000 women for three shows."

The Frigidaire show, though outstanding in attendance, was typical of the type of preparation and organization that goes into Englewood's promotions. For that show, says Bruce, "I contacted the manufacturer and asked if he would be willing to share the expenses of a co-op show." Frigidaire willingly provided a home economist to give product demonstrations, and agreed to share the costs of a door-prize give-away attraction.

Once women got to the show, lured by electric range prizes, they were given discount coupons for new Frigidaire ranges.

"The PTA or the high school makes

the money from the show's admission," admits Bruce, "but we get advertising, more new people coming into the store, and many new names for our mailing list. We have these shows about every year or so, but we do have to wait for a nearby high school to want to try a fund-raising venture." Bruce emphasizes that it has to be a neighborhood school in order to draw business to the sponsoring store, not a big competitor.

For its fall promotion, Englewood took their show to a different type of setting: a shopping center. Bruce participated in a new merchandising experiment at Ford City Shopping Center in South Side Chicago. The Center rented 300 booths in their large sheltered mall to retailers and businesses for a 6-day market, Sept. 14-19.

"This is the first time they have had this. We feel it is an effective way to merchandise," Bruce remarked.

Englewood Stove is kept fresh in the memories of South Side citizens through a steady program of advertising and direct mailings. Usually every two weeks, or "whenever the till permits," the store carries a full-page ad in the South Side newspaper. Ranges are frequently featured in these ads, except in the summer, when range business is slow.

"We try to concentrate on one brand in our full-page ads," says Bruce. "A lot of our advertising is cooperative with the manufacturers. We do some advertising in the major city newspapers but mostly stick to our end of town."

The store has an aggressive direct mail program. They try to have a mailing at least once a month, and thanks to their periodic shows, they have a long list of names of South Side residents.

A stove repair company at its inception 35 years ago, Englewood has been a full-line appliance dealer for about 10 years. And, as range specialists, they carry virtually every major range brand.

Service is important to the store, which relies on a seven-man staff for repairs of both new and used ranges—repairs that are guaranteed for a year. Englewood is now a two-branch operation, with one store each for new and used appliances.

Adjust to your market: find it and sell it

Which is exactly what Art Fowler, an appliance dealer in the northern part of California's San Diego County, is busy doing. And, in doing it, he shies away from big promotions of the co-op show variety.

"My job as a small appliance dealer is to lure shoppers, not browsers, into my store—with sales, promotions, and enticements," Fowler explains.

So what does he use to lure real buying customers into his store? Extensive market knowledge—which comes from his long experience in the area—and positive direction toward the available market. Fowler's is a low-to-middle income clientele, which is as apt to be drawn into the store by necessity as much as by luxury.

Nonetheless, he plans a try at the market composed of those with thoroughly workable, but somewhat outdated, ranges for his fall promotion. For his customers, Fowler feels that "it's time to make the switch to a modern, fairly priced, better-serviced range."

Fowler's in-store promotions and newspaper advertising will call for housewives to re-evaluate their budgets and make room for a new range—either free-standing, or, if total kitchen remodeling is a possibility, built-in.

"The enticement, of course," as Fowler sees it, "is to offer the housewife a new range outfitted with new gimmicks and a modern look."

With a sales area that includes older homes, Fowler pitches free-standing ranges unless a customer hints at kitchen remodeling. Because of community economics, however, and because of a 40 to 55-year-old customer age range, he feels certain that most of his trade will come from buyers eager to replace vintage free-standing models.

Because the new building market has been seriously hampered by high interest rates, Fowler does not see sales developing to either the building contractor or to the "just marrieds." "Built-in ranges will suffer in comparison to the free-standing standards," he feels. "I'm putting all of my sales eggs on standard ranges for next year."

Fowler faces relatively stiff competition from retail giants—Sears and Montgomery Ward—and recent periods of high-intensity profit squeeze have made him more and more aware of their threat.

"We small dealers want to provide service and competitive prices," he explains, "but it costs the small dealer more to provide personalized service and fair prices, and still keep in step with merchandising giants."

Fowler is looking ahead to the holiday season with some anticipation, hoping that the gift market will bring back some of the sales that have been dropping even for the chains in temporarily cautious Southern California.

He plans possible advertising in local newspapers for the holiday period, to be supplemented with direct-mail flyers. But his emphasis will be on the more or less pre-sold customer who does not come to browse, but rather to be shown that it really is time "to make the switch" in ranges.



Fred Bruce,
of Englewood
Stove, relies
on shows . . .



. . . and direct
mail for
the store's
major range
promotions.



Roper is among the range manufacturers
providing special promotional tie-ins

Self-cleaners from Sears: what the competition has

A big part of November's range promotion is shaping up as a self-cleaner battle, as dealers ready their various models (see following pages for specifications) to face private-label competition from, for example, Sears:

All four Sears units are electric and have single bottom ovens. Oven and range controls are located on the back panel: all have four infinite heat burners. The four models:

Model number: W22G94770N

Type: Free-standing

Interior oven dimensions: 24x18½x17. Has probe thermostat, clock, minute timer, indicator light, panel light; one surface burner on thermo control.

Available in three colors.

Over-all dimensions: 30x25x45½.

Other features: rotisserie.

Sears' price: \$344.95.

Promote with the soft touch of quality merchandising

Pat Isabella, co-owner of G. Isabella and Sons Kitchen Appliances, in Astoria, N.Y., feels that everything necessary for successful range promotion is contained within his newly remodeled store.

Big advertising campaigns and large-scale promotions? Not necessary, insists Isabella, who relies almost exclusively on word-of-mouth recommendations for the continuation of his well-established, 50-year-old business.

But, to keep those recommendations spreading, Isabella is constantly seeking to improve the quality of his in-store facilities: from product displays to sales and service personnel.

"We're kind of an anachronism in the industry," he explains, indicating that Isabella and Sons relies on soft-sell merchandising to compete successfully against mass-media-oriented retail giants.

Isabella's displays in a big way, however. Ranges, for example, are situated in a 30-model presentation, backed up by about seven kitchen-vignette traffic-stoppers. Since the store does some kitchen planning, and relies on built-in or slide-in units for about 35% of its volume, Isabella likes to stress the total kitchen look.

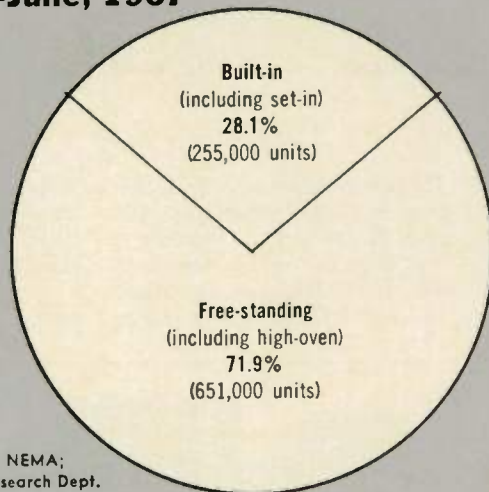
For such display emphasis, however, facilities must be expanded and remodeled; Isabella feels that store profits can definitely be turned back into the operation more advantageously this way, than in going for expensive advertising and promotions.

The store's four salespeople have strong backgrounds in the products carried—including Roper, Magic Chef, Welbilt, and Waste King ranges—and Isabella expects them to provide prospective customers with complete, comparative information. Finding salespeople that meet this requirement has been difficult, says Isabella, and the lack of them—which he calls serious—is a major reason for the store's self-imposed volume regulation.

"We do as much business as we can," he explains, adding that advertising might well bring in customers that the store could not handle. "We don't want to get any bigger." The store's personnel—in sales, service, and kitchen planning areas—have all been with Isabella's for some time, gaining the on-the-job training that the owners feel is essential. The hiring of inferior manpower, suggests Isabella, is the first step to the failure of any business.

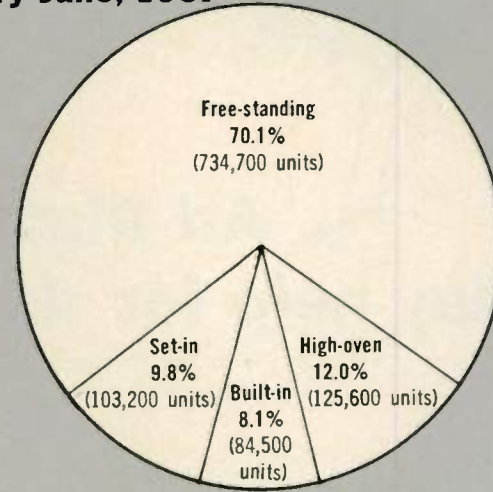
U.S. Steel's annual range promotion campaign? "It looks good," admits Isabella, who watched his competition during last year's campaign, and is now considering his own tie-ins.

Product mix: electric ranges January-June, 1967



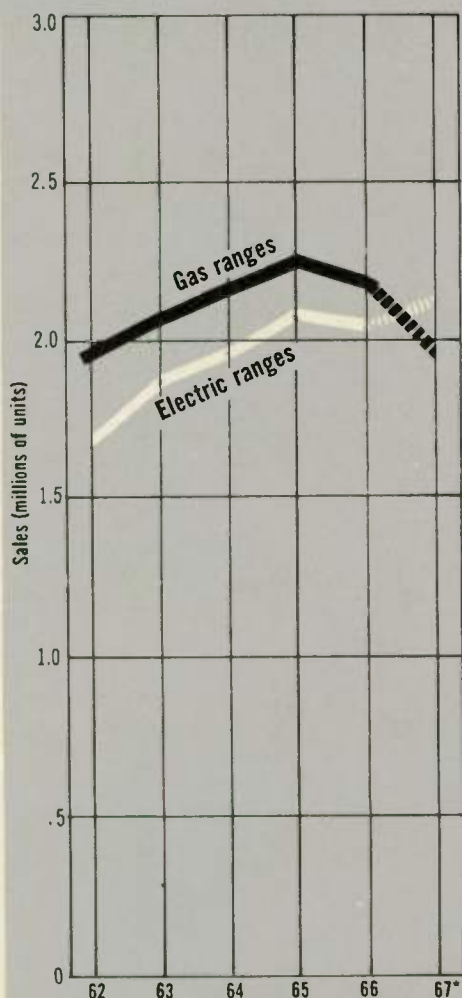
Source: AHAM; NEMA; GAMA; MW Research Dept.

Product mix: gas ranges January-June, 1967



Source: AHAM; NEMA; GAMA; MW Research Dept.

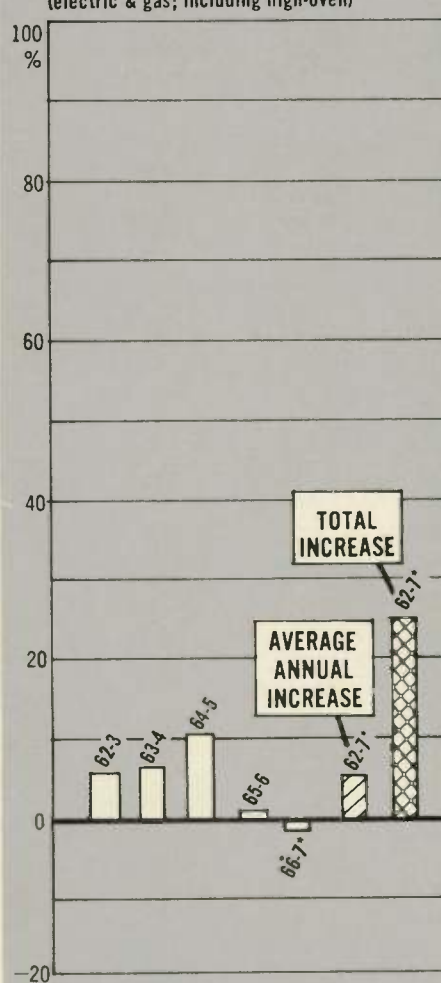
Electric vs. gas range sales: 1962-67*



*Source: NEMA, 1967 Forecast; AHAM; GAMA, 1967 General Business Outlook; MW Research Dept.

Growth of free-standing ranges 1962-1967 (est.)

(electric & gas; including high-oven)

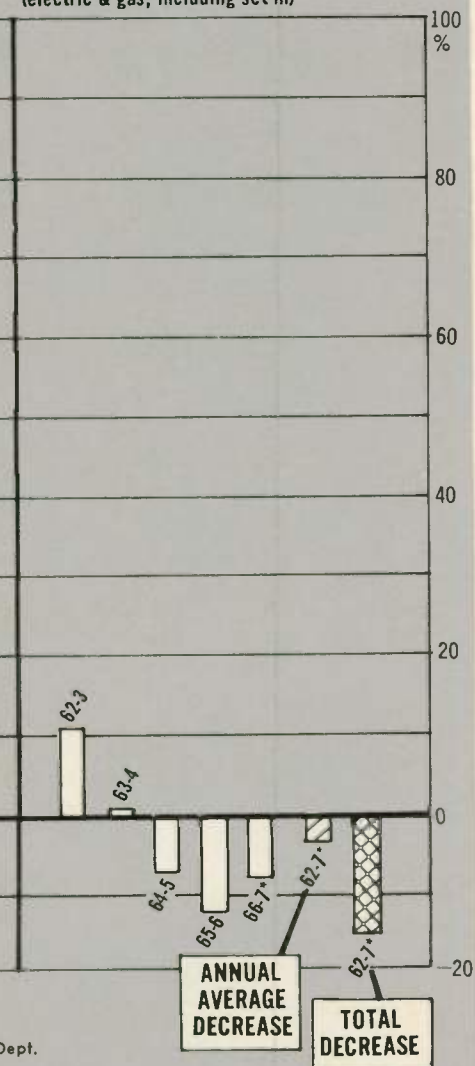


*Projected

Source: AHAM; NEMA; GAMA; MW Research Dept.

Growth of built-in ranges 1962-1967 (est.)

(electric & gas; including set-in)



*Projected

Source: AHAM; NEMA; GAMA; MW Research Dept.

Model number: W22G93970N

Type: Free-standing

Interior oven dimensions: 24x18½x17. Has clock, minute timer, indicator light, and panel light.

Available in two colors.

Over-all dimensions: 30x25x45½.

Sears' price: \$254.95.

Model number: W22G93370N

Type: Free-standing

Interior oven dimensions: 24x18½x17. Has panel light.

Available in two colors.

Over-all dimensions: 30x25x45½.

Sears' price: \$254.95.

Model number: W22G93770N

Type: Drop-in

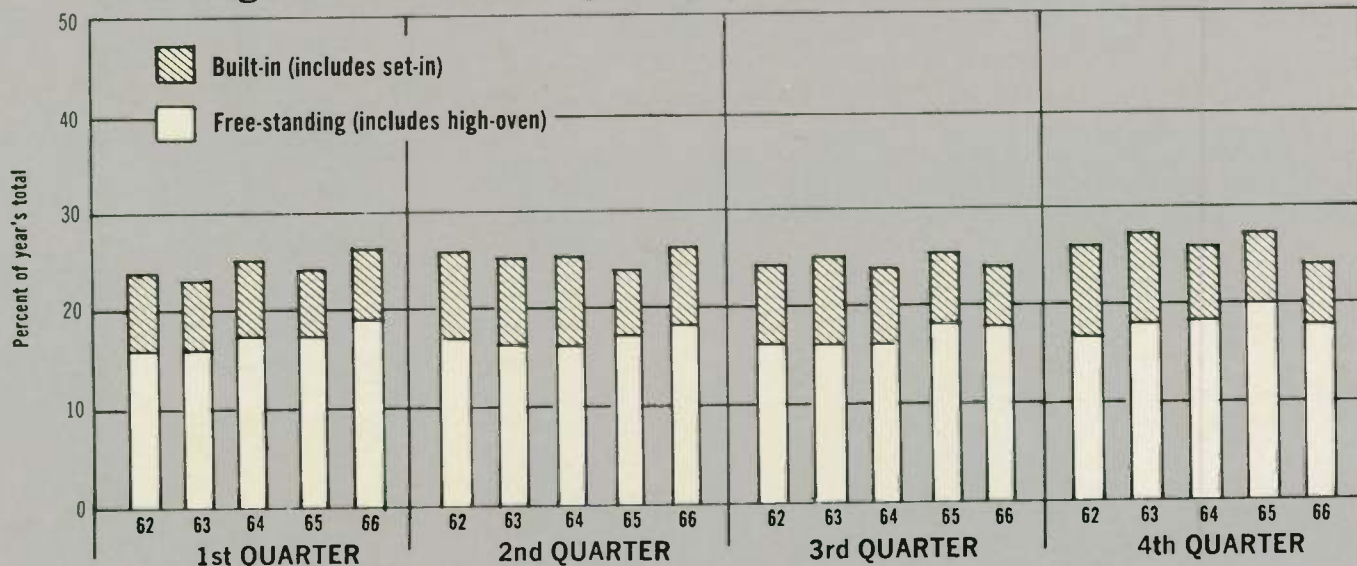
Interior oven dimensions: 24x18½x17.

Available in two colors.

Over-all dimensions: 30x26½x40.

Sears' price: \$214.95.

Total range sales (electric & gas) by quarter: 1962-1966



Source: AHAM; GAMA; NEMA; MW Research Dept.



Ad Mats: holiday help for dealers

The pre-holiday season is getting as much emphasis this year as the actual Thanksgiving-Christmas selling season in U.S. Steel-Merchandising Week ad mats. "Give her a range

before Christmas," because "holiday recipes come out better with a new range," advises U.S. Steel.

Ad mats emphasize the total convenience features

available in new ranges, and in new stainless steel cookware. Need help for your range promotion? Mail the attached coupon today for ad help during the holidays.

How to be a... **HAPPY** hostess...



come out better
with a new range

Make the
Holidays
Happiest
for HER
with...



A NEW RANGE

Stainless Steel
Cookware...



U.S. STEEL'S 1967 RANGE NEWSPAPER SERVICE

Name Your Paper

How To Be A Happy Hostess



the
Holiday
Hostess

will be
happiest with...a NEW Range
...Stainless Steel Cookware



Give
Her

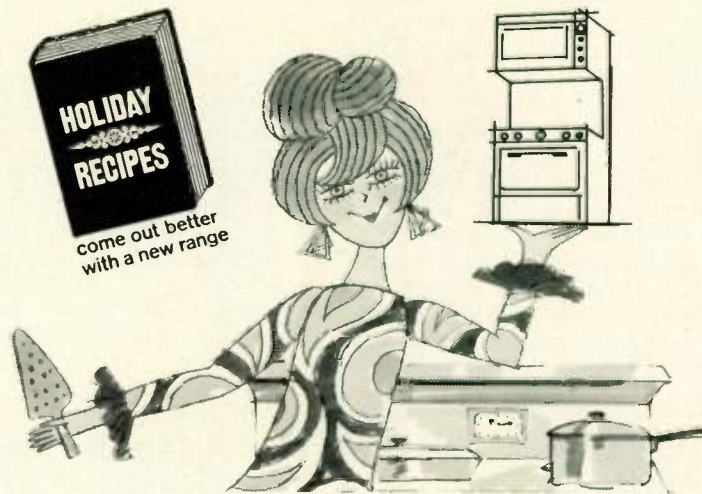
a New
Range...

before the Holidays

Stainless
Steel
Cookware

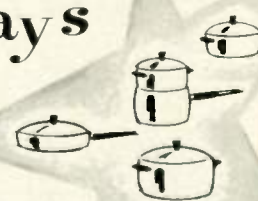


HOLIDAY
RECIPES
come out better
with a new range



Starred for the
Holidays

...to help
make your
Hostess Happy



GLITTERING GIFTS OF

STAINLESS STEEL

COOKWARE

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: RANGE 67
MERCHANDISING WEEK's Ad Service, 165 WEST 46th ST., N.Y., N.Y. — 10036



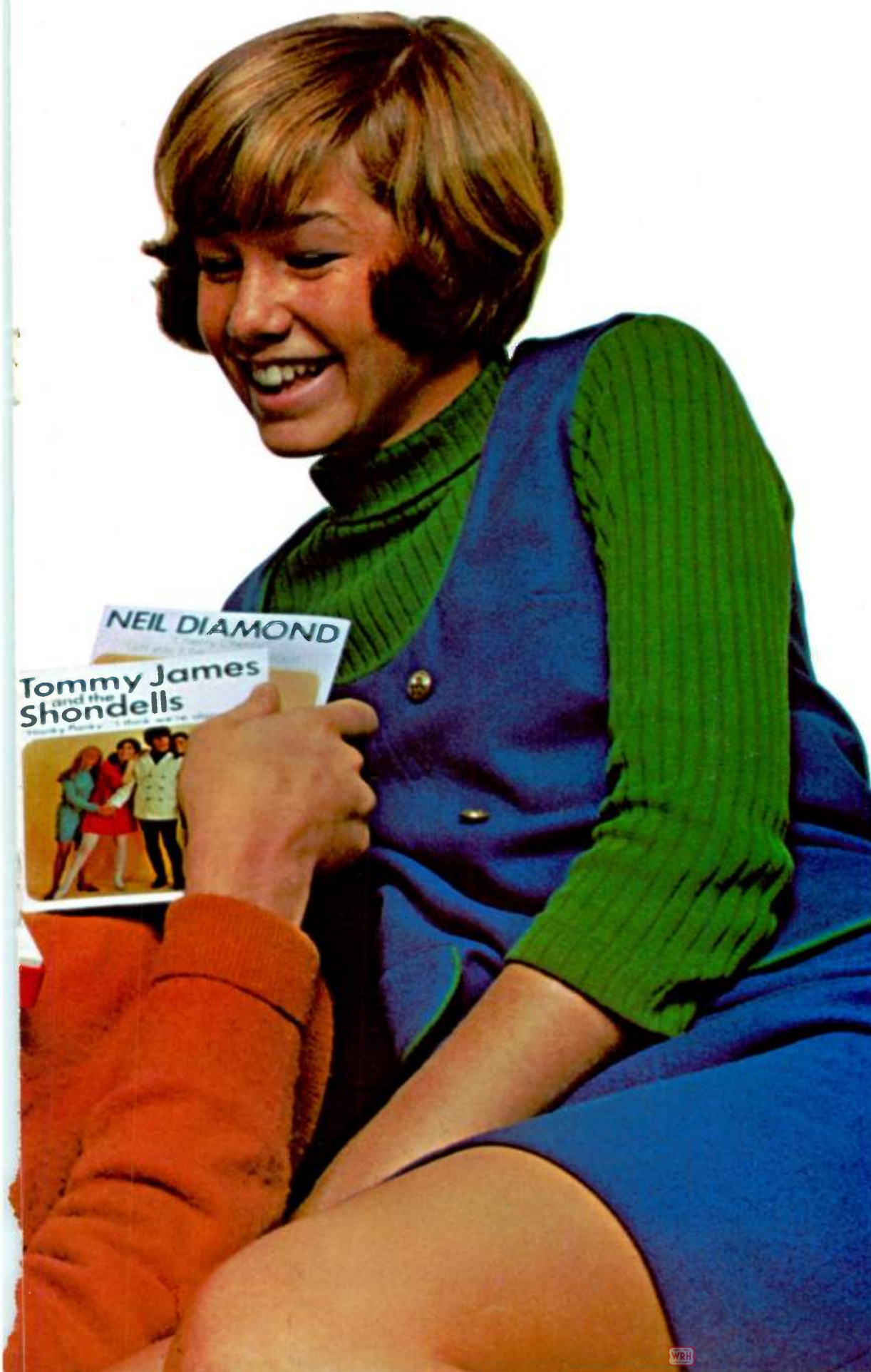
Announcing Hip Pocket Records.
For the 50 million kids who want their
music portable, low-priced and groovy.

*TM - Philco - Ford Corp.

© Philco - Ford Corp., 1967



**Hip Pocket Records. New size.
Two top-selling hits on each side.
Give ten free with this new Philco
radio/record player. Just \$24.95***



Those ten free records will sell a lot of Philco radio/record players for you.

And if you want to pile new profits on top of new profits, set up a section to sell all the kids who'll keep coming back for more Philco Hip Pocket Records.

These new HP's are tailor-made to help you grab a healthy chunk of the \$177,500,000 a year youngsters are spending on single records.

Because they're tailor-made for kids who want to take their music with them.

The new HP's are about the size of a label on larger discs.

Twenty-five or fifty of them will fit right in a kid's pocket, purse or beach bag.

They play as long as 45's. They play on most single-play portable phonos.

Each HP comes in a sleeve with a four-color souvenir picture of the featured artists.

And make no mistake. These wafer-thin vinyl discs are tough. Kid handling won't scratch, break or wear them out.

The price of Hip Pocket Records? A kid-sized 69¢*.

*Mfr's suggested retail price.

**Only Philco-Ford has
these big hits on the
new small discs.**

These are only a few of the proven top sellers you get on HP Records.

"KIND OF A DRAG"

"LAWDY MISS CLAWDY"

The Buckinghams (U.S.A.)

"CHERRY CHERRY"

"GIRL, YOU'LL BE A WOMAN SOON"

Neil Diamond (Bang)

"LIGHT MY FIRE"

"BREAK ON THROUGH"

The Doors (Elektra)

"HANKY PANKY"

"I THINK WE'RE ALONE NOW"

**Tommy James and The Shondells
(Roulette)**

"WOOLY BULLY"

"JU JU HAND"

Sam The Sham (Pen)

**And we've got the big
national campaign to
get HP's moving.**

A big schedule of full-page ads in the magazines that are biggest with the music-loving young set, including: **Seventeen**, **Ingenue**, **Teen**, **American Girl**, **Co-ed**, and **Scholastic Roto**.

See special introductory offer on next page.

Special introductory offer

10 HP Records free with \$24.95* radio/record player.

Don't let the mini size of this new Philco unit fool you. It's not a toy. Not a novelty item. Closed, it's a six-transistor radio. Flip off the cover and it's a record player that plays all 33 $\frac{1}{3}$ and 45 records — from twelve inch LP's down to the new Hip Pocket Records. It's battery operated. AC adaptable.



The mini merchandiser. Lets you display the new Hip Pocket Records. And the new radio/record player. And the free offer. Goes on counter, table or wall. It's a whole new department — for fast new sales — all in less than a yard of space.



For details call your Philco-Ford representative today or mail coupon below.

*Mfr's suggested retail price.



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

Philco-Ford Corp., Dept. HP-3
Tioga and C Streets
Philadelphia, Pa. 19134

Yes, I want all the details on this new profit opportunity.

Name _____

Store Name _____

Address _____

City _____ State _____



Actual Size.

A MERCHANDISING WEEK EXCLUSIVE

Under Oven Location: T = top; B = bottom; W = wall. **Under Doors Open:** U = up; D = down; S = sideways. **Under Solid State Ignition:** P = pilot; E = electric. **Under Location of Controls:** EL = eye level; BP = back panel, FS = front side below burner, D = and either B, L, R, or F (burner at back, left, right or front).

SEPTEMBER 25, 1967

A MERCHANDISING WEEK EXCLUSIVE

28 **MERCHANDISING WEEK**

Three more ways to clean up with Hotpoint Total-Clean Ranges:

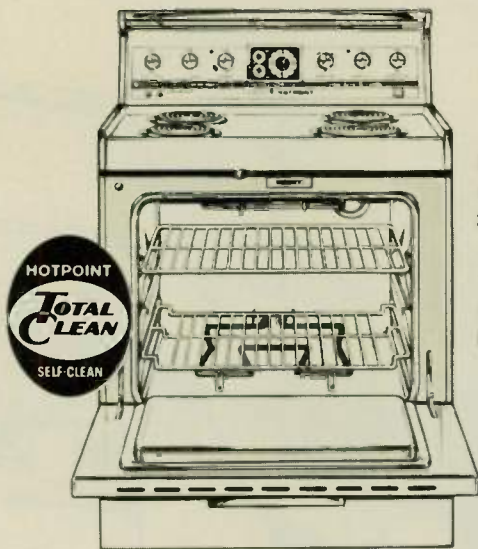
New Self-Clean Ovens.

Now, an expanded line of three Self-Clean models joins the Hotpoint family of Total-Clean Ranges. Every one features an extra-large, 23"-wide Self-Clean Oven. It's easy to operate (and to demonstrate).

And since they belong to the Total-Clean family, they've all got removable drip pans and trim rings, removable control knobs, removable

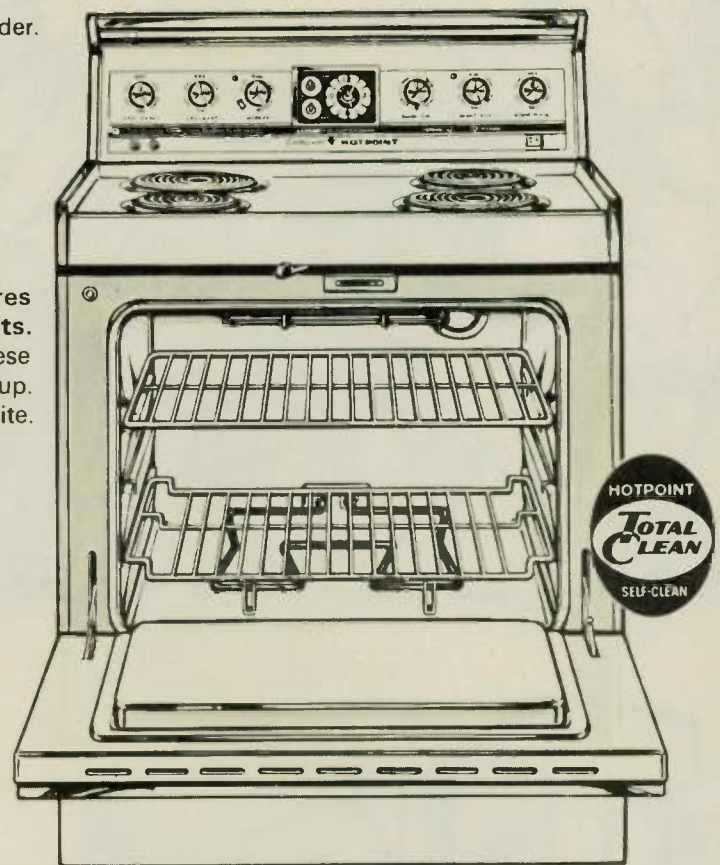
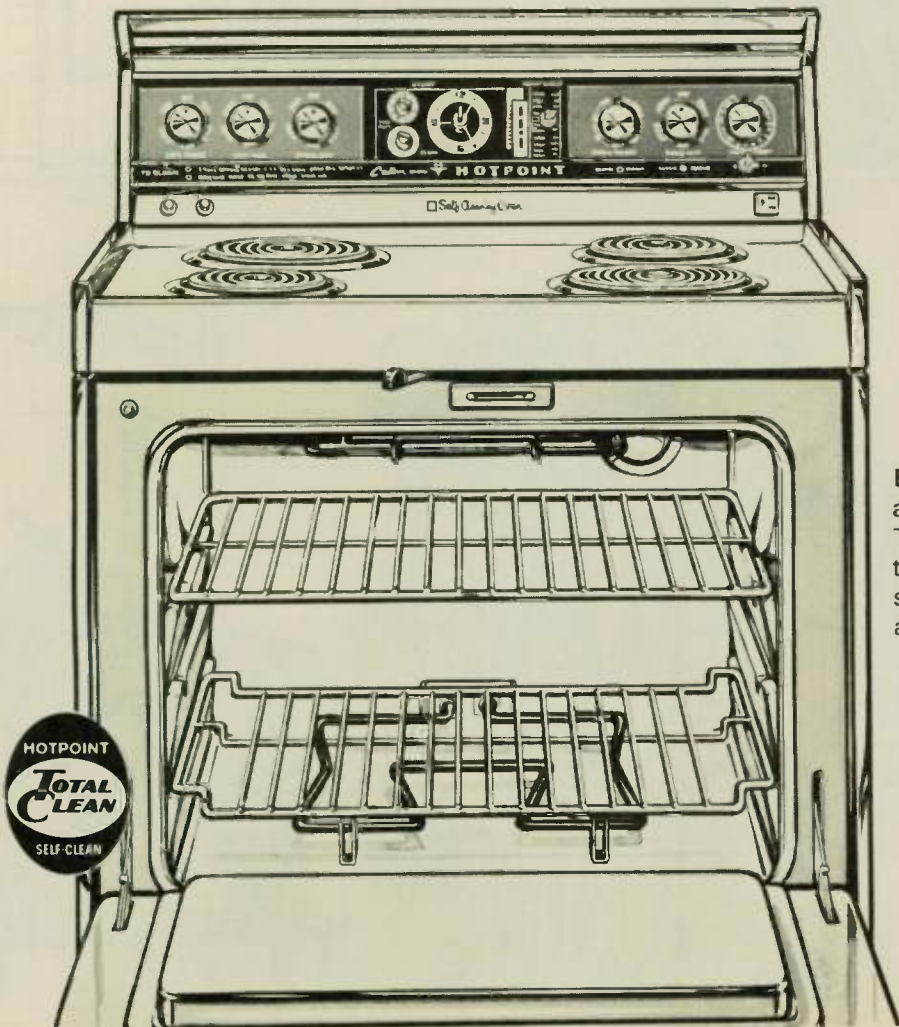
storage drawer, and recessed cooktop. Infinite heat control and fast heating Calrod® Units are also featured in this entire line.

So why not add the Self-Clean line to your Total-Clean lines of porcelain-ovens and Teflon®-ovens. There's one in every price bracket with the cleanability to clean up in sales. Call your Hotpoint distributor.



New valued-priced model makes the luxury of Self-Clean almost a necessity. Has all the standard Total-Clean features and a baked-on porcelain finish. Truly a value leader. Model RB740 in Coppertone, Avocado, White.

This one adds customer-tempting features like two 8" Calrod units. High-Speed for greater cooking flexibility. These features and many more make this one a real easy step-up. Model RB745 in Coppertone, Avocado, White.



Even more luxury, like a Rota-Grill Rotisserie and Automatic Roast-Right Meat Thermometer. The Rota-Grill automatically turns and bastes meat. And the Roast-Right cooks meat just right, holding it at serving temperature. This one's got everything going for it—and for you! Model RB790 in Coppertone, Avocado, White.

®Registered trademark for DuPont TFE finish.



See Hotpoint appliances sold this week on The Tonight Show, NBC-TV, starring Johnny Carson.

Hotpoint

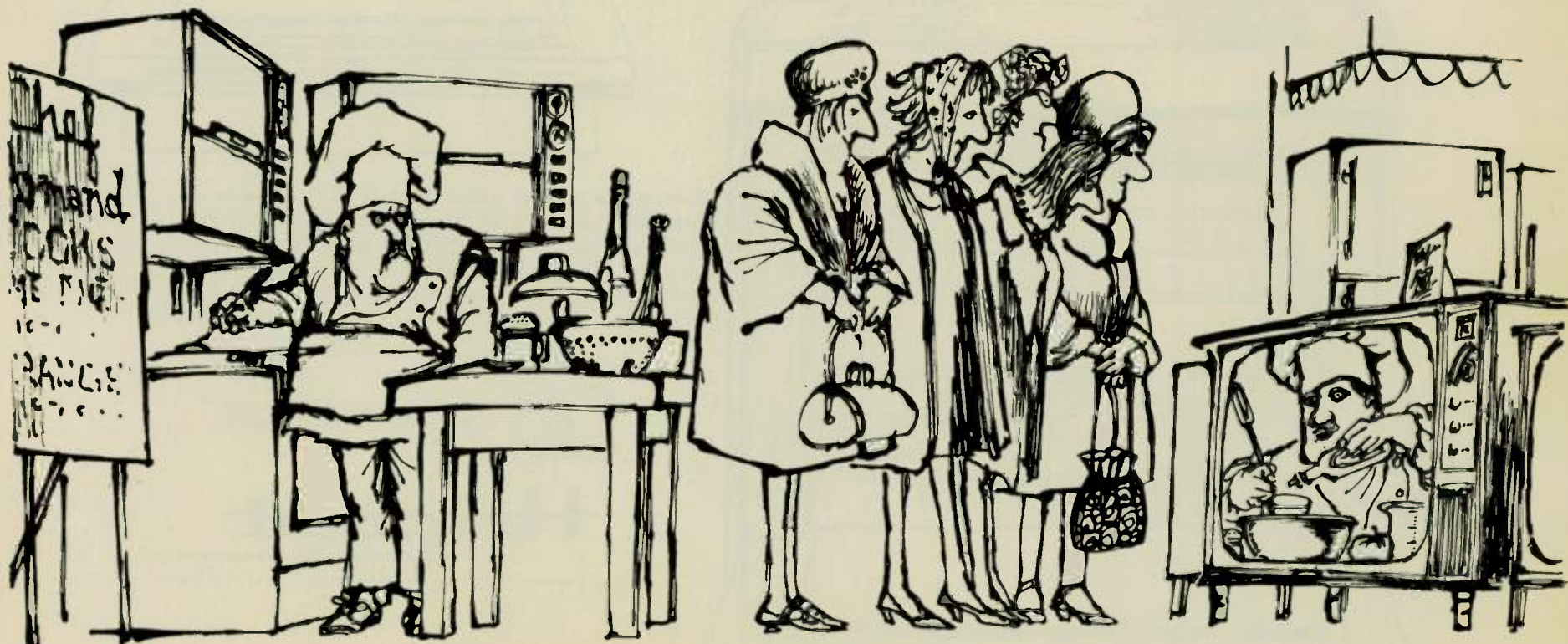
first with the features women want most

HOTPOINT • GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

Nodrigues looks at range promotions



*"No, sir! No cooking school this year.
 Last year I shelled out 300 bucks for a crackerjack chef
 and the only thing we sold was a chicken pie for 89 cents."*



The unfair advantage is here

COOK AND KEEP-WARM OVEN SYSTEM

In both ovens for precise control of time and temperature. Works automatically.

CLEAN-LOOK COOKTOP

Smooth, quick-wipe porcelain surface.

UNITIZED ENERGY SYSTEM

Replaces maze of pipes underneath. Sculptured porcelain here is as easy to clean as the cooktop.

THERMO-SET®

The burner-with-a-brain.

ULTRAMATIC SOLID STATE IGNITION SYSTEM

Lights burners, broiler and ovens without a standing pilot!

HUGE 24" OVEN

First time ever in a 36" range.

HOOD & EXHAUST SYSTEM

Filters air from both ovens and top of the range. No unpleasant kitchen odors. No condensation.

6 BURNER COOKING CAPACITY

STAINLESS STEEL UTENSIL SUPPORTS

ULTRA-RAY® BROILER

Caloric's patented infra-red broiler at comfortable waist level. Meats taste better with juicy char-broiled flavor. It's faster. Stays cleaner. Guaranteed for life.

ROTISSERIE.

AUTOMATIC MEAT PROBE

Gives exact degree of doneness.

HIDE-N-SEE WINDOW

A window only when the oven light is on.

FULL-WIDTH STORAGE DRAWER

(Aren't you glad you're a Caloric dealer?)

CALORIC®

CALORIC CORPORATION, TOPTON, PA. 19582
A SUBSIDIARY OF RAYTHEON COMPANY

TAPE PLAYER-RECORDER NEWS



The Tape Cartridge Forum: interest and registrations up

Registrations for the upcoming Tape Cartridge Forum are mounting. Of the total number of registrants to date, some 25% hold the position of president of their respective companies, with an additional 20% in the capacity of vice president or manager. Other

top echelon company executives will be attending the session.

For the retailer who is vitally interested in the expanding tape cartridge business, the upcoming Tape Cartridge Forum will provide nuggets of information to help him with this

burgeoning industry. For retailers who are about to step into the new and fascinating fields, the Tape Cartridge Forum will also prove invaluable as a source of information.

The Forum—co-sponsored by Merchandising Week and sister publication Billboard—will take place at the New York Hilton, in New York City, on Oct. 16-17.

In addition to top retailers advising other retailers on how to "cash in" on this new area of expanded sales (MW, 4 Sept., p.26), a highly knowledgeable line-up of distributors and manufacturers will be on the program to tell manufacturer, distributor, and retailer attendees, about their experiences in this dynamic industry.

Some of the speakers who are already on the schedule: Oscar T. Kusto, vice-president and general man-

ager, automatic division, Motorola Inc.; Earl Muntz, president, Muntz Stereo-Pak Inc., Van Nuys, Calif.; Frank Stanton, president, PlayTape Inc., New York, N.Y.; Larry Finley, president, International Tape Cartridge Corp., New York, N.Y.; Edward R. Hanson, technical commercial manager, high fidelity division, North American Philips Co. Inc., New York, N.Y.

The Forum is being organized by James O. Rice Associates Inc. Rice, who specializes in the fields of business education and executive training, has been employed by leading corporations 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. Tel. (area code 212) LW 4-0080.

we get carried away...

More and more customers are "dropping" into your store for portable TV.

We know — because we're specialists in portables, the TV that moves.

There's a Sharp model in every fast-selling category and a full profit on every fast-selling Sharp model (like our high-flying model TU-30P above).

Here's another good reason to get Sharp: no headaches! Sharp gets carried away — and never comes back.

the big move is to Sharp
because . . .

MODEL UP-8. Beautiful, deluxe 71 sq. in. TV—a great sales-stimulator.

MODEL YP-7. Handsome, luggage styled, portable. Big 119 sq. in. picture.

MODEL NP-11. Fast moving, deluxe —172 sq. in. portable.

SHARP ELECTRONICS CORPORATION, CARLSTADT, NEW JERSEY 07072. • U. S. SUBSIDIARY OF HAYAKAWA ELECTRIC COMPANY LTD. • In Canada: Import House of Canada, Scarborough, Ontario

NEW PRODUCTS



□□ **GE's first cassette—model G 3700**—is designed for the youth market. Offered in red-orange and beige on polystyrene, the battery-operated, solid-state player also operates on house current with an optional AC converter. Suggested retail price is \$27.95. (General Electric, Consumer Electronics Div., Bldg. 2, Electronics Park, Syracuse, N.Y. 13201)



□□ **A cassette-radio combination** is offered with Concord's F-200 Radio-corder. The solid-state, table-top unit houses the company's F-100 Sound Camera, which is detachable for portable use. Up to two hours of recording is available on a single cassette, and commercials can be eliminated by a remote-control switch. The F-200 has an AM-FM receiver and a mode switch for AM, FM, FM (AFC), and tape play. List is under \$150. (Concord Electronics Corp., Consumer Products Div., 1935 Armacost Ave., Los Angeles, Calif. 90025)

There's martial music in the air: systems battle for teen dollars

The battle for the teens and the teenyboppers is shaping up. The contenders: Pocket Disc records, cassettes, and PlayTape cartridges.

The recent introduction of Philco-Ford's Hip Pocket records (MW, 11 Sept., p.36) and current trends in cassette and PlayTape pricing are throwing into bold relief the competition to be first with the most inexpensive, most portable music for Young America.

Philco-Ford's records may not be winning the support of the record companies yet—and it is too early to say whether they will—but they are shortly going to receive competition from other home electronics manufacturers.

It is an open industry "secret" that GE has been working on new methods of music production for some time—and one of them has been the Pocket Disc music system. Industry reports are that a GE playback unit, designed to play GE's version of those tiny records in any position, will hit the market at under \$30 some time in the coming year.

Unlike the Philco-Ford unit, GE's will play only Pocket Discs—nothing larger—and those discs will be inserted into a slot in the machine for playing, rather than placed on top of a turntable. The records will sell at about 50¢ (Philco-Ford's are listed at 69¢), and it has not yet been decided whether they will be 45rpm or 33⅓rpm.

A Pocket Disc record player also will be available next year from Americom, the New York City firm that worked with GE on the development

of the system. Americom's unit will retail at \$24.95; its records will retail at 49¢.

The company will follow its first step into the consumer market with other units, including a Pocket Disc record player with automatic changing.

PlayTape-type cartridges will probably provide the Pocket Disc's keenest competition, because both depend on portability and low pricing for their appeal. But at \$1.49 for a 12-minute album, PlayTape will be hard put to compete on music pricing alone.

The least expensive PlayTape unit is listed at \$19.95, but Sears has been selling it at \$12.95. A Philadelphia Sears store has even pushed it at \$9.95. Pepsi-Cola soon will be promoting the unit at \$12.95, plus Pepsi Bottlecap liners. Importers, too, are bringing the price down.

Cassette units are heading down toward the teen market in price, but many record manufacturers insist that the cassette will never be a teen item. While the low price of some cassette players would seem to indicate the reverse, the high price of the cassettes themselves would not.

Importers like Peerless Telerad and North American Trading Corp., with their \$19.95 cassette players, are competing with PlayTape. And there is some talk that importers will be selling them at \$15 after Christmas.

Even blank cassettes, however, usually run at \$2.50. (although Lafayette Radio is selling them at \$1.35), and prerecorded music is still \$5.99.

For Westinghouse's delivery plan, the big test comes at Christmas

East Coast retailers handling the Westinghouse tv-stereo line are satisfied thus far with the company's new factory-to-dealer shipment program that is now in effect for the mid-Atlantic and New England regions.

Endorsement is qualified, however. Most retailers involved are waiting to see if Westinghouse can sustain prompt deliveries from its Edison (N.J.) factory through the Christmas season.

Retailers from Maine to Baltimore, in response to a Merchandising Week survey, expressed enthusiasm for the program; but several said they had not received enough shipments under the plan to form a strong opinion one way or another, although they liked the idea.

Comments from retailers: Bill Dunnett, of Dunnett, Inc., Bangor, Me., said, "So far, it has worked out very well. We have had no back orders and have received all merchandise ordered within the three-day period designated at the factory."

"We've been on the program since mid-August. I can't say that it has cut down on our warehousing; we're still keeping a full inventory, but some savings are involved, and we're taking full advantage."

For the Baltimore-Washington area, delivery can come overnight, according to Frank Smith, sales manager of Dafnis Furniture & Appliances, Inc., in Ar-

butus, Md., a suburb of Baltimore.

"When the merchandise is in stock, it comes through quickly—sometimes overnight," Smith said. But whether they can maintain the quick deliveries through Christmas is the question.

"We are anticipating our needs through the final quarter, and keeping our stock up. We don't want to run the risk of having some problem develop at the factory which could tie us up."

Comments from Westinghouse: Ken Thompson, sales manager of the Westinghouse Consumer Electronics Division, said, "What we're trying to do with this delivery plan is take advantage of our expanded facilities at Edison (MW, 18 Sept., p.3).

"We've got 14 acres of storage there, plus a complete line of every tv-stereo model. Many of our dealers, particularly small retailers, find it difficult to keep a balanced inventory of the line. We have the space now to warehouse for them, and we can deliver their orders within three days—in some cases in 24 hours. The program will offer savings for the retailer, who can cut warehousing costs with factory-paid shipments."

"As for Westinghouse," Thompson added, "this program will help us make a greater penetration in the East Coast market, which accounts for about 35% of the U. S. electronics business."

□□□□ Motorola drop-ins for its 1968 stereo line consist of four solid-state units, ranging from \$99.95 to \$269.95. The new units are designed for young marrieds between the ages of 25 and 35 years. The group leader, model PP218D, comes with two 6-inch by 9-inch speakers, and a high-impact polystyrene cabinet of beige and white. A step-up model, PP220D, comes at \$149.95 optional list. A solid-state FM-AM and FM-stereo radio comes with model



New Motorola stereo lists at \$99.95

SP221D, which is offered with a 4-speaker stereo sound system; at \$199.95, it has tape input jacks and a vinyl-clad metal cabinet. Completing the group is model SK22D, also with FM-AM and FM-stereo radio. The unit has pushbutton selectors, tape input and output jacks, remote speaker outputs and switches, and a Garrard changer.

□□□□ A thumbs down on dummy transistors is expected Oct. 4, when the Federal Trade Commission holds hearings on the question of non-operative transistors in radios. The Electronic Industries Assn. probably will support a proposed FTC ruling that numbering dummy transistors in advertising is illegal.

□□□□ The merger of Telex Corp. and Packard Bell has failed to materialize, and company spokesmen refuse to elaborate on termination of merger plans announced earlier this month (MW, 11 Sept., p.3). Robert E. Victor, vice president at Packard Bell, said his company will continue to seek acquisitions, but has no definite plans for further expansion at this time.

□□□□ Color tv saturation reached 20.2% as of July 1, according to NBC estimates. Color tv households totaled 11.3 million, with 11.6 million color sets in use: 66% ahead of July, 1966. NBC's figures reflect color tv's 1967 gains: on Jan. 1, color households accounted for 17.3% of all tv households; on Apr. 1, color had risen to 18.7%.

□□□□ Decca Records' first 8-track cartridge players for the home are: a deck attachment, at \$79.95; and a self-contained unit, at \$129.95. Both models include channel selector switches, channel indicator switches, solid-state amplifiers, and walnut-veneer casing.

□□□□ Color tv sales continued their climb during the week of Sept. 8, according to the EIA. Distributor sales totaled 126,173 units, up 24% from last year. B&w tv dropped 13%, home radios 20%, and portable phonos 29%.

□□□□ U.S. brand names are hard to find on radios, according to figures from the Electronic Industries Assn. Only 39% of all table, clock, and portable radios sold in the U.S. in the first half of 1967 carried a U.S. brand name; only 24% of portable radios did. U.S. brand sales include both factory sales and imports. U.S.-brand clock-radios accounted for 90%, table radios for 62%. By product market, U.S.-brand phonos did 77%, tv did 93%, and tape recorders did 57.5% of all sales (1,064,690).

Here is a man who started from scratch three times, ran leased departments, split with his partner, just enjoyed a fine month (August) while discounters around him were noisily going out of business, and who says: "If a guy wants to do business today, he's got to get off his rear end. He's got to do everything conceivable to do business."

"I don't worry about the future except when I hear things like I hear about Frigidaire [his major appliance brand] starting to go into private brands—and that concerns me a little. As long as I have some area of profitability in the marketplace, I don't worry too much, because I think we know what to do."

Here are some of the things Pete Vrontikis learned along the road to today—and some of the highlights of his trip.

How he started twice

Vrontikis graduated from the University of Utah's school of business, as a marketing major, in 1949. "In those days, a graduate from the business school didn't have the opportunities you have today. The dean of the school told us, 'Some of you might be digging ditches,' and this wasn't too encouraging."

The school did tell him about a Salt Lake City furniture dealer who wanted to open a Frigidaire appliance department and needed a man to run it. Vrontikis took Frigidaire's training course ("In those days, you really learned the product before they let you have the franchise.") and began work. "I was the department—buyer, salesman, janitor, everything. And we started from zero sales and built it up to deliver anywhere from \$15,000 to \$20,000 a month."

Vrontikis says he might still be in that furniture store selling Frigidaire had it not been for a dispute over commissions. Vrontikis felt he was being treated unfairly and left.

"As soon as I left the furniture store I decided to go into business—with or without my older brother, Nick. As luck would have it, he was working for a competitor up the street, so both of us had previous experience in appliances. We opened our store in 1950, and, although things were slow for a while, they picked up after the first year."

What really put the Vrontikis brothers in business was their sale on tv sets in the fall of 1951.

A distributor with an inventory problem came to the brothers with 1,000 tv sets and a proposition. The brothers asked for the whole inventory, enough advertising money to move it—and the distributor's salesman and delivery trucks.

They broke with their first ad just before the World Series—and sold 400 sets the first week.

As time went by and sales grew, they were bitten by the expansion bug. "We started in an old grocery store, and the best thing about it was the location. We should have bulldozed the old building down and put a parking lot in front. Instead, we went into expansion after expansion."

They bought a furniture store just down the street, so that, between the two stores, there was one little piece of land—which lay in the way of building one large store.

"We figured if we could just get into one large, suitable location, our expansion problems would be over."



Pete Vrontikis: a smaller dealer coming on strong

Instead, they picked up two leases in Thrift City Discount stores.

The Thrift City experience was not a happy one. The stores had 29 leases—29 departments, 29 bosses ("The poor manager was just a figurehead.")

Vrontikis says that his department was virtually the only one that carried national brands, that his and the automotive department were the only two that did any advertising, and that lack of cooperation between departments extended even to cashing customer's checks. A department would not cash one large check for a customer, but forced her to write a separate check in every department she shopped. These (and other) inconveniences were not all, however.

"We started checking Thrift City against the other discount stores in the market," Vrontikis says. "We had the manager pick 10 items." Thrift City was 20% higher.

If the differential had been 2%, Vrontikis stated, the average customer would not have known the difference. But 20% was too much. "Their sales kept dipping and dipping and dipping." They finally closed last month, two years after the Vrontikis brothers had terminated their leases.

Shortly after pulling out of Thrift City, the brothers also split up their partnership. It had foundered over basic questions of the way the business should be run, and, while it could have gone either way, Nick bought out Pete. And Pete, for the third time, started a business.

How he started again

"When I split with Nick, I knew I was going next door. I regretted that we would have the same name, and yet I thought that if I changed it to something like 'ABC Appliances,' it would sound like a new firm coming into town. And in the years that I've been in the business, I've developed quite a following—people ask for Pete Vrontikis. So I said to myself that the most logical thing to use was 'Pete Vrontikis & Son.'"

The "Son" part of this arrangement is 12-year-old Mark, who is a 12-year-old spellbinder. Neat, intelligent, and posed, Mark can talk with an adult stranger without apparent strain. Mark not only sells and writes contracts in the store, he also does commercials on television.

"We have teachers come in and say, 'I'd like Mark to wait on me.' He's absolutely fascinating to older people who watch him work."

Vrontikis says that when Mark walks downtown, strangers obviously recognize him. "And what does this mean? It means that we have been able to differentiate between our store and the other Vrontikis store. It has also given Mark an opportunity seldom given a child his age."

Vrontikis feels that any damage that possibly might be done to Mark by working at his tender age is more than offset by what he is learning. "I was working when I was his age, and I don't regret it today. What I learned waiting on people in a produce booth you couldn't learn in four years of college."

Mark is paid on commission like the other salesmen, and is building quite a college fund. Vrontikis realizes that Mark may turn his back on the appliance business—"But at least I've exposed him to it."

The business that Vrontikis has exposed his son to will do between \$400,000 and \$500,000 in sales this year. The major lines are Frigidaire, Zenith, and Philco. It is located in a three-story building which has about 3,600 square feet. There are two salesmen, a bookkeeper, and two delivery men, besides Vrontikis and Mark, who sell, and Vrontikis' wife, Athena, who helps in the office.

Before too long, Vrontikis hopes to have his oldest daughter, 14-year-old Sophie, come to work as his secretary. The two younger girls, ages 6 and 7, will have to wait a while for something to open up.

"At least I have an opportunity to be with them," Vrontikis says. "An appliance store is very demanding of

the owner's time. He just naturally is going to sacrifice his family. There are dealers I know whose families have been broken up because of the demands of time. Our business is a family business, and we're happy. We like what we're doing, and we see that it is progressing and profitable."

How he survives now

How is it that, in August, when two Salt Lake City discount stores folded and other dealers in the market were griping about business, Vrontikis had an excellent month?

"I can't explain it," Vrontikis answered, "except to say that we try to do everything right. We may not do it right, but we try."

Example: Pete Vrontikis & Son tied in with Frigidaire's Pepsi promotion earlier this year. After the promotion, they kept the Pepsi machine. Now when a prospect comes into the store on a hot day, the first thing a salesman will do is go over to the machine, open a Pepsi, and give it to her. It makes the customer feel welcome and keeps her in the store.

Example: The store sells a hair dryer, on which there is no profit to speak of. However, Pete Vrontikis has taught his salesmen to double-team a hair dryer customer in order to try for a color tv sale. While she is waiting for one salesman to return from the stockroom with her hair dryer, the other salesman takes her on a tour of the store, all the while gently qualifying her for the pitch he delivers when they wind up the tour in front of the color sets. "We make a sale around 10% of the time."

Example: When a customer has a service problem, she calls Pete Vrontikis & Son—and then the store dispatches the appropriate service company. "This accomplishes two things. It identifies the store as the service representative, and it helps us keep track of the service company."

Example: "At the end of each closing day, I have a list of the sales tickets so we know we have accounted for all of them. We have a cash control that tells us how much cash was rung up; we take a tape off the register and check it against the control. We get a sales report that tells us how much was done that day and the monthly cumulative—as well as a monthly cumulative on gross profit."

Wider responsibilities

If Vrontikis had not taken charge, there probably would not now be a NARDA Western Retail Management Seminar. "Why do I give it the time? It all started when I was elected to NARDA's board of directors, and my assignment, frankly, was to set up a school out here. I considered it my responsibility."

The indication of how well he has discharged his responsibility is the success of the past three schools.

"I have been dedicated to NARDA primarily for the education, because, while I am trying to help people learn, I am also trying to learn myself. There is, of course, a selfish motive: recognition. I don't hope to make any revolutionary changes in the organization, but I do think that it has benefited from any contribution I have been able to make. And I do believe that the industry is better because of what I have been able to do."

He is right. —Wallis E. Wood

ONLY WESTINGHOUSE GIVES YOU NEW ON-SCREEN TUNING— THE FOOLPROOF WAY TO FINE TUNE COLOR TV.

YOU GET SOUND, PICTURE AND FINE TUNING IN TEN SECONDS FLAT.

While other sets take as much as 40 seconds to warm up, Westinghouse Instant-On® Color TV is ready to sell when you are.

In ten seconds flat.

First the sound comes on. As soon as you turn the set on. Then the picture follows in 6 seconds. All that's left is the fine tuning. And that takes 4 seconds.

New Exclusive On-Screen Tuning Bar*

Just press the Tuning Bar on the front of the set. When a black bar appears on the screen, you know you're tuned in on the strongest signal the station is sending out. Press the Tuning Bar again and the black bar disappears.

*Patent applied for.



However, if you're not tuned in properly, and two bars appear on the screen, simply turn the fine tuning knob until the bars come together to make one solid bar. Press the On-Screen Tuning Bar control again and you'll be watching a perfect color picture.

Total time elapsed: 10 seconds.



Instant Color Fidelity

Even then Westinghouse Color TV doesn't stop selling. The easiest set to tune gives you the purest color to watch. Thanks to Westinghouse Instant Color Fidelity, blues never turn green, greens never yellow. Even black-and-whites stay that way.

And with our Automatic Degausser, any magnetism caused by household appliances or other sources is automatically cancelled. There's no need for a service call to make adjustments.

Looks just as good off as on

Westinghouse Color Television looks like fine furniture because we make it like fine furniture. In pecan, fruitwood, walnut or maple. Each piece rubbed by hand till it reaches the warm, rich finish that good woods deserve.

Ask your local Westinghouse distributor for a demonstration of Westinghouse Instant-On Color TV, today. It only takes 10 seconds.



You can be sure if it's

Westinghouse

MAJOR APPLIANCE NEWS

□□□□ **Kelvinator has 35 new air conditioner models** for 1968, in eight series, at prices up about 2% over those for last year's units. New to the line is a builder series, which includes three models engineered for through-the-wall installation in multi-storied buildings and similar sites. Also new is a sliding-window unit, the 6,000Btu-capacity Spacette, available in two 24-inch models. The fronts of all models have been redesigned for 1968, with finishes in either dark beige baked enamel or vinyl coverings with the look of burl walnut. Grilles have similarly been redesigned, and deluxe models feature new concealed control panels. A new circulation system in the 1968 line provides improved room cooling with an automatic motor-driven air pump. Nine of the new models—which include two whole-house "Giant" units and nine new Custom Deluxe air conditioners—feature a heating cycle in addition to cooling.

□□□□ **Look for more Westinghouse price hikes**, as the company continues to introduce its appliance lines to dealers during the rest of the year. Westinghouse already has raised air conditioner prices, but a spokesman for the company says that additional price increases are imminent, as a direct result of increasing labor and materials costs at the manufacturer level.

□□□□ **The Frigidaire dispute is over**—at least at the local level in Dayton, Ohio (MW, 18 Sep., p.5). Members of the striking Local 801 of the International Union of Electrical Workers (IUEW) voted on Tuesday afternoon to return to their jobs, despite the fact that they will continue to work without a formal contract. All local issues have been settled, said a company spokesman, referring to some 52 demands made by the Local, and employees have been assured that they will work under the same benefit program shared by workers in 139 other General Motors divisional plants across the country. The other plants are still working without a contract. Members of the local are now engaged in negotiation at a national level to formulate a new contract.

□□□□ **Gas appliance shipments rose again in August**, up over 1966 figures for the second consecutive month. August range totals were 181,400 units: up 4.7% over the 173,200 units shipped in the comparable period last year, 29.7% better than the July, 1967 total of 139,900 units. High-oven ranges were the big contributor to the new gains: up 29.8% over August, 1966.

□□□□ **Harlem appliance merchants have been warned** by the New York City Department of Markets, and the consumer education division of the Massive Economic Neighborhood Development Inc. (MEND). Between 20 and 30 stores have been cited for violating the law with misleading advertising or failure to indicate prices. More than half of the violations involved failure of the merchants to show product prices on or near the item. Conviction carries a \$100 fine.

□□□□ **The strike against White Front has ended** with the approval of a new 5-year pact by about 2,000 striking retail clerks. Satisfied with the agreement—which includes a 62.5¢ raise—the clerks have returned to their jobs after 48 days of striking the 13 White Front stores affected, all in Southern California.

Selling plastics for the home: a new consumer awareness plan

Mention plastics to most consumers and, rumors of an impending materials revolution notwithstanding, you're still conjuring up images of products of the use-it-once-and-throw-it-away variety. Fine, for some items; but deadly for big-ticket home goods.

The negative consumer attitude toward plastics in home goods has prompted Borg-Warner's Marbon Chemical Division—a sister-subdivision of Norge—to launch a public-awareness program of its own Cylolac brand thermoplastic, which could have a favorable effect on the over-all image of new plastics applications.

But, charity does begin at home, and Marbon has a number of all-plastic products—including a prototype refrigerator introduced to various manufacturers last month. But Marbon knows it cannot be successfully marketed until the material shakes its "disposable" connotation. The fact that Cylolac and similar thermoplastics are widely used in telephones, small household appliances, luggage, sporting goods, and automotive components has not been a sufficient lure to draw manufacturers and retailers of major appliances onto the plastic bandwagon. And, until consumer attitudes change radically, it won't be.

Hence, Marbon's program: a result of various surveys and samplings con-

ducted by the company, and the "first attempt by a plastics manufacturer to spell out the advantages of its materials to the general public."

In announcing the program last week, Jack L. Shafer, Marbon's vice president of sales, explained that the advertising part of the new campaign will begin with a 7-page, full-color insert in the Oct. 6 issue of *Time* magazine. The insert will highlight the present uses of Cylolac, and introduce some of the anticipated uses for the material: major appliances, complete sports car bodies, entire boat hulls, and recreational camper units. Following the insert, single-page ads will appear in *Time* throughout the year.

Marbon will also advertise in shelter magazines and design publications, in addition to its normal trade advertising efforts. Tv ads may also be included.

In addition to space advertising, the program will include "blitz teams," for direct manufacturer contact to develop further consumer awareness, and to provide point-of-purchase assistance.

Retailers want to know more about plastics, "so they can communicate this information to their customers," said Shafer, and they will be provided with hand tags, labels, displays—a Marbon offer to manufacturers—to explain advantages of plastic products.

Franklin: who gets the business?

The Studebaker Corp.'s announcement last week that it plans to sell its Franklin Appliance Division leaves one big question: To whom?

As one manufacturer put it, it's not a seller's market, what with labor and materials costs forcing even the industry's big guns into profit appraisals. But, Studebaker says that it is presently negotiating with "several prospective purchasers" of the Minneapolis-based division, which has made appliances for Montgomery Ward, Western Auto, AMC, and Fedders.

The planned sale of Franklin, explains parent-company president Byers A. Burlingame, follows the Studebaker policy of moving out of the consumer goods area and diversifying into other products. As a result of the recent

acquisition of Wagner Electric Corp., Studebaker is now chiefly concerned with automotive products and the electrical-electronic industries. In addition, the company plans a November merger with the Worthington Corp., which supplies components for electrical products, and large-scale air conditioning and heating systems.

As Burlingame further explained the move, the planned sale is in the interest of "allocating financial and managerial resources to those divisions offering the best potential in profits and growth."

Franklin presently employs 2,400 workers in five plants: one in Minneapolis, two in Iowa, and two in Ontario, Canada. Freezers, refrigerators, ranges, and laundry units are produced.

AIKD: kitchen planning brush-up

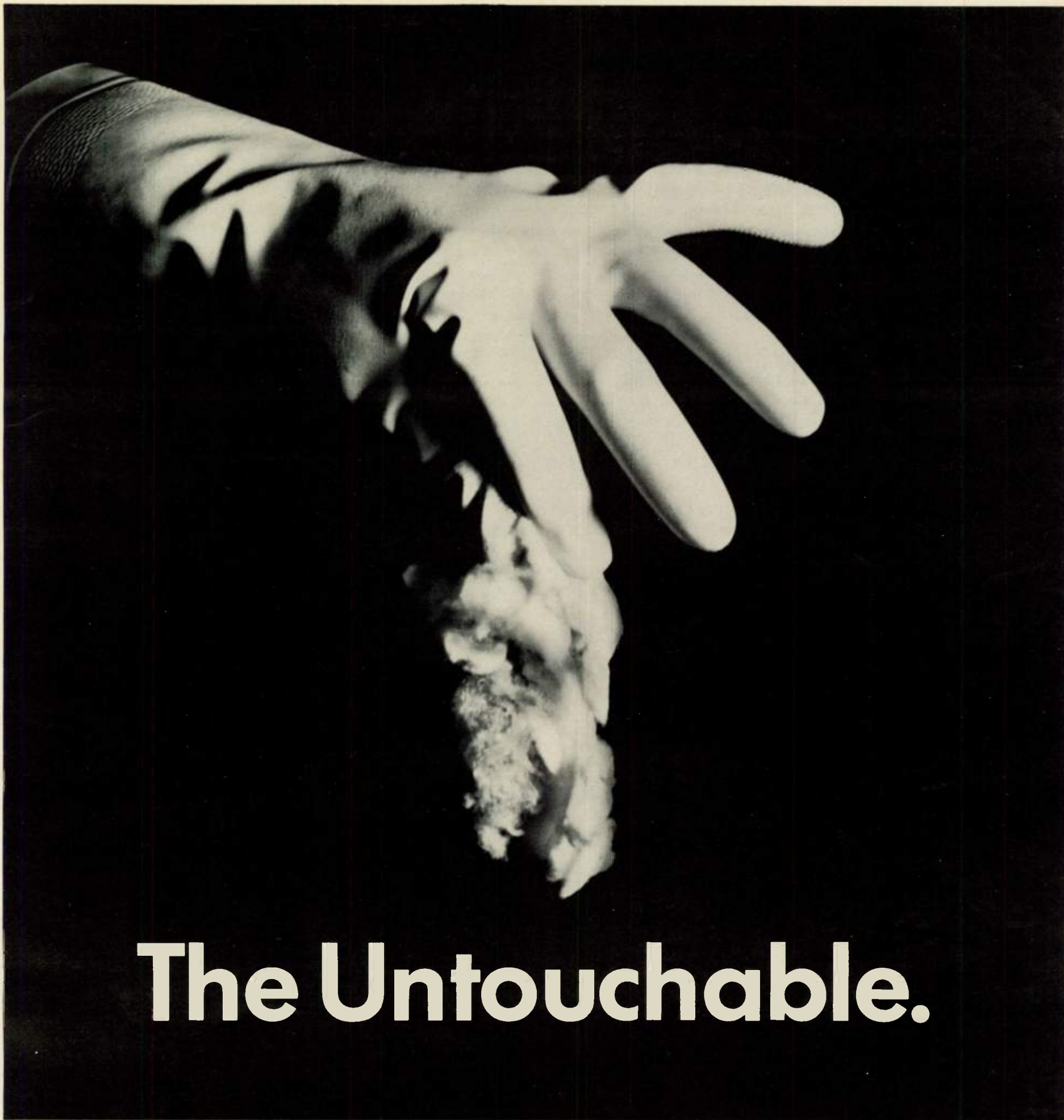
The American Institute of Kitchen Dealers (AIKD) opens the first of two identical kitchen planning schools in New York City, to give experienced kitchen planners an opportunity to brush up on recent business developments—including appliance advances such as the self-cleaning oven.

The four-day training school opens with a three-hour seminar on operating principles and design developments in today's kitchen appliances. The Assn. of Home Appliance Manufacturers' Bill Comstock will lead discussion of self-cleaners, micro-wave ovens, laundry equipment with permanent press features, solid-surface ranges, and new side-by-side refrigerators.

Various manufacturers will participate in and lead the sessions, which will be conducted again for Chicago-area kitchen dealers, Oct. 16-20.

"These sessions are an extension of the basic curriculum presented during the spring sessions," explained Leon A. Scarf, co-chairman of the AIKD Education committee, "and they are designed to offer the industry a more rounded-out program. We hope to continue holding two sessions annually: a basic course, and the advanced."

Among the other areas for discussion: store lighting, materials developments, basic designs, advertising, interpretative drawing of kitchen plans, manpower, customer motivations.



The Untouchable.

YOU NEVER SEE OR TOUCH MESSY LINT. OUR FILTER GETS RID OF IT AUTOMATICALLY.



Model LSA 670

Most lint filters are a mess.

Sure, others filter lint out of the water. Until a great big gob is collected. Then the housewife has to reach in and clean it out.

She never needs to lay a hand on Whirlpool's MAGIC CLEAN® filter. In fact, we build it in where she can't even see it . . . because it takes care of cleaning itself automatically!

Throughout the wash and rinse cycles, lint is trapped as water runs continuously through the filter. Then during draining,

the water flow is reversed in the filter. This reverse action flushes the lint away . . . down the drain.

Yes, even the filter in our automatics is automatic! Just one of many little conveniences that add up to a big advantage on the sales floor.

As you hear again and again . . . it's easier to sell Whirlpool than sell against it.


CORPORATION

MAJOR APPLIANCE NEWS

□□□□ A rust-proof room air conditioner has been added to Emerson's Quiet Kool line, along with 28 other models priced from \$99.95 to \$329.95. Leading off with the under-\$100 Super Kom-Pact, the line includes seven low-to-medium priced units with new positive rustproof protection that eliminates the use of steel at the back of the air conditioner, where rust and deterioration usually take place. Emerson has developed a glass fiber base and bulkhead, coupled with an outside aluminum cabinet, to replace conventional steel backing. Also newly available from Emerson is a 14,000Btu addition to the Fresh Aire series, which operates on regular 115v outlets. The six Fresh Aire models feature an inside oscillating device—called Air Wave—that continuously moves air from left to right, circulating it to every corner of the room, eliminating "cold pockets" and "hot spots." The Emerson line includes units for double-hung, through-the-wall, and case-ment installation, as well as those for conventional types of installations.

□□□□ Hotpoint adds three built-in self-cleaners to its range line: all custom-crafted wall units in regular 24-inch widths. The new deluxe model features such extras as the Rota-Grill Rotisserie, which the company says cooks meat up to one-third faster than conventional roasting, and the Roast Right meat thermometer, which allows pre-selection of desired meat temperature. All three models are equipped with an oven timing clock that can be set

to light the oven automatically and turn it off after the meal is cooked. The two top-priced models feature windowed oven doors, eye-level control panels, adjustable sliding shelves, and a pre-heat cycling light. Control dials on all models are removable for easy cleaning. A self-contained oven vent on all models eliminates the need for outside venting. Oven interiors are finished with baked-on porcelain enamel for extra-long service.

□□□□ A new 10-manufacturer service plan has been instituted as a result of action by the Manufacturer Relations Committee of the Appliance Parts Distributors Assn. Inc. (APDA). After a seven-manufacturer tour and study, the committee recommended microfilming parts catalogs now used by the 10 participating manufacturers. Readers are being developed for field service trucks, which will put parts and service information right at the point of the service call. As a further result of the manufacturer study—conducted at Kelvinator, Gibson, Norge, Westinghouse, Tappan, Blackstone, and Easy—the APDA has decided that extended warranties are actually hurting customer service, and that a return to "realistic warranty" plans is advisable, rather than continuing paid parts programs that add to consumer cost of purchase.

□□□□ A new Amana distributor for Washington, D.C. and a 12-county surrounding area has been appointed: Douglas Distributing Corp., 3521 "V" St., N.E.

Whirlpool adds a self-cleaner and more price hikes for 1968

Self-cleaning ovens—three of them—and a new price line—up from 1% to 3%—highlight Whirlpool's new 1968 major appliances, which are now being introduced to dealers at a Palm Springs, Calif., showing.

The self-cleaners, within an all-new, 11-model electric range line, are the company's first such units. Priced at \$269.95, \$339.95, and \$369.95, they are all free-standing units, with 30-inch widths on the two lower-priced models, and a 40-inch width on the top-of-the-line model.

The medium- and high-end-priced models are identically featured, with infinite heat controls, new backguard styling, lighted cooktop, and three-in-one, 2,700w surface unit. All three models provide an automatic meal-timer clock that turns the oven on and off at pre-selected times.

The self-cleaning feature, which can be used only when the oven door is securely closed and an electric locking mechanism has been triggered, heats the oven to a maximum of 875 degrees. Total cleaning cycle time runs from 2½ to 3½ hours, depending on pre-set light or heavy soil cleaning.

On the rest of the new appliances, Whirlpool has instituted price increases of 1% to 3% on selected models, excluding laundry equipment. Laundry prices were raised similarly with the line's introduction in May, following some general increases made the previous fall on other products.

Although no across-the-board increases are anticipated for Whirlpool appliances, explained group vice president Jack D. Sparks, in announcing



Whirlpool's first self-cleaning oven



A new decorator laundry addition



The three-door Twin Connoisseur

the adjustments, the company is maintaining its studies of present cost-rise conditions.

Other new products include: eight regular electric ranges; six 30-inch additions to the gas range line; and 15 new refrigerators, in capacities ranging from 10-cu.-ft. to two 21.2-cu.-ft. side-by-side Connoisseur Twin models.

The Connoisseur Twin models, four units in two sizes, are available in 19.4-cu.-ft. and 21.2-cu.-ft. capacities, all with the no-frost feature, cantilever shelves, easy-rolling wheels, and 4-way changeable door openings. All are available in edged copper, edged avocado, and white. Top-of-the-line Mark models are also available in edged sapphire blue, and are equipped with door frames for installation of decorator panels.

New-to-the-line cabinet models in-

clude an 18-cu.-ft., French-styled 3-door refrigerator in a 32-inch cabinet. The unit has two center-opening doors, with a 182-lb. capacity bottom-mount freezer. All doors will have factory-installed fruitwood paneling as standard decor; paneling will be interchangeable.

The remainder of the refrigerator line includes seven top-mount freezer models from 12.3- to 16.6-cu.-ft.; one 14.1-cu.-ft. bottom-freezer model; the 15.4-cu.-ft. all-refrigerator; and a new 10-cu.-ft. single-door model.

With an eye on consumer protection, Whirlpool has styled a common safety ground apparatus for electrical components in all refrigeration units—new this year. In addition, all Twin Connoisseur models will carry a new 5-year spoilage guarantee on the freezer system, in addition to the regular 5-

year warranty on the sealed refrigeration system, and a one-year parts and labor warranty on the entire product.

A 14-model freezer line includes nine vertical and five chest units, with capacities ranging from 10-cu.-ft. to 27.7-cu.-ft. All freezers feature Whirlpool's new "floating quiet" rotary compressor system, and porcelain-enameled interiors.

New laundry equipment has been added to the line introduced in May: two automatic washers, two gas dryers, and two electric dryers. Both washers have up-to-14-lb. capacities, and all units, with the exception of one bottom-of-the-line washer, feature permanent press settings.

A restyled, three-model dehumidifier line has been introduced, varying in maximum moisture-removal capacities from 14 to 28 pints per day.

NORGE PRESENTS 68's NEWSIEST RANGES.

Total Teflon[®] cleanability in
New Norge Touch 'N Clean Ranges
—gas or electric—30" or 36" models



NEW! An oven you clean in the sink! Teflon-coated panels slip out in seconds, wash clean in a jiffy.

NEW! Two topsoil trays—Teflon coated! The largest of any range in the industry. Easy-to-clean pull-out trays catch grease and cook-top spillovers.

NEW! Better built, better bakin' oven. Engineered for uniform heat throughout. Indicator light signals when oven reaches the desired temperature. Includes fully adjustable porcelain broiler pan and grill, removable door, sta-cool door handle, wrap-around insulation.

NEW! Step top controls on gas ranges. Bring controls up-front, waist-high—yet out of sight of toddlers.

NEW! Modern styling with wood-grained back panel. Square corners, chrome end caps accent built-in look; recessed and raised edges prevent floor spills.

NEW! One-piece construction of surface top and back panel. No seams to catch dirt. Contour base cleans beautifully with damp sponge.

NEW! Full-length flip-top light hood. Lights up entire top surface. Lamp hood flips up for easy replacement of fluorescent lamp.

NEW! Convenience features from top to bottom. Automatic oven with a mind; automatic surface cooking with Meal Sentry; picture window oven; chrome burner bowls; clock and timer; concealed oven vent.



We're telling the whole range buyin' country about it on network television!

New full-color "Knock on any Norge" commercials will take the new Norge Touch 'N Clean ranges into the homes of your prospects over and over again! If you want in on the action, see what's cooking at your Norge distributor's. Now.

NORGE[®]

home appliances **BORG** **WARNER**[®]

NEW FROM SUNBEAM!

Two great new profit-builders to biggest dental hygiene line in

For the family with denture-wearers— NEW Sunbeam Whirlpool Action Denture Cleaner

50% of all your customers over 40 are looking for this.

Spins any cleaning solution over, around and under dentures
at 1800 revolutions per minute.

Cleans dentures in minutes . . . eliminates need to soak to
get them clean.

Reduces breakage and misalignment.

Double sales per family—double profits for you.

Full margin dealer cost
3 or more: \$12.27
Full margin retail: \$19.95



For the family that demands the ultimate in dental care— Sunbeam Controlled-Pressure Oral Jet Rinse

The fastest-growing appliance in the home dental
care industry.

Scientifically designed.

Shoots hundreds of tiny water spouts per second between
and around teeth.

Promoted by many dentists to be used in addition to brushing teeth.

Can mean double sales per family—double profits for you.

Full margin dealer cost
3 or more: \$18.77
Full margin retail: \$29.95

round out the the business!

Sunbeam

*built with integrity
backed by service*



For the larger family— Sunbeam's Model CT-7!

Powerful energy cell power handle.
Charges when stored in contemporary styled stand.
Brackets for wall mounting.
1800 up-and-down strokes a minute.
Comes in pink or blue with six brushes.

Full margin dealer cost
3 or more: \$13.27
Full margin retail: \$20.75

For the traveling family— Sunbeam's Model CT-8!

Detachable, portable charging unit for travel convenience.
Cordless power handle.
1800 up-and-down strokes a minute.
Covered wall-mounting kit is included.
Comes with 6 brush heads, in display carton.

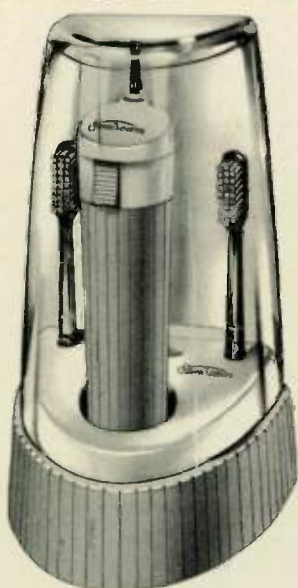
Full margin dealer cost
3 or more: \$14.44
Full margin retail: \$22.75



For the smaller family— Sunbeam's economy king model CT-3!

Cleans teeth, stimulates gums.
1800 powerful up-and-down strokes a minute.
Safe—cordless.
Comes with 2 brushes.

Full margin dealer cost
3 or more: \$12.12
Full margin retail: \$17.75



For the family that loves luxury—Model CT-10 Dental Hygiene Center!

Puts a handy clock in the bathroom, in a smart decorator charging cabinet.
1800 up-and-down strokes a minute.
Complete with 6 brush heads.

Full margin dealer cost
3 or more: \$22.30
Full margin retail: \$33.50



Special offer!

"TRUCKLOAD DEAL"
CORDLESS HYGIENIC
TOOTHBRUSH

FREE TRUCK
AND COUNTER
DISPLAY (\$9.95 VALUE)



Plus EXTRA SAVINGS ON 2 DOZEN REPLACEMENT TOOTHBRUSHES!

	Full Margin Dealer Cost
1 CT-3 Cordless Hygienic Toothbrush	\$12.12
1 CT-7 Pink	13.27
1 CT-7 Blue	13.27
1 CT-8	14.44
12-RTH Replacement Toothbrushes	5.52
12-RTH Replacement Toothbrushes	5.52
TOTAL	\$64.14
YOU CAN SAVE	SUGGESTED COST
\$4.04*	\$60.10
PLUS FREE TRUCK AND DISPLAY	
*Off Full Margin Dealer Cost	

PRICES SHOWN ONLY FOR TRADE CONVENIENCE AS A MARGIN GUIDE

□□□□ **McGraw-Edison enters the clock field** with its announced agreement to purchase Ingraham Co., of Bristol, Conn., for more than \$13.8 million in stock. McGraw-Edison, a sleeping giant in the housewares industry, moves closer to the GE-Sunbeam status with its purchase of the clock firm. With Ingraham as a division, only the floor care field will keep McGraw-Edison from being a single-line source. And in floor care, McGraw-Edison's Toastmaster division has been pursuing the market with portable and shop-type units.

The acquisition of Ingraham, one of the oldest of the Connecticut clock companies, provides one more example of the trend in the housewares industry that finds smaller companies being swallowed up by the giants.

□□□□ **Hamilton-Skotch enters the pre-assembled closet field** with the Coastwood line of closet units for home and institutional use. Designed with a custom, built-in look, the 200-lb. compression wood units can be assembled without the use of tools. The floor-to-ceiling units, which stand 7 ft., 10 inches and have adjustable valences that go up to 8 ft., 2 inches, are available in several models and finishes. They come outfitted with a clothes pole and two 18-inch drop-in shelves for hats and shoes. A 5-inch piece of foam inserted at the bottom corner of each panel molds itself over any size baseboard so that the closet's sides fit flush with the wall. Optional drawers and shelves are available.

Introduced at Macy's New York earlier this month and now being shipped to major stores throughout the U.S., the closets retail at \$120 for the 3-ft.-wide unpainted model, \$160 for the 3-ft.-wide vinyl-clad model. The 4-ft.-wide units have retail prices of \$140 (unpainted) and \$190 (vinyl-clad). Decorating kits are available to give the closets a French Provincial, Mediterranean, or Florentine look.

□□□□ **The number of home furnishings retail outlets** remained static in 1966 at about 97,130 units, according to a report by Audits & Surveys Inc., a marketing research firm. This figure includes household appliance stores, radio and tv stores, and music and record stores.

The number of full-line discount stores rose 18% to outpace all other types of retail outlets, according to the report. Full-line discount stores now total 2,600, compared to 2,200 in 1965. This sparks a jump in department stores of all types from 5,300 to 6,160 units. The survey also reaffirms the trend toward concentration of retail outlets in larger and fewer marketplaces.

□□□□ **Business Success Through the Arts** is the theme of a 3-day seminar scheduled by the American Management Assn. for Oct. 2-4 at the Americana Hotel, New York City. Sessions will cover the importance of the arts as they relate to manufacturers, retailers, and advertising; they will attempt to point out how the arts can be effectively used to reach the consumer and identify a particular product and service. Speakers include: Harry L. Bullock, vice president, marketing, Skil Corp.; John M. Gates, director of design, Corning Glass Works; William Snaith, president, Raymond Loewy/William Snaith Inc.; E.J. Davis, vp, Proctor-Silex; Carle R. Wunderlich, president, Aldens Inc.

□□□□ **Key Moves:** Randall Division of Textron Inc. names **Albert R. Said** president. . . Shetland names **Will Belote** as division sales mgr for the southern region.

Son-Chief's two-line approach to building a quality image

Can a broiler from Brooklyn find happiness in Winsted, Conn.? One year after the purchase of Black Angus by Son-Chief Electric Inc., that question is still being asked, as the Connecticut-based manufacturer settles down to the problems of steering the broiler-table appliance manufacturer's name and products into a new nationally recognized image. And with this comes the added challenge of corralling the parent company's Magic Maid line of small electrics into the same deluxe image.

"We've got a better base for building an image of quality with the Black Angus line than with Magic Maid. Son-Chief is 50-plus years old, but when you haven't done any national advertising, it's always a battle to get yourself known to the consumer.

"With Black Angus, we feel we've got a better—at least a more well-known vehicle—to move into a brand name. It beats me why people know the name so well; maybe it's the connotation. We like to think of Black Angus as the Cadillac of broiler lines," says Doug Reid, Son-Chief vice president, in explaining the philosophy behind some of the changes that have already been made and that will be made in the handling of Magic Maid and Black Angus in a two-line merchandising approach.

Opening new avenues

In the year since production facilities were moved from Brooklyn, N.Y. and consolidated into the Son-Chief operation, Black Angus has been shorn of some of its top-of-the-line broilers. This end of the line, which also includes table appliances, currently counts five rotisseries and one broiler.

"Eventually," says Reid, "we'll have to drop in a good unit in the under-\$20 price category. But not yet."

Changing the image has also meant redesigning the Black Angus and Magic Maid logotypes. The Black Angus logo (shown) is now in black and white and features a steer's head that looks as though it might have been branded on.

The packaging for the Black Angus line has changed, too. "But only on the table appliances." Speaking about the new black-and-white boxes with a contemporary look, Reid says, "For the time being, the big things—the broilers—will have to remain in corrugated cartons. We'll worry about that a little later. I think that table appliances will open new avenues for us now, though." The black-and-white look can be tied to Black Angus' use of black Teflon to coat its waffle bakers, griddle, and skillet.

Son-Chief has made some modifications in Black Angus' patterns of distribution. Its sales forces have been merged into Son-Chief's in every sales territory except one. The goal is to



Doug Reid, Son-Chief vice president



The new Black Angus logo

plug up the holes in the distribution pattern, which is spotty in every area except New York City. While plans call for Magic Maid to remain a direct line, Black Angus is being offered as either a direct or a distributor line for the first time.

"We don't want to make it an entirely distributors' line—at least not yet," says Reid, "because we're afraid of getting lost in the back of the book. So we're trying to come up with a pricing structure for distributors that will make it profitable

for them. Before we purchased Black Angus, there was one price and that was it. Now, I'm trying to come up with something that will maintain the prices at retail and still let everyone make his profit. After all, you are tying up big money in merchandise like this," he says, referring to how more smaller dealers will be able to carry the line if it goes through a distributor.

Three points for profit

Reid's program is a three-pointed one. He hopes to move retails upward; move the retail to make it a profitable line; and, to make it possible for everyone—whether the line is taken on a direct or a distributor basis—to get his price, while maintaining the retail price.

Refunds and replacement policies for both lines have also undergone careful study since the merger. On the Black Angus line, table appliances will be replaced immediately under a one-year over-the-counter warranty, while broilers and rotisseries will be sent to service stations for repairs.

For a livelier Magic Maid

As part of Son-Chief's efforts to make Magic Maid come alive, the firm—one of the first to jump on the Teflon-for-electrics bandwagon, and a leader in the waffle-iron field—is offering consumers a one-year, over-the-counter replacement program as part of its effort to build the quality image.

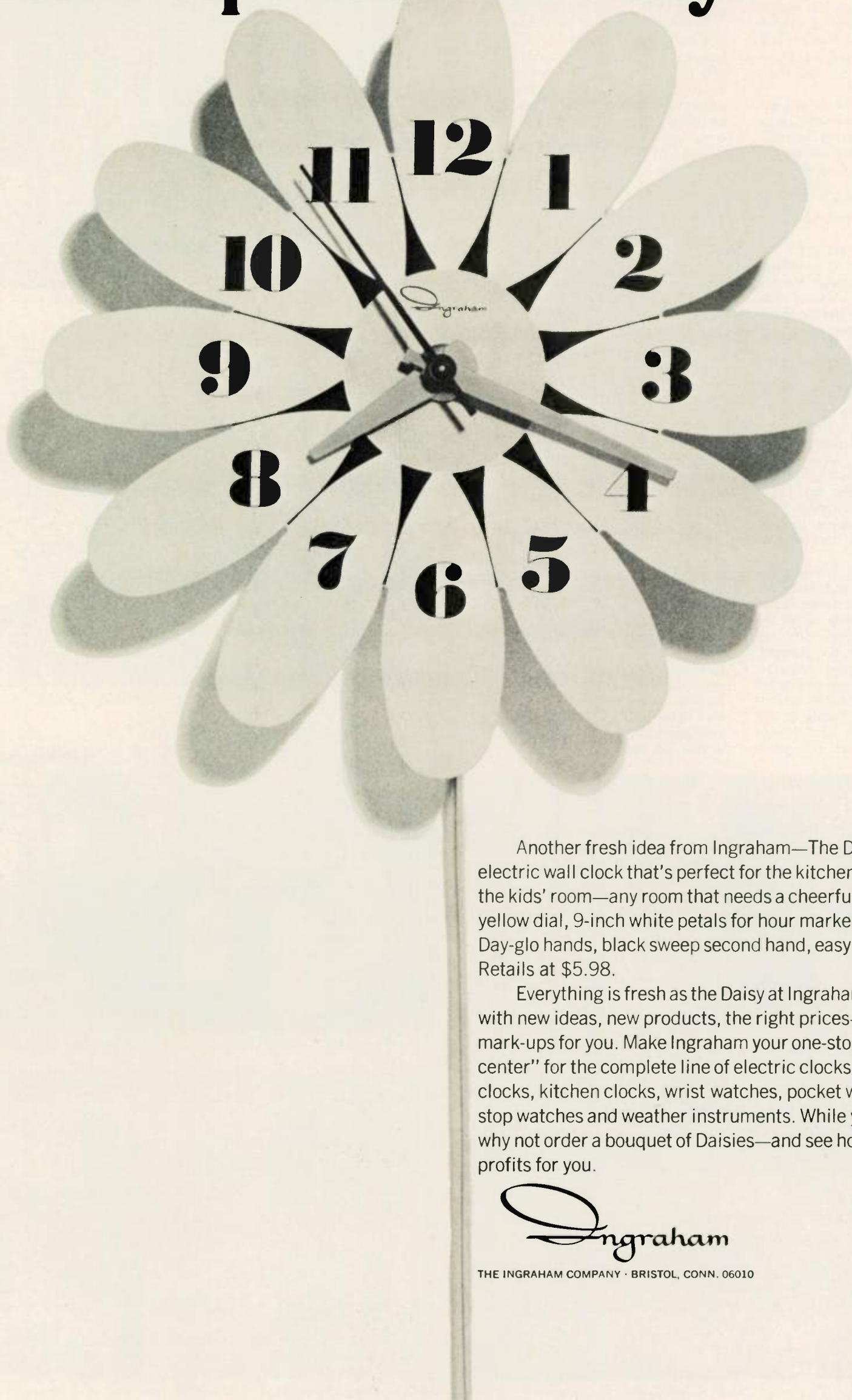
Quality is being stressed in all of Magic Maid's advertising. Son-Chief has revamped all of Magic Maid's advertising and has created a new logo.

"We're going to see what happens when we use a live girl rather than the Peter Pan caricature we've used to date," says Reid, talking about the new personality that's crept into trade ads and promotions for Magic Maid irons, wafflers, toasters, coffeemakers, griddles, and broilers.

"But, mostly," says Reid, summing up the program, "we're hoping that as we grow and expand and make these changes, Son-Chief will stand on its own and Black Angus will stand on its own as brands that have a quality image in everyone's mind."

—Irene Kanfer

That Spunky Young Company comes up with a Daisy.



Another fresh idea from Ingraham—The Daisy! A new electric wall clock that's perfect for the kitchen, the playroom, the kids' room—any room that needs a cheerful touch. Sunny yellow dial, 9-inch white petals for hour markers. Bright red Day-glo hands, black sweep second hand, easy to read numerals. Retail at \$5.98.

Everything is fresh as the Daisy at Ingraham, the company with new ideas, new products, the right prices—and higher mark-ups for you. Make Ingraham your one-stop "shopping center" for the complete line of electric clocks, alarms, decorator clocks, kitchen clocks, wrist watches, pocket watches, stop watches and weather instruments. While you're at it, why not order a bouquet of Daisies—and see how fast they grow profits for you.

Ingraham

THE INGRAHAM COMPANY • BRISTOL, CONN. 06010

Portrait of a package: a silent salesman awakens

It's what's up front that counts.

In this case, the "what" is housewares; the "up front" is the package. And the thing "that counts" is the increased sales resulting from the industry's turn to more creative, livelier packages that retailers are cashing in on to display and deliver product messages with style and flair.

This move is part of the housekeeping that housewares departments themselves are doing by increasing the number of shops, and by giving the departments a fashion image through more imaginative displays and promotions. This is going hand in hand with the move to self-service operations—especially for small electrics.

At Korvette's new Brooklyn (N. Y.) unit, for example, there is a definite trend to keep more electrics on the floor; at Christmas time, Macy's New York literally becomes an electric supermarket, with merchandise stored directly below electrics on display.

"Except in the very highest price ranges, the exclusive line has all but vanished," maintained Karl Fink, industrial designer, speaking before a recent NRMA forum on packaging.

"Simultaneously, the variety of items in a given category has increased, the cost of sales help has soared, and the availability of salespeople has plummeted. There is more to choose from and there are fewer people to help the customer make the choice. One answer is packaging.

"Good packaging and labeling can counteract the deadly anonymity of self-service merchandise. Good packaging and labeling can help dispel the confusion, loneliness—even fear—so typically experienced by the shopper.

Aware of this, housewares manufacturers are slowly sending the corrugated carton the way of automobile tailfins and teased hairdos. Replacing it are the giftables: the 2-, 3-, and 4-color cartons that not only identify the prod-

uct in the stockroom and on the retail floor, but also lend themselves to display, to gift-giving, and reduce the chances of breakage and pilferage.

Cookware manufacturers have been especially active in this area. Regal's new 4-color package generated considerable attention at the Housewares Show, as did Ekco's pazzzy packaging for its gadgets. Both Enterprise Aluminum and West Bend have gone all out to come up with packages to convey the message of their green-hued cookware.

Personal care products—and the need they've created to establish a beauty image for housewares—have also prompted manufacturers to come up with "beautiful boxes." Schick's 4-color package for its Lady Schick Facial features a braided, plastic carrying handle that says a clear complexion can be had anywhere. And Ronson's package for its Swingette mini-hair dryer leaves no doubt as to the market it is aiming at.

Sunbeam, too, grooms its personal care line with 4-color cartons. "Because we want to convey a feeling of styling and good looks," explains Stanley M. Bohmbach, Sunbeam's vice president for sales.

Sunbeam also is giving the same consideration to its clocks: a group of products retailers frequently leave unattended when it comes to effective displays. Sunbeam's new clock packages—in enough shapes and sizes to be stacked easily in eye-catching displays—use photos that do not show the product, but rather the setting where the product would be used.

Bohmbach also feels that mass display and mass merchandising can still show taste and style: "We are all aware that there is an upgrading in taste in this country: in art, in graphics, in product design. What we want to do," says Bohmbach, expressing an industry-wide point of view, "is design a package worthy of the product inside."



Stanley Roberts uses this flatware package to go after the gift business



Ekco goes Art Nouveau and makes something special of everyday gadgets



Ronson's award-winning package for its Can Do multiple-use can opener



Sunbeam piles on color: "You can't think yourself into a corrugated carton"



Colony House corrugated cookware carton gets dressed up

PROGRAM

THE 2ND NATIONAL TAPE CARTRIDGE FORUM

Sponsored by Billboard and Merchandising Week • New York Hilton Hotel, New York City, October 16-17, 1967

MONDAY, 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?
(Speaker to be Announced)
- Talk B The Experience to Date and Future Plans of the Automobile Manufacturer
Oscar T. Kusisto, Vice-President and General Manager
Motorola, Inc.
Franklin Park, Illinois
- Talk C The Development of Product and Promotional Programs for the Home Market
Jack Wayman, Staff Vice-President
Electronic Industries Association
Washington, D.C.

1:30 P.M. - 5:30 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?
Lee Zhito, Editor-in-Chief
Billboard Magazine
New York, New York
- Talk B Analyzing the Type and Amount of Equipment Sold and Their Outlets
Martin Miller, Editor
Merchandising Week
New York, New York
- Talk C The Potential in the European Market and Progress to Date
Graeme Andrews, Editor
Record Retailer
London, W.I., England

SESSION 3 HOW CAN A RETAILER PROFITABLY GET INTO THE TAPE CARTRIDGE BUSINESS?

- Talk A The Experience of a Record Retailer
Russ Solomon, President
Tower Records
Sacramento, California
- Talk B The Experience of an Appliance Retailer
Harold Wittler, President
H & H Service & Sales
New Castle, Indiana
- Talk C The Experience of an Auto Accessory Retailer
Murray Klein, Executive Administrator
AID Inc.
Woodside, L.I., New York

SESSION 4 SOME DISTRIBUTOR APPROACHES TO INCREASE SALES

- Talk A How the Distributor Can Diversify His Retail Outlets to Increase Sales
James Shipley, President
Main Line
Cleveland, Ohio
- Talk B Developing an Organized Stocking Plan for Retailers to Maximize Product Turnover
(Speaker to be Announced)
- Talk C Pinpointing Your Sales Effort Through Creating a Customized Catalogue vs. a Standard One
Irwin Jennis, President
J & J Corporation
Newark, New Jersey

SESSION 5 SALES OPPORTUNITIES IN THE BROADENING APPLICATIONS OF TAPE CARTRIDGES AND EQUIPMENT

- Talk A Its Use in Company Training Programs
Thomas F. Hatcher, Director of Experimentation and Innovation
The Equitable Life Assurance Society of the U.S.
New York, New York
- Talk B Its Use in Adult Language Instruction
Robert E. Livesey, President
Cortina-Institute for Language Study
New York, New York
- Talk C Its Use in Keeping Doctors Informed of Medical Advances
Claron L. Oakley, Vice-President and Editor
Audio Digest Foundation
Los Angeles, California

SESSION 6 CHARACTERISTICS AND DIFFERENCES AMONG MAJOR TAPE CARTRIDGE SYSTEMS—AN ENGINEERING EVALUATION FOR THE LAYMAN

- Talk A The Four Track System
Ralph E. Cousino, Director of Engineering
Orrtronics, Inc.
Toledo, Ohio

- Talk B The Eight Track System
Martin Ehrlich, Manager of Engineering
Lear Jet Industries, Inc.
Detroit, Michigan

- Talk C The Playtape System
Frank Stanton, President
Playtape, Incorporated
New York, New York

- Talk D The Cassette System
Edward R. Hanson, Technical Commercial Manager
North American Philips Company
New York, New York

TUESDAY, OCTOBER 17

8:30 A.M. - 12:30 P.M.

CONCURRENT SESSIONS

Each registrant will select three of the following five 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
Earl Muntz, President
Muntz Stereo Pak
Van Nuys, California

- Talk B Selling to the Boat Market
Harold Friedman, President
Harold Friedman Wholesale Co.
Miami, Florida

SESSION 8 GETTING GREATER MILEAGE IN SELLING AND DISPLAYING PRODUCT

- Talk A Training Retail and Distributor Salesmen to Sell Cartridges and Equipment More Effectively
Richard D. Hershey, Sales Training Supervisor-Electronics
Philco-Ford Corporation
Philadelphia, Pennsylvania
- Talk B Controlling Pilferage in the Retail Store and Its Impact on Product Merchandising
J. A. Sasch Rubinstein, Sales Manager
Calelectron Tape Division
Daly City, California

SESSION 9 MANAGERIAL CONSIDERATIONS IN LEGAL AND ENGINEERING ASPECTS OF TAPE CARTRIDGES

- Talk A The Critical Need to Know Music Copyright Dangers as Tape Use Expands
Albert Berman, Controller
Harry Fox, Agent and Trustee
New York, New York
- Talk B The Status in the Development of Standards and Compatibility for Equipment and Cartridges
(Speaker to be Announced)

SESSION 10 RUNNING AN INSTALLATION CENTER FOR AUTO EQUIPMENT WITH A RETAIL OPERATION

- Talk A Selecting a City Location and Key Factors in Minimizing Costs of Operation
Don Stromstad, President
Western Sound Corp.
Denver, Colorado
- Talk B Selecting a Suburban Location and Key Factors in Minimizing Costs of Operation
Marvin Talmatch, President
Stereomatic of Long Island
Floral Park, L.I., New York

SESSION 11 CREATING GREATER CONSUMER AWARENESS OF TAPE CARTRIDGE AND EQUIPMENT AT THE LOCAL LEVEL

- Talk A Promotional Approach at the Local Level to Arouse Consumer Interest
Larry Finley, President
International Tape Cartridge Corporation
New York, New York
- Talk B Developing Consumer Interest Through Door to Door Selling
Gerald C. Katcher, Secretary-Treasurer
Tape-Rac, Inc., and Universal Stereo Studios, Ltd.
Freeport, L.I., New York

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

SESSION 12 WHERE DO WE GO FROM HERE?

The final session will deal with some of the critical questions facing companies in the tape cartridge field in the months ahead. The registrants will be pre-assigned to round tables seating ten people per table. Everyone will be given an outline of questions. The men will select three of the questions. Under the guidance of a table leader, the men will exchange ideas, experiences, suggestions on ways to solve the questions. Here is a unique opportunity to learn from other executives the new practices that have been successful, to orient every person's thinking to the opportunities and pitfalls ahead, and to stimulate each registrant to seek ways to make his participation in the tape cartridge field a more profitable one.

REGISTRATION FEE: \$100 PER PERSON

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REGISTER NOW!!



Alan Heller with his line of cookware and pantryware.

A young designer styles a line: Bauhaus modern mixed with pzazz

When a young businessman with Horatio Alger spirit and an interest in pots, pans, and pantryware sets his sights on the normally conservative housewares business—something's bound to happen. And it did when youthful entrepreneur Alan Heller started showing the products that will come in boxes labelled Heller Designs, White Plains, N.Y.

"I don't want to get too big—only about 30% of the market," he says jokingly. More seriously, the market he talks about is the market he feels

closest to: the gourmet, young home-maker, swinging singles group with the dollars to spend and a concern for how things look.

Heller's goal, as he puts it, "is to provide well-designed housewares that can be sold at realistic prices for the consumer and still be profitable to the retailer carrying them. I want to translate the Dansk approach—the Bauhaus and the Scandinavian feelings—into products that can be appreciated on a mass level. I also hope to bring out items that will raise the taste level of the average consumer, not talk down to her . . . things that will be purchased not only as gifts, but for everyday, too.

"I don't think the housewares industry is fully aware of the consumer's willingness to accept good design—that Georg Jensen look, let's say. Housewares is, on the whole, an unprogressive, uncreative industry. Take the avocado trend—one person starts and everyone follows, so that, ultimately, the style and the significance of the whole thing has to be debased," Heller contends.

Stressing the Bauhaus principles that call for a merger of form and function, Heller's initial product line starts with a group of heavy gauge aluminum, restaurant-style frypans. In three sizes: 8½-inch, 10-inch, and crepe suzette size, the imported cooking utensils retail at \$5, \$8, and \$10, respectively.

Heller likes stainless steel, too, for "its clean good looks," and his offerings in this medium currently include an eggcup that vaguely resembles a Mexican sombrero; an escargot service that includes forks, spoons, and plates; and a shrimp server—designed to be sold as a service for four with four forks.

By next fall, Heller hopes to add such diversified cooking utensils as stainless-steel wire whisks with colored handles, stainless-steel mixing bowls with a Danish Modern look, and a decorative garlic press to the gourmet line. He's also thinking of a line of decorative glassware that would be designed for everyday use.

Pantryware is another area Heller Designs has set its sights on, despite the sharp competition in this market. Topping his introductory group is a canister set that borrows its pattern from Georg Jensen's strawberry jam pot.

Other Heller designs for canister sets include two wildflower prints in the Scandinavian feeling. All the pantryware will retail in the \$8 range for sets of four. Heller's hope is to get his lines into the gourmet cookware sections of traditional department stores.

The right packaging for his products is another prime concern. "Even when something is not bought as a gift," he maintains, "it's got to come in good-looking packages." Heller has borrowed from Dansk for his packages. "Sort of Bauhaus but with pzazz," he describes the bright-colored boxes with white letters that carry the name "Heller Designs."

Future projects include working with plastic—especially melamine. "Not immediately, but I hope to get involved with it soon," he explains. "The product possibilities here are infinite, but there's still a lot of pioneering and work to be done to change the image and get it to the segment about the mass market. I think it can be done; I hope I can help do it."

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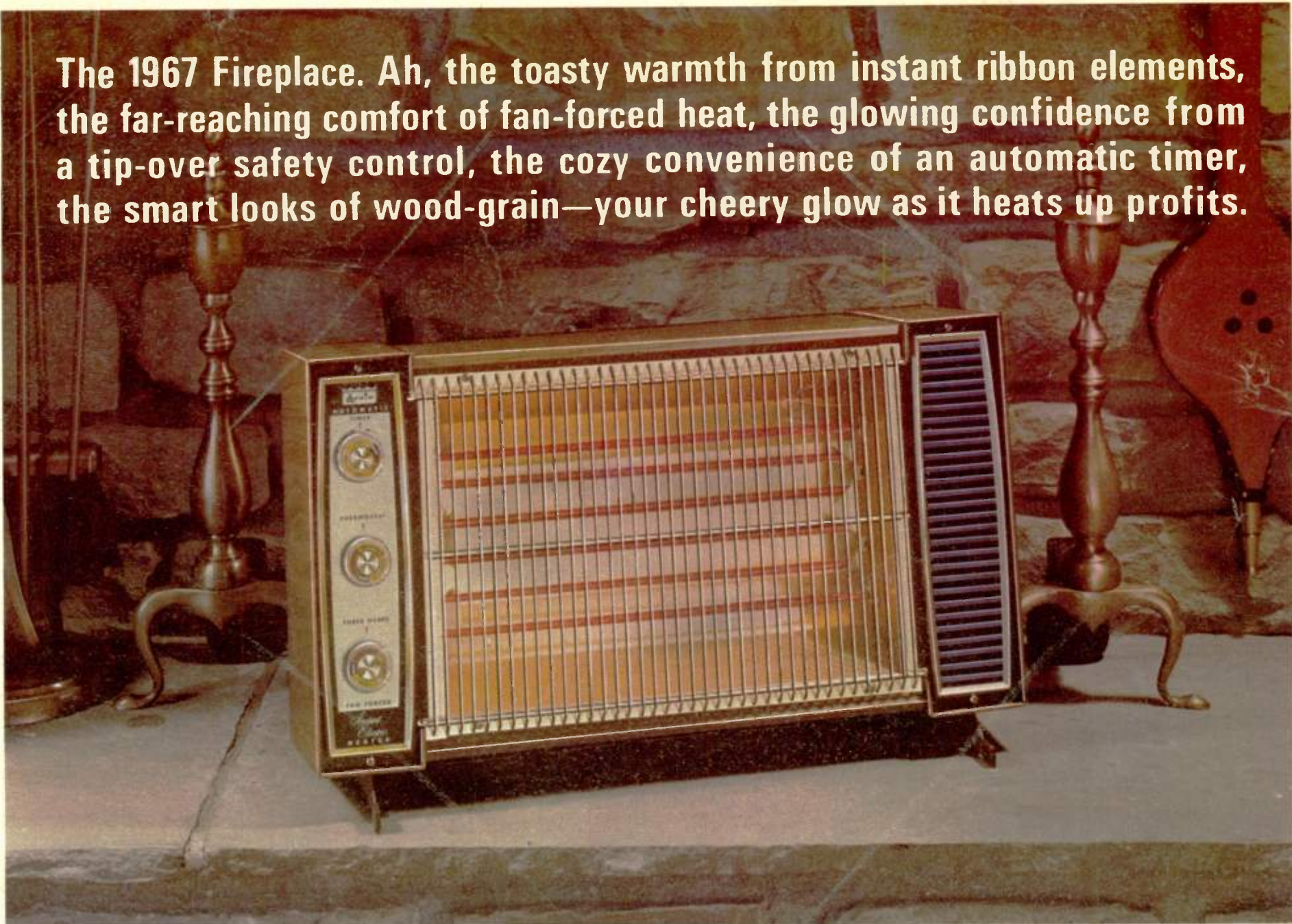
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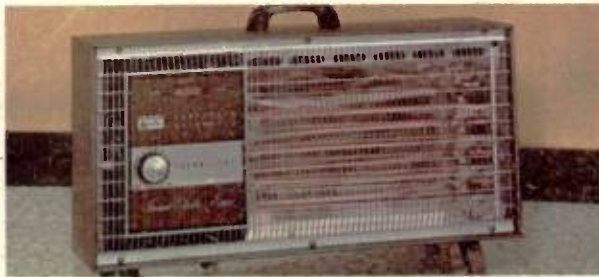
with three fan-forced heats, timer, and Wood-Grain Arvinyl finish

The 1967 fireplace from Arvin really heats up profits. You say your customers have cold basements? workshops? added rooms? Show 'em the portable fireplace that spreads toasty warmth throughout such areas. Its three-heat selections— 1000, 1320, 1650 watts—and automatic room thermostat let them personalize temperature to any area, any activity. They can't remember to turn a heater off?

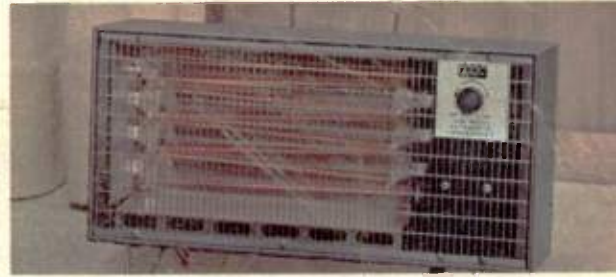
This fireplace has an automatic timer that can be set for three minutes to an hour. Both its case and instant ribbon elements are tipped slightly to project heat into the Comfort Zone. Still not sold? Point out the Safe-Guard tip-over control that cuts off current if the unit is tipped forward, wide-angle reflector, fan-forced circulation, and rugged Walnut Wood-Grain Arvinyl on steel finish.



Arvin Three Heat Fan-Forced Perimeter Heater
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Model 48H36, Walnut Wood-Grain Sugg. retail \$34.95



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Model 37H30, Metallic Fawn Beige Sugg. retail \$24.95



Arvin Fully Automatic Instant Heat Plus Fan-
Forced Warmth
Model 37H25, Metallic Beige Sugg. retail \$14.95



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