

MERCHANDISING WEEK

OCTOBER 9, 1967

EDITED FOR THE CONSUMER ELECTRONICS, APPLIANCE, AND HOUSEWARES INDUSTRIES ☐ READ BY THE RETAILERS ☐ A BILLBOARD PUBLICATION ☐ PRICE 50 CENTS VOL. 99 NO. 41

U004092HWK0010H1 30CT AU67 01
HAWKES T V SERV SLS
10 HARDY RD
WESTBROOK
ME 04092

EXPLOSIVE

HARDWARE



◀ How retailers are doing a bang-up job with new consumer appeals ☐ p.17

Need management help? Where to go to get free, expert counseling for your store ☐☐☐☐ p.6

Tape Cartridge Forum: last chance to hop on the bandwagon ☐☐☐ p.5

Catalog controversy: does co-op money buy retail creativity? ☐☐ p.33

NEXT WEEK

Major appliance marketing: upgrading retail images in order to sell today's economics higher-ups

In 1965 and again in 1966
RCA Victor tape recorder
sales doubled.

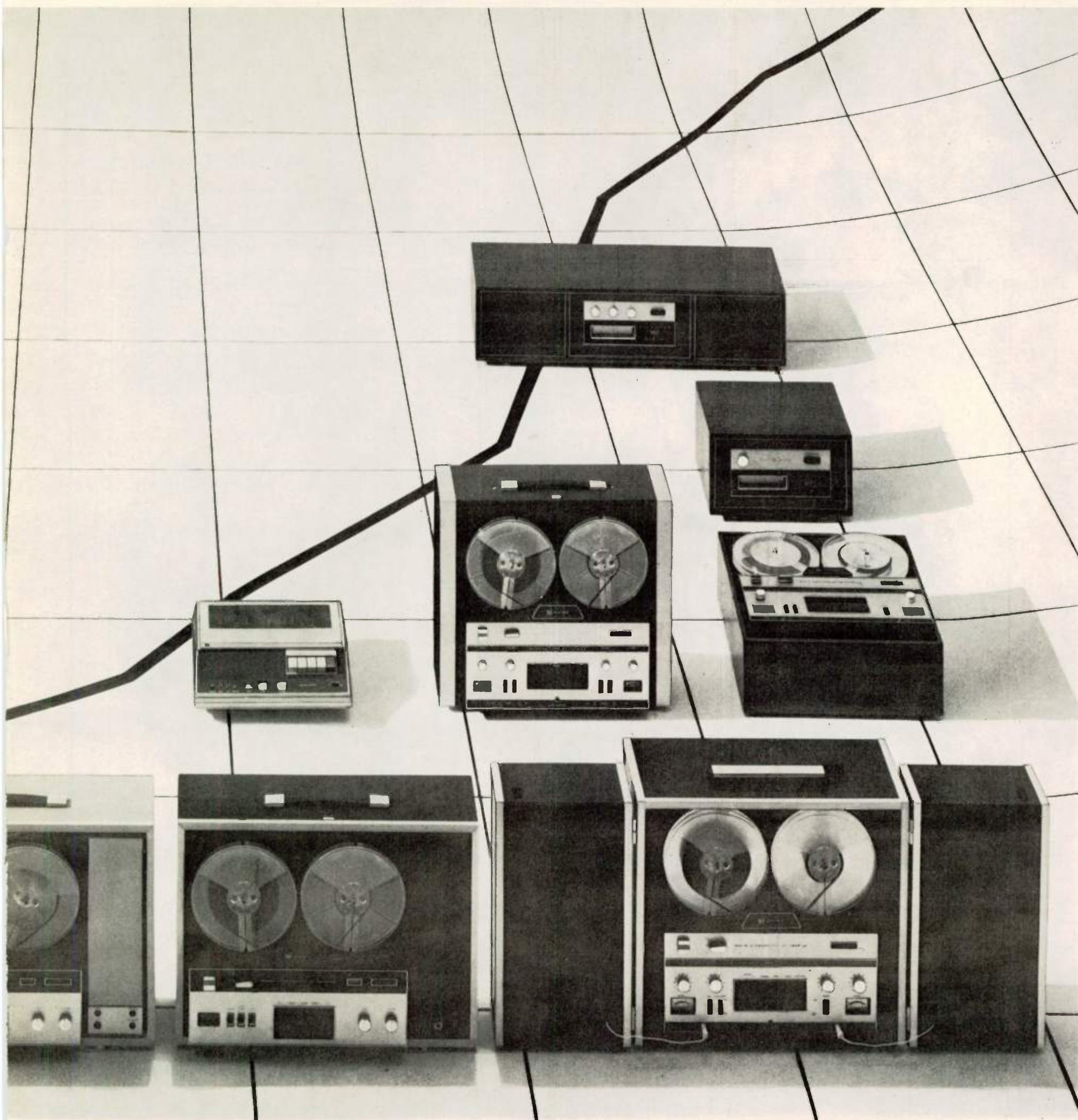
Get your share with
this all new tape line.



13 NEW MODELS

This year promises a bigger share than ever. We've got battery operated portables for the younger set. Professional-level stereo tape recorders for the audiophile. Two Mark 8 stereo cartridge players, one a complete unit and one that plays through a separate speaker system.





PRICED FROM \$39^{95*}

And a new cassette recorder-player completes the line. RCA Victor has all kinds—and they're all Solid State. Look them over. We've got models for every purpose...and for every pocketbook. Order yours now and get your share with RCA Victor, the first name in home entertainment.

*Optional with dealer for YJS 13



TM&S®

The Most Trusted Name in Electronics



When you're the first name in home entertainment there's got to be a reason.

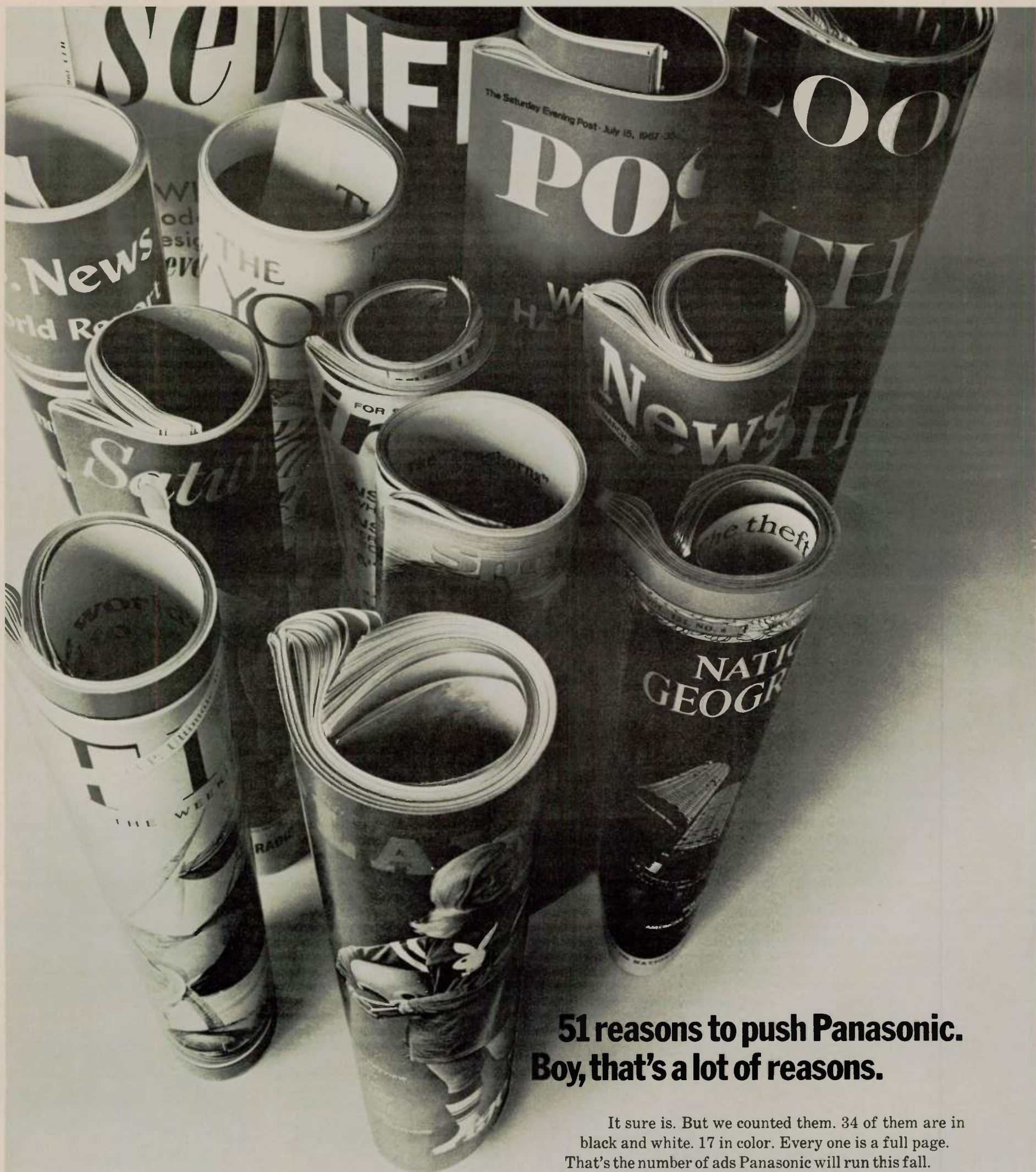


**will make you more
read, remembered
and responded to!**

At Merchandising Week we try to make it as easy as possible for your advertising to be as effective as possible. That's why our four-

time color rate for a full page is just \$375 more than a full page B&W. A complete rate card happily furnished.

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



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

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

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

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

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

PANASONIC®

EASTERN SALES/PANASONIC NEW YORK, 43-30 24th St., Long Island City, N.Y. 11101. (212) 973-5700
MID-WEST SALES/PANASONIC CHICAGO, 4615 N. Clifton Ave., Chicago, Ill. 60640. (312) 784-2200
WESTERN SALES/NEWCRAFT, INC., 8692 Wilshire Blvd., Beverly Hills, Calif. 90211. (213) OL 5-5160
HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC., 205 Kalihi St., Honolulu, Hawaii 96819. Phone 852-928

(Second of two parts)

Caldor is a discounter that acts more and more like a department store.

It has successfully upgraded its merchandise assortments to increase profit potential as well as to keep abreast of the changing tastes of its largely suburban clientele.

It is offering new services, including the new Caldor charge account. (The store has been overwhelmed by applications.)

It is building larger department storelike units, including Caldor's pride and joy, a 2-level unit in downtown Stamford, Conn. Now, more than a year old and doing fine, the Stamford unit is both an experiment and a prototype for Caldor.

Despite its poor first-half profit showing (earnings were down 70% on a sales gain of 20%, a situation which was blamed on extraordinary expenses and is expected to improve materially in the final quarter), Caldor believes in making a profit—in hard goods as well as soft goods.

Profits on electrics

A former housewares buyer who still keeps his hands in the buying operation, Steve Lo Pinto, directs Caldor's search for profits as vice president and hard goods merchandise manager. Lo Pinto still buys electric housewares, still deals with salesmen. He believes in showing Caldor's hard goods buyers how to make a decent profit—which he does on electrics. Lo Pinto has put together a department store type of product assortment in the category, one that is heavy on Farberware, Proctor's Lifelong, and other price-protected lines. For some spice, he has mixed in a few sharp specials.

Lo Pinto promotes hard, but tries to keep the promotions profitable. He likes to use manufacturer promotions and cannot understand why other retailers do not do the same, since they generally represent a good value to the consumer and turn a decent profit for the retailer. He cited two GE promo-

tions that he recently featured: a free Snooz-Alarm clock with the purchase of an electric blanket and a \$5-value Clairol hair care kit with the purchase of a hair dryer.

"I made money on both, and the customers got a bargain, too," Lo Pinto stressed.

Lo Pinto, incidentally, strongly backs up his major appliance and home electronics buyer, Harry Ellam, by his complaints about the lack of key-account programming in both product categories (MW, 2 Oct., p.6). Lo Pinto pointed out that major appliance and home electronics manufacturers might take a tip or two from housewares producers in learning how to service chain-store accounts.

The prototype Caldor store

The downtown Stamford store, which approaches 200,000 sq. ft. of space, sums up Caldor's efforts to trade up, to develop a fashionable image, and to live up to its slogan: "Where shop-

ping is always a pleasure."

The largest unit in the 13-store chain, the Stamford outlet now is also the biggest money maker. Caldor expects 1967 sales to top \$75 million.

In addition to its downtown location, the Stamford store stands out from other Caldor (and discount stores, in general) in that it occupies two levels and is built around its own parking garage.

Hard goods dominate the lower level, where housewares—including electrics—rate about one quarter of the space. Home electronics, phonograph records, and major appliances occupy another quarter. Display is tasteful, but simple. The housewares department makes use of abstract wall murals picturing products to identify category locations.

A Pilot credenza-type stereo console adds an immediate decorative touch to the home electronics department, which is closely tied to the record department. Portable phonographs and radios are displayed on wall space behind counters immediately to the rear of the record department. The bigger-ticket home electronics items are nearby, with color television sets featured in a separate salon.

Caldor's major electronics lines are RCA and Zenith, which are carried in full, plus Admiral, Westinghouse, and Motorola. In addition to the Pilot line, Caldor also handles GE stereo. General Electric Porta-Color and b&w tv sets are offered, too.

Caldor's soft-sell policy

The key major appliance lines are Hotpoint, Whirlpool, Norge, and Westinghouse. Several of the 13 stores also handle Frigidaire.

Caldor's major appliance and home

electronics salesmen are paid on a salary basis: the store's policy does not allow commissions. "Our approach is strictly soft sell," explained buyer Harry Ellam. "Commission is hard sell." Commissions, he noted, encourage salesmen not to sell the customer what is best for her—necessarily—but to aim for the highest commission or spiff.

Asked about how Caldor encourages trade-up selling, Ellam said: "sales training."

Ellam added that he is experimenting, on a limited basis, with using commissions; but, he indicated, the no-commission policy probably will be retained.

In sizing up the final quarter, both Lo Pinto and Ellam are optimistic. Lo Pinto points out that hard goods are running 20% ahead of a year ago and that profits should improve as sales hit new records in the final months of the year.

—Ed Dubbs



Caldor's Steve Lo Pinto:

he shows his buyers how to make money on hard goods



Caldor executive vice president Fred Teitel (l.) with buyer Harry Ellam



Abstract mural identifies electrics



Credenza sets electronics stage



Wall lists major appliance brands

Westinghouse introduces the world's most convenient letter-taker, memo-pad, meeting recorder, speech rehearser and traveling companion.



The new push-button cassette cartridge tape recorder.

There's no messy tape to fool around with. Just snap in a cartridge. Push a button. And start to record. Up to 1½ hours per cartridge. The capstan drive at 1½ IPS assures distortion-free performance. And there's a thumbwheel volume control, plus recording level and battery voltage meter. It plays anywhere on 5 "C" batteries (included). Or optional AC power adaptor. There's even a remote control foot pedal available. And it's light enough and small enough to stow away in an attache case. Only 2¼" high, 7¾" wide, and 4½" deep. Ask your local Westinghouse distributor for model T40CC. (Only \$69.95*)

*Suggested list price. Dealers determine actual selling price.



You can be sure if it's Westinghouse



A retail salesman says: 'Get Wise'

"We have finally had the Multipic franchise snatched from our store," said Maxwell Wise.

"What!" I exclaimed, well aware of the fantastic value of its price-protected lines, its carefully spaced dealerships, its merchandise gift points for salesmen. "Who did it?"

"They blame it on me," Max continued dolefully. "But it was not my fault. I was the victim of an S.L.U.S.H. super-spy."

"Who?" I demanded.

"Let me explain," Max began. "Major Appliance & TV Stores really started the whole affair. For 15 years, they had the whole juicy Multipic franchise in our section to themselves. As a matter of fact, I hear they are the biggest Multipic dealer in the whole state."

"Anyway, a couple of years back, my boss also wangled a franchise from Multipic, and we began to nibble into

Major's business a bit. For years, they had been playing footsie with Multipic's fair-trade when they had to close a tough deal—like giving a free radio for a gift, or free service, or maybe absorbing the sales tax.

"But, when we get the franchise, Major begins prodding Multipic into trying to catch us violating fair-trade. They send out shoppers in every conceivable disguise to bait us into giving a discount on Multipic. But we do not fall."

"I become a regular James Bond in spotting these spies. The women wear too much perfume. The men's grammar is a trifle too correct. But they do not give up."

"One day, a lovely blonde even comes in and does everything but doff her brassiere so I should give her \$50 off on a Multipic stereo. But the bridle of reason prevails over the spur of desire, and I do not capitulate—even to her."

"Meanwhile, my boss is becoming quite annoyed at this harassment and decides to retaliate. He sends an undercover agent of his own into Major's—namely, our porter's wife. She, without any sweat, obtains a sales slip from them for a Multipic color combo—showing a \$150 allowance for a non-existent trade-in, which is strictly forbidden by Multipic. My boss forwards the evidence to Multipic—and is greeted by a thunderous silence in return."

"So the quiet struggle of the intelligence agencies goes on: Major cutting back Multipic prices; we doing likewise, and foiling the crude attempts of their agents to catch us right in the act."

"Then one day the tide takes a decisive turn. Unknown to us, Multipic retains the services of S.L.U.S.H.: Store Licensee Undercover Shopping Headquarters. And it is a S.L.U.S.H. agent who finally is responsible for our downfall."

"How could they fool you after all this time, Max?" I broke in incredulously.

"Very easily," Maxwell Wise replies.

"One night, just before closing time, a young couple walks in with a 2-year-old baby in the dame's arms. They are dirty looking, frowsily clad, and speak most ungrammatically—just like practically everybody else who lives in this neighborhood."

"They ask for a color tv set. They let me switch them to a Multipic at \$625 fair-trade, which is a mere \$150 profit. As I start to write up the deal, the man commences to wheedle me to absorb the \$30 sales tax. It is late, and I am not about to let this stand in the way of my \$20 commission. So I acquiesce and give him a sales slip showing the price of \$625, tax included. They give me a \$15 deposit, and then leave."

"Two days later, my boss gets a registered letter from Multipic with a copy of the sales slip and a notice that they are cancelling our franchise immediately."

"It's not your fault," I attempt to console Max. "How could you possibly spot such a couple for phonies?"

"It wasn't them," Maxwell replies. "The baby fooled me. Who ever heard of a secret agent chewing on a pacifier?"

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

DURACELL® the battery that preserves its fresh power...

...gives you 2 to 4 times more profit—lasts longer in any battery-operated equipment!



NEW DURACELL BATTERIES,
"THE LONG DISTANCE POWER CELLS"

STAY FRESH UNTIL THEY'RE SOLD! No more worries about selling half-dead batteries—Duracell batteries preserve their power for 2 years or more!

LONGER-LASTING! Duracell batteries outlast ordinary batteries in every use. Radios may vary, but in a recent test a set of Duracell batteries actually played one transistor radio over 1250 hours—more than 52 days non-stop!

2 TO 4 TIMES MORE PROFIT! Duracell batteries are higher-priced, so they give you more profit—up to 4 times the profit from ordinary batteries!

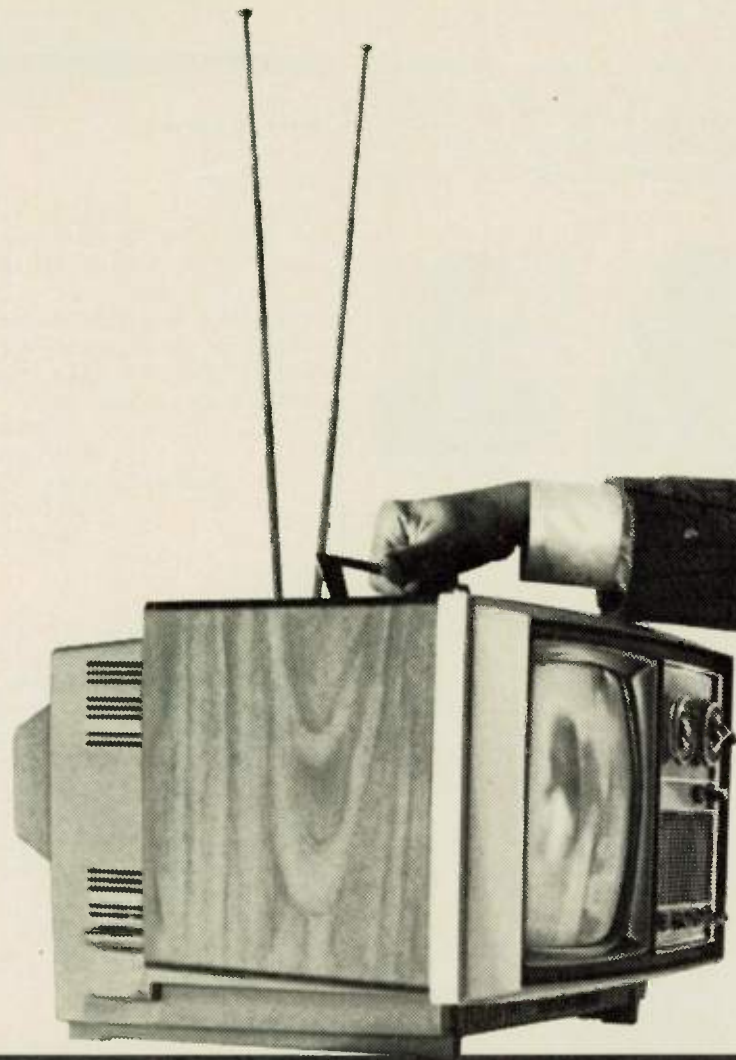
FREE MERCHANDISERS! Mallory displays and merchandisers take up little space, yet fill all battery needs. They're free with an order for a balanced assortment of hot-selling Duracell batteries.

Make more money while you're making your customers happy. Talk to your Mallory distributor or representative today. Or write Mallory Battery Company, a division of P. R. Mallory & Co. Inc., South Broadway, Tarrytown, N.Y. 10591 (Telephone: 914-591-7000). It's good business to do business with Mallory

Registered trademark of P. R. Mallory & Co. Inc.

MALLORY





**This is the fastest growing
end of the color TV business.**

You should be carrying it.

But, please, don't just carry *any* color portable.

Carry the color portables made by General Electric.
They're special.

GE doesn't make just *one* model. GE makes four
models. A line. To offer you and your customers variety.
In styling. And price.

Speaking of price, GE color portables start at
\$199.95*. That's lower than anybody's.

And GE color portables are easier to pick up (just
24 lbs.) than anybody's.

So why pick up anybody's?

General Electric color portables can carry your end
of the business all by themselves. And they're just a part
of the total GE color TV line.

See your local General Electric distributor for full
information and details.

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

*Manufacturer's suggested retail price.

GENERAL  ELECTRIC
Personal Television Department, Portsmouth, Virginia

THIS BUSINESS IS PEOPLE



Hullsiek



Siragusa

Admiral shuffles sales group, promotes key executives

A man with more than 20 years of experience in the appliance business, William L. Hullsiek has been promoted to vice president-marketing and sales at Admiral Corp. Hullsiek, who had been

vice president of Admiral's appliance division, succeeds Ross D. Siragusa Jr. who recently was appointed executive vice president at Admiral.

Hullsiek joined Admiral in 1962 after 17 years at Kelvinator in distribution, manufacturing, and marketing posts. Siragusa joined Admiral after graduating from Yale in 1953, rising from a salesman in the Chicago distributing branch, to vice president in 1959, to a member of the board of directors in 1964, to his new post.

In other appointments, Admiral has named Joseph J. Casale, former color tv sales manager, as sales manager for consumer electronics, and Richard C. Walker, former sales manager for refrigerators, as sales manager for appliances. Casale joined the Admiral distributor in Baltimore during 1948, and moved to the parent company as re-

gional sales manager in 1960. Walker joined Admiral in 1963 as sales manager for freezers and ranges after serving in executive positions with Westinghouse and Manitowoc Equipment Works.

In another Admiral appointment, Romano E. Conti has been named general manager of the Detroit distributing branch; previously, he served as a district sales manager for Westinghouse.



Walker



Casale



RIOT REPORTS

Dear Sir:

Thank you very much for the copies of Merchandising Week containing your series of articles concerning civil disorders [MW, Aug. 7, 14, 21, 28]. These will indeed be helpful to the Commission in its investigations. We are grateful that Mayor Lindsay suggested you forward the material to us.

David Ginsburg
Executive Director
National Advisory Commission
on Civil Disorders
Washington, D.C.

Dear Sir:

Edward Holmgren, executive director of Leadership Council for Metropolitan Open Communities, extends his gratitude for the copy of your report [MW, 7 Aug.] on the disorders in Newark and other cities. The article is very perceptive and encouraging. The kind of leadership you show here should go a long way toward alleviating many of the causes of disaffection in the ghettos. Keep up the good work.

Robert H. Elliott
L.C.M.O.C.
Chicago, Ill.

CHARGE A FAIR PRICE

Dear Sir:

After reading about Jimmy Capps' tv service (MW, 18 Sept., p.10), I had to write to urge everyone with flat \$5-\$7.50 thinking to take the time to analyze their profit structure, lest they, like old soldiers "just fade away." All pricing—service, sales, or what have you—is based on costs. If costs rise, so must price. Inflation is an unfortunate "fact of life." Please, Mr. Capps, don't be afraid to charge a fair price for your service. You owe it to yourself and your industry.

Bob Shuck
("just another small operator")
Standard Television
Indianapolis, Ind.

RETAILERS OTHERS FOLLOW

Dear Sir:

Never in my 20 years of retailing have I had more compliments than I have received since your Aug. 28 article featuring "yours truly" as a "Retailer Other Retailers Follow." Everyone, with no exceptions, stated this article was "great!" Ed Dubbs interpretation of our interview was excellent! I wish to thank you for all the kind thoughts expressed not only on the buyer's behalf, but, and more important, on behalf of Miller's Furniture Stores.

Charles L. Hand
Buyer
Jacob Miller Inc.
Harrisburg, Pa.

YOUNG SON

Dear Sir:

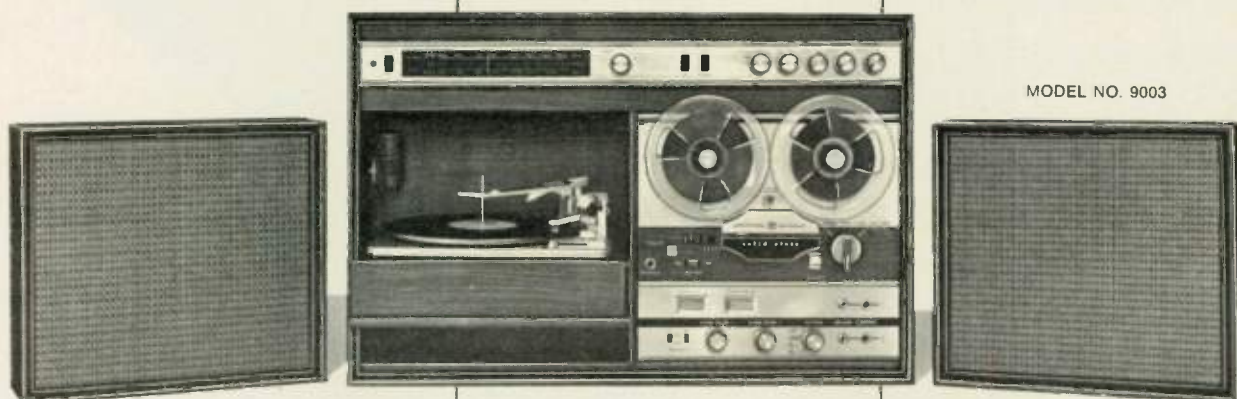
George Johnston Jr., successful Hartford appliance distributor, is presently 38 years old. A recent article (MW, 11 Sept., p.8) misstates his age.

George H. Johnston (Sr.)
Johnston's Appliances
Minneapolis, Minn.

For the
man who
wants
everything
in sound...

all in one
beautiful
package.

Under
\$550
retail.



Few people are going to make a \$500 investment in sound equipment without a sound reason.

When they spend that much, they buy on sound . . . and sight.

The new Telex-Phonola Home Audio Center gives them everything in solid-state stereo sound . . . all in one beautiful handcrafted walnut master cabinet. The professional speaker complement is sealed in individual walnut enclosures. And it gives you a sensibly priced unit with beautiful built-in profits.

The control system offers full command of the 40 watt all transistor AM-FM/FM stereo tuner and amplifier, 3-speed Phonola-Magnecord stereo tape deck and custom 4-speed automatic stereo record changer.

Can your customers beat that? Let them shop around and try.

Can
you beat
that?

TELEX • phonola®

WATERS CONLEY COMPANY, INC., A SUBSIDIARY OF THE TELEX CORPORATION / 645 NORTH MICHIGAN AVENUE / CHICAGO, ILLINOIS / PHONE (312) 944-5125

Where the sound of quality is heard!



Captain Miracle scores break-through in his fight against cram.

24 cu. ft.
in 35³/₄" width.



Captain Miracle did it again. He's made the hottest news in the refrigerator business. He's put 24 cu. ft. of refrigerator and freezer space into a side-by-side that's only 35³/₄ inches wide.

That's the biggest refrigerator-freezer this narrow on the market. It holds two to three cubic feet more than any other 36-incher going. And competitive 25-cubic footers are five inches wider.

Hotpoint has other side-by-sides, but this Food Center CSF624 proves a point: Hotpoint design engineers, even the masked ones, really know how to help Hotpoint dealers.

They always have. They always will. Just wait till you see what Captain Miracle is working on for next year!

Hotpoint

... first with the features women want most

Hotpoint • General Electric Company • Chicago, Illinois 60644

□□□□ **President Johnson's 10% surtax proposal** keeps getting into deeper trouble in Congress. Now, it faces opposition from a bipartisan group of Congressmen who would extract a price from the White House for its passage: the President must cut \$5 billion from federal

spending. Neither party will buy his pledge to reduce non-defense spending \$2 billion.

Budget director Charles L. Schultze says a \$5-billion cut would halt most new federal construction projects, reduce new federal loan commitments by 50%, cut grants to state and

local governments by 30%, and impose a 15% across-the-board reduction on all non-defense federal agency spending. President Johnson probably will get his tax proposal through Congress. But the increase will be less, the price more, than he wants.

□□□□ **German fears about the safety of Teflon** on cooking utensils are discounted in Washington. The German government will require that Teflon-coated pans carry the label

"Dangerous when overheated," because of the fumes they give off. But the Food and Drug Administration says its tests show that 36 frying pans would have to be burning in a sealed chamber before the fumes would kill a guinea pig; therefore, it sees no danger in normal kitchen use.

□□□□ **The Commerce Department makes a big deal** about its new series on consumer buying intentions, compiled by the Census Bureau. The first report is now out, and many observers are wondering what the fuss is all about. The guesstimates on what the consumer may buy in the next 6, 12, 18, or 24 months apparently are something of a tour de force for economists and statisticians. But they will not tell the merchant much he does not already know.

The survey does show that fewer households are planning to buy color tv sets in the next year than were planning such purchases three months earlier. The percentage of those families planning to buy color sets dropped from 5.1% of those surveyed to 4.7%. Nevertheless, planned purchases of major appliances, and radios, phonos, and hi-fi equipment remain about the same.

□□□□ **In the effortless, prosperous world of the future,** says an official of the Federal Communications Commission (FCC), there will be none of the raucous huckstering of the marketplace of the past. Only half joking, Bernard Strassburg, chief of the FCC's Common Carrier Bureau, described a vast computer complex that will permit the consumer to order from the comfort of his home, the retailer to relax in the knowledge that his deliveries will be made on time, with his inventory in exact proportion to his sales.

Before that happens, however, there is a major problem to be solved. The FCC has started a long-range investigation to determine if this projected computer complex is a communications carrier, and thus subject to federal regulation. The best bet is that the FCC will have a hand in setting rate schedules.

May we case your place?

FREE!



NEW "EVEREADY" DELUXE POWER CENTER

Includes a fast-selling assortment of "Eveready" alkaline, transistor, photo and flashlight batteries designed to satisfy 98% of all needs of the booming cordless market.

- PILFERPROOF showcase can be locked for maximum security.
- ATTRACTIVE maple finish with see-thru acrylic cover.
- PRECISION CALIBRATED TESTER . . . built in. Tests all popular transistor, photo and flashlight batteries.

Order Assortment No. 89 today and get your Deluxe Power Center FREE!

"EVEREADY" BATTERIES HAVE "POWER TO SPARE"!
13TH STRAIGHT YEAR OF NETWORK TELEVISION



"Eveready" is a registered trade mark of UNION CARBIDE CORPORATION



INDUSTRY TRENDS

Color television turned in a star performance for the week ended Sept. 15, with distributor-to-dealer sales hitting a new high of 158,809 units. Otherwise, it was a dreary showing for home electronics products, which, despite large advertising outlays, have failed all year to convince a money-saving public that the time is right for buying.

Can sales get any worse? Apparently. Portable and table phonograph sales were in sharp decline for the ninth straight week. Phono consoles, which rallied during the first two weeks of the month, lost steam and fell 5.18% behind the comparable week of 1966.

As for black-and-white television, the

sales levels reached last year are not likely to be matched again—no matter what producers do with prices. Nevertheless, the product still holds considerable potential for the retailer who works on recapturing the consumer interest that is currently concentrated on color tv.

In home radios, the trend is no brighter. This group has been off last year's pace since June. For the first 37 weeks of the year, radios were 12.33% behind the 1966 level.

A turn for the better came in floor care products and electric water heaters: vacuum cleaner sales were up 17.20% over the same week in 1966; electric water heaters rose 13.47%.

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	August	85,234	92,841	— 8.19
	8 months	687,793	735,033	— 6.43
Vacuum Cleaners	August	488,980	417,213	+ 17.20
	8 months	3,547,176	3,562,238	— .42
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	August	181,400*	173,200	+ 4.73
	8 months	1,352,100	1,452,200	— 6.89
Refrigerators	August	468,300	465,300	+ .64
	8 months	3,137,900	3,425,500	— 8.40
Water Heaters, elec. (storage)	August	103,600	91,300	+ 13.47
	8 month	721,100	710,900	+ 1.43
Water Heaters, gas (storage)	August	224,000	216,040	+ 3.68
	8 months	1,683,260	1,813,160	— 7.17

HOME ELECTRONICS

Phonos, port-table, distrib. sales	Sept. 15	79,215	110,803	— 28.51
	37 weeks	2,105,076	2,090,482	+ .70
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. 15	33,200	35,014	— 5.18
	37 weeks	897,920	1,147,267	— 21.73
monthly distributor sales	June	93,871	133,656	— 29.77
	6 months	593,323	793,007	— 25.18
Radios (home), distrib. sales	Sept. 15	235,446	334,265	— 29.56
	37 weeks	7,740,878	8,829,895	— 12.33
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. 15	118,979	155,137	— 23.31
	37 weeks	3,616,149	4,914,951	— 26.43
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. 15	158,809	126,103	+ 25.93
	37 weeks	3,170,887	2,819,868	+ 12.45
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.

*August Gas Range Total includes: 123,700 free-standing ranges; 22,200 high-ovens; 18,800 set-ins and 16,700 built-ins.

Source: AHAM, EIA, GAMA, VCMA

THE NEIGHBOR LADY WANTS



A New Exclusive
Monarch "JET-FAN"
SINCE 1896 CONVECTION
OVEN* RANGE TOO!
WHY? IT BAKES and
25% FASTER ROASTS at least

Think of the daily bugging the hubby next door gets on how this all new "JET-FAN" OVEN RANGE —

- bakes and roasts at least 25% faster, yet costs no more than conventional ranges
- saves at least 8 days per year
- reduces operating cost 25%
- is the greatest invention since the electric range
- comes in these popular colors — White, Woodtone, Avocado, and Sandtone
- gently distributes warm air for uniform, fluffy baked goods, tender roasts
- cleans easier, has removable Teflon** Finish Sides and Back — AND

• MANY MORE EXCLUSIVE FEATURES
Enough to wear down any man's resistance . . . and —
MAKES HER A PRIME PROSPECT! Our dealers like that. Maybe you'd like to be one of them. Sales have been tremendous since the introduction of this Speed Oven (no tubes to replace).
Write for Franchise Information Now —

Monarch Range Company
SINCE 1896 3897 LAKE STREET
BEAVER DAM, WISCONSIN 53916

*Patent Pending
**Registered trademark DuPont TFE finish

CLASSIFIED

Help Wanted

National manufacturer, looking for district sales manager for east coast and New England. Prefer man experienced in calling on the electronics wholesalers or discount chains. Salary, bonus, and all fringe benefits. Send resume, outlining experience and personal background to Box 94; MERCHANDISING WEEK; 165 W. 46th St.; New York, New York

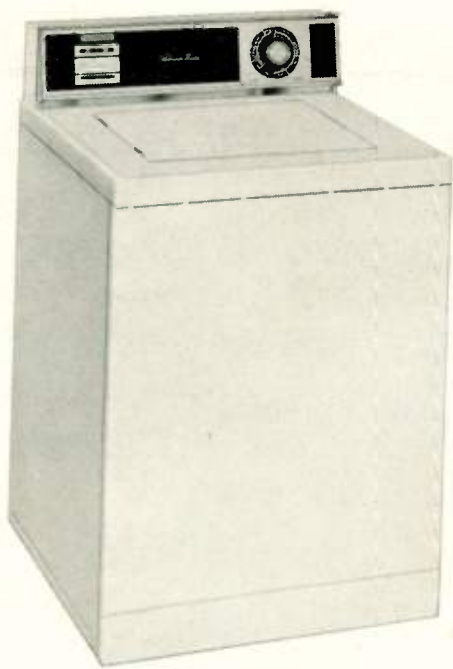
Agents and Distributors

Cassette Recorders (Import)—Available for Exclusive U.S. Distribution. Top Quality and Design—Very competitively priced. Inquiries invited only from nationally known firms. We are exclusive factory agents. K.A. International Corporation; 1780 Broadway; New York, N. Y. 10019; Phone 499-8777

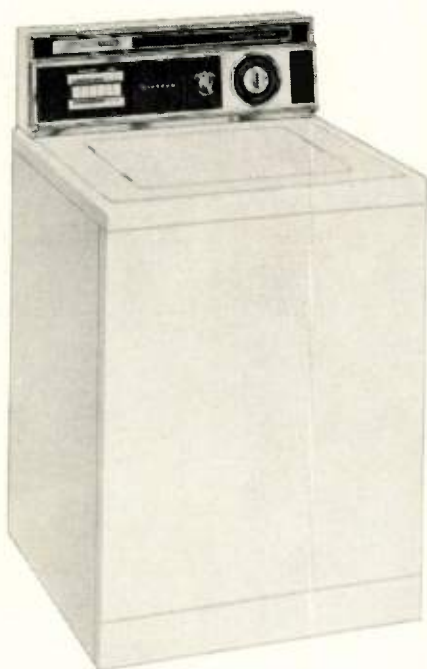


BUY U. S. SAVINGS BONDS

THE NORGE SUPER LINE.



15 lb. Leader model every inch Norge quality. Full 15-lb. capacity, unsurpassed washability.



16 lb. VHQ top to bottom. All-new, slant-vane agitator; 1 and 2 speeds; permanent press cool-down.



18 lb. New VHQ super deluxe. New 8-vane agitator; Infinite Water Level control; colors at no extra cost.

The first automatic washer line to go "plus capacity" across the board—with a full line of matching dryers big enough to handle the super wash loads!



Norge takes the first step to cover the "plus capacity" market in a big way. No more confusion about size, capacity or performance. Every Norge VHQ (Very High Quality) washer is built to handle all fabrics, all wash loads from the biggest to the smallest. And because Norge VHQ's are available in a full range of models in both 16- and 18-lb. capacities—you can offer

flexibility unmatched by any other washer line.

If you want in on more plus-business in "plus capacity" washers and dryers, get in touch with your Norge distributor today. Be sure to ask him about the sensational "Knock on any Norge" commercials on network TV and how they'll be knocking on doors for you.

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

EXPLOSIVE HARDWARE

A staid category comes alive in sales appeal

by Ed Dubbs
and Irene Kanfer

Hardware is making it—and big. It's the nuts and bolts of the latest in men's and women's fashions, and everyone has latched onto the look.

Hardware is making it in its own right too. The hot items are setting the pace. Outdoor sheds, self-adhesive tiles, switchplates, bathtub edging, and cleaning preparations are pumping new excitement and sales appeal into a traditionally staid category.

Hardware is making it, and the changing image of the hardware shop is helping to do the job. The growing numbers of attractive packages that give new allure to old standby items, plus innovations in product design and the products themselves, have provided a new look for the hardware shop. The nostalgia-filled days of barrels of nuts, bolts and nails—and they still are around and great for displays—have been replaced by blister packs for everything from patio lights to plumbing supplies.

Hardware has come alive. It's become *her* department as well as *his*, as she becomes more adept at doing the little things around the home. What she wants has become rule. And everything has taken on a fashionable appearance—even the day of the avocado barbecue is reportedly not too far off. Picnic and patio goods lead the list of hardware trend-setters that have been colored and redesigned to complement the many moods of the leisured life. Indoors, decorative hardware, shelving and stair treads are picking up the pace. And housewares has become a category with an appeal for everyone.

SEX APPEAL: the female shopper creates a stir

Hardware has sex appeal. The importance of the female consumer is not to be underestimated.

Fashion has made her hardware-conscious. When she comes to shop in the department, she is more likely than not to be a model of hardware herself: her pants suit with industrial-zippered jacket, loafers with door-hooks across the vamp, chair-link belt, and lock-and-key-latched handbag.

And not only is she *shopping* for paints, self-adhesive vinyl, ladders, barbecues and floor tiles—she's using *them* too. "She's in charge of the house, whether she cares to admit it or not," one buyer said of the modern housewife. "When she's home she's picking the weeds and doing the fringe maintenance jobs. And if she doesn't do them, she's usually directing the entire job."

Today's Mrs. Fixit rules the hardware shop. Manufacturers have been quicker than retailers to catch on to this, and have included sketches of women doing the work in ads for self-adhesive wall papers and tiles, paints, and car washers. They've gone out of their way to make them seem ultra-feminine.

The hardware shop is her domain, and it's up to the retailer to court her with displays and well-informed sales personnel who can answer her questions and be ready to serve her every whim. Special how-to demonstrations for painting and reupholstering, or classes in advanced car-washing techniques, will make her a regular customer and win her immeasurable esteem in the eyes of her husband. A fashion show that co-ordinates

garden goods and garden fashions, or do-it-yourself products with the apparel appropriate for doing it (and afterwards, for lounging) will focus her attention on the department and serve as a sure-fire traffic-builder. Hardware is a definite part of the woman's world, and it's up to the retailer to make sure she accomplishes her goals with merchandise from his department.

HOBBY APPEAL: do-it-yourself add sales bang

Hardware is a hobbyist's haven. To have "done it yourself" is still a feather in one's cap, and hardware's hobby appeal is stronger than ever.

City slicker and country cousin are getting in on the gardening game. Garden goods, especially now that so many of them have been repackaged, have taken on year-round sales appeal for both the indoor and outdoor gardener. With this in mind, Bamberger's Paramus (N. J.) store, for example, spans the seasons with overhead displays of utensils that can be used 12 months of the year.

Do-it-yourself has taken on a new sophistication with the promotion of antiquing and reupholstering kits. Magicolor demonstrators, for instance, are drawing standing-room-only crowds for demonstrations of the Modge-Podge kits.

Paint-it-yourself and antique-it-yourself—from touch-up jobs of whole rooms or complete sets of furniture—have become projects for the entire family.

Do-it-yourself items—from power tools to workshop accessories, such as Rubbermaid's tool caddies—also make great gift sense.

And products like shelf hardware take on a new sales luster when they are described as chances to "decorate in one evening" or the opportunity for "do-it-yourself individuality."

FASHION APPEAL the decorative look makes a big hit

Latch on to the decoratives. Their sales appeal is stronger than ever, and can be expected to increase as more consumers find out about the new look a room can take on by simply changing a doorknob or switchplate.

Decorative hardware is brighter, bolder, and more beautiful than ever. And the highly profitable items lend themselves easily to promotions. Their packages tell a large part of the story, but it's up to the retailer to provide the details and the ending. While pegboard is an effective way of displaying the hardware decoratives, the consumer wants to know more. Sketches or photos of rooms where such items have added a new dimension should also be included.

Self-adhesive wall tiles, wallpapers, and foils—patterned and flocked according to the latest home furnishing trends—are all inexpensive ways of giving a new appearance to a whole room or a group of accessories. Vignette-type displays a la the bath shop approach can add more life to these products.

Hardware is decorative outdoors, too. Summer furniture can be expected to undergo further styling

up with fabric patterns getting brighter and brasher. Barbecues are also getting bigger and better, taking on new styling and color. Outdoor lighting is another area that has become more important in the consumer's mind. Even city-dwellers who have terraces are being attracted by outdoor lighting.

SUBURBAN APPEAL: a powerful market keeps exploding

The flight to the suburbs continues, and breezing along in its path is the steady and sure appeal of hardware. Leisure living and the eternal pursuit of more time for it, plus the high cost of services, are leading the suburbanite to the hardware department in hopes of finding the easier and, ultimately, less expensive way out. When it's a choice between football or shoveling, golf or gardening, the sport gets the vote. But the job has got to be done. Thus, the ever-growing number of converts to power mowers, snow throwers, portable car washers and auto vacs.

Life in split-level suburbia is not entirely a bed of roses, either. While the convenience angle is important, the safety approach is also a sales maker. The health aspect of the snow thrower is as important as an early, heavy snowfall for promoting sales. And safety should come first and foremost when outdoor mowers are involved. Burglar alarms, non-skid matting, and timer lighting devices are all part of the safe side of hardware's suburban appeal.

HOT-ITEM APPEAL: new products hit with sales might

Hardware's hot-item appeal is the spark that's setting off the explosion at retail. Given new packages with healthy doses of eye-catching color, and heavy promotion in tv and print ads or by on-the-floor demonstrators, the hot items are making it a big year for hardware.

Retailers are still talking about the refrigerator dollie revolution. And switchplates, self-sticking adhesive tiles, and storage sheds have all proven themselves as traffic-builders for a department or store. Silver and copper cleaners and polishers, as well as rug and upholstery shampoos, also figure strongly on the hardware shop's roster of hot items. Even plumbing supplies—in attractive blister packages—have contributed to hardware's explosive status.

Outdoor sheds—restyled and heavily advertised—have become a year-round hot hardware item. And these have helped heighten consumer interest and demand for other space savers such as storage closets, shelves, chests, cabinets, and wardrobes. The "urge to organize" is strong—down to the Trash-Toter.

Seasonal goods—notably outdoor lights—have all caught the consumer's fancy. Bathtub edging and all-purpose floor mats are also reliable traffic-builders for the department, along with the improved jet-action car washers and auto vacs.

The hardware image has changed. Hardware is making it—and big—with a retail explosion and an equally volatile consumer reaction.

3. Gift power

More gift power has come to hardware, adding greatly to the sales explosion and excitement in the industry.

And the gift explosion in hardware has brought with it a bigger sales ticket. Two key examples of this development follow:

A family that may have frowned on giving Dad a new power mower for Christmas, because it is associated with work, may think nothing of giving him a \$100-to-\$250 snow thrower.

Or, the same family that was turned off by the suggestion of a power mower as a gift may well be turned on by the idea of giving Dad a rider mower in the \$200-to-\$500 price range. The rider mower, too, has a work-saving, rather than work-causing, image.

And both the snow thrower and the rider mower have a good deal of snob and luxury appeal going for them.

The suburban home-owner who already owns a color television set is a prime target for a rider mower sale this Christmas—and that sale could well include a unit complete with a snow-removal attachment.

In the rider mower, the housewares-hardware industry has a product that carries a price tag as high as color television, with a market that is growing each year. In fact, the rider mower is seen as having encouraged more appliance-tv dealers to carry power mowers—especially those retailers in suburban locations. A low-end power mower today provides almost as big a sales ticket as a black-and-white portable tv set, and probably more profit. Furthermore, as already noted, the high-end rider provides as big—if not bigger—ticket than color tv, and undoubtedly a fatter markup.

Even the No. 1 gift item in the hardware industry—the portable power tool—and particularly the 1/4-inch drill, has been generating increased gift power, as well as bigger sales tickets, for several reasons:

Variable-speed models have helped to bring more trade-up sales, as well as open up a big replacement market—especially for 1/4-inch drills.

Power tool kits, through a packaging twist, have made the power tool more "giftable," as well as more profitable: by providing a bigger sales ticket, while helping to blunt price comparisons.

Step-ups to semi-professional units are providing retailers with better tickets and better profits through the appeal of heavy-duty tools.

The power tool "system" with its interchangeable head, provides retailers with an opportunity to sell a bigger tool package initially, and pave the way for add-on business later.

The entry of new firms—particularly a big name such as General Electric—has created new interest and new advertising for the hardware.

The closer association of many hardware products to the hobby market—particularly in the area of do-it-yourself—also has made the industry's products more "giftable;" this is true not only for men, but also for women. The paint industry's success with antiquing kits has encouraged companies to go after a new area in hobbies: producing basic prints on which the hobbyist applies paints, ends up with a painting that looks like an original oil; Magicolor's Modge-Podge kit, now getting a big tv and demonstration push in hardware departments, is one example.

The closer ties between hardware and automotive supplies also has increased the gift power of the hardware department and hardware store. Many retailers will be featuring automobile vacs—especially those units at under \$10 retail—as gifts for Dad this Christmas season.

And the high-pressure car washing nozzles, which attach to garden hoses, are expected to continue as hot items during the upcoming Christmas season.

In addition to hardware manufacturers producing more products which have greater gift appeal, independent hardware retailers have been greatly expanding their assortments of other gift merchandise, including increased emphasis on electric housewares and stocking more heavily the so-called gift housewares lines—including gourmet cookware.

2. Spruce-up indoors

Hardware dealers and hardware departments are moving deeper into the home improvement field, thanks to new advances in do-it-yourself applications and in packaging.

Two prime examples: the new self-sticking acoustical ceiling tiles, and the new self-sticking vinyl floor tiles. Thanks to kit-type packaging and easy self-stick applications, hardware dealers and hardware departments are moving into a product area that formerly was almost exclusively associated with lumber outlets and building supply outlets.

The self-stick bit is big now and getting bigger all the time.

It started, of course, with self-adhesive vinyl coverings by the yard. This was expanded to include self-stick vinyl and metal wall tiles. Now, in addition to acoustical ceiling and vinyl floor tiles, hardware departments also are stocking high-end flocked vinyl wall coverings that retail at 98¢ a yard.

All this, of course, adds up to a pretty healthy sales ticket. A package of 16 vinyl floor

EXPLOSIVE HARDWARE Countdown to Christmas

tiles retails at about \$4.50 and covers an area of one square yard. Profits and sales tickets add up.

Another do-it-yourself product—the bathtub and shower edging kit—has been selling well.

Home storage problems also are being solved by the hardware department with metal shelving; this includes units for the backs of doors, which are selling increasingly well. Even Rubbermaid has entered the hardware field with storage units: its new revolving tool caddies.

What is happening in hardware basically is what happened in the housewares bath shop: the sales growth of storage units, the so-called bathroom space savers or "johnny poles"; and the emergence of the fashion look in vinyls, such as flocked shower curtains.

Like the housewares bath shop, the hardware department has a fashion story and a redecorating story to tell the consumer. And, also like the bath shop, the story is one of fashion on a limited budget.

More and more hardware departments, too, are resorting to the "shop" concept for telling the new fashion and redecorating story. Of course, this includes the hardware department's Self-Stick Shop.

The refinishing and refurbishing of old furniture also has opened up other new product areas and new promotional opportunities in the hardware field.

Women started painting when paint was first put in a spray can. Since then, they have learned how easy it is to paint with latex-base paint.

Antiquing old furniture carried the interest in redecorating one logical step further. So did the color sprays for "instant re-covering" of upholstery.

With the holiday season fast approaching, hardware retailers have an excellent opportunity to encourage housewives to brighten up the home.

1. Fall-in outdoors

From vacuuming leaves off lawns to pre-season promotions of snow throwers to promoting metal storage sheds for winter use, the fall season is taking on more and more sales potential for the garden goods business.

Garden goods retailers especially are finding the fall season an ideal time to promote metal storage sheds, because homeowners are looking for a place to store all the lawn furniture, barbecues, and outdoor goods that have been accumulated over the course of the summer months.

"With the right ad," explained one buyer, "you can clear out your carryover sheds without giving them away. You remind him [the consumer] that now, at the end of the season, is the best time to buy."

Judging from buyer comments, this year has been one of the best ever for the outdoor metal storage shed. For most stores, the sheds have recorded good steady gains over the last five or six years.

The average sales ticket on sheds also climbed higher this year as more and more customers traded themselves up to larger sheds. "All you have to do," explained one buyer, "is to remind the customer how much more stuff he collects each year."

Although the first consideration in shed purchases remains the amount of storage space provided by the unit, appearance is becoming increasingly important. "They don't want something that looks too boxy," explained another buyer.

In addition to increased fall promotional activity behind storage sheds, retailers also will be stepping up fall activity behind storage sheds, retailers also will be stepping up fall activity for lawn sweeping equipment.

Some retailers will be using the leaf bags as a giveaway to move power mowers.

Sunbeam will be promoting its leaf Butler power leaf vacuum: a unit that collects, chops, and compacts leaves, twigs, and paper from the yards. Most buyers see a limited—but perhaps growing—market for the separate power vacuum. One buyer who has sold several units, however, pointed out that a good manual lawn sweeper retails at a price of close to \$40.

Retailers also will be stepping up their fall promotions of snow throwers this year. One of the principal reasons, as one New York City buyer put it, is, "If you wait for a good snow to promote snow throwers, you may wait until hell freezes over."

There is little doubt that some buyers have become disillusioned with the snow thrower. Generally, this has happened because of a lack of sufficient snow to spur sales of the units.

Nevertheless, most buyers are still optimistic about the sales potential of the snow thrower, particularly as more and more men become concerned about their health and the prospects of heart attacks brought on by snow shoveling.

One department store buyer confessed that he is becoming somewhat dismayed over lay-away promotions for snow throwers. Because of his store's liberal return policy, he said, he has been forced to accept too many lay-aways—still in their unopened cartons—back at the end of the season.

"A guy who spends \$250 or more for a snow thrower and then does not get any snow is a disgruntled customer," he said matter-of-factly.

"If you get a good snow before Thanksgiving I know it will be a good season," one buyer remarked.

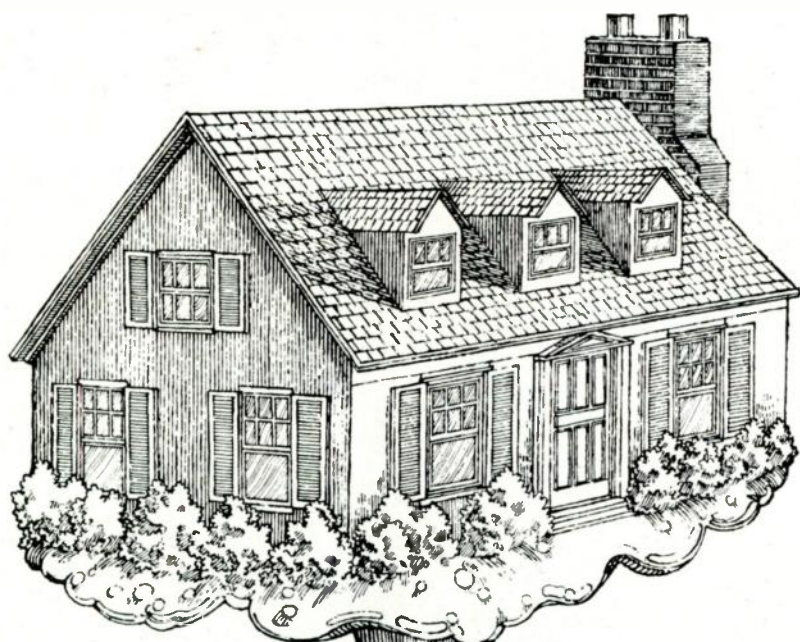
But many retailers are not taking any chances: they are buying light until heavy snows fall.

But, all in all, the fall selling season is becoming increasingly important to the hardware retailer—both indoors and outdoors.

The hardware retailer clearly has more products that have strong gift appeal. There is more opportunity to feature and promote do-it-yourself items for sprucing up the home. And the fall is becoming a more important season for outdoor power equipment.

For a look ahead to spring, turn the page.

Where do houses grow?



Among LIFE's young audience.

We reach a bigger slice of everybody between 18 and 34 than any other magazine. A whopping 39%.

Those are the years when people get married and furnish apartments. When they buy their first house and furnish that. When their families get bigger and they move to a bigger house. And furnish *that*.

They're the moving, changing, growing years when people are naturally the best prospects for all kinds of home furnishings. Appliances, rugs, TV's, drapes, beds, anything.

And these same young LIFE families are better educated and better off than the national average.

Reach the growing homes. Plant your ads in LIFE.

LIFE

Retailers shopping the National Hardware Show in New York City this week will be seeing generally higher pricing on new lines of outdoor power equipment and other spring merchandise.

Power mower producers reportedly will be quoting prices on 1968 lines that are from 3% to 5% above prices for comparable units in this year's lines. Manufacturers are blaming the rising costs of material and labor, plus increased freight charges.

Higher pricing is expected in most product categories, including: outdoor storage sheds, where higher freight rates are said to be a particular problem; garden hose, because of higher pricing on plastic resins; and barbecues, because of increasing costs of materials.

Retailers will be going to the Hardware Show in a good open-to-buy position, especially when it comes to power mowers.

For most retailers, 1967 will go down as one of the best power mower seasons in history, thanks to the end of the drought-like conditions that had plagued much of the country—particularly the populous Northeast—for nearly half a dozen years.

The rains finally came and the grass grew. In fact, some retailers had trouble in getting enough mowers to meet the increased demand.

The result is that the power mower pipelines are probably cleaner at this time than at the end of any season within the last 10 or so years. And these empty pipelines already assure power mower manufacturers of good shipment levels for the 1968 selling season.

(And what better time is there to raise prices than when there are few carryovers around?)

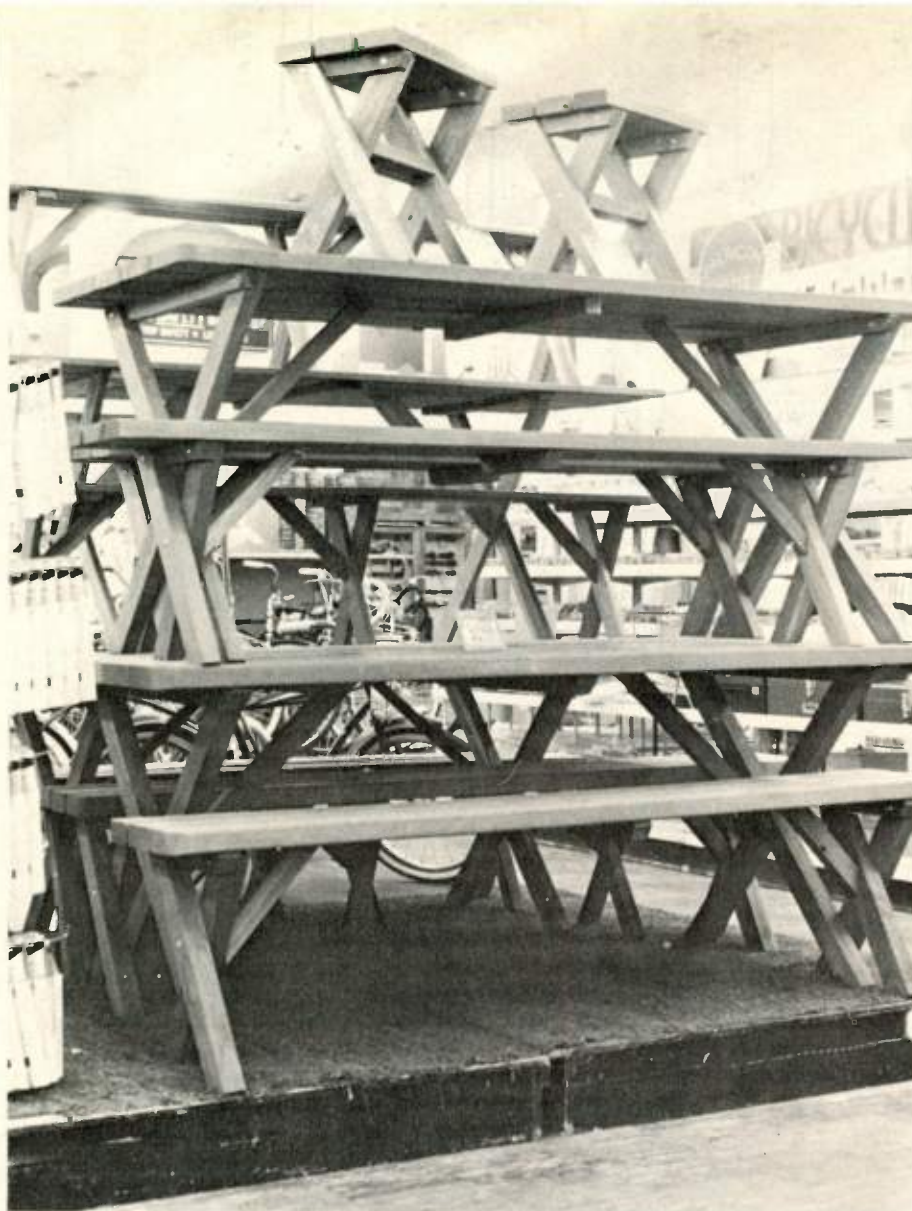
"I don't expect power mower manufacturers to be giving anything away," one chain garden goods buyer said. "They don't have to. They have been cleaned out and they know there is no carryover stock to speak of."

"Sure they are going to raise prices," offered another buyer. "Everyone is raising prices."

Distributors, too, are in a good open-to-buy situation for mowers; and several large garden goods wholesalers interviewed indicated they planned to increase the size of their pre-season orders.

While open-to-buy is good on power mowers, carryovers plague manufacturers of garden hose and sprinklers. Retail sales of hose and sprinklers were, of course, washed out by the very rains that helped power mower sales.

In looking ahead to the spring selling season at retail, most garden goods buyers expect to see a continuation of



Joe the Motorists' Friend, Harrisburg, Pa., stacks outdoor furniture high



Jordan Marsh, Miami, creates a rustic and inviting scene for outdoor goods

the strong trade-up trend that has been helping sales and profits for the past several years.

"I think it will be a good season," one buyer said. "But it's going to be difficult to top this year's power mower figures."

Buyers generally said they will be concentrating on adding more models to the high end of their power mower lines, including the addition of more rider mowers.

What retailers have found is that the homeowner wants a machine that is easy to start, that gets the job done quickly and easily, and that permits him to get on to more enjoyable summertime pastimes.

"The rider mowers make mowing fun," one buyer pointed out. "Sure, some guys buy them to 'keep up with the Joneses,' but most people buy them because they make mowing easier."

Several buyers predicted that this year's wet summer—and the resulting need to mow lawns more often than during past summers—may further spur the growth of rider mowers. "Some men had to mow their lawns practically every week this summer," an Eastern buyer pointed out.

Several buyers indicated they were considering cutting back on the number of models and brands carried. One buyer said he has been stocking too many promotional models. Another said he planned to give greater support to one particular brand, indicating that he planned to shop this year's lines and programs more closely than ever before deciding which power mower line to feature.

"I think the power mower is one area where you can work closely with one major source and come out way ahead," the same buyer went on to point out.

The strong trend to trade-up, in the view of buyers, is expected to continue in other product categories. This is particularly the case in barbecues, where deluxe covered smokers and wagons have gained an increased share of the business—taking some of the pricing pressures off the 24-inch-round brazier.

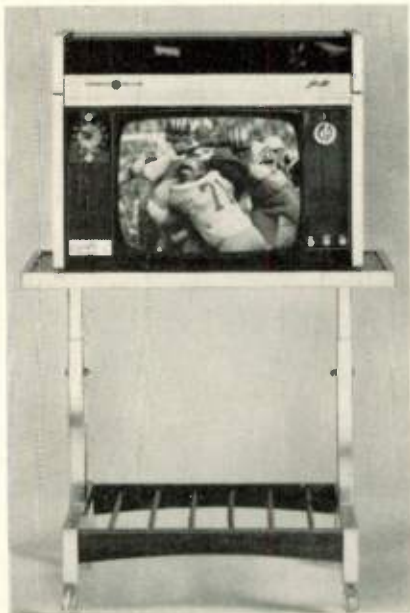
Department stores in particular have been highly successful in getting out of the low-end barbecue and summer furniture business. The department stores are stocking practically no promotional barbecues or folding aluminum furniture, leaving this business to the discount, drug, auto, and variety chains.

There's little doubt that buyers, having just finished one of the best garden goods seasons in years, are looking longingly ahead to the spring 1968 selling season.

EXPLOSIVE HARDWARE Getting ready for the spring blast-off

Nobody else packs as much sales pull under one tiny roof.

**The Westinghouse
Mini-Combo:
12-inch Jet Set TV,
4-speed Phono,
AM-FM Radio,
Clock-Timer.**



Here's a complete home entertainment system in one compact package: only 19" long, 15" high, 11" deep. And with all the famous Westinghouse features. Instant-On TV®, for instance, built into the 12-inch* Jet-Set. Means no waiting for warm-up. No walk-back to adjust or tune. The automatic monaural phonograph has a twin diamond-stylus flip-cartridge. Plus a 45 RPM adaptor. And the AM / FM radio is solid-state, with automatic frequency control plus a full-frequency 5" x 3" speaker. The clock-timer has a 2¼-hour sleep-switch to let you doze off during the Late Show, and the set'll turn itself off. Can be set to wake you up, too. Mini-Combo takes care of itself—and your profits. Ask your distributor for a demonstration today. It's what you're looking for.

You can be sure if it's

Westinghouse 

*Diagonal measurement of viewing area.



YOUTH ELECTRONICS NEWS



Go-Go Portables by SINGER —they play where you play!

• Now SINGER has designed a complete range of portable products for the 1960s generation. • Come see — try them all! At SINGER, we always want you to TRY BEFORE YOU BUY!

LOOK! MONEY SAVING COUPONS:

SAVE \$5.00 — Now when you buy a SINGER portable stereo, you get a \$5.00 coupon to use on any other SINGER portable product.

SAVE \$5.00 — Now when you buy a SINGER portable typewriter, you get a \$5.00 coupon to use on any other SINGER portable product.

SAVE 10% — Now when you buy a SINGER portable radio, you get a 10% discount on any other SINGER portable product.

FREE RECORD — Now when you buy a SINGER portable phonograph, you get a free record.

Singer sells its products in Sears edition of *TeenSet*, a fan magazine

Something 'in,' something new sells Sears to Young America

How does Sears merchandise for the teen market? In a big way. "To let the teens know we're with them," as Aileen Knapp, fashion program director for the Washington, D. C., store, phrases it, Sears runs charm schools, cooking classes, fashion shows, bridal seminars, and an active teen board. And one recent tie-in with Capitol Records, the *TeenSet* magazine, and Yardley had Sears pushing brand names to boost its store image and capture Young America.

Sears' new, young look was spotlighted for teenagers—both boys and girls—in an all-encompassing hard goods-soft goods promotion that toured the country. Called a "Fashion Bash," the back-to-school promotion was staged in hotels and auditoriums, and featured a fashion show; a record promotion; musical entertainment (from "The Outsiders" singing group and local combos); appearances by local disc jockeys; as well as boutique displays of musical instruments, phonos, motor bikes, walkie-talkies, radios, and soft goods.

Capitol Records pushed its albums and provided "The Outsiders," as well as other "name" entertainers. Yardley models demonstrated the London Look; and *TeenSet* put out a special issue in which it devoted four editorial pages to Sears' fashions. *TeenSet* also sold ads to other companies to subsidize the special issue, with the result that Singer was pushing its typewriters, tv sets, phonos, and sewing machines in a 4-page, 4-color insert aimed at Sears customers.)

To lure the teens to the Fashion Bash, Sears used a variety of methods: invitations were sent to members of the teen board and the charm school, and some of these young people acted as hostesses. Customers were invited to sign up at specific places in the store, and a public address system reminded shoppers of the upcoming event. In addition, the giant merchandiser ran ads in local newspapers and cooperated with *TeenSet*, which is sold monthly at newsstands, to run spot ads on teen radio programs.

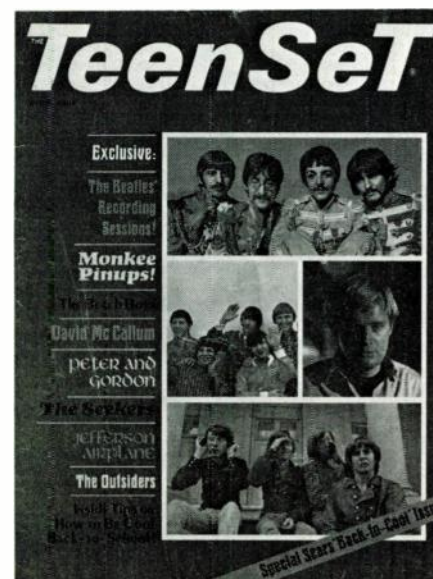
Promoting for teens serves a double

purpose, Mrs. Knapp has found. Not only does it lure this affluent young market into Sears stores all over the country, but it serves to prepare the Sears executives of tomorrow.

Teen board members get experience in merchandising and an insider's look at how a big store operates. Some turn into candidates for full-time jobs after college. Mrs. Knapp tells of one former teen board member, now attending the Institute of American Design, in Atlanta, who has turned into a part-time teen consultant for the national Sears headquarters, and even spends some time touring the country demonstrating Sears' line of teen shoes. "I expect when she's through with school," she'll join us on a full-time basis," says Mrs. Knapp.

The promotion was valuable for *TeenSet* as well. The magazine was introduced to some teens for the first time, and, as a result, its editors are anxious to tie in with other retailers who want to sell to Young America.

Even the independent retailer can find some way to stage his own teen promotion and create his own with-it image. There are many manufacturers and magazines that are willing to join in.



TeenSet puts out a Sears special

HOME ELECTRONICS NEWS

Japan's dollar earnings thin with switch in tv production

As Japan puts more punch behind production of small-screen color tv sets, the impressive gains in dollar earnings that were racked up earlier this year with its 18-inch color tv units are slimming down.

While at midyear, total tv dollar earnings were running 41.80% ahead of the comparable period in 1966, for the eight months ended in August, the percentage of increase dropped to 25.10%.

Total transistor radio production

took another sharp decline in August. In contrast to the color television market, however, Japan is concentrating on high-end FM-AM products, where the unit output is smaller, but the profits are higher.

Orders for inexpensive radio units that come into Japan are being allocated to Taiwan, where the lower wage scale enables a higher rate of profit. South Korea, too, continues to cash in on the radio market. Its output is 52.49% ahead of last year.

U. S. Imports From Japan +

	PERIOD	UNITS			DOLLARS		
		1967	1966	% chge.	1967	1966	% chge.
Television, Total	AUGUST	168,561	150,941	+ 11.67	12,002,688	11,424,915	+ 5.06
	8 MONTHS	901,644	800,284	+ 12.66	68,370,550	54,654,464	+ 25.10
Television, B&W (10 inch & under)	AUGUST	55,897	—	—	2,929,465	—	—
	8 MONTHS	258,277	—	—	14,629,927	—	—
Television, B&W (over 10 inch)	AUGUST	81,261	—	—	4,150,089	—	—
	8 MONTHS	474,424	—	—	25,812,700	—	—
Television, Color (10 inch & under)	AUGUST	156	—	—	22,368	—	—
	8 MONTHS	8,088	—	—	834,693	—	—
Television, Color (over 10 inch)	AUGUST	31,247	—	—	4,900,766	—	—
	8 MONTHS	160,855	—	—	27,093,230	—	—
Transistor Radios, Total	AUGUST	1,261,575	1,732,490	- 27.18	12,165,121	13,090,699	- 7.07
	8 MONTHS	7,530,784	7,217,621	+ 4.34	65,850,028	52,982,769	+ 24.99
Transistor Radios (AM only)	AUGUST	521,589	—	—	3,060,335	—	—
	8 MONTHS	3,497,399	—	—	18,709,751	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	AUGUST	700,929	—	—	8,543,948	—	—
	8 MONTHS	3,687,589	—	—	42,900,863	—	—
Transistor Radios (Auto)	AUGUST	39,057	—	—	560,838	—	—
	8 MONTHS	345,796	—	—	4,239,414	—	—
Tube Radios	AUGUST	195,008	126,539	+ 54.11	1,563,717	1,209,795	+ 29.25
	8 MONTHS	961,467	778,214	+ 23.55	8,808,218	8,626,550	+ 2.10
Phonographs, Total (incl. tape players, record changers)	AUGUST	42,370	98,346	- 56.92	401,749	1,453,331	- 72.36
	8 MONTHS	671,929	519,528	+ 29.33	9,825,805	8,345,289	+ 17.74
Phonographs (with speakers)	AUGUST	34,836	—	—	362,666	—	—
	8 MONTHS	231,545	—	—	2,667,384	—	—
Phonographs (stereo)	AUGUST	5,781	—	—	125,804	—	—
	8 MONTHS	74,758	—	—	1,187,351	—	—
Phonographs (monaural)	AUGUST	29,055	—	—	236,862	—	—
	8 MONTHS	156,787	—	—	1,480,033	—	—
Phonographs (without speakers)	AUGUST	7,534	—	—	39,083	—	—
	8 MONTHS	23,434	—	—	199,462	—	—
Tape Players (Auto)	AUGUST	—	—	—	—	—	—
	8 MONTHS	272,100	—	—	5,196,285	—	—
Tape Players (other)	AUGUST	—	—	—	—	—	—
	8 MONTHS	144,850	—	—	1,762,674	—	—
Radio-Phonos	AUGUST	118,000	78,200	+ 50.98	1,812,867	1,003,277	+ 80.69
	8 MONTHS	591,595	365,073	+ 62.05	8,944,999	5,492,331	+ 62.86
Radio-TV-Phono Combos	AUGUST	1,100	—	—	117,401	—	—
	8 MONTHS	—	—	—	—	—	—
Tape Recorders*	AUGUST	—	—	—	7,672,008	—	—
	8 MONTHS	—	—	—	47,627,652	—	—
Transceivers	AUGUST	402,406	—	—	2,648,051	—	—
	8 MONTHS	2,080,290	—	—	14,514,064	—	—

U. S. Imports From Hong Kong +

Transistor Radios, Total	AUGUST	591,057	996,492	- 40.69	1,835,263	2,592,970	- 29.22
	8 MONTHS	3,638,826	4,424,467	- 17.76	10,991,302	11,212,785	- 1.98
Transistor Radios (AM only)	AUGUST	520,043	—	—	1,437,336	—	—
	8 MONTHS	3,037,846	—	—	8,315,045	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	AUGUST	71,014	—	—	397,927	—	—
	8 MONTHS	600,980	—	—	2,676,257	—	—

U. S. Imports From Okinawa +

Transistor Radios, Total	AUGUST	37,844	121,559	- 68.87	124,058	611,327	+ 63.64
	8 MONTHS	316,180	490,509	- 35.54	965,119	1,389,823	- 30.56
Transistor Radios (AM only)	AUGUST	31,636	—	—	91,490	—	—
	8 MONTHS	247,620	—	—	706,649	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	AUGUST	6,208	—	—	32,568	—	—
	8 MONTHS	68,560	—	—	258,470	—	—

U. S. Imports From Taiwan +

Transistor Radios, Total	AUGUST	253,572	225,673	+ 12.36	1,000,352	611,327	+ 63.64
	8 MONTHS	1,444,385	912,803	+ 58.24	5,465,229	2,500,513	+ 118.56
Transistor Radios (AM only)	AUGUST	188,876	—	—	660,245	—	—
	8 MONTHS	997,520	—	—	2,986,895	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	AUGUST	64,696	—	—	340,107	—	—
	8 MONTHS	446,865	—	—	2,478,334	—	—

U. S. Imports From South Korea +

Transistor Radios, Total	AUGUST	46,946	33,988	+ 38.12	119,763	102,996	+ 16.28
	8 MONTHS	218,780	143,475	+ 52.49	683,575	451,593	+ 51.37
Transistor Radios (AM only)	AUGUST	41,946	—	—	108,263	—	—
	8 MONTHS	199,966	—	—	597,528	—	—
Transistor Radios (FM, AM-FM, Multi Band)	AUGUST	5,000	—	—	11,500	—	—
	8 MONTHS	18,814	—	—	86,047	—	—

+ Source: United States Customs.

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

Closed!

This page closed on Friday, at 12 noon—which makes it the fastest closing page in the trade! This new one-page closing is available each week on a first-come, first-serve basis. So when something breaks fast call us. We can deliver your message nationally, just two and a half days after we get it!*

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

*A premium of 10% will be added to earned black and white rates.

□□□□ **Color tv sales hit 167,900 units for the week ended Sept. 22, up 20.36% over the comparable week in 1966.** This brought color tv sales for the 38-week period up 12.82% over the comparable period last year. B&w tv sales of 129,558 units for the week lagged 31.55% behind the comparable week in 1966. Other products continued in a nearly year-long sales decline.

□□□□ **More color tv price hikes from RCA:** three models that were not affected when RCA announced its price increases in September have now been raised \$20 and \$50. All three could not be raised in September because they were scheduled to appear in last week's RCA Victor Week advertising supplement. They are: The Barrie, a 20-inch table model, up to \$419 from \$399; the Clement, a 20-inch console, up to \$469.95 from \$449.95; and the Hillsborough, the leader 23-inch combo, up to \$850 from \$799.95.

□□□□ **An instant FM device from Automatic Radio** converts any 8-track, 4-track, or compatible cartridge player into an FM radio. The Universal FM Radio Pak Tuner, at \$49.95, inserts into the player in the same manner as a standard tape cartridge.

□□□□ **Columbia Masterwork's new single-play phono,** which plays 45rpm records in any position, looks like the same type of unit GE is expected to introduce next year with its tiny Pocket Disc records (MW, 25 Sep., p.33). Like the proposed GE unit, the Masterwork unit, plays records that are inserted into a slot; Columbia, however, has not yet committed itself to the tiny records, and is marketing its 45 phono at \$24.95, with optional carrying case at \$2.95. Also new from Masterwork: a cassette recorder with piano-key operation, at the low-ball price of \$49.95.

□□□□ **Correction:** Motorola's four stereo phono drop-ins for 1968 range up to \$369, rather than up to \$269.95 (MW, 25 Sep., p.33).

□□□□ **August exports from Japan to the U. S. showed major gains for color tv and portable transistor tape recorders (other than rim-drive units); the portable recorders registered record sales. The complete export picture:**

Japanese exports to the U. S.*

	UNITS				DOLLARS			
	Period	1967	1966	% Chge.	1967	1966	% Chge.	
Color Television (incl. chassis)	August	37,667	24,803	+ 51.86	6,234,308	4,578,727	+ 36.16	
	8 Months	189,517	110,805	+ 71.04	32,809,762	20,275,024	+ 61.82	
B&W Television	August	140,622	140,421	N.C.	7,013,291	7,069,652	— .80	
	8 Months	799,866	780,357	+ 2.50	41,420,160	39,170,993	+ 5.74	
Transistor Radios (3 or more tr.)	August	1,212,582	1,252,047	— 3.15	12,192,441	10,938,191	+ 11.47	
	8 Months	7,368,361	7,607,242	— 3.14	71,292,835	59,803,141	+ 19.21	
Tr. rad. chassis/kits (3 or more tr.)	August	47,242	53,950	— 12.43	446,269	259,666	+ 71.86	
	8 Months	186,445	225,136	— 17.19	1,612,297	1,345,280	+ 19.85	
Toy tr. radios	August	130,680	33,040	+295.52	19,236	10,341	+ 86.02	
	8 Months	470,155	329,524	+ 42.68	239,620	193,129	+ 24.07	
Total Tr. Radios (incl. car radios)	August	1,432,618	1,371,062	+ 4.49	13,201,773	11,614,084	+ 13.67	
	8 Months	8,352,199	8,361,675	N.C.	77,356,315	63,992,175	+ 20.88	
Tube Radios	August	33,596	43,307	— 22.42	386,711	567,444	— 31.85	
	8 Months	190,587	444,119	— 57.09	2,469,371	4,949,961	— 50.11	
Tr. rad. chassis/kits	August	12,037	16,052	— 25.01	139,833	204,713	— 31.69	
	8 Months	119,634	98,383	+ 21.60	1,222,379	1,134,659	+ 7.73	
Phonographs	August	43,131	63,147	— 31.70	425,766	602,419	— 29.32	
	8 Months	251,547	359,065	— 29.94	2,592,733	3,520,165	— 26.35	
Radio-Phonos	August	146,021	121,913	+ 19.77	2,423,338	1,931,050	+ 25.49	
	8 Months	695,278	483,791	+ 43.71	10,492,327	7,351,635	+ 42.72	
Tr. Tape Recorders (port., rim-drive)	August	120,534	137,897	— 12.59	848,755	1,015,511	— 16.42	
	8 Months	731,425	986,647	— 25.87	5,014,713	6,790,930	— 26.16	
Tr. Tape Recorders (port., other)	August	192,503	120,181	+ 60.18	4,817,061	2,879,208	+ 67.30	
	8 Months	1,100,677	566,503	+ 94.29	27,825,833	14,347,432	+ 93.94	
Tb. Tape Recorders	August	15,139	15,471	— 2.15	764,777	796,025	— 3.93	
	8 Months	41,705	88,100	— 52.66	2,235,708	5,241,261	— 57.35	
Transceivers	August	547,598	708,176	— 22.68	2,452,475	3,494,991	— 29.83	
	8 Months	2,819,098	3,852,986	— 26.83	15,876,712	22,170,008	— 28.39	

*Source: Japanese Finance Ministry

EIA writes a prescription to cure the service industry's ills

With basic research out of the way, the Electronic Industries Assn. (EIA) is putting the final touches on a nationwide campaign to get more servicemen into home electronics jobs.

How will they go about it? According to Richard W. Tinnell, who joined EIA's ranks Sept. 1 as director of education and training, consumer products division, the effort will start with a five-part program designed to recruit, train, and, whenever necessary, help place new men in servicing jobs.

Tinnell will present the program, along with a four-year budget, for the approval of the division's Service Committee on Oct. 24 in Los Angeles. The budget is to be financed by funds derived from EIA's annual Consumer Electronics Show.

To ease the worsening service dilemma, the program will offer the following five-point approach:

(1) Greater emphasis on student career guidance.

(2) Expansion of technical training programs in public schools.

(3) Improvement of existing programs with modern equipment and materials.

(4) Provisions for keeping instructors up to date on changing technology.

(5) A public relations drive to improve the serviceman's image.

With the Service Committee's approval, implementation of the program will get underway gradually between late October and next year.

Symptom: a severe shortage

Although service poses a crisis for the industry today, Tinnell notes that the problem will likely become even more acute as industry production continues to climb and the number of home electronics products increases.

Within the next four to five years, according to Tinnell's projections, approximately 230,000 additional servicemen will be needed to meet industry demand and to replace the estimated 30,000 service technicians who will leave the business annually.

High school service programs are not turning out enough graduates to match this need. Only about 20,000 students enroll in such programs each year, according to EIA estimates; thus, the gap between supply and demand is growing greater each year.

The EIA program will concentrate heavily on working with the nation's public high schools. It is through these schools that the association's career guidance efforts will be channeled and recruiting will take place.

Motion pictures—which expound on the opportunity a student has in electronics servicing—will be shown at schools across the country; they will show how the student can earn up to \$150 per week, and more, without a college education.

Rx: new recruiting policy

Under the program, EIA will realign its recruiting efforts. To cope with the problem of how to keep the technician on the job after he has completed his training courses, the association will go after the young man who has no plans to attend college.

Commenting on the new recruiting policy, one industry source said, "We've found in past years that the service trainee who had some college education was the one most likely to quit his job after completing his training. Generally, he tends to be more ambitious and seeks a more prestigious or better paying position."

But EIA's Tinnell claims that the policy of recruiting high school students, rather than those with a higher education, will not lower the calibre of the service program.

"We're looking for capable, clear-thinking young men," Tinnell explained, "who will be able to handle this type of trouble-shooting position for the industry. We're not particularly concerned about his formal education or in teaching him the theory of electronics, as we've tended to do in the past. We will be gearing the program more closely to people whose ambitions and temperament suit the job."

"Our new efforts will be aimed more at attracting the more average student, who is likely to have finished high school, but is not interested in going to college."

Diagnosis: outdated training

Greater efforts will be devoted to bringing high school training programs up to date, putting them in step with today's sophisticated technological developments. Many of the programs, according to Tinnell, offer no instruction on servicing color tv receivers, or working with solid-state devices.

To improve these vocational courses, the EIA will call upon people in the industry—for example, national and regional service managers—to advise schools on the modern techniques that will be required in the future.

"We will also sponsor and conduct national regional programs for the teachers," Tinnell added, "many of whom have outdated training. Their knowledge of electronics is often far behind the times."

Tonic: an image booster

To improve the serviceman's image, EIA will launch a public relations campaign early next year. In addition to press releases and feature stories for consumer magazines, the association will sponsor a nationwide campaign of regional spot commercials on television and radio; the spots—of a public service nature—will tell the technician's story.

"The service industry has had its share of bad press, which only makes it more difficult for us today to fill these critical positions," Tinnell commented. "But now we're going to present the public with a different side of the story."

"When you consider that about 500 million home electronics products have been sold to American families during the last 20 years, and that current sales are running approximately 75 million units a year, there must be much sound servicing that never gets talked about."

"Sure, there might be some rotten apples in the lot. But there are many more honest, hard-working men on the job," Tinnell added, "and we'll be telling their story." —Neil Spann



The movement is to SHARP because SHARP moves. Where? Off the shelves of hundreds of SHARP retailers. Into the homes of thousands of SHARP consumers. Why? Because SHARP specializes in portables—the home entertainment products that move. Like our TV pictured above (described below). They move fast! They do more than that. They carry sales-stimulating prices with full profit. Anything else? Yes! Sell SHARP and sell with full confidence. Remember . . . SHARP gets carried away—and never comes back!

**the big move is to SHARP
because...**

**SHARP PORTABLES
SHOWN ABOVE**

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

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

MODEL TU-30P. Wood-grained, slim-lines, 71 sq. in. Styled to step up profits.



MODEL NP-11. Fast moving, deluxe 172 sq. in. portable. All channel performance.



**has an in-warranty
repair rate much lower than
the industry's.** U.S. Department of Commerce figures utilized in determining TV-Radio Industry repair rate.

IT PAYS TO GET SHARP—THE FULL LINE OF PORTABLE TV (COLOR AND B&W) • RADIOS • RADIO-PHONOS • TAPE RECORDERS • TRANSCEIVERS • SHARP ELECTRONICS CORPORATION, CARLSTADT, NEW JERSEY 07072. U.S. subsidiary of Hayakawa Electric Company, Ltd. In Canada: Import House of Canada, Scarborough, Ontario

By Amei Wallach

Choice of the future: mini consoles for mini homes

With stereo console sales a sobering 23% behind sales for the first seven months of last year, retailers and manufacturers alike are looking for answers to two questions: What went wrong? What can we do to help the situation?

Answers to the questions are as numerous and varied as the questions themselves. But one fact stands out: both retailers and manufacturers are taking a renewed interest in the mini console—the unit less than 50-inches long. Most producers are quick to say that it is not price alone, but a disenchantment with the long, low silhouette (like the 72-inch giant of a few years ago), that is causing the demand for smaller consoles. There is also a consumer demand for a smaller unit for smaller living quarters.

According to the Electronic Industries Assn., distributor sales of console phonographs dropped in the first seven months of 1967 to 696,237 units, from 905,453 units during the same period last year. Leader models priced below \$249 dropped 25.5% to 217,118 units; those ranging from \$250 to \$299.99 fell 14.2% to 120,982 units; models from \$300 to \$349.99 showed the only gain—up 8.4%, to 77,952 units; those from \$350 to \$399.99 dropped 6.2% to 89,003 units; those \$400 to \$500 dropped 25.5% to 66,221 units; and high-end models over \$500 dropped 4.6% to 77,508 units.

Reasons for the sales lag range from the state of the economy to the fact that color television

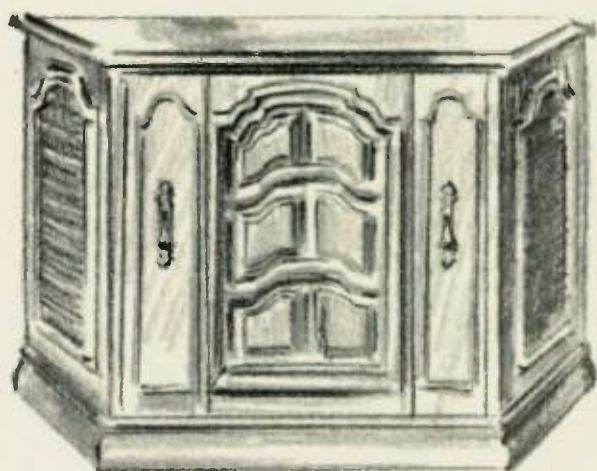
sales have taken disposable income out of the consumer's pocket. However, some manufacturers expect an upswing in sales by the end of the year.

"We've found that a console sales year that starts out badly often ends up well," explains J.D. Dougherty, vice president and sales manager at Zenith. "Industry sales are beginning to pick up now, and top fourth-quarter sales could make this a good year for consoles." Dougherty points out that Zenith's console sales have not dropped this year.

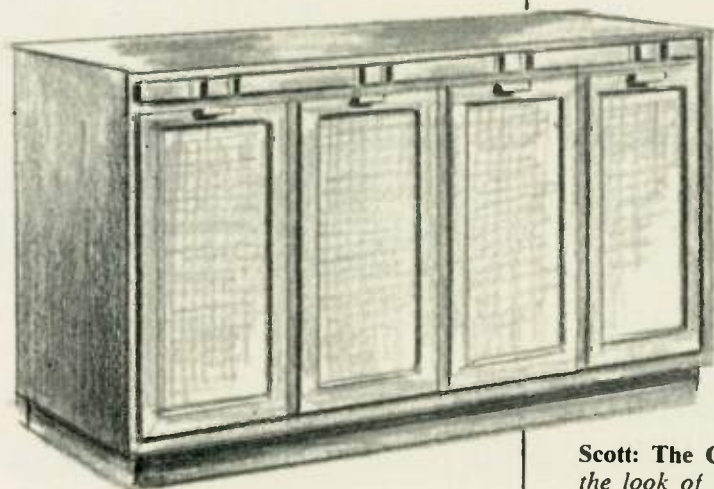
Retailers point to other reasons. "Manufacturers have been shipping large consoles, when what the consumer wants is a small one," explains Harry Ellam, buyer for the Connecticut-based Caldor chain. "People want a console, not another wall in the house," he says. He does point out that the demand for a smaller console could be a characteristic peculiar to his urban-suburban market.

Manufacturers seem to feel, however, that compactness is a wave of the future. Almost to a man, they agree that the 72-inch giant of a few years ago is dead; and many of them are filling in gaps in the under-50-inch category. Price, admittedly, is part of the picture, since customers tend to buy by the inch. So, in effect, by filling in with smaller models, many manufacturers are bolstering the low end of their lines. This year, however, there are more elaborately decorated, compact credenzas in the \$400-to-\$500 category as well.

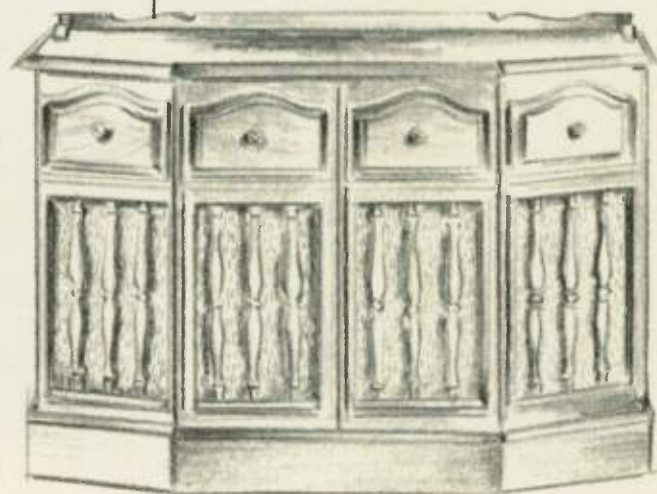
"There's a trend toward the smaller console,"



RCA: The Algiers, a touch of the Mediterranean in a credenza. Inside are a 4-speed record changer, solid-state amplifier/tuner, and 6-speaker sound system, at \$279. H-27¼", W-39½", D-17 5/16"



Scott: The Carlisle, the look of today in a hand-rubbed walnut console, with Garrard turntable, and Pickering cartridge, at \$499.95. H-28", W-47¾", D-18 5/8"



Pilot: Crescendo, a taste of Early America. The credenza includes a slide-out record changer and component module. H-30", W-43½", D-18 1/8"

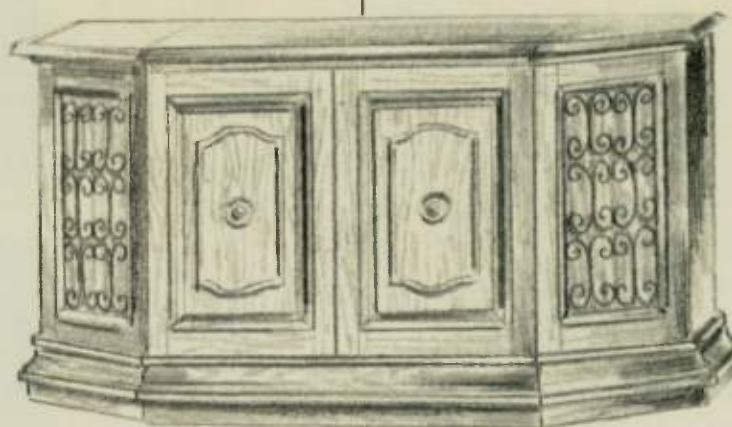
explains John Kenney, sales manager-stereo division, at Admiral. "And we're trying to strengthen our line in that area." Admiral now has three under-50-inch models out of 15 consoles in its line, and will add three others in the under-\$300 category at the beginning of next year. Kenney expects over 50% of Admiral's sales to be in the under-50-inch category in 1968, and at least 60% in 1969.

However, he explains, the demand for the smaller consoles is heavier in urban areas in the Eastern and Middle Atlantic states than it is, say, on the West Coast.

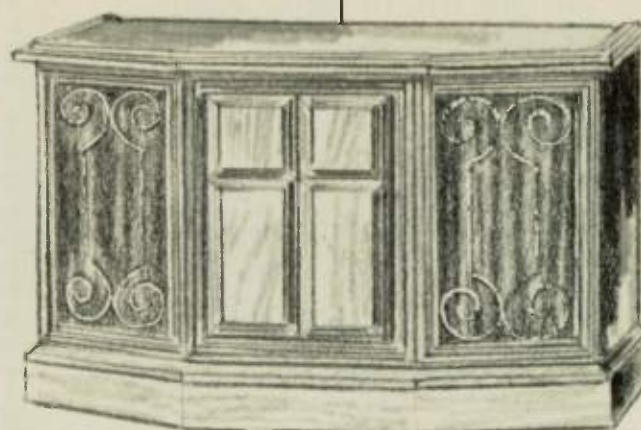
Zenith, which concentrates its low-end units in the compact category, expects 75% to 80% of its 1967 sales to go to under-50-inch consoles. The company does not carry credenzas now, and probably will not offer them until June of next year.

According to some manufacturers, however, low-end consoles have taken quite a beating so far this year, and retailers should think carefully before committing themselves too heavily.

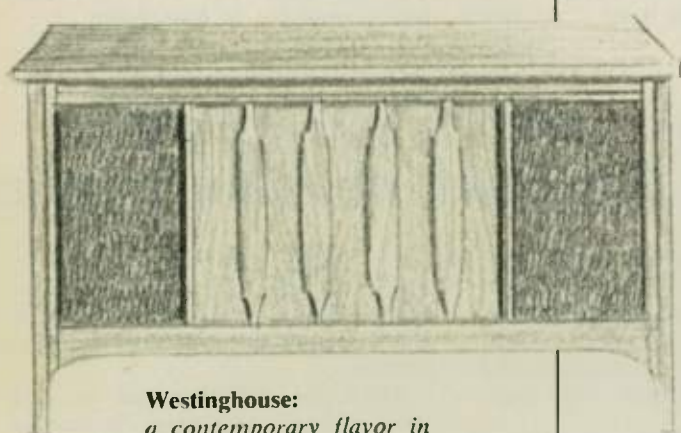
The public has not yet shifted to the petite credenza, said Bob McCarthy, manager-product planning for phonograph products at Motorola. "Young-marrieds from 25 to 35 will be the fastest-growing segment of the population in the next five years," he says. "They'll buy products uniquely suited to them. And, since they move fairly often, and frequently live in apartments, they could well cause a demand for the smaller console."



Admiral: The Morocco, the Mediterranean flair in a modern credenza, with 4-speed changer, 6-speaker sound system, and extension speaker terminals. H-28", W-54", D-18¾"



Sylvania: shades of a Moorish castle in an apartment-scaled console, with FM-AM/FM-stereo radio with integrated circuitry, Garrard turntable, and facilities for a tape recorder. H-25", W-41", D-18¾"



Westinghouse: a contemporary flavor in Danish walnut, with FM stereo multiplex with indicator light, 4-speaker sound system, and 4-speed record changer. H-26", W-46", D-17¾"



Zenith: The Ellis, a breath of Americana, with solid-state FM-AM/FM-stereo tuner, solid-state amplifier, 4-speaker sound system, and precision turntable. H-28¾", W-39¾", D-17½"

MAJOR APPLIANCE NEWS

□□□□ **Barker's is dropping major appliances**, according to reliable trade sources. The discount department store chain operates 17 stores throughout the New England states. Executives at Barker's were unavailable for comment. Sources close to the chain, however, indicated that the firm planned to de-emphasize hard goods in favor of more profitable soft goods.

Another New England-based discount chain with a soft goods reputation has been making a reverse move, by going more heavily into home electronics. Bradlee's, a division of Stop and Shop, has added portable electronics in a new West Hartford (Conn.) store.

□□□□ **The price is right for appliances** even with recent price hikes bringing retail tags up as much as 4% over those of last year's line introductions. With each successive increase in the 1967 pricing adjustment scramble, appliance manufacturers have issued statements attesting to the continued stability of prices on their goods, compared with those of other consumer items. In fact, appliance prices have continued to decline over the last 10 years, while cost-of-living figures show rising prices for almost all other kinds of goods.

A compilation of average retail prices for all appliance categories over the last decade (based on price reports from individual manufacturers) shows that appliances have fallen considerably in all but one product area. Refrigerators, which started in 1957 with a \$320 average ticket, for example, are now down about 16.6%, to \$267. Automatic washers have fallen 13.6%, to \$242, from the \$280 average retail price level that remained consistent throughout the late Fifties.

Similar price drops have been recorded for room air conditioners, down 32.6% from 1957's average price; electric clothes dryers, down 19.8%; gas dryers, down 24.7%; dishwashers, down 19.1%; disposers, down 33.3%; and electric ranges, down 16.2%.

Gas ranges, on the other hand, are up almost 50% from 1957's average price of \$135. The introduction and successive popularity of eye-level, built-in, set-in, and high-oven gas units have accounted for the increase in the average price to the present \$193.

□□□□ **New from O'Keefe and Merritt**, the 18-range Sculptura series features 25-inch ovens in six 30-inch, eight 36-inch, and four 30-inch double-oven models. Prices for the new units—now being shown to West Coast dealers—are expected to start at about \$124 for a 30-inch free standing unit, and go to \$369 for a top-of-the-line, double-oven model.

The line includes a new decorator feature: colored grates, rather than the conventional black. Other features include woodgrain door handles, wider use of accent door chrome trim, black-glass oven windows, Teflon-coated oven grids and liners, hinged cooktops for easy cleaning, and new storage compartments.

□□□□ **Chicago's recent 500-dealer No Frost Promotion** drew participation by nine manufacturers and about 350,000 area residents. Coldspot, Fedders, Frigidaire, General Electric, Gibson, Hotpoint, Signature, Westinghouse, and Whirlpool offered automatic refrigerator-freezer combinations to winners of a drawing, sponsored by the Chicago-land Appliance Committee and held at Chicago's Electric Assn. facilities.



Mediterranean decorative touch, at \$20



... or a \$20 Contemporary front



Top-of-line top-loading dishwasher

Philco-Ford expands dishwashers, shows new air conditioners

Philco-Ford has added more fancy fronts to its 1968 line of room air conditioners, and has expanded its new line of dishwashers to include front-loading portables and built-ins.

Consumers who purchase new Philco-Ford air conditioners will be able to send to the factory for a \$20 Decorator Front or a less-fancy \$10 version. The optional \$20 Decorator panels, new this year, are available in three styles of simulated woods: Mediterranean pecan, Contemporary walnut, and Early American maple with shutters. The \$10 fronts are carry-over Match Mates from 1967.

Both the \$10 and \$20 fronts are offered with the Space Saver and Super Power models in the 6,800Btu to 18,500Btu range. These come with simulated walnut fronts and tilt-down hideaway controls as standard equipment.

A new feature is being promoted on one 6,800Btu Space Saver unit: an automatic cool setting that changes the speed of the fan in order to maintain the selected comfort level. "A new

multi-speed fan adjusts speed automatically to improve the balance of temperature and humidity," explains James M. Black, sales planning manager for air conditioners, dishwashers, and ranges.

The air conditioner line begins with the 5,000Btu Space Saver series. Suggested list pricing starts at \$129.95.

The new dishwasher line includes seven models: three top-loading portables, two new front-loading portables, and two new under-the-counter models.

The three top-loading portables are available in capacities of 12, 14, and 18 table settings. The leader model, at \$129.95 list, features a baked-enamel countertop. Step-up units have four pushbutton wash cycles and laminated tops. Suggested retail prices are \$169.95 and \$199.95.

The new front-loading portable models, both with 14-table-setting capacities, list at \$189.95 and \$239.95.

The new built-ins retail at \$159.95 and \$199.95. Both have 14-table-setting capacities and decorative front panels available in four colors.

Kelvinator wins its pricing case: what the landmark decision means

Kelvinator has successfully defended itself against a Federal Trade Commission charge of price discrimination. Also this week, the company decided to farm out its laundry production, and appointed a new product sales manager.

The price case establishes the legality of different prices to different classes of customer. The FTC, in a complaint that dates back to 1959, had charged that Kelvinator was selling some products to retailers at higher prices than it sold the same products to "merchandise distributors." The Commission ordered the company to clear its prices with the FTC.

Kelvinator agreed that it was charging different prices, but argued that the differential was justified because of costs the company was paying. The Sixth U.S. Circuit Court of Appeals, in Cincinnati, has ruled that the differential was justified because the merchandise distributors provided their own sales staff "which carried on at their own expense functions American Motors (Kelvinator's parent company)

had to supply at its own expense to the regular dealers." The court also threw out the FTC's demand that Kelvinator obtain pricing approval from the Commission.

Kelvinator will farm out its automatic washer and dryer production, reportedly to Norge. A company spokesman said that Kelvinator will introduce an entirely new line of washers and dryers after Jan. 1; "they will be produced by another manufacturer to Kelvinator's specifications and will include a wide selection of larger capacity washers."

Management made the decision to move laundry out of the Grand Rapids (Mich.) plant because "space is urgently needed for expansion of Kelvinator's electric range line, and to accommodate three new 1968 refrigerator models."

The new product sales manager, Hugh A. Dillon, who reports to W.E. Grumiaux Jr., the new general merchandising manager. Dillon will direct the individual appliance sales managers.

Ready-to-wear dept.



Washer and dryer models LSA 5600/LSE(II) 5600 . . . today's low-priced fabric care experts.

even in our low-priced models.

Unlike others, we have Permanent Press—Wash 'N Wear cycles up and down our line. But we know you need more than just the "high hard one" on your bread 'n butter models . . . if they're really going to be your bread 'n butter models.

That's why we put many up-the-line features on our down-the-line models. For example, multiple cycle, water level and water temp selection. Also Super Wash, and a self-cleaning filter. These are normally high-end features on many competitive washers.

It's the same story on dryers.

Whirlpool offers two speeds, five heat selections; Tumble Press[†] control; automatic MOISTURE MINDER[®] control. These are top-priced features found even on low-priced Whirlpool models.

So start selling your prospects a ready-to-wear department, plus quality high-priced features. And do it even in our low-priced, volume merchandise!

[†]Tmk.


Whirlpool
CORPORATION

What Kelvinator's executive changes mean to appliance dealers

In recent weeks the Kelvinator Division of American Motors has made a number of top-level management changes. Responsibilities have changed; jobs have changed. What does it all mean to the Kelvinator dealer and distributor?

The reason for the changes goes back at least two years, according to E.B. (Ed) Barnes, Kelvinator's general manager, when the company began a complete review and overhaul of its operations.

"We wanted to take full advantage of our computer system," says Barnes. "We wanted to extend it to the field operation." By Jan. 1, 1968, he expects the new system in full operation, "and we believe it will have the fastest response in the industry."

Under the new system, when a dealer orders a piece (or a carload) of Kelvinator merchandise, the order will be sent almost immediately to the factory. The computer will search the factory warehouse, and, if the item is

not available, will search all the field warehouses until it finds an item to ship. If it is not available, the factory will be quickly able to advise the dealer of this so he can take action to substitute another item.

This change means that the plant will be able to more efficiently schedule items in and out of the factory. "We will be able to change the model mix quickly," says Barnes, "be able to turn around on a dime."

One man is responsible for getting the product from the end of the assembly line into distributor and dealer warehouses. That man is Robert T. McCormick, who reports to David W. Jones Jr., Kelvinator's assistant general manager. McCormick is responsible for keeping the products moving and the warehouses full.

The marketing department changes give Gerald FitzGerald the responsibility for the total marketing effort; he also reports to Jones. Reporting to FitzGerald are: Charles C. Rieger Jr.,



G.G. FitzGerald



C.C. Rieger Jr.



W.E. Grumiaux Jr.



W.E. Reddig

who, as general sales manager, runs the line operation; and W.E. Grumiaux Jr., who, as general merchandise manager, is responsible for advertising, sales promotion, market research, training, and product comparison.

Also reporting to FitzGerald will be the men with specific market sales responsibilities; major accounts; contract sales; Kelvinator branches (there are 18); independent distributors (34). "We believe that with these responsibilities more clearly defined, we will

be able to track and control the business to a degree we have not been able to in the past," says Barnes.

Finally, William E. Reddig, "The Father of the Originals," will now direct all product planning and program concepts. Reddig, who reports to Barnes, will replace a committee on which he served as chairman. Dealers who attend Kelvinator's open houses, which start today, will be waiting to see how well the company's executives changes work.

Amana takes the lead in the 'Great Side-by-Side Space Race'

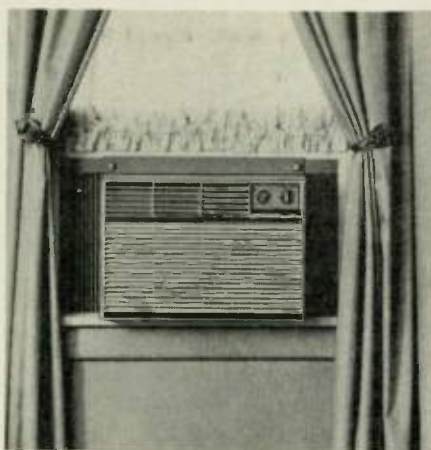
The makings of something that might be called "The great race to see how much space can be built into a 36-inch-wide side-by-side" seems to be at hand.

A few weeks ago, Hotpoint announced a unit that had a 15-cu.-ft. refrigerator and a 9-cu.-ft. freezer. Today, Amana announced a 35 3/4-inch-wide model that has a 16-cu.-ft. refrigerator and a 9.3-cu.-ft. freezer.

The new line of side-by-sides include these features:

- Optional accessory kits for 22- and 25-cu.-ft. models, which allow the housewife to use 1/4-inch plywood paneling on the doors and match her kitchen cabinets (see photograph at right).
- Elimination of all raised embossing on the back panel to allow flush-to-the-wall installation of the side-by-side units.
- A relocated "power-saver" switch on all of the units.
- A new suspension system for the "refrigerator - within - a - refrigerator" meatkeeper, which makes it easier to remove. The meatkeeper also has new, simplified controls.
- Built-in rollers with the brake lever located behind the front scuff guard of the unit.

The refrigerator-freezer line shares



New 7,000Btu air conditioner

many of these features. There are five top-mount models: two 18.9 cu.-ft. models, three 16.7-cu.-ft. units. They have the new rollers, relocated power-saver switch, and improved meat-keeper.

The bottom-mount combinations can accommodate the 1/4-inch paneling. The accessory kit for these panels consists of stainless steel trim pieces that clamp over the wood panels; the panels then slide into the existing door frame.



Doors can now take 1/4-inch panels

The air conditioner line features a 7,000Btu, 115v unit, which, like its smaller 5,000Btu and 6,000Btu brothers, incorporates reinforced glass-fiber construction. There also is a new 12,000Btu, 115v model: "the most compact for this rating in the industry," according to Amana.

Amana also has added a 13,000Btu unit with a simulated wood front to its line, which now has 22 models ranging in capacity from 5,000Btu to 29,000Btu.



New, larger 36-inch side-by-side

The freezer line has 10 models: five uprights and five chests. The upright models range from 12.1- to 23.1-cu.-ft.; the chests from 11.0- to 28.0-cu.-ft. There is a recently added 23-cu.-ft. chest that holds 805 lbs. of food in a foam-insulated cabinet 60 inches wide. The entire freezer line carries the company's five-year warranty.

Switch to

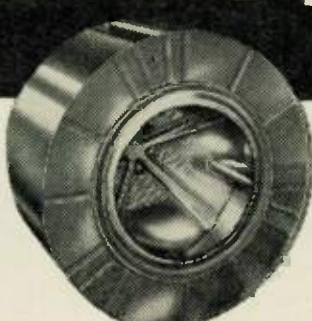
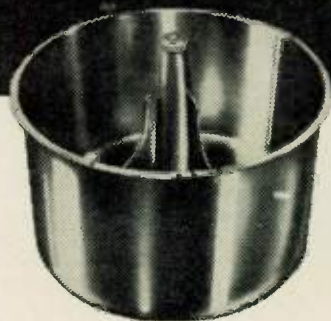


SPEED QUEEN

Quality and Dependability Since 1908

... the Washer and Dryer with the

Silver Lining



Lifetime Stainless Steel Tub and Dryer Drum

A Division of Mc-Graw-Edison Company, Ripon, Wisconsin 54971





The Most Illustrious and Dynamic Roster of Key Industry Leaders Ever Assembled To Discuss the Burgeoning Tape Cartridge Field

AT THE SECOND ANNUAL

TAPE CARTRIDGE FORUM

Sponsored By BILLBOARD & MERCHANDISING WEEK

OCTOBER 16-17, NEW YORK HILTON HOTEL



PROGRAM & SPEAKERS

SESSION 1 GRAMERCY SUITE

THE SHAPE OF THE TAPE CARTRIDGE FIELD—TODAY AND TOMORROW

Chairman: Hal B. Cook, Vice President
The Billboard Publishing Company
New York, New York

What Has Happened in the Tape Cartridge Field and Where Is It Heading?
Speaker: Oscar P. Kusisto, Vice President & General Manager
Automotive Products Division
Motorola, Inc.
Franklin Park, Illinois

The Cartridge—Son of a Disc
Speaker: Stanley Gortikov, President
Capitol Records Distributing Corporation
Hollywood, California

The Development of Product and Promotional Programs for the Home Market
Speaker: Jack Wayman, Staff Vice President
Electronic Industries Association
Washington, D.C.

SESSION 2 GRAMERCY A

MARKET FACTS ON THE CUSTOMER AND HIS PURCHASE OF CARTRIDGES AND EQUIPMENT

Chairman: David Nager, Sales Manager
Automatic Radio Sales, Inc.
Melrose, Massachusetts

Who Is Buying and Why?
Speaker: Lee Zhitto, Editor-in-chief
Billboard
New York, New York

Analyzing the Type and Amount of Equipment Sold and Their Outlets
Speaker: Martin Miller, Editor-in-chief
Merchandising Week
New York, New York

The Potential in the European Market and Progress to Date
Speaker: Graeme Andrews, Editor
Record Retailer
London, England

SESSION 3 RHINELANDER GALLERY NORTH

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

Chairman: Denis C. Hyland, Publisher
Merchandising Week
New York, New York

The Experience of a Record Retailer
Speaker: Russ Solomon, President/General Manager
MTS, Inc./Tower Records
Sacramento, California

The Experience of an Appliance Retailer
Speaker: Harold A. Wittler, President
H & H Service & Sales, Inc.
New Castle, Indiana

The Experience of an Auto Accessory Retailer
Speaker: Murray Klein, Executive Administrator
AID Stores, Incorporated
Woodside, New York

SESSION 4 NASSAU SUITE

SOME DISTRIBUTOR APPROACHES TO INCREASE SALES

Chairman: Ronald J. Obsgarten, President
Channel Marketing Inc.
New York, New York

How the Distributor Can Diversify His Retail Outlets to Increase Sales
Speaker: James Shipley, President
Mainline
Cleveland, Ohio

Profit Opportunities in Setting Up Specialized Tape Dealers Under a Franchise Program
Speaker: Jerry B. Tennyne, President
Tape Town
Fullerton, California

Pinpointing Your Sales Effort Through Creating a Customized Catalogue vs a Standard One

Speaker: Irwin M. Jennis, President
J & J Corporation
Newark, New Jersey

SESSION 5 MURRAY HILL A

SALES OPPORTUNITIES IN THE BROADENING APPLICATIONS OF TAPE CARTRIDGES AND EQUIPMENT

Chairman: Jack C. Cummings, President
Universal Tape Dex Corporation
Van Nuys, California

Its Use in Company Training Programs
Speaker: Thomas F. Hatcher, Director,
Experimentation & Innovation
The Equitable Life Assurance Society of the U.S.
New York, New York

Its Use in Adult Language Instruction
Speaker: Robert E. Livesey, President
Cortina-Institute for Language Study
New York, New York

Its Use in Keeping Doctors Informed of Medical Advances
Speaker: Claron L. Oakley, Vice President and Editor
Audio-Digest Foundation
Los Angeles, California

SESSION 6 MURRAY HILL B

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

Chairman: William T. Hack, President
Audio Devices, Inc.
New York, New York

The Four Track System
Speaker: Ralph E. Cousino, Director of Engineering
Orrtronics, Inc.
Toledo, Ohio

The Eight Track System
Speaker: Martin Ehrlich, Engineering Manager
Lear Jet Industries, Stereo Division
Detroit, Michigan

The Playtape System
Speaker: Frank Stanton, President
Playtape, Incorporated
New York, New York

The Cassette System
Speaker: Edward R. Hanson, Technical-Commercial Manager
North American Philips Co., Inc.
New York, New York

SESSION 7 GRAMERCY A

REACHING SPECIAL MARKETS TO EXPAND CARTRIDGE AND EQUIPMENT SALES

Chairman: Don Hall, General Manager
Ampex Stereo Tape
Elk Grove Village, Illinois

Selling to the Automobile After-Market
Speaker: Earl Muntz, President
Muntz Stereo Pak
Van Nuys, California

Selling to the Boat Market
Speaker: Harold Friedman, President
Harold Friedman Wholesale Co.
Miami, Florida

SESSION 8 NASSAU SUITE

GETTING GREATER MILEAGE IN SELLING AND DISPLAYING PRODUCT

Chairman: George W. Novak, Manager, Sales & Market Development for Columbia Tape Product
Columbia Records Sales
CBS Records
New York, New York

Training Retail and Distributor Salesmen to Sell Cartridges and Equipment More Effectively

Speaker: Richard D. Hershey, Sales Training Supervisor
Philco-Ford Corporation
Philadelphia, Pennsylvania

Controlling Pilferage in the Retail Store and Its Impact on Product Merchandising

Speaker: J. A. "Sasch" Rubinstein, Sales Manager, Tape Division
Callectron
Daly City, California

SESSION 9 MURRAY HILL A

MANAGERIAL CONSIDERATIONS IN LEGAL AND ENGINEERING ASPECTS OF TAPE CARTRIDGES

Chairman: Irwin Tarr, Division Vice President, Marketing
RCA Victor Record Division
New York, New York

The Critical Need to Know Music Copyright Dangers as Tape Use Expands
Speaker: Albert Berman, Controller
Harry Fox, Agent and Trustee
New York, New York

Progress in the Development of Standards and Compatibility for Equipment and Cartridges
Speaker: Robert C. Moyer, Chairman, Recording and Reproducing System Components Standards Committee
Electronic Industries Association and
Manager of Recording Development
RCA Victor Record Division
Indianapolis, Indiana

SESSION 10 RHINELANDER GALLERY NORTH

RUNNING AN INSTALLATION CENTER FOR AUTO EQUIPMENT WITH A RETAIL OPERATION

Chairman: Sol S. Zamek, President
West Coast Tape Cartridge Co.
Van Nuys, California

Selecting a City Location and Key Factors in Minimizing Costs of Operation
Speaker: Don Stromstad, President
Western Sound Corp.
Denver, Colorado

Selecting a Suburban Location and Key Factors in Minimizing Costs of Operation
Speaker: Marvin Talmatch, President
Stereomatic of Long Island
Floral Park, New York

SESSION 11 MURRAY HILL B

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

Chairman: John S. Chamberlin, Manager-Tape Products Business Section
Consumer Electronics Division
General Electric Company
Utica, New York

Promotional Approaches at the Local Level to Arouse Consumer Interest
Speaker: Larry Finley, President
International Tape Cartridge Corporation
New York, New York

Developing Consumer Interest Through Door-to-Door Selling
Speaker: Gerald (Jerry) Katcher, Secretary-Treasurer
Universal Stereo Studios, Ltd. & Tape-Rac, Inc.
Freeport, New York

SESSION 12 GRAMERCY SUITE

WHERE DO WE GO FROM HERE?

NOTE: Your assignment to a round table will be distributed on a list before this session begins.
The final session will deal with some of the critical questions facing companies in the tape cartridge field in the months ahead.

LAST CALL FOR REGISTRATION

Full information on
available hotel
accommodations will
be sent you upon
receipt of your
registration.



TAPE CARTRIDGE FORUM

Sponsored By
Billboard Magazine & Merchandising Week

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

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

Company Name _____

Address _____

City, State, Zip _____

We are _____manufacturers _____wholesalers _____retailers _____distributors _____other _____

We are associated with the _____music-record industry _____automotive field _____other _____

We are now in the tape cartridge field _____Yes _____No

REGISTRATION FEE:

\$100.00 per person

Fee includes attendance at all sessions, work materials, and luncheon on Monday and Tuesday. IT DOES NOT INCLUDE HOTEL ACCOMMODATIONS.
Payment Must Accompany Order. Please Make Check Payable to: Tape Cartridge Forum—and mail to 300 Madison Ave.—9th Floor—New York, N. Y. 10017.

Names of Registrants
and their Titles:

(Additional registrants can be listed on your company letterhead)

Your signature and title _____

□□□□ **Toro shows its first plug-in electric mower**, long expected, at the National Hardware Show, which opens today in New York City. Toro, however, has a new twist for its entry into the electric mower field pioneered by Sunbeam. Toro uses a permanent-magnet, silicon-rectified, DC motor; this, in essence, means the motor is adaptable for the day the cord is eliminated and the battery-powered electric mower becomes practical.

Toro calls its 19-inch electric rotary mower the Direct-Drive Electric Whirlwind. In addition to providing direct drive, the new motor requires that less current be carried through the cord than do mowers with universal AC motors. Toro's unit also features a built-in cord-direction changer, which throws the cord out of the way to one side or the other during mowing. The electric unit lists at \$109.95.

Toro also has expanded its line of gas-powered rider mowers and tractors. The line begins with a 5hp Lawn Tractor with a 25-inch cutting unit, at \$299.95 retail.

□□□□ **Sunbeam's outdoor products line for 1968** features new wheels at the back of the top-of-the-line snow thrower, and \$20 decreases in the fair-trade prices of its three side-discharge units. The price of model CD16, a center-discharge unit, goes up \$5; all other fair-trade prices remain the same.

The new power mower line offers height adjustment and grass bag features on more models than formerly. Two new features are: a cord-storage bracket on the handle of most electrics; and a grass-deflector plate, which directs clippings toward the ground.

□□□□ **Thor adds a fold-down handle to its mowers**, which come in 20- and 22-inch electric models. Thor also is featuring a series of six power tool kits built around a 3/8-inch drill; they start at \$25 retail.

□□□□ **The Housewares Show adds new exhibitors** for January, with 1,280 manufacturers now scheduled at the 48th NHMA National Housewares Exhibit, Jan. 15-19, at Chicago's International Amphitheatre. This is about 40 more than were scheduled for last January's ill-fated exhibit at McCormick Place. Applications for the show are said to run far beyond the Amphitheatre's capacity.

The National Housewares Manufacturers Assn. also has announced that escalators have been installed connecting the ground level with the second floor halls, and that food service arrangements are now being handled by a professional catering firm.

The NHMA also announced the appointment of Dr. Clara A. Ridder, professor of housing and interior design at the University of North Carolina, to its Board of Design for the 1968 Design in Housewares Award program. She replaces Dorothy Liebes, of Dorothy Liebes Design Inc., who withdrew from the panel for reasons of health.

□□□□ **Services for Dave Horowitz** were held in New York City last week. Horowitz, 52, long had been associated with Universal (Landers, Frary, & Clark) and most recently had been national sales manager for Hamilton Beach. Horowitz died the weekend after attending the Tux-jax dealer show, which had been saddened by the deaths of Horowitz' associate, Paul Loring, who had long been with Dormeyer before joining Hamilton Beach; and Ralph Calamer, long with Wesco, and former marketing vice president at Roto-Broil.

Retailers are taking a shine to the decorative light bulb

Decorative light bulbs have become fashion items—but too many stores still treat them as though they are basic household goods.

This is the charge that manufacturers and importers of decorative lamps level at housewares-hardware retailers, which, they claim, are still in the dark at a time when business could be burning brightly.

Housewares: in the dark

Few housewares-hardware retailers cater to the growing replacement market for decorative lamps. Typically, they either do not stock the category or, if they do, they are not offering a broad enough assortment of styles, finishes, wattages, and price points.

The result is that the potential customer, who is accustomed to buying standard household bulbs in the houseware-hardware section of a department or discount store, supermarket, or chain drug store, does not find what she wants in these areas. So she walks out and returns to the place where she purchased her fixture originally: the lighting fixture showroom.

Lighting fixture showrooms, until now, have won out over other outlets in the sale of decorative light bulbs. Of course, they have several things going for them. First, they are the "natural" outlet for the wholesaler or distributor of electric fixtures. Second, they are able to show their assortment in a "real" setting—lighted, in a lighting fixture. Furthermore, they are the original point of sale, the place where the consumer bought her first set of decorative bulbs when she purchased her lighting fixture.

Sales: a bright spot

The fact that lighting fixture showrooms are happy with the decorative bulb business is reinforced by some statistics. Industry sources estimate that decorative lamp volume this year will approach 60 million bulbs, a figure that includes both candelabra-base and medium-base units but excludes Christmas and night lights. The industry's annual growth rate is projected at between 8% and 10%.

Although the bulk of the business is done at the 59¢-69¢ retail price point, the trend toward ever-higher-priced units continues. Two of the "Big Three" in decorative bulbs, for example—Sylvania and Westinghouse—have recently added premium-priced models tagged at 99¢. The No. 4 factor in the bulb business, Duro-Lite, claims to have the highest price line on the market, stretching up to \$2.19 for a bulb. The No. 1 vendor, GE, cuts off at 69¢.

As the industry likes to say, the customer who has spent \$100 or more for a lighting fixture does not quibble about nickels and dimes when it comes to buying decorative bulbs.

The market: turning on

The same factors that make decorative bulbs attractive to lighting fixture showrooms should tempt other retailers into biting off a bigger chunk of the business. Decorative light bulbs are nearly always purchased in multiple

units, both at the time of initial purchase and in replacement, making for a decent-size ticket. At the same time, the profit structure is such that dealers average between 40% and 50% mark-up; and price cutting is relatively rare, since slashing prices does not seem to bring in additional traffic or volume.

Although lighting fixture departments and showrooms seem likely to continue to get the "first-time" business in decorative bulbs, the potential is there for other, more conveniently located outlets to attract consumers looking for replacements.

Sylvania, for one, is betting on the business to grow so fast that decorative bulbs will qualify as high-turnover items—and, therefore, be of increased interest to mass outlets such as supermarkets, drug chains, and promotional department stores. And Duro-Lite, with a pre-priced and "price-maintained" line—has found that mass merchants such as Korvette, Two Guys, and Grand-Way are willing to hold pricing on its bulbs.

At the same time, there is good opportunity for an independent hardware dealer to increase business in replacement decorative bulbs—depending on the income level and age of the neighborhood where the store is located.

The key to the replacement business, sources agree, is display. The consumer wants to see a broad, well-articulated assortment of new and interesting shapes and finishes, elegantly packaged to tempt her into buying a whole new set of bulbs.

Promotion: glowing prospect

What will really make consumers see the light—and, at the same time, make the bulb business shine even more brightly—is extensive promotional activity. Now in the planning stage are campaigns that include national advertising and publicity to "educate" the consumer to change her light bulbs according to her mood and the atmosphere she wants to create. She should start thinking in terms of having on hand a "wardrobe" of decorative bulbs, so that the lighting she selects for a big cocktail party can differ from her choice for a small, intimate dinner.

E-lite, for example—a company that does a big fixture business, in addition to marketing its pace-setting Zampa line of decorative bulbs from Belgium—is launching its first national advertising campaign this fall. Plans call for using such magazines as *House & Garden*, *Better Homes & Gardens*, and *Esquire* to create an elegant mood for its decorative lamp line.

The increased residential use of crystal fixtures has prompted most bulb manufacturers to move into iridescent finishes, which give added sparkle to the crystal. The continuing popularity of Early American fixtures and the trend to Mediterranean styling have influenced some to offer amber finishes, while Sylvania credits the Early American boom for its cranberry finish. Although clear is still the best-selling finish, manufacturers expect to add new colors and textures—which they feel will contribute to the growing appeal of decorative lamps.

—Joan Bergmann



Abraham & Straus' cover repeats portions of the color ads inside. In the book, small electrics are grouped around different price points.



Question: Will Bloomingdale's harvest of housewares, circled and squared against muted orange, bring the happy homemaking that the copy promises?

Housewares fall catalogs: too much of a good thing?

Fall's harvest of housewares catalogs: a bumper crop of brochures. As they tumble out of the Sunday editions, they are rich in autumn's orange, muted green, copper, and gold tones, and ripe with gourmet cookware and better housewares.

The cluttered look is gone from the catalogs, just as it is leaving the retailer's shelf. In its place: layouts that are airy and eye-catching with fewer and larger photos to the page, and copy that is just as breezy for lively Sunday reading. Cleveland's Higbee's, for example, talks in terms of "household helpers" and "think for themselves electrics and gadgets." Higbee's arranges its merchandise in narrow columns, mixing sketches and silhouetted photos, with lots of white space between the lines of copy. In New York City, Bloomingdale's advises a "wardrobe of little electrics for home, travel," and illustrates the point with a series of thumbnail sketches. Bloomingdale's gets almost gushy when it counsels, "Be a wizard with a world of push-button work-savers ready at your fingertips." Pictured are a group of blenders, irons, can openers, broilers, slicing knives, and portable heating units—all united by the push-button feature.

Color comes on stronger than ever—toned down to match the mood of the season in fall's catalog crop. Manufacturers are asking for more full-color pages, paying for them, and getting them. Clocks, a category that

frequently is left to fend for itself, comes across with new vitality in fall books from both Abraham & Straus, Brooklyn, N.Y., and The Hecht Co., Washington, D.C. Hecht's offers a full page for the clockwatcher to look at—"charming designs by Spartus"; A&S' Clock Shop features "up to the minute Fashion Tick Tockery—an assortment of timekeepers from several manufacturers."

Color makes cookware and pantryware come alive in the fall catalogs, too. While the brochures duplicate each other in their choices of fondue dishes, cookware promotions, and cookware sets and lines—a housewares fact of life that owes its existence to the demands for co-op ad money—creative buyers have combined color and interesting layouts to make their offerings appear unique and distinctive. At A&S, this has been done on a 2-page spread: "a gourmet guide to tastier cooking" and an invitation to "have a fondue shindig" appearing over a half page of fondue dishes and accessories from several manufacturer sources.

Aluminum cookware from Regal takes on a new shine when Macy's, N.Y., shows it accessorized with wax vegetables in its Housewares Show & Sale book. B. Altman's, N.Y., takes the Douro copperware shown by many retailers and gives it an extra gleam on a full-color page. Macy's gets the same results by showing copperware on its cover, which provided the

chance to tie the Housewares Show in with its Mediterranean Festival.

Home improvement housewares have also been given a new—and colorful—twist. Almost every book has a page of Con-Tact self-adhesive wall coverings. By using sketches rather than just the manufacturer-supplied photos, however, many stores have been able to come up with an exclusive-with-us look. In the Hecht brochure, Tipon's touch-up pens at \$1 became glamour items when shown in color—and in use.

Grouping by shop concept or price points in full-page layouts is another noteworthy feature of the books. While the shop concept approach has been a traditional one for bath goods, cookware, and floor care products, more and more retailers are keeping their personal care appliances together. This gives additional importance to these products and builds their image as housewares rather than drug department merchandise.

Abraham & Straus has found grouping small electrics around a particular price point to be an effective way of creating interest in a product and getting the consumer to trade up. In its fall book, A&S features a spread of "nine work-saving appliances" priced at \$9.99. Several pages later, A&S comes back with a similar collection of "nine efficient electrical appliances, each tagged at only \$14.99."

Gadgets at 88¢ each also occupy many pages in the fall catalogs, al-

though there is a decided trend to move the consumer up to three-for-\$5.99 by offering gadgets that are clearly gourmet and ultra-sophisticated.

The increased use of color and creativity in the catalogs, however, still have not convinced retailers or consumers of their value. Many leading department stores dropped their fall housewares books this year, while others have abandoned the Christmas issue. Some stores opted in favor of a limited distribution to their charge account customers.

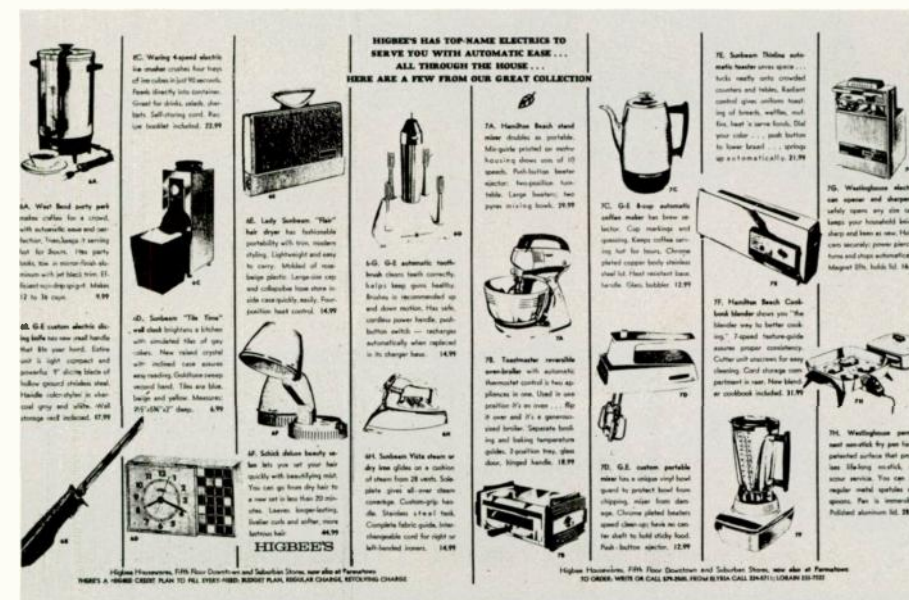
Because lead time on a catalog may be seven or eight months—while an in-store promotion may demand only five or six months of preparation—the catalog themes do not always coincide with those of a department or all-store promotion. In these instances, the traffic-builders become the daily print ads that reflect a particular promotion's theme. And the duplication of merchandise in the books is apt to be rather discouraging to the over-exposed consumer.

"Sure they're pretty to look at, but they're all the same. If there is anything different, we don't notice it—we're so used to seeing the usual things in all the books." This was the comment of one New York housewife, after being deluged on a succession of Sundays by a storm of catalogs from almost every New York City department store.

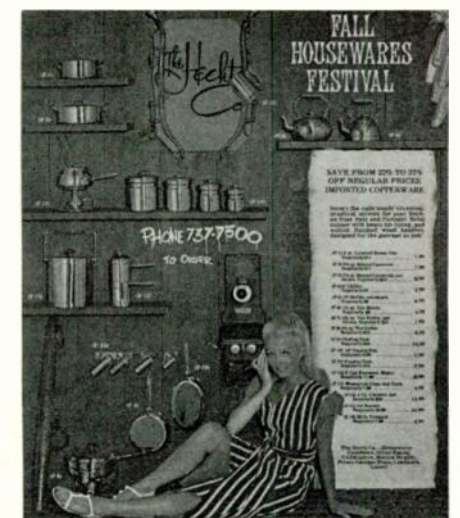
—Irene Kanfer



Macy's picks up the Mediterranean mood in its fall catalog

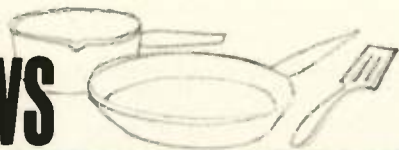


Higbee's features "top-name electrics" in a series of narrow columns that leave attractive wide-open spaces. The spread covers a broad spectrum of products.



The Hecht Co. adds a very feminine touch to its brochure cover, which features copper cookware, a rustic setting, an attractive girl—and the store's telephone number.

COOKWARE NEWS



Increases in stainless steel prices are not expected to have any immediate effect on the prices of stainless steel cookware, according to industry sources. Whether prices ultimately go up will depend on how many stainless steel producers follow the lead of Armco and Crucible Steel, along with "a number of other produc-

tion factors," said a spokesman. Cookware promotions for 1968 will be outlined to members of the Metal Cookware Manufacturers Assn. during a meeting this week at Lake Lawn Lodge, Belavan, Wis.

K.A. Matticks, director of industry marketing for Crucible Steel and a member of the

Committee of Stainless Steel Producers' market development subcommittee, will fill the manufacturers in on the latest technological developments in stainless steel production. "Many of the manufacturers have never been in a mill to see stainless steel produced, so we'll show them a film on that," Matticks said. "We'll also give them a preview of what they can expect of stainless steel in the future."

The Aluminum Assn. will continue along the same lines

with representatives of the aluminum utensil and market development committees discussing promotional plans, technological developments, and the industry's general outlook.

H.Y. Smuck, president of the aluminum division, Howmet Corp., and a member of the senior market development committee of the association, and A.E. Suter, vp of Lester B. Knight & Assoc. Inc., will offer keynote remarks.

Teflon will also take the spotlight, as representatives from DuPont go into detail on the 1967 sales picture and offer some projections for Teflon in 1968. Speaking for DuPont are Robert Hall, marketing coordinator; Frank P. Smith, assistant industrial manager, and Stephen E. Leighton, mgr, Teflon finishes sales.

Secondhand pots: they're tradition—every bride gets at least one from her mother for her trousseau. Now, Farberware has picked up the theme in the latest of the soft-sell ads for its stainless steel cookware and electrics. The new Farber ad tells the consumer she need not rely on mother or hand-me-downs to have pots and pans like mother had. It does an educational job for the industry as well, explaining the construction of the cookware and small electrics.

The Farberware ad series recently prompted a debate in *Advertising Age* because of its sophisticated, almost institutional approach to cookware. While some ad men expressed their doubts, the wives of ad men were quick to write letters expressing their satisfaction with the campaign—one of the few in the industry that takes such a with-it approach.

EVERY MANUFACTURER OFFERS YOU TEFLON SOLEPLATES BUT ONLY...

OUR IRON-CLAD GUARANTEE INCLUDES THE SOLEPLATE AS WELL AS THE IRON. NO ONE ELSE'S DOES.

The only Teflon soleplate that can be guaranteed is "Porcelanized" Hardcoat Teflon—and it's Magic Maid's exclusively. How come we can put in this extra quality and still be so competitive? When you're an independent, family-owned business you can do a lot of things the "big boys" can't do—and do 'em better! Guaranteed.

MAGIC*MAID THE PROMOTABLES BY SON-CHIEF

WAFFLERS ● TOASTERS ● GRIDDLES ● SKILLETS ● SON-CHIEF ELECTRICS, INC., WINSTED, CONNECTICUT 06098. PHONE (203) 379-2741

Farberware

Farberware's latest ad-dition

A BILLBOARD PUBLICATION
READ BY THE RETAILERS
OTHER RETAILERS FOLLOW

VOL. 99 NO. 41/OCTOBER 9, 1967

Phone: PL 7-2800; area code, 212

PUBLISHER Denis C. Hyland

EDITOR-IN-CHIEF Martin R. Miller

OPERATIONS EDITOR B. H. Schellenbach

PRESENTATION EDITOR Ronald D. Wind

Illustration Editor: Joan B. Antoine

Copy Editor: Lucy Schmolka

NEWS EDITOR Ed Dubbs

Midwest Editor: Wallis E. Wood

(Chicago—Phone: CE 6-9818)

Associate Editors: Amei Wallach

Neil Spann

Assistant Editors: Irene Kanfer

William Hutchinson

Contributing Editor: Joan Bergmann

NEWS BUREAUS: Los Angeles, Eliot Tiegel, Bruce Weber; Nashville, Bill Williams; Chicago, Ray Brack, Jerianne Roginski, Earl Paige

ADVERTISING DIRECTOR H. Sherman Davis

BUSINESS & PRODUCTION MANAGER

Marie R. Gombert

Asst. Production Manager: Joan C. Cooley

ADVERTISING SALES OFFICES

Eastern Region George Neuner, Roland DeSilva
165 W. 46th St., New York, New York—10036
Phone: PL 7-2800; area code, 212

Midwest Region Edward J. Brennan

188 W. Randolph St. John J. Cherry

Chicago, Illinois—60601

Phone: CE 6-9818; area code, 312

Southern Region Robert L. Kendall

John McCartney, Herb Wood

110 21st Ave. South, Nashville, Tenn.—37203

Phone: 244-1836; area code, 615

West Coast Region Pete Heine, Dick Blase

9000 Sunset Blvd., Los Angeles, Calif.—90069

Phone: 273-1555; area code, 213

United Kingdom Andre de Vekey

7 Welbeck St., London W.1; Phone: 486-5971

Italy Germano Ruscitto

Via Padova 154, Milano; Phone: 282-23-80

Japan Kanji Suzuki

2-1-408, 3-chome Otsuka,

Bunkyo-ku, Tokyo, Japan

Classified Rosemary Gros

188 West Randolph St., Chicago, Illinois—60601

Phone: CE 6-9818; area code, 312

RESEARCH MANAGER Alicia Donovan

Associate: Joan Lyons

PROMOTION DIRECTOR Geraldine Platt

CIRCULATION DIRECTOR Milton Gorbulew

MERCHANDISING WEEK (formerly Electrical Merchandising Week) is published weekly (except last two weeks of December, when biweekly) by Billboard Publications, Inc.

COPYRIGHT © 1967 by Billboard Publications, Inc., all rights reserved. Title registered © in U.S. Patent Office. Quotations on bulk reprints of articles available on request. The contents of this publication may not be reproduced either in whole or in part without consent of copyright owner.

EXECUTIVE, EDITORIAL, CIRCULATION, AND ADVERTISING OFFICES: 165 W. 46th St., New York, N.Y. 10036. Telephone: PL 7-2800, area code, 212. Second class postage paid at New York, N.Y., and additional mailing offices.

SUBSCRIPTIONS to Merchandising Week are solicited only from retailers, distributors, and manufacturers of home goods products. Position and company connection must be indicated on subscription orders. Publisher reserves the right to refuse non-qualified subscriptions. U.S. subscription rate for individuals in the field of publication; \$6.00 per year (single copies, 50¢, except Annual Statistical Issue, \$3.50). Foreign rates on request.

SUBSCRIBERS: Send change-of-address notices, correspondence regarding subscription service, and subscription orders to Fulfillment Manager, Merchandising Week, 2160 Patterson Street, Cincinnati, Ohio 45214. Change-of-address notices should be sent promptly; provide old as well as new address; include ZIP code number. If possible, attach address label from recent issue. Please allow one month for change of address to become effective.

UNCONDITIONAL GUARANTEE: The publisher upon written request, agrees to refund the part of the subscription price applying to the remaining unfilled portion of the subscription if service is unsatisfactory.

POSTMASTER: Please send form 3579 to Fulfillment Manager, Merchandising Week, 2160 Patterson Street, Cincinnati, Ohio 45214.



MERCHANDISING WEEK is a member of the American Business Press, the Audit Bureau of Circulations, the Magazine Publishers Association and the Second Class Mail Publications, Inc.

THIS BUSINESS IS PEOPLE



The many hats Max wears: Hoover adds presidency

C. M. (Max) Hoover is wearing more and more hats at Geo. D. Roper Corp.

Having recently been elected chairman of the board and chief executive officer, Hoover also finds himself assuming the title and duties of president. As president, he succeeds Ralph C. Ashley, who resigned.

Hoover, however, is getting some help. Paul D. Gilliland has been elected a vice president of the company. Gilliland, who joined Roper in July, continues also as general manager of Roper's Kankakee, Ill., division.

KEY MOVES: To his title and duties as president, David E. Walbert adds those of chief executive officer of Midland-Ross. Walbert succeeds the late Wade N. Harris . . . Philco-Ford's Thomas J. Murphy is the new president of the National Premium Sales Executives . . . Penney's names George S. Stewart a vice president; Stewart

recently was appointed director of stores . . . Sol Rogoff, assistant vice president of Vornado Inc., has added the automotive department to the hardware and lumber departments he presently heads at the Two Guys stores . . . Bill Greenberg, formerly with Berkshire Distributors (Miracle Mart), has been named hardware, automotive, and garden goods buyer for Diana Stores Corp. (270 stores under Miller's, Great Eastern, and Gulf Mart names) . . . E. Nevin Kather has been named general manager of Raytheon's components division; J. Clive Enos has been named director of equal opportunity programs for Raytheon . . . Kelvinator appoints Marvin P. Wilson as manager of sales planning and control and M.C. Cameron as director of contract sales . . . Republic Molding appoints William F. Fulcher, manager, southern division.



Lyle H. Certain, Advertising Director
DIXIE PAINT & VARNISH CO., INC.
Brunswick, Georgia

Dixie Paint & Varnish Co. is the manufacturer of Duralite® paint which is distributed throughout the Southern region.

“Studies don’t usually impress me, but this one does,” says Lyle H. Certain, about the new Yellow Pages Industrial Usage Study.

“For one thing, it confirms our belief in the extent to which businessmen use the Yellow Pages—and that’s a belief we back up by trademark advertising in the Yellow Pages. The way the study breaks down usage figures by regions was especially helpful to us.

It shows what’s happening in the area we sell. What’s more, the study is free—a useful service we didn’t even ask for.” —Lyle H. Certain
The Yellow Pages Industrial Usage Study was conducted by Audits & Surveys Inc. among 6819 buyers in manufacturing firms.

The study covered 140 products and services classifications.

The results of this survey are available in booklet form. For your copy now call your Yellow Pages man. Find him in the Yellow Pages under Advertising—Directory & Guide.



This portable phono flips its speaker lids for wall-to-wall stereo, comes on instantly, plays all 4 speeds automatically, pops on its spindle to spin 45s and turns itself off. (And, just for the record, turns a neat little profit!)



Model 68P06, Sagebrush Green; Model 68P08, Mushroom

Sugg. retail \$49.95

Arvin Solid State Portable Stereo Phonograph

Here's how starting with advanced design, following through with careful manufacture, and placing the emphasis on quality all down the line brings you another outstanding Arvin value that speaks for itself. And in brilliant stereo, at that!

Of course, if your salesmen really want to get into the act, they can mention the Solid State instant play amplifier . . . that the speaker enclosures separate up to 20 feet for dramatic stereo effect (and that there's a separate

volume control for each) . . . that the turnover ceramic cartridge has dual sapphire needles . . . that the lightweight tone arm and rubber-matted turntable are easy on records . . . and that the case is built to take hard use in stride.

Why not take a quality look at all 31 great models in the glamorous new Arvin Portable and Console Phonograph line for 1967. A call to your Arvin distributor does it.

Arvin

Solid State Stereo Phonograph with Detachable 4" Speakers in Sleek Luggage-Style Case.

Model 67P19, Charcoal with Silver Trim
Sugg. retail \$59.95



Arvin

New Micro-Integrated Circuit Solid State Component-Styled Stereo 4-Speed Phono with Tone Control Switch.

Model 68P29, Charcoal with Silver Trim
Sugg. retail \$69.95



Arvin Value begins with Quality in Home Entertainment Products

See us at the National Housewares Show, International Amphitheatre, Chicago, Booths F-1324, 26, 28, 30, 32, 34, 36, 38 and the EIA Show, Nassau Suite, New York Hilton.

For complete information, write, wire or call ARVIN INDUSTRIES, INC., Consumer Products Division, Department E-9, Columbus, Ind.

Visit these permanent show spaces: Chicago, Merchandise Mart—1477 • New York, 230 Fifth Ave.—612 • Hollywood, 1025 N. Highland Ave. • Arvin Sales Department, Columbus, Indiana.

As Nationally Advertised in: Life, Look, Newsweek, Sports Illustrated, Sunset, Time



RADIOS



TELEVISION



PHONOGRAPHS



TAPE RECORDERS



TAPE CARTRIDGE PLAYERS