

MERCHANDISING WEEK

NOVEMBER 27, 1967

EDITED FOR THE CONSUMER ELECTRONICS, APPLIANCE, AND HOUSEWARES INDUSTRIES ☐ READ BY THE RETAILERS ☐ A BILLBOARD PUBLICATION ☐ PRICE 50 CENTS VOL. 99 NO. 48

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Status report on housewares design: what's ahead in '68 for retailers, manufacturers, the NHMA

When you're large capacity be sure to che important poi

Can your customer reach the back of the top shelf?

Will the extra depth extend too far into her kitchen?

**Will she be buying increased height and depth
but sacrificing convenience?**

**Will you have to take the refrigerator door off to make
delivery—and maybe your customer's door too?**

With the Admiral Duplex® freezer/refrigerator line, your customer has nothing to worry about—and neither have you. Because even the largest Duplex is designed to fit. To fit a woman's demand for convenience and common sense. To fit her. To fit her kitchen. And to fit easily through her door. Throughout the extensive Duplex line, no model is higher than 5 feet 5 inches or deeper than 27 inches. So you can show a customer up to 30 cu. ft. of capacity—and demonstrate that

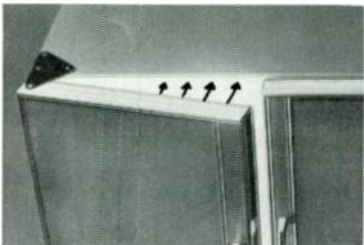
every cubic inch of it is no more than an arm's length away. So be sure to let your customer do a little comparative reaching while you tick off the long list of Duplex features.

After that, she's bound to reach the obvious conclusion: that she doesn't have to sacrifice convenience or common sense for more capacity. All she has to do is decide on a Duplex.

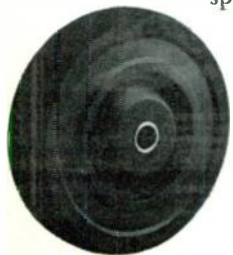
Then all you'll have to do is deliver it . . . *without* dismantling it.

selling a side-by-side, check these units:

Admiral Duplex scores in leadership,
too—with features like these:



Exclusive New Admiral Automatic Door Closers. To make sure both doors are completely shut. No possibility of food spoilage in either compartment.



New Admiral Heavy-Duty Rubber Wheels. To allow faster, easier cleaning and waxing. So convenient!



A wide choice of sizes, colors and decorator panels. Duplexes are 33", 35 $\frac{3}{4}$ ", 41" and 48 $\frac{1}{4}$ " wide. One of them is sized to fit your customer's kitchen—and *all* of them are sized to fit your customer!



Admiral Duplex®

FREEZER/REFRIGERATOR!

The uncommon cold.

You'd recognize the symptoms of the common cold on the street.

All the dealers have that tired look from working with appliance manufacturers that don't back them up.

Well, that's all over.

We, at Kelvinator, are ready to do some uncommon things for you.

We're ready to help build your reputation as a refrigeration specialist.

How are we going to go about it?

Well, to begin with, we're going to provide you with a complete line of refrigerators and freezers.

There are Side-by-Sides. And top and bottom freezer models. Everything, in fact, so you'll have

something to fit every need and every pocketbook.

Then, we'll back you up with a sales training program developed from consumer attitude research.

We'll back you with the biggest local and national advertising program on refrigeration in Kelvinator's history.

And there's lots more, too.

So be ready when the Kelvinator kitchen specialist calls on your store.

And you'll never suffer from the common cold again.

Kelvinator, the uncommon cold.

A DIVISION OF AMERICAN MOTORS



□□□□ **Housewares Yule ads are off to a fast start**, as retailers jumped the gun with heavy advertising on Thanksgiving Day itself. In New York City, for example, retailers did not wait until yesterday's Sunday editions to launch big Christmas newspaper campaigns. Instead, they sought to spur business over the weekend with heavy advertising in Thursday's and Friday's papers. Retailers used these ads to emphasize high-end blenders, bar goods, cookware, and personal care electrics. Also featured were bun and bread warmers and warming trays. In personal care electrics, hair curlers and lighted makeup mirrors are getting strong play and look as if they may be shaping up as the season's hot items for this category.

□□□□ **Welbilt stresses versatile installation** in its 1968 air conditioner line. Thirteen models derived from four basic designs provide a choice of installations, including casement window, sliding window, standard window, through-the-wall, transom, and ducted multiple room. The company is not suggesting retail prices for the newly announced line.

Welbilt's Hush Master series offers 5,000Btu and 6,000Btu models with Expand-O-Mount panels for do-it-yourself installation. The two Mighty Mite models—5,500Btu and 6,000Btu—are designed for installation in casement windows, but optional kits permit installation in double-hung and sliding windows. The Power Master

series includes seven models ranging from 6,100Btu to 17,000Btu, also with the Expand-O-Mount feature. The series has a wood-grain vinyl front for a furniture-like look. The Super Alaskan, with cooling capacities at 23,500Btu and 27,500Btu, is designed for large rooms and multiple-room areas in homes and offices.

□□□□ **More price hikes for color appliances** will go into effect at the end of the year, as Westinghouse follows the lead set by General Electric (MW, 6 Nov., p.30) and adds to its dealer prices for 1968 color refrigerators. Westinghouse explains that the move, which will add about \$2 to dealer prices, was forced by consistent consumer preferences for two-tone color models and the company's inability to continue to absorb the cost differential. The increase will go into effect during December, as Westinghouse introduces its new line.

Prices for convertible and portable dishwashers will also go up, says the company, effective Jan. 1. The move will again mean approximately a \$2 step-up in dealer costs for the merchandise.

□□□□ **General Instrument's bid to buy Jerrold Corp.** became final with the approval of shareholders of both firms. Jerrold manufactures antennas and components; General Instrument is a diversified manufacturer of electronic systems and components.

The economic news: timing is bad for hard goods retailers

The economic news: timing is bad for hard goods retailers

Great Britain has set off a worldwide economic chain reaction that might possibly be felt on U. S. retail sales floors—and, if so, quite probably in color tv salons.

The immediate effect of last week's events, which started with Britain's currency devaluation, was to put troublesome economic news back on page one instead of leaving it buried in the financial sections. At the very least, the result has been to raise doubts in the consumer's mind about the over-all health of the U. S. economy—including the effects of the Vietnam war, and the gold drain from the United States' unfavorable balance-of-payments situation.

It is too early to tell, however, exactly what all the economic news pour-

ing forth from the world's government and financial capitals will mean to U. S. retailers this Christmas.

There is no doubt, however, that the news was not good news for most retailers—even if no one can say right now just how seriously it should be regarded or whether it should be regarded as serious at all.

The events of last week, nevertheless, came at an awkward time as far as hard goods retailers are concerned: at the start of the Christmas season, when up to 40% or more of the year's business is done, and just when the consumer was beginning to show renewed confidence in the economy.

In fact, it was about this time last year that consumers stopped spending, which left appliance-tv retailers with heavy year-end color tv inventories. And it has only been in the last half

of this year, particularly in the past few months, that the tide has turned and the consumer has started to spend again.

A tax hike is more likely now than at any time since President Johnson first proposed his 10% surtax—to the dismay of many retailers, who were just beginning to consider the tax proposal a dead issue. At the least, retailers (as well as much of the rest of the business world) had hoped President Johnson would forget about it until after the first of the year.

Now Johnson is pushing for his tax increase with a stronger "we-need-it" argument than ever before. And Wilbur Mills (D-Ark.), chairman of the House Ways and Means Committee, seems to be losing some of his reluctance to go along with the tax hike. From all indications, there will be a

compromise between Johnson and Congress—with a cutback in government spending tied to a tax increase.

Higher interest rates also have resulted within the past week, with a 6% basic lending rate on business loans becoming widespread in the U. S. banking system. Consumers are now faced with higher interest rates on mortgages and personal loans.

Retailers may have to work harder in the coming weeks in order to get consumers to spend—especially on the big-ticket purchase that would mean, for many consumers, going further into debt. And this probably means retailers will be stepping up their advertising and promotional activities more than some had planned, including, perhaps, more of those "no-payments-until-March" and "buy-now-before-the-price-goes-up" promotions. —Ed Dubbs

GE shakes up consumer goods marketing: what it all means

In a major reorganization affecting consumer goods, General Electric Co. last week moved to unite television and major appliances in a single marketing group and to bring a closer relationship between housewares, radios, phonographs, and other so-called "traffic" electronics.

The key men in the reorganization are Walter D. Dance, who becomes vice president and group executive for the appliance and television group, and Donald D. Scarff, who becomes vice president and group executive for (all other) consumer products.

Although this was not spelled out in

GE's announcement, presumably Scarff is now responsible for the housewares division, perhaps, even portable tv.

The GE announcement of last week actually opened up more questions than it answered. And, even within GE's consumer products divisions themselves, speculation was rife. In New York City headquarters, GE officials would only say that additional announcements are forthcoming, probably sometime this week, and that they would spell out further the new organization, especially the line of command and responsibilities.

Both Dance and Scarff report to

Herman L. Weiss, who continues as boss of all GE consumer goods operations but under the new title of executive vice president.

Dance had been vice president and general manager of the GE major appliance and Hotpoint division. Scarff had been vice president and general manager of the consumer electronics division, part of which (television) now goes to Dance. Scarff will probably pick up housewares and other consumer goods in the shift. Willard H. Sahloff continues as vice president and general manager of the housewares division.

What the move means, according to some trade observers, is that GE has divided its consumer products operations into a big-ticket group (appliance and tv) and one encompassing all other categories (housewares, radios, phonos, etc.).

By assigning tv to Dance, GE obviously hopes that its share of the television market, especially big-screen color tv, will increase from closer marketing ties with major appliances. GE traditionally has been stronger in the major appliance field than in television, where it takes a decided back seat to the likes of RCA and Zenith.

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WEEK

REACH QUITE EVERYBODY.

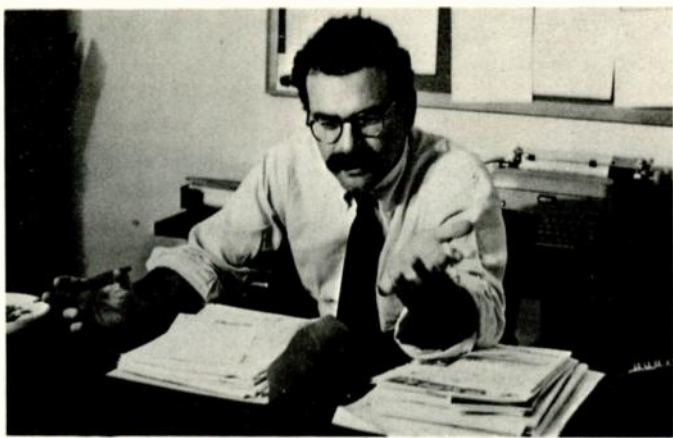
JUST THE RETAILERS WHO COUNT!

The men who read Merchandising Week sell almost all of the consumer electronics, appliance, and houseware products purchased in this country.

Your advertisement in Merchandising Week reaches these men at the very moment their minds are open to new information and new ideas—every Monday morning—with the news that they use to dominate the retail sales in their markets.

That's why we say, when you have something to say to the men selling your product—Merchandising Week is the place to say it. Just call your Merchandising Week representative for the low rates that deliver our readers—all 144,500 of them (at last count!).

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



In my opinion—

AHAM—the Association of Home Appliance Manufacturers, missed a bet last week.

At its first conference in Washington, D.C., (see story on p.26), the trade association, which is entering its second year, had a series of minor snafus—such as lost slides for speeches, poor organization, sound problems with microphones, etc. The major deficiency, however, was the frittering away of an opportunity to rock and sock its audience with its all-industry stature.

Carleton Kent, Washington bureau

chief of the "Chicago Sun-Times," noted one of the symptoms of the "something's missing" undercurrent. Kent set heads nodding in agreement with his comment, made during a luncheon speech, that consumer protection should be on everybody's mind. "I would have had one of 'them' here today," he said, mentioning that Betty Furness, the President's special adviser on consumer affairs, would have been a perfect choice. Again, the predominantly female audience nodded in agreement.

As an organization that claims to represent a membership that produces "90% of America's home appliances," AHAM could have made its premiere conference more exciting.

In fact, many in attendance, this writer included, quickly noted the striking similarities between this meeting and the conclaves stretching back over two decades that were sponsored by AHLMA, the American Home Laundry Manufacturers Assn. AHLMA, of course, was merged into the larger AHAM organization. This was done so that AHAM could become the single authoritative voice of a multi-billion dollar industry. Its first year's growing pains have been fully documented in these pages (for the latest, see Nov. 13, p.32), and we applaud its progress to date and wish it well in its second year.

But if AHAM was out to inform the ladies—the home economics teachers, utility home economists, shelter magazine editors, etc.—who inform the homemakers, it failed to do a good job of promoting its own story.

For example, I talked to a number of ladies who were not aware that AHAM was any different than AHLMA. Perhaps, after the conference, they were more cognizant of AHAM's larger scope, but this was not communicated as well as it could have been.

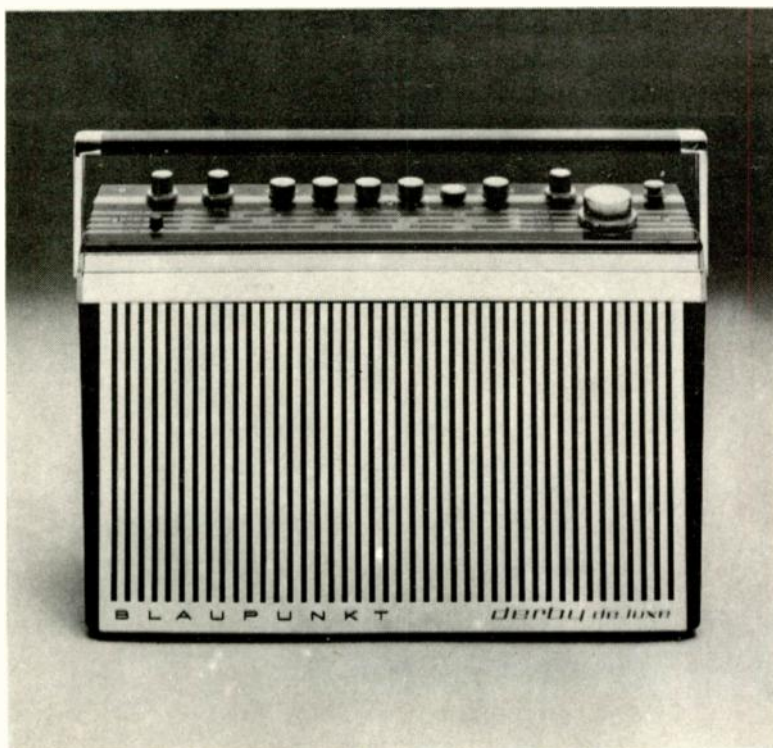
The presence of more high-echelon executives would have helped telegraph AHAM's importance.

Where were most of AHAM's board of directors?

After all, if the ladies are excited and transmit this excitement to their wide audience of consumers, the man who moves the merchandise, the retailer, will benefit mightily. The retailer needs that strong pre-sell. It is up to a heftier AHAM to do its part to strongly impart its story to these ladies.

*Martin R. Miller,
Editor-in-Chief*

Plum.



Blaupunkt Derby, another quality Bosch Product

The Blaupunkt Derby radio is a plum.

It's a plum whether you sell it, or listen to it.

When you sell it, the Derby can be a whole line of radios all by itself.

It can be a portable radio. A car radio. A home radio. A hi-fi tuner. Or a speaker for your record changer or tape recorder.

When you listen to it, it can also be a sound new experience.

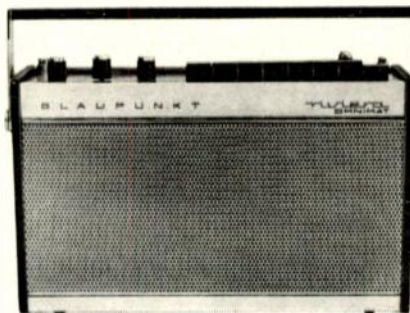
It has 4 wave bands—including FM and short wave. A large speaker. And hi-fidelity tone and sound equal

to most large floor models.

And the Derby is made by Blaupunkt in Germany. Europe's most respected name for high-quality, precision-made radios.

So there's no doubt about it, the Blaupunkt Derby, and its companion model, the Riviera, are the finest portable/car/home radios you can sell.

Interested? Then write about distributorships available in certain territories for the complete line of Blaupunkt portables, hi-fi car radios and tape recorders—all plums ripe for the picking.



Blaupunkt Riviera, top of the line from the Robert Bosch Corporation

ROBERT BOSCH CORPORATION

New York • Chicago • San Francisco • 2800 South 25th Avenue, Broadview, Illinois

How to analyze your financial records for better profits

Do you know your current ratio? Do you know what your inventory turn-over was last year? Do you know how many times your working capital turned last year, or, more important, the trend for the past five years.

These are basic questions about the financial health of a business—questions a banker is likely to ask when he is considering a loan application, for example. But if you cannot rattle off answers, you need not feel alone. Few appliance-tv retailers thoroughly understand financial reports.

This is unfortunate. As long as conditions cooperate, a dealer can muddle through. But conditions may change—his inventory may creep up, his working capital may turn faster and faster—and one day he may find himself on the edge of disaster. If he clearly understands and uses the financial information available to him, he can take preventive steps before it's too late.

With this article, Merchandising Week begins a series on financial management. These articles are not intended to turn retailers into accountants, but, rather, to provide tools retailers need to manage their businesses. A retailer need not know how to calculate his own current ratio (although this would not hurt), but he should be knowledgeable enough to ask his accountant to calculate it for him—and know whether it is correct.

The P&L statement

The profit and loss statement and balance sheet on this page are an actual retailer's financial statements. The store name has been changed and some of the items have been rearranged, but the numbers are all real.

The P&L statement shows this dealer's items in the first column, then his 1966 dollar amounts, and then the same amounts converted to percentages, and, in the last column, the NARDA national averages.

The NARDA figures come from the 1966 "Costs of Doing Business Survey" published annually by the National Alliance & Radio-TV Dealers Assn. The NARDA survey is crammed with information—so much so, as a matter of fact, that many dealers who receive it may be overwhelmed.

The survey has several weaknesses: NARDA does not say how many dealers participate and the sample may be so small that it is not representative of independent appliance-tv dealers generally (and these are the only retailers the survey covers). Also, because participating dealers voluntarily send in statements, those who do so are likely to be proud of their records—and the averages may be high as a result. Finally, because the NARDA figures are averages, an individual dealer might make a serious mistake by slavishly trying to bring his figures into line. Nonetheless, the NARDA report, with its weaknesses, is the best the industry has.

Most dealers looking at this particular P&L probably will first look at the store's total sales, \$1,086,052, and then at the net profit before taxes, \$17,196. The first figure is fairly impressive; the second less so. Profit is only 1.58% of sales. The NARDA national average was 4.4%. If this dealer had made the NARDA average, he would show a dollar profit of \$47,786.

(For some reason, many dealers do not like to use percentage figures. They argue, "I can't bank a percentage." However, only with percentages can

CITY APPLIANCE AND TV: PROFIT AND LOSS STATEMENT

	City's '66 dollar results	City's 1966 ratios	NARDA's 1966 ratios
Net Sales (Total)	\$1,086,052	100.00%	100.00%
Merchandise Sales	991,441	100.00	100.00
Service Sales	94,611	100.00	100.00
Cost of Goods Sold	801,722	73.81	73.87
Gross Margin (Mdse. Only)	284,330	26.18	26.13
Interest Income	27,901	—	—
Total Income	312,231	28.74	—
Total Operating Costs	289,794	26.68	22.74
Executive Salaries	81,919	7.50	—
Office Salaries	19,862	1.82	—
Salesmen's Remuneration	34,925	3.21	—
Other Payroll	21,809	2.00	—
All Payroll Taxes	5,913	0.54	—
Other Taxes and Licenses	5,082	0.46	—
Occupancy Expense (Incl. Tel.)	24,292	2.23	—
Advtg., Promotion, Publicity	32,044	2.95	—
Truck & Auto Expense (excl'dg. deprec.)	11,112	1.02	—
All Depreciation	13,239	1.21	—
Office Supplies, Stores, Postage	3,660	0.33	—
Accounting & Legal	3,516	0.32	—
Travel & Entertainment	5,882	0.54	—
Dues, Donations	1,655	0.15	—
Insurance	14,898	1.37	—
Bad Debts, Interest & Misc.	9,986	0.91	—
Net Operating Profit	22,437	2.06	3.39
Other Income	1,259	0.12	2.43
Total Income	23,696	2.18	5.82
Other Expense	6,500	0.59	1.42
Total Net Profit Before Income Taxes	17,196	1.58	4.40
Federal & State Income Taxes	4,455	0.41	0.79
Net Income After Income Taxes	12,741	1.17	3.61

CITY APPLIANCE & TV BALANCE SHEET—JUNE 30, 1967

ASSETS		LIABILITIES AND STOCKHOLDERS' EQUITY	
Current Assets		Current Liabilities	
Cash on hand and in banks	\$ 31,065	Accounts Payable and	
Savings Certificates—1 year	7,900	Accrued Expenses	\$ 25,675
Accts. Rec.—Cust.	\$54,351	Notes Payable—Banks	36,552
Less—allowance for		Notes Payable—Floor Plan	142,355
doubtful accounts	5,435	Payroll Taxes Payable	4,171
Adv. Cred. Rec.	6,700	Accrued Salaries & Wages	3,250
Miscellaneous Receivables	2,503	Provisions for	
Merchandise Inventory	180,232	Profit-Sharing Plan	6,500
Pre-Paid Expenses	7,784	Provision for Income Taxes	4,455
Cash Surrender Value of		TOTAL CURRENT LIABILITIES	\$222,958
Life Insurance	7,904		
TOTAL CURRENT ASSETS	\$293,004	Other Liabilities	\$ 998
Fixed Assets		Stockholders' Equity	
Autos and Trucks	\$25,469	Capital Stock Issued	
Equipment	7,318	and Outstanding	\$21,000
Leasehold Improvements	40,190	Surplus Created by Merger	11,506
	72,977	Retained Earnings	
Less—allowance for		Balance—	
depreciation	36,894	July 1, 1966	\$72,263
Other Assets	11,335	Provision of Reserve on	
		Discounted Obligations	(1,044)
		Net Profit for Year	
		Ended	
		June 30, 1967	12,741
TOTAL	\$340,422		83,960
		TOTAL	\$340,422

they make year-to-year comparisons, and see whether their performance is in line with the national figures.)

This dealer's performance becomes better when you see that he paid himself an \$81,919 salary, and when you realize that the \$6,500 "other expense" (fourth line from the bottom), went into the profit sharing plan. Because he does much of the store's selling, he argues that his salary is justified. He also feels that it is to his tax advantage to take money out of the business as salary rather than as profit.

Note that his gross margin on sales was \$284,330, a respectable 26.18%, slightly over the NARDA average of 26.13%. His total operating expenses were \$289,794, or 26.68% of sales. Because he did not want to show a

net loss for the year, and because he feels that the interest he earns on what he sells is part of the gross profit, he added the \$27,901 interest income into his total income figure, to give a net operating profit of 2.06%.

There are several quick lessons to be drawn from this: (A) a net profit figure alone does not tell much about the business *any* figure out of context can give a false picture; (B) as long as you stay within the law, you can manipulate the numbers any way you want; (C) what you want is an accurate picture of the business.

Figuring a current ratio

A P&L statement is a history: how the business did over a given period.

A balance sheet is a snapshot: how the business stands at a given moment in time. A P&L statement will tell you nothing of the business's total indebtedness; a balance sheet will tell you nothing about operating costs. To get a complete picture of a business's health, you must use both.

Dun & Bradstreet, Inc., annually publishes "Key Business Ratios" that includes figures for appliance retailers. Many of these ratios—there are 14 altogether—use one figure from the P&L statement and one from the balance sheet. D&B uses only 106 firms, and its figures may be less reliable than NARDA's. They are important, however, because bankers use them.

The balance sheet on this page shows "current assets" as \$293,004. A current asset is, generally, inventory, cash on hand and in banks, and pre-paid expenses. On this statement, the dealer is counting the cash surrender value of his life insurance (\$7,904) as a current asset. By one test—can the asset be converted to cash within a year—he is right. By another test—would he normally convert it—he should not count life insurance as a current asset. It makes a difference when he figures his current ratio, that is, his current assets divided by his current liabilities. A current liability is any debt falling due within a year.

If one includes the life insurance in the calculation, this dealer's current ratio is 1.31 to 1; without the life insurance, the ratio is 1.27 to 1.

NARDA's national average in 1966 was 1.68 to 1. The generally accepted "standard" for this ratio is 2 to 1. Since the ratio is one test of solvency, this dealer could be in trouble.

Figuring inventory turns

How many times did his inventory turn? The formula is this: divide the total cost of merchandise sold by the average inventory. This dealer's inventory on July 1, 1966, was \$205,706; his inventory on June 30, 1967, was \$180,232. Add his beginning-of-the-year and end-of-year inventories together and divide by two for the average: \$192,969. (A more accurate average results from adding each month's inventory and dividing by 12.)

Divide this average into the cost of goods sold, \$801,722, and the result is 4.15 turns. This is a respectable, if not spectacular, result. Since he is buying on floor plan, this keeps him just ahead of the 90-day dating.

Under the cost of goods sold, however, he has included installation and service salaries (\$41,620) and expenses (\$17,761), warranty charges (\$14,559) and freight and storage charges (\$3,077). If you subtract these costs from the cost of the merchandise, the new cost is \$724,705.

Divide the average inventory into this new cost of goods sold and the answer is 3.75 turns per year. This is not as respectable a result, and it may indicate that the dealer is carrying more inventory than he should.

Financial statements have a great deal more to teach appliance-tv retailers. These two problems—figuring the current ratio and the inventory turns—are problems any manager should be able to do in a few minutes with a paper and pencil. In the coming months, Merchandising Week will take you step-by-step through various financial measurements to show you how to analyze your own business.

—Wallis E. Wood



DAN RABIN: attention to detail pays off for an independent

Because Dan Rabin—president of Rabin's, Hammond, Ind.—is concerned about the future of the independent appliance-tv retailer, he interviewed the interviewer: "What do you think is going to happen? Do you think the independent will survive? How can we encourage more young people to get into this business?"

Why, Dan? What do you think this business offers a young man?

"It offers a good, growing future. There is tremendous innovation and excitement in this industry. Look at the new products being marketed: microwave ovens, video tape recorders. . . ."

Rabin, at 60, is still excited by new products (he sells both Tappan and Amana microwave ovens); is still optimistic about the independent's future (he is surrounded by chains and mass merchandisers — Sears, Penney's, Zayre's, Polk Bros., Goldblatt's, and Montgomery Ward's all have outlets within a 15-minute drive of his store).

Rabin's concern, however, is not with the competing giants, but with the independent himself: will he conduct his own business on profitable terms? "The chains don't bother us," he said. "It is the independents who will cut a price." And an independent who cuts prices without weighing the consequences often finds himself in trouble.

What the market is like

Rabin is a living example of an independent who does a profitable business in the grand tradition—and is making out well in a tough metropolitan market.

With a store located on the main street of downtown Hammond, Rabin offers his customers 7,000 sq. ft. of selling space, a large (8,000-sq.-ft.) warehouse, traffic appliances (Sunbeam and General Electric), his own service department and delivery truck, and personalized service. And it all seems to be working: Rabin's celebrates its 30th anniversary this month.

There are problems. Hammond—an industrial city some 20 miles south-east of Chicago, with about 120,000 residents—is not a suburb of Chicago and

the people who shop at Rabin's generally live and work in the Hammond-Gary-Calumet City-East Chicago industrial complex. The city, therefore, has a long-established downtown area, which shares the problems of other downtown areas across the country; heavy traffic, inconvenient parking (Rabin says, however, that 35,000 cars can park downtown), and older stores. In addition, the city has railroad tracks on three sides, and a slow freight train can tie up traffic for blocks.

Rabin has moved four times since he opened his first store in 1937, but he has always been either on the edge of or inside the downtown area. He moved to his present site in 1957, when he had dreams of opening several other units. That he could not do so has been one of the major disappointments of his life. He became quite ill shortly after 1957, was in a hospital bed for 26 weeks, and convalesced for three years after that. As a result, his expansion plans were shelved.

How the store operates

Dan Rabin's first job was working in a grocery store during the 1920s; after that, he managed a hardware-grocery store in Gary. Rabin always liked people, always liked selling—and he

wanted a store of his own. He knew about the appliance business because his wife worked for the Seeger Refrigeration Co. long before it was bought by Whirlpool. It seemed like the natural thing to open his 25-ft.-by-50-ft. appliance store in 1937.

Today, Rabin's does well over \$1 million in annual sales and has 18 employees. Rabin himself loves to sell, but he no longer is able to get out on the floor. He still does banter with customers, however. Recently he and his sales manager, Nate Feldman, discussed the local elections with a woman who had come in to make a payment. He can greet customers by name, likes to ask about friends, neighbors, and appliance performance. "I think that one of the biggest satisfactions of this business is having people come in and say how satisfied they are with their purchases. Now, we have the children of our original customers coming in because they know we will be fair. Even some grandchildren come in."

The store services what it sells—but only what it sells. A customer who bought an RCA Victor color television set from another dealer will not be serviced by Rabin's. One exception: a new resident of Hammond who has a service problem on a brand Rabin carries may call for service. Rabin says his policy has been in effect for so

long that it is unusual for a customer to call for service on a product she has not bought at the store.

Rabin has five service trucks—two for appliances, three for home electronics. He has both an electronics bench man and an appliance shop man. While there are times when the two men do not have enough work to stay busy, Rabin does not use them to recondition merchandise. "Usually, a reconditioned piece costs more than it is worth." He does take trade-ins, but he usually junks them. Occasionally, if a television set is in good condition, he will use it as a loaner, or he will clean up and sell a refrigerator that is in particularly good shape. But these are exceptions.

What Rabin has done

Rabin gives the impression that he has considered every facet of his business, asking himself: Is there another, better, cheaper, faster way to do it? He maintains a service technician productivity system that is similar to NARDA's Service Data System. He designed a perpetual inventory control system that tells him what he has in the warehouse every day. The report that his office girl gives him every week tells him what has been sold and what the gross margins were. He keeps careful records on customers and what they have bought, and once a year holds a private sale for them.

He started college as a dentistry student but switched to business after two years. He is mainly self-taught, but he gives both NARDA and MARTA (the buying cooperative) high marks for the help they have given them.

Today's customer, says Rabin, is knowledgeable and sophisticated; the appliance-tv retailer must also be aware. The appliance dealer who manages his business, Rabin concludes, will survive in style.



Rabin's is located on Hohman Ave., the main street of Hammond. Displays in the store windows are unusually uncluttered; the store's sign offers free parking to patrons.



Rabin's displays a tremendous amount of merchandise in a spacious area. Tv sets are not hooked up; store salesmen convince customers that sets will play well in their homes.



This institutional ad celebrated Rabin's 30th anniversary. It pulled well even without prices or products.

**Maybe you think there are too many toasters
on the market now.**

**But how about a toaster
that lowers itself automatically,
lists at \$16.95, and gives you
a full profit margin?**



That makes a lot of sense.
That's why Panasonic is introducing
the NT-1101, a fully automatic
self-lowering toaster. Lowers
itself instantly. Toasts golden
brown to your individual taste.
And pops up extra fast.
There's a unique lowering mechanism
inside. Reason: To make it last longer.
And the smart chrome styling
goes beautifully with any kitchen.
We've got another model, too: the
semi-automatic two-slice NT-106. They're
both Panasonic designed, engineered,

tested and manufactured. Just like our
radios, tape recorders, TV and
phonographs. We control the quality
of every single part, right through
to final assembly, and life test. If
you're not too familiar with Panasonic,
talk to a Panasonic Sales Representative.
He's our expert. Or talk to a Panasonic
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PANASONIC[®]



□□□□ The crucial time for truth-in-lending is almost here, and some doubts now are being expressed about getting a bill through Congress this year. There is only about a month left in the current session, and Rep. Leonor K. Sullivan (D-Mo.) still is trying to build a

case for her version — more stringent than the one passed by the Senate, in July. Unless a compromise is found, the measure just may have to await final approval until 1968.

Despite all the heat being generated by current hearings, the crux of the dispute is

whether or not the annual interest rate should be stated on revolving credit accounts—the type generally offered by department stores. It took the Senate seven years to pass a truth-in-lending bill, and this was accomplished through a compromise on the ticklish revolving credit account issue.

The Senate bill requires most creditors to disclose their annual rate of interest. The major exception is merchants who offer revolving credit accounts; they would be permitted to

state their credit costs in monthly percentage rates. Most of these accounts carry an interest rate of 1.5% per month on the unpaid balance after 30 days. This could amount to 18% a year.

Mrs. Sullivan insists that this exemption for revolving credit accounts be eliminated; that all creditors, without exception, be forced to state their annual rate of interest. So far both sides are adamant; and Mrs. Sullivan's bill remains stalled in the House subcommittee she heads. The Johnson Administration lends its tacit support to the Senate version, although Presidential consumer aide Betty Furness thinks Mrs. Sullivan may be right.

The reason why the fight is so heated, even bitter: a great deal of money is at stake. The Federal Reserve Board says that the American consumer now owes about \$300 billion on goods and services he—or she—has purchased in the last 10 years. The interest on that represent big, big business.

In her hearings, Mrs. Sullivan is trying to build a case to prove that the consumer is being victimized by segments of the credit industry. There is a growing feeling that she may be willing to let this year go by the boards if she can get a stronger bill — her bill — through Congress early in 1968.

□□□□ Most farmers buy chest-type freezers, while a majority of city dwellers buys the upright variety. That is what was discovered in a survey of homeowners conducted by the Dept. of Agriculture and released at the recent 45th Annual Agricultural Outlook Conference, in Washington. The survey found that almost three-fourths of the farmers interviewed owned chest types. Slightly less than half the city dwellers who owned freezers had that type.

□□□□ The National Commission on Product Safety now exists. President Johnson last week created the Commission by signing Congressional legislation to that effect. A great step forward he said; but took the occasion to castigate Congress for delaying other consumer protection bills.

INTRODUCING ... a new line of portable 'money-making machines' from OLYMPIC



YOU'RE IN THE MONEY WITH OLYMPIC TV-ON-THE-GO!

TOP-OF-LINE FEATURES IN LEADER-PRICED BLACK-AND-WHITE PORTABLE TV!

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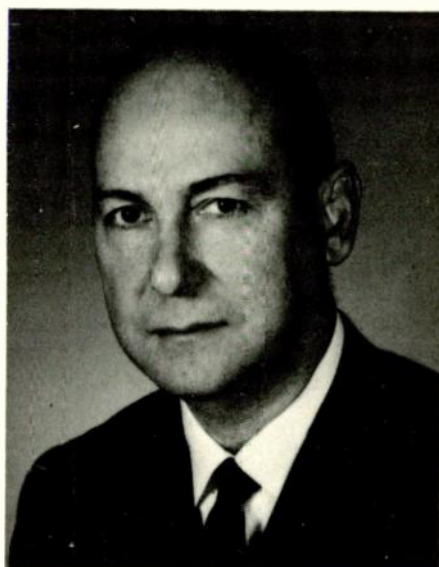


Olympic

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



THIS BUSINESS IS PEOPLE



Barker's Leon Mesnik: New England discounteer picks discount veteran

Franklin Stores Corp. has turned to an old appliance-tv merchandising pro—Leon Mesnik—to beef up hard goods merchandising for its Barker Discount Department Stores division. Mesnik becomes vice president and general hard-lines merchandise manager for the Barker division.

There are 18 Barker stores operating in New England. Franklin Stores Corp., with new executive offices and distribution facilities in The Bronx in New York City, also operates 160 conventional retail stores and leased departments throughout the United States and Puerto Rico. Annual sales come to about \$100 million.

In naming Mesnik to handle Barker's hard goods merchandising, Franklin Stores demonstrated that hard goods will, in fact, play an increasingly important role in its discount chain. Barker's earlier this year decided to drop major appliances from its stores, blaming the decision on lack of sufficient store space to do a respectable job with this particular category.

The appointment of Mesnik, according to sources close to Barker's, does not necessarily mean that the discount chain will be returning to major appliances—at least not immediately. However, Barker's, according to trade sources, can be expected to step up emphasis on other hard goods product categories, particularly home electronics.

"They wouldn't have been able to get a pro like Leon Mesnik if they were going to de-emphasize white and brown goods," one trade source observed.

Mesnik comes to Barker's from J.M. Fields, where he had served as divisional merchandise manager since

1963. But Mesnik is still probably best known for his long association with one of the original discount chains, Masters Stores, in New York City. Mesnik served as vice president and general merchandise manager for Masters from 1956 until 1963.

Mesnik, therefore, is a veteran of some of the early discounting wars in the world's most competitive market. He squared off with Korvette, Friendly Frost, Two Guys, and a vitalized Vim in the early days of the so-called discount revolution in the New York metropolitan market.

ASSOCIATION ACTIVITIES: The Electronic Industries Assn. has named J. Tyler Nourse as vice president of its distributor products division. . . The National Home Improvement Council has elected Wayne A. Ribble, of Sears, Roebuck & Co. to its board of directors.

The Assn. of Home Appliance Manufacturers has presented eight writers/editors and seven professional home economists with "ALMA" Awards for educating consumers about home laundering. They are: Janet Belghle, *Cleveland Plain Dealer*; Anne Douglas, *Chicago Tribune*; Alf Goodykoontz, *Richmond Times-Dispatch*; Yvonne Horton, *Christian Science Monitor*; Helen A. Dawson, *Better Homes & Gardens*; Virginia T. Habeeb, *American Home*; Jane Keely, *Good Housekeeping Institute*; Rita Marie Schneider, *What's New In Home Economics*; Leona Anderson, Idaho Power Co.; Margaret M. Braun, Niagara Mohawk Power Corp.; Leonora Masterson, Gulf States Utilities; Beatrice Millar, British Columbia Hydro and Power Authority; Jean McLean and Janice Woodward, Cornell University; Catherine M. Rhoads, University of Maryland Extension Service; and Ethel W. Self, Kansas State University Extension Service.

KEY MOVES: General Electric Company's housewares division has named Donald L. Rice as senior merchandising specialist, reporting to Allen G. Bradford, manager of merchandising. GE has named David L. Lessard to succeed Rice as advertising specialist under James R. Norton, manager of advertising. Rice started with GE by designing exhibits for such events as the Housewares Show. . . The Norge Division of Borg-Warner Corp. has appointed Jerry L. Lambert to the newly created position of manager of distribution services; Lambert will direct the Norge order department and distribution centers. . . Edward P. Carpenter Jr. has been promoted to vice president of the Borg-Warner International Corp. . . Westinghouse has tapped Joseph J. Raspaolo as marketing manager for the dishwasher and specialty products division in Columbus, Ohio.



D.L. Rice



D.L. Lessard



J.L. Lambert

INDUSTRY TRENDS

Manufacturer shipments in eight of the 16 major appliance categories fell off for the month of October. Portable dishwashers, generally seasonally up at this time, dropped off by 15.42% from the 1966 totals, after showing an increase for the preceding two months. Air conditioner shipments are leveling off after an earlier seasonal surge (shipments are up for the year so far by 25.43%) while washer and dryer shipments continued to move up. Refrigerators showed a 15.80% drop from October, 1966, but chest freezers showed a sharp increase of 36.49%. Electric ranges continued their slump, falling off by 13.50%, while gas ranges were up 14.57%.

Distributor-to-dealer sales of black-

and-white tv sets for the week ending Nov. 3 topped figures for the comparable week in 1966 by 11.06%; this was the first time since January that the category bettered its 1966 figure. Radio sales also moved up sharply, increasing over last year by 16.91% in a continuation of the upswing begun the preceding week, sales for the 44-week period, however, are down 11.17%.

Color television and console phonographs also posted distributor sales gains for the week: color tv increased by 9.93%, while console phono sales went up 7.63% over the comparable week last year. Portable and table phonographs continued their month-long sales decline, dropping 26.85%.

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
HOME ELECTRONICS				
Phonos, port./table, distrib. sales	Nov. 3	137,625	188,133	- 26.85
	44 weeks	2,899,123	3,161,134	- 8.29
monthly distributor sales	September	460,555	572,837	- 19.60
	9 months	2,351,757	2,354,844	NC
Phonos, console, distrib. sales	Nov. 3	43,337	40,264	+ 7.63
	44 weeks	1,164,978	1,440,675	- 19.14
monthly distributor sales	September	178,598	194,719	- 8.28
	9 months	979,833	1,246,062	- 21.37
Radios (home), distrib. sales	Nov. 3	404,652	346,119	+ 16.91
	44 weeks	10,026,849	11,286,993	- 11.17
monthly distributor sales	September	1,409,533	1,747,711	- 19.35
	9 months	8,423,904	9,677,815	- 12.96
B&w Television, distrib. sales	Nov. 3	155,700	140,194	+ 11.06
	44 weeks	4,550,557	6,022,098	- 24.44
monthly distributor sales	September	630,685	815,420	- 22.66
	9 months	3,895,606	5,306,485	- 26.59
Color Television, distrib. sales	Nov. 3	137,403	124,990	+ 9.93
	44 weeks	4,223,924	3,710,989	+ 13.82
monthly distributor sales	September	818,850	616,006	+ 32.93
	9 months	3,548,405	3,103,043	+ 14.35

MAJOR APPLIANCES

Dryers, clothes, elec.	October	224,400	201,300	+ 11.47
	10 months	1,441,600	1,334,200	+ 8.05
Dryers, clothes, gas	October	108,200	96,600	+ 12.01
	10 months	654,700	622,800	+ 5.12
Washers, auto. & semi-auto.	October	393,500	366,500	+ 7.37
	10 months	3,371,200	3,436,300	- 1.90
wringer & spinner	October	43,800	46,000	- 4.78
	10 months	391,500	452,500	- 13.48
Air Conditioners, room	October	146,300	160,800	- 9.02
	10 months	3,630,900	2,894,800	+ 25.43
Dehumidifiers	October	4,300	3,600	+ 19.44
	10 months	267,600	228,800	+ 16.96
Dishwashers, portable	October	70,200	83,000	- 15.42
	10 months	450,200	409,400	+ 9.96
under-counter, etc.	October	95,500	105,000	- 9.05
	10 months	788,500	856,400	- 7.93
Disposers, food waste	October	136,400	141,000	- 3.26
	10 months	1,127,200	1,221,700	- 7.74
Freezers, chest	October	40,400	29,600	+ 36.49
	10 months	395,600	388,000	+ 1.96
Freezers, upright	October	55,000	55,000	NC
	10 months	577,400	581,300	- .67
Ranges, electric	October	162,800†	188,200	- 13.50
	10 months	1,514,300	1,754,900	- 13.71
Ranges, gas	October	205,200*	179,100	+ 14.57
	10 months	1,761,700	1,816,000	- 2.99
Refrigerators	October	399,300	474,200	- 15.80
	10 months	3,968,100	4,334,000	- 8.44
Water Heaters, elec. (storage)	October	109,100	88,700	+ 23.00
	10 months	926,000	895,100	+ 3.45
Water Heaters, gas (storage)	October	226,100	236,700	- 4.48
	10 months	2,112,900	2,265,800	- 6.75

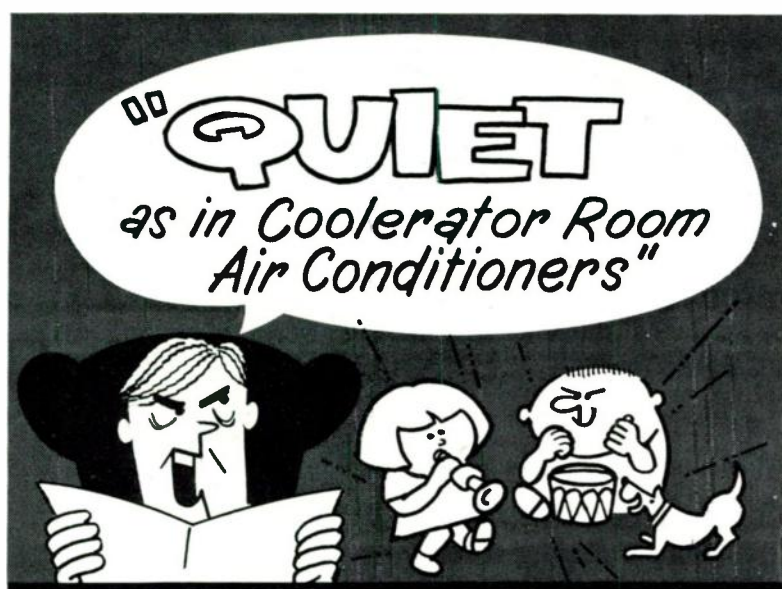
FLOOR CARE PRODUCTS

Floor Polishers	September	101,323	107,250	- 5.53
	9 months	789,116	842,283	- 6.31
Vacuum Cleaners	September	514,586	545,277	- 5.63
	9 months	4,061,762	4,107,515	- 1.11

†October Electric Range total includes: 110,000 free-standing ranges; 52,700 built-ins.

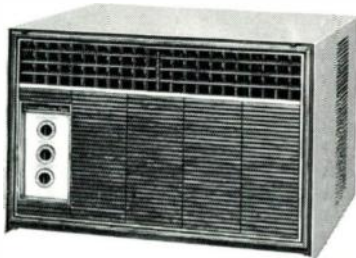
*October Gas Range total includes: 154,800 free-standing ranges; 23,900 high-ovens; 10,500 set-ins; and 16,000 built-ins.

Source: AHAM, EIA, GAMA, VDMA



Coolerator quiet ends noise annoyance

Customers annoyed by noisy room air conditioners annoy you with complaints. Put an end to all that. Sell the room air conditioners that make good on claims of quiet—Coolerator. Freedom from noise annoyance means a big reduction in service complaints. But that is only one way that Coolerator protects your full profit margin. Get the whole story. There is money in it for you.



Coolerator®

Manufacturers also of Coolerator
Central Air Conditioners, Dehumidifiers, Humidifiers.

another
quality
product of



Write to: Albion Division
McGraw-Edison Co., Albion, Michigan

Climb on the
**'68 HOUSEWARES
BANDWAGON(S)...**

ready to roll
**January 8
January 15
January 22**

CALL MERCHANDISING WEEK!

MERCHANDISING WEEK

A BILLBOARD PUBLICATION
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UTILITY NEWS

Appliance displays by Lone Star Gas Co. wow Texas fair-goers

Gas appliances caught the eyes of Texas at the State Fair in Dallas with some razzle-dazzle displays that retailers might do well to emulate.

Among top attractions at the Fair were two color-coordinated kitchens, each professionally decorated, at the award-winning Natural Gas Exhibits Building of the Lone Star Gas Co. of Dallas.

A "You-Shaped Kitchen" by Tappan featured decor which could be changed according to the homemaker's mood. The gas kitchen display, complete with a double oven and four surface burners around a griddle in the middle, included demonstrations on how to change cabinet-panel styles from Mediterranean to Contemporary.

A "Live-In" kitchen featured a Gafers & Sattler gas double oven and a surface burner unit, and included a complete laundry room with Norge washer and gas dryer units. Its color scheme was vermilion, apple green, mustard, and turquoise.

The first self-cleaning gas oven, manufactured by Modern Maid, was a popular attraction. The new unit (MW, 16 Oct., p.60) was displayed in a royal setting of velvet.

The Natural Gas Exhibits Building featured other individual gas appliance displays in dramatic settings called "The Wonderful World of Gas."

Free-standing and built-in ranges and ovens illustrated for homemakers the latest innovations, including new infrared broiling, detachable cooktops, oven-liners, and fully automatic clock controls for simultaneous cooking in both ovens of a double-oven unit.

A decorative touch for appliances, or how innovation can improve the appearance of the home, was the underlying theme of the exhibit. The point was illustrated by displays of an attractively designed Siegler fireplace-heater and a decorative gas heater by Flambeau.

To cover all bases at the nation's largest annual fair, Lone Star also sponsored an outdoor courtyard exhibit in the Natural Gas Exhibits Building and a special Spanish-styled structure in the Women's Building.

The two exhibits featured a built-in range from Roper, gas grills from Falcon, Arkla, Charmglo, Caloric, Roper, Waste King-Universal, and Hanson, and gas lights from Arkla, Charmglo, and Falcon.

Everybody likes a fair, and for Lone Star, this Texas spectacular provided an opportunity to present the latest innovations to 2,900,000 State Fair visitors at the beginning of the utility's October-November promotion of gas appliances.

A "Great Pumpkin Crusade" was launched in October in search of prospects for new gas ranges. Participating retailers received colorful orange and green three-dimensional pumpkin mobiles along with other display materials and notice of a cash-award contest for the best window display.

Two types of advertising were used during the campaign to attract more in-store traffic. In one type, newspaper and television ads presented the advantages of cooking with gas, but mentioned no product brands. In the second, a cooperative program for dealers, participants were given the opportunity to advertise brands, prices, and features.



Tappan's "You-Shaped Kitchen" display features changeable decorator panels



"Live-In" kitchen arrangement provides room for a homemaker's desk



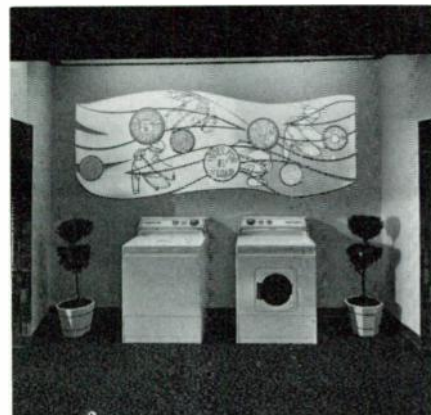
Pop art sign lettering and op art panel add punch to high-style gas heater display



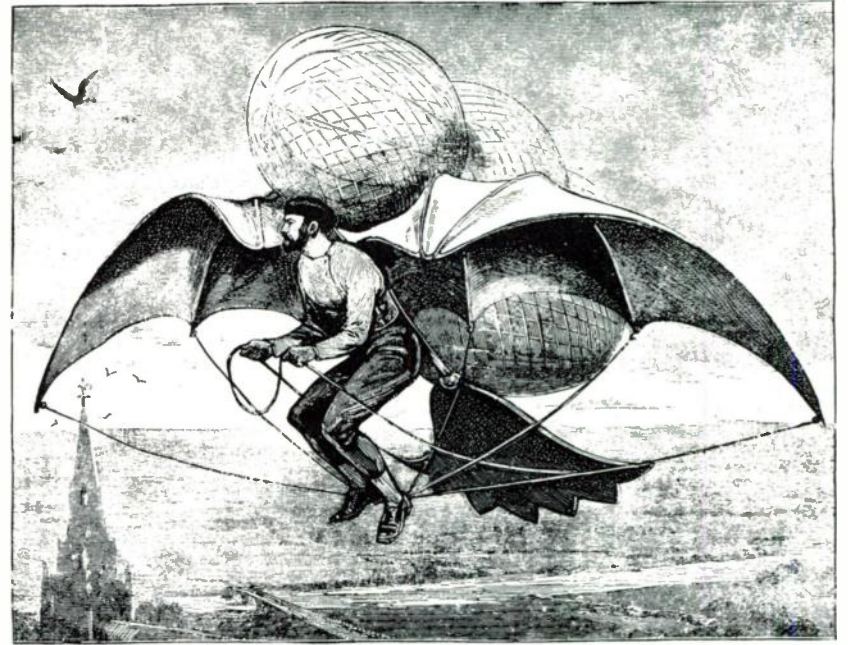
Bigger-than-life sketches of kitchen utensils set off a streamlined display of built-ins



Another big display panel—with plain and fancy lettering—draws attention to new ranges



The backdrop for this display gets across seven hard-sell messages in a sprightly manner



OFF TO A FLYING START?

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

1.

\$9⁹⁵

Unbeatable retail price includes 10 solid state components, ear-phone, carrying case & battery.

2.

Model SR-G404
AM Radio



Extreme sensitivity in a pocket-able, walnut finish, AM radio. Full AM range with direct drive tuning. 2" dynamic speaker.

Available immediately from both warehouses

SR STANDARD RADIO CORP.
...electronic years ahead!

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

'68 ads

Retailers plan the punch for print

In retailing, it's both rarely too early, and never too late.

Take advertising planning, for example. The Christmas season may have begun in July—especially for pre-meditating mass merchandisers—but it is by no means over, as last-minute boosts in product popularity, coupled with unexpected manufacturer “deals,” force constant readjustments in merchandising strategy and ad planning.

At the same time, 1968 is “just around the corner,” as they say, meaning that successful retailers now must also concentrate on a good deal of long-range planning—Christmas in '68 while the '67 season is just beginning.

And, alert retailers realize that they don't even have the advantage of being able to rely on their basic ad campaigns of the past for sales results next year. Pricing, design, and engineering changes in major appliances, housewares, and home electronics during the past 11 months have changed consumer attitudes and buying preferences, and demanded similar changes in retailing tactics. And the constants—the threat of private-label giants, the increasing importance of product service, the new stress on consumer protection—will be even more important in '68.

What do retailers expect to be the most important areas of advertising concern during 1968? According to Merchandising Week's national-sample survey of 150 dealers, definite new areas of emphasis are emerging. The medium will be the same—heavily print—but the message is undergoing some revision.

BRAND NAMES

When it comes to competing with private-label merchandisers, which it often does, the average retailer adapts a strong brand-name emphasis and a “Sure you can get it cheaper, but. . .” line that breeds snobbery—and sales.

In majors, an even 50% of retailers responding to the survey indicated that brand name will be their main point of emphasis next year.

In home electrics, 48% agreed.

In housewares, 47% rated brand name as the most important ad emphasis-point.

Why? Aside from the obvious competitive advantage, responding retailers cited co-op moneys—readily available for big brand-name sale events—as a strong contributor. The recognition of a famous brand, dealers indicated, is an important buying incentive for consumers.

Respondents rating brand names other than first generally put the category in the “top three” of importance.

PRICE

In major appliances and home electronics, the 1967 wave of price hikes has resulted in a subtle de-emphasis of actual product cost. The word for 1968 is “value”—the features, service, and engineering advancements that a customer can get for her additional dollars as compared with what her money would buy 10 years ago.

In major appliances, price was relegated to the third point of importance: 27% of the survey respondents rated it third; 16% second; and only 11% first. The 54% cumulative bulk, however, showed that price is still solidly in the top three.

In housewares, the results were more substantial. Price, said 53% of the respondents, is the second most important advertising featured planned for next year.

In home electronics, price was again third. The “value” emphasis, as in majors, has resulted in a new retail ad orientation. 27% of the respondents placed price third.

Dealers indicated, however, that a solidly rock-bottom price leader—when one comes along—is still a highly successful merchandising tool.

OTHER

A wide selection of products and brands led dealers' own selections of important advertising points for 1968. Suggesting that customers are more and more interested in having a full range of choice, some dealers suggested that this—a wide selection—is actually their single most important advertising tool. (Dealers were asked to rate eight areas of advertising emphasis by number, but were given an opportunity to include one area not listed in the survey.)

Other important points suggested were “store atmosphere”—making the customer comfortable while she shops, store hours, parking availability, and the dealer's personal reputation.

Immediacy of service and delivery were also mentioned frequently.

SALE EVENT

Surprisingly, sale events rated well down in the 8-point listing for both home electronics and major appliances. As one independent dealer explained it, anybody can have a sale—particularly the private-label and discount house competition—but there are a few customer advantages that the independent dealer can offer that seem to be out of the chains' range.

In major appliances, sale events were rated sixth in importance by an 18% plurality, and the bulk of the dealers indicated that it belonged in the middle of the importance scale.

In home electronics, 22% of the respondents agreed, rating them sixth.

In housewares, they fell third, however, with a 27% vote.

PRODUCT FEATURES

With expanded merchandising emphasis on extra features and engineering refinements, product features are becoming more and more important to the advertising retailer. Extra-convenience features, particularly those connected with solid-state controls that have multiplied operational speeds and provided new consumer conveniences, were named as reasons for the category's rising importance.

In major appliances, product features were rated fourth in importance by a 26% plurality.

In home electronics, 26% of the respondents agreed on fourth place.

In housewares, product features and product styling tied for fourth.

PRODUCT STYLING

The esthetics of hard goods—color, design features such as sculptured handles, molded housings, high-style cabinetry—rate further up in ad importance among design-conscious housewares merchants than among appliance and home electronics dealers.

In housewares, the product styling features were rated as important as the engineering design elements, putting them both in fourth place.

In major appliances, styling—despite the new manufacturer emphasis on designer models—slid to seventh.

In home electronics—again, despite the cabinetry-conscious consumer—styling also placed seventh in the advertising priority list.

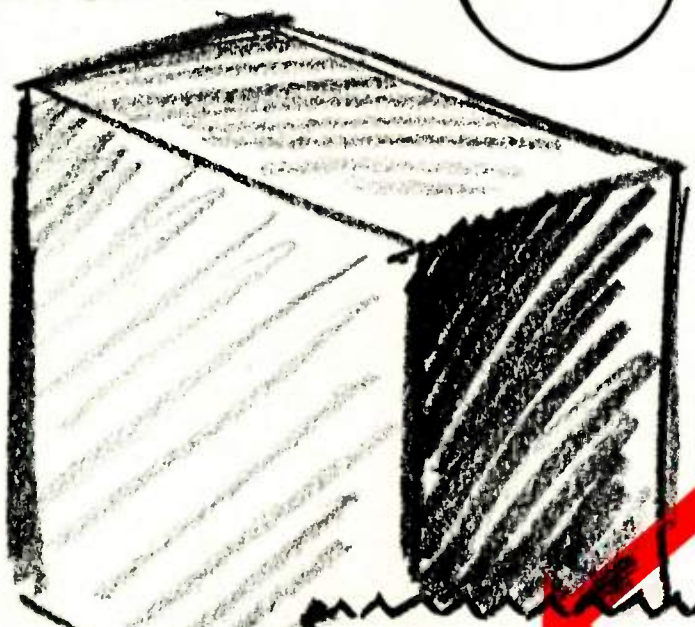
SALE EVENT

Brand Name

Credit

FEATURES

- *feature*
- *feature*
- *feature*
- *feature*
- *feature*
- *feature*
- *feature*



warranty

PRICE

Product styling, etc.

OTHER

SERVICE

STORE NAME

CREDIT

Home goods retailers apparently consider their credit-payment plans the least important service they have to offer. Plans that make it easier for a consumer to buy now and worry later about the less pleasant aspects of a purchase—paying for it—ranked last for dealers in all areas.

In major appliances, 34% of the respondents ranked credit their last point of emphasis for 1968 ads.

In housewares, credit also ranked last, with 31% of the dealers placing it eighth in the line of importance.

In home electronics, 31% of the respondents agreed, placing the category at the bottom of the list.

WARRANTY

Despite the consumer-protection furor that has developed rapidly and vocally during the last year over manufacturer warranties—their length of application, and particularly that they often do not read like English—dealers don't feel that warranties, even when they are particularly beneficial to consumers, are strong merchandising pluses.

In major appliances, warranties will get a fifth place of emphasis in 1968 ads, according to 30% of the respondents.

In home electronics, dealers will give warranties the same place, according to 28% of those surveyed.

In housewares, warranties were placed sixth by 43% of the dealers.

SERVICE

Predictably, major appliance and home electronics retailers indicate that they will place heavy emphasis on the availability of service in their 1968 ads. Housewares dealers, on the other hand, apparently don't have the service worries that their big-ticket contemporaries share.

In major appliances, service will rank second on the 1968 preference scale. 43% of the responding dealers rated service in the top three of next years ad considerations.

In home electronics, service will rate similarly second, with 51% of the dealers giving it top-three priority.

In housewares, 33% rated service as seventh in importance.

STORE NAME

Defining it as a combination of the store's reputation for quick service, personal attention, and the dealer's name in the community, responding dealers strongly indicated that the name of their store would undoubtedly be a big point of advertising emphasis for 1968.

Dealers explained that such tangible store features as parking space, credit programs, sales, and in-store demonstrations contribute to building a merchandising reputation that succeeds in sales areas where all else fails. Indicating that often the only advantage an independent dealer has over his big-volume competition lies in his known attention to the individual customer, some dealers responded that they pay their greatest advertising attention to creating a store image.

Brand name

'68 ads Putting creativity into practice

Knowing what to say is only half a battle won.

An ad-planning retailer encounters much the same problems as his manufacturers' Madison Ave. account executives. He can easily take a perfectly good idea and destroy it in the process of transforming it into a graphic presentation.

He can see to it that, for example, an air conditioner sale is buried alive in a type-heavy mass of peripheral product information for every type of semi-related air treatment product. The ad dies in the process.

He can send high-end consumers away with a "Ten dollars buys you the store" over-emphasis on price.

He can over-develop a negative image by pushing his service program too heavily: talking about product breakdowns before the product is even bought.

Or, he can take a look at some of his fellow retailers' advertisements and work from there, remembering that in the 34 minutes the average consumer spends with his newspaper, he or she is likely to pass by an ad that looks like "the same old thing."

(Most of the ads at right won awards given to NARDA members by *Reader's Digest*.)

Make the KLA as smart as the living area

SPEED QUEEN

KitchenAid

ROPER

DeMarco's Appliances

Kitchen Laundry Area

A solidly "Tiffany" chain, DeMarco's Appliances Inc., concentrates on a "why settle for less" appeal in successfully merchandising its Speed Queen, Roper, and KitchenAid products to a high-end New York City-area market. Copy, set against an attractive line-drawing background, highlights brand names in a straightforward, clear style.

You Can Always Be Confident of
• QUALITY • RELIABILITY • SERVICE
from a
BRAND NAME PRODUCT

You always Buy the Very
Best When You Choose
RCA VICTOR...
a Nationally Advertised Product



A MESSAGE FROM GLENN:
Throughout the past 20 years of
operation with RCA Victor, we have
known it to be a product of the highest
quality and have been proud to be able
to let a leading dealer like them. Our
first job has been to let you as the cus-
tomer know we give you the best when you buy a
brand name product.

RCA VICTOR
COLOR
TELEVISION

You can have color television in your
home tonight - with no payment until
FEBRUARY 1, 1966.
on approved credit

Color Television Specialists
Glenn RADIO & TELEVISION
2126 PACIFIC COAST HWY.
LOMITA
DAVIS 6-1414
OPEN DAILY
9 TO 6 P.M.

NO ONE UNDERSOLLS GLENN

Glenn Radio & Television, Lomita, Calif., assures customers that they "can always be confident of quality, reliability, service from a BRAND NAME PRODUCT." Subtle, it's not, but it is effective, particularly when used in a clean, clutter-free ad that includes the owner's personal message, and an "oh, by the way" credit-program announcement.

Service

FAIGEN'S
Electrical Appliances

COPPERTAN
REFRIGERATOR RANGE
SALE

Westinghouse

TAPPAN

YOUR CHOICE
OF EITHER MODEL
REFRIGERATOR
RANGE
in beautiful
COPPERTAN
BOTH FOR ONLY
\$359.88
or
\$398.88

**LOW COST IS IMPORTANT
BUT... SO IS SERVICE!**

And this has been our thinking for the 43 years
that we have been in business at this same location.
If your purchase should ever need attention - a
uniformed factory trained technician will promptly
be at your home to find the trouble and repair it
immediately!

**43 YEARS
ESTABLISHED
SERVICE
AT THE SAME
LOCATION**

FAIGEN'S
Electrical Appliances

1812 Third Avenue, Rock Island Phone 788-6312 or 788-6314

**90 DAYS CASH
36 MONTH
TERMS**

Faigen's Electrical Appliances, of Rock Island, Ill., cleverly plays on both consumer popularity of coppertone appliances and established service for a special sale ad. "Low cost is important," admits Faigen, "but so is service. And," for an extra reputation push, "this has been our thinking for the 43 years that we have been. . . at the same location."

STUCKY BROS.

OVER
203 MAN-YEARS
OF SERVICE EXPERIENCE
ARE REPRESENTED HERE!

AND THAT'S WHY
**SERVICE IS A
CERTAINTY**
AT STUCKY BROS.

Meet our experienced service and delivery staff, trained and dedicated to
provide you with the utmost satisfaction from your purchase of any appli-
ance, radio or television at Stucky Bros.

STUCKY BROS. CARPET SERVICE

GAS DRYERS

MATTAG DEFENDABILITY

1812 Third Avenue, Rock Island Phone 788-6312 or 788-6314

Stucky Bros. advertises that its staff claims over 203 man-years of service experience at its Fort Wayne, Ind., store. "Service is a certainty," says the ad, which includes a photograph of the store's service and delivery truck fleet.

WALTZ THRU Washday
6 GREAT NAMES IN ONE GREAT STORE
COMBINE EFFORTS TO BRING YOU QUALITY FOR LESS

FRIGIDAIRE LOOK From this lowest priced JET ACTION WASHER SOAKS AUTOMATICALLY \$188	WESTINGHOUSE Heavy Duty Laundry WASHER and DRYER Sole \$128
NORGE SOFT & SILENT Try NORGE and Seal Fully Automatic Washer \$169.95 2 YEAR GUARANTEE All Parts and Labor Sole Value \$128.98	HOTPOINT 16-1966 Washer & Dryer \$189 Electric Sole \$119.99
KELVATOR Fully Automatic Deluxe Washer 2 Speed "16" - "18" • High Moisture pre-soaking • Big Capacity tub • All Fabric Washing • All Pressure Rinsing Washers \$188.88	SPEED QUEEN THE "WIDE PORT" Automatic Washer 2 Speed Parts & Labor Color tub 18 yr. Transome \$249.95

WESTERN APPLIANCE • 1974 W. San Carlos, San Jose, Calif. Daily • Sat. • Sun. • CY7 7440

Western Appliance, in San Jose, Calif., breaks its Waltz Through Washday ad into six separate brand-name promotions, highlighting prices that are widely divergent, but calling attention to brand reputations that are equally established. In its copy, the ad ties the price and brand points of emphasis to a simple "Six great names in one great store. . ."

Join Zeke and Harry to celebrate their BRAND NAME award with a month long gala..

Brand Name Carnival

Snap up these values...during CERTIFIED TV & Appliances

\$ell-a-bration!

NATIONAL FRIGIDAIRE WEEK!

FREE GRAND PRIZE
21 inch COLOR TV

FREE DOOR PRIZES NIGHTLY

FREE PRIZES for EVERYONE

FREE Refreshments

EASIEST TERMS IN TOWN!

CERTIFIED TV And APPLIANCE CO.
DOORS OPEN NITELY MONDAY THRU FRIDAY 'TIL 9 P.M., SATURDAY 'TIL 6 P.M.
JAM PACKED STORES OF BRAND NAME VALUES! • 6000 Va. Beach Blvd • 847 E. Little Cree Rd.

When Certified TV & Appliances, Norfolk, Va., holds a brand-name sale, it plans advertising to match its P.T. Barnum staging. "Zeke and Harry" plug their offer of door prizes and free refreshments for their customers special no-money-down credit arrangements for the sale period, and store hours in this double-page spread ad that highlights "National Frigidaire Week."

Price

"CLOSE-OUT" 1965
SAVE UP TO \$150.00
Frigidaire Appliances
We Made A Special Buy On Over 200 Units
Buy early for best Selections
Frigidaire Refrigerators Many Models

We Must Clear these out "NOW" to Make \$150.00
Room for the 1966 Line
Lay away for Christmas
Save Up to \$150.00
Frigidaire Ranges

Save We guarantee
You can't buy for Less
TRADE-IN
YOUR OLD
APPLIANCE
SAVE
EVEN MORE!

Buy the Best Pay Less "FRIGIDAIRE"

Year-end close-out sales are always a good opportunity for effective price-emphasis advertisements, such as the Hardware Mart's "Save up to \$150" Frigidaire-special ad. "You can't buy for less," claims the Monteca, Calif., retailer, without mentioning specific product prices.

LONDON FURNITURE and McCLARY-EASY
\$3,000,000 buying power saves you money!

CROSS-CANADA SALE!
The Greatest Savings Ever On Canada's Finest Appliances

'258
'178

199. 239. 138. 115.

London Furniture
111 DUNDAS STREET — OPEN EVERY NIGHT 'TIL 9 P.M. — DIAL 434-161

London-Furniture, an Ontario, Canada, merchant, not only advertises that its prices are the lowest in the area, but insures it with price guarantee bonds that promise "Refund plus 10% if you find some goods available for less in another store."

FRIGIDAIRE
COLOR APPLIANCES AT THE PRICE OF WHITE!...PRE-SEASON SAVINGS NOW AT GREENLEY'S

GREENLEY'S

Greenley's, in Flint, Mich., offers a particularly attractive ad for a particularly effective appliance sale. Actual product prices are added almost as an afterthought within copy blocks. The "Color appliances at the price of white" headline attracts reader interest without any hard-sell. The copy's subtlety is enhanced by smooth graphic presentation.

□□□□ "This is the nervous season for color tv sales," explained B.S. Durant, president of RCA Sales Corp., nevertheless sticking to his original prediction of a 6-million-unit year at retail, or a sales gain of approximately 25%. Durant said that color tv manufacturers and retailers alike have experienced a "lull" between the post-Labor Day promotional period and the start of the Christmas season. Durant, in an interview last week, noted that the Christmas sales season for the industry may well be anticipated from the results at retail during this week and next.

Durant was in New York to attend a preview of the RCA-sponsored **Perry Como Holiday Special**, an NBC show scheduled for Nov. 30, which Durant and RCA expect to help provide that Christmas sales spark at retail.

RCA sales this year, said Durant, are running ahead of the industry on both color and black-and-white sets: RCA color sales are up 40%, while the industry is up about 25%, and RCA b&w sales are up 15%, while the industry is off 15%. He credited the RCA performance with a series of "planned promotions," which ran all year and will be climaxed by the Perry Como tv special.

□□□□ **Color tv inventories are in good shape**, as far as RCA's Durant is concerned. He does not see a repetition of last year's situation, when an estimated 1 million color tv sets were left at retail following the Christmas selling season. Durant estimates that there are now about 2 million sets in the distribution pipelines—about 1 million at the manufacturer and distributor levels and another 1 million at the retailer level. He compared this year's pre-Christmas inventory situation with last year's post-Christmas position.

Durant estimates that about half of the units now in the pipelines are 1967 sets, the other half are 1968 models. The RCA Sales Corp. president denied that his company is still turning out 1967 sets, but conceded that it did continue to produce the 1967 models after showing its 1968 line at the Consumer Electronics Show, in June. RCA still had cabinets and components left for the 1967 sets as a result of its cutback in production schedules earlier in the year, he explained. The number of 1967 sets that RCA produced after introducing its 1968 models, Durant stressed, was not out of line with its over-all share of the market. "It may have seemed like a lot of sets to some of our competitors, but not to us."

□□□□ **Color tv sales slowed down for the week** of Nov. 10, according to the tally compiled by the Electronic Industries Assn. Distributor-to-dealer sales for the category came to 128,308 units—an increase of 12.99% over the corresponding week last year, but off the pace set in recent weeks. Color sales for the 45-week period stand at 4.35 million units, 13.80% ahead of the year-earlier level.

Distributor-to-dealer sales of black-and-white sets were up for the second week in a row, registering an increase of 7.77%. Nevertheless, sales for the 45-week period remain off 23.79%. Radios were up for the third consecutive week—by 25.63%—but are still off 10.33% for the year to date. Console phonos were down for the week and the year.

□□□□ **Sylvania offers technical data on color tv** in its new edition of the *Sylvania Technical Manual*. It is available from Sylvania distributors or from Sylvania's Central Advertising Distribution Dept., 1100 Main St., Buffalo, N. Y. 14209. The price: \$1.50 per copy.

PlayTape rings in the new with vtr, stereo, culture cartridges

Frank Stanton is out to prove his PlayTape cartridge system is far more than a music machine—that it is, in fact, a "mini-communications system."

To do so, the president of PlayTape Inc., will appeal to both the eyes and ears of cartridge consumers.

Specifically, he will bring culture and education to the mass American market via "culture cartridges" designed to capture more over-30 customers by upgrading PlayTape's image (which now is mostly oriented to teenagers and the rock 'n roll beat).

And he will bring feature-length video entertainment to the American home in a way that will completely bypass the television networks.

Video tape cartridge albums—that's right, video tape cartridge albums—will be Stanton's means of introducing filmed entertainment into the American home at mass-market prices.

Sometime in 1968, Stanton expects to market this revolutionary new idea for the first time. The company is developing a prerecorded video cartridge that will be as small as possible, considering the amount of tape necessary to play a feature movie.

Also in the development stage is a video tape recorder that would adapt to any conventional tv set for playback. The unit will come separately at first, but eventually, perhaps, Stanton will be able to sell the device to tv manufacturers for inclusion in their sets.

The vtr system will lend itself easily to home distribution of Hollywood feature films, and Stanton is working closely with film companies to obtain release of features.

In the audio field, Stanton is readying a line of "culture cartridges" for distribution next month.

"The major use of audio tape today is for talking and instruction—not music," Stanton asserts. "At mass-market prices there's nearly as big a market for, say, Richard Burton reading Shakespeare, as there is for a Sinatra album; and eventually the talk-cartridge is going to outsell the music cartridge."

Richard Burton is one of the artists to be released on PlayTape albums that will run from 12 to 24 minutes in length and from \$1.00 to \$1.49 in price. Among the others are Vanessa Redgrave, Ingrid Bergman, Lawrence Olivier, James Mason, Albert Finney, The Royal Shakespeare Company performing *Marat/Sade*, and Carol (Dolly) Channing reading *A Child's Garden of Verses*.

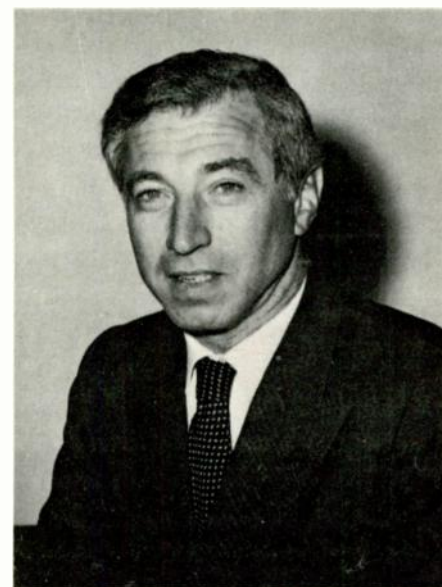
By the first of the year, these Caedmon releases will be joined by an instructional series on reading, languages, and other subjects. After that, Stanton hopes to take a step into the realm of controversy with "talkies" on subjects such as birth control—or even, perhaps something as far out as author Norman Mailer talking on draft card burning.

A mass-market approach to distribution will be Stanton's way of handling the new "culture series" of cartridges. They will be displayed alongside top hits and old-time musical standbys in drugstores like Rexall, and in department stores like Macy's.

More over-30 customers should be added once the talking cartridges come

out, and, in 18 months, Stanton expects his talking cartridge sales to exceed his music cartridge sales.

The music cartridge will get some support in February, however, when PlayTape introduces its first stereo playback unit and stereo cartridges. The first unit will be a 2-piece portable (one attached and one separate speaker) at about \$59 retail. A home unit at



Frank Stanton, president of PlayTape

roughly the same price, is also in the offing.

PlayTape's first stereo unit will not be a tape-radio combo. "We know the radio models sell easily," explains Stanton, "but we're interested in making PlayTape happen. A unit with a radio slows down the process; the consumer spends too much time listening to the radio. We want to sell the machines low—almost give them away—so there will be a proliferation of units on the market and the consumer will start buying lots of cartridges." Stereo cartridge albums will be priced the same as monaural.

If Stanton does decide to add radio to a stereo tape unit, the retail price will go up about \$10 for AM, about \$15 for FM.

Meanwhile, Stanton continues to concentrate on expansion. In 30 days, he expects to open a new 35,000-sq.-ft. manufacturing plant in Clifton, N.J. There, four duplicating machines will put out 20,000 cartridges a day, to be supplemented by production from Japan, where the company presently is turning out 55,000 cartridges a day for worldwide distribution.

The market for these cartridges is growing fast. About 1 million PlayTape units are now in use, according to Stanton—and about half of these are the \$19.95 leader model.

The PlayTape reel is just beginning to roll. The company did not finish setting up a national distributor network until about Oct. 1. Before that, only certain markets—like Texas, Missouri, and Indiana—were strong. New York and California were the last two markets the company tackled.

It has taken some time for the concept to catch on. Last year, for instance, Sears, Roebuck was dumping the \$19.95 unit at \$9.95; this year, however, the chain has added two PlayTape models and its featuring all three in its Christmas catalog at full list.

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

Get your share with
this outstanding
high-turnover tape line.



Variety and solid value are the keys to RCA Victor's success in tape product sales.

There's a model for everyone—fourteen models in all. There's a new battery-powered portable at \$39.95*, a professional type, 4-track, 3-speed stereo unit with detachable speakers. There are three Mark 8 stereo tape players, one that sells for a low \$69.95*. And, there's a new battery-operated cassette cartridge recorder player, an outstanding value leader to complete your sales and profit picture. Order RCA Victor's new tape recorder line today. See why our sales have doubled in the last two years, and why we say: When you're the first name in home entertainment there's got to be a reason.

*Optional with dealer.



The Most Trusted Name in Electronics





Westinghouse's Robert E. Cassatt

Westinghouse maps national schedule for regional plan

Westinghouse's consumer electronics division will expand the regional warehousing program for its tv-stereo line, beginning next year, in a move to make the company more competitive.

The program—which has been dubbed Factory-To-You—was introduced late last summer (MW, 25 Sept., p.33), and is currently operating on a direct-sell basis from Richmond, Va., to Bangor, Me., and as far west as Harrisburg, Pa. Under the setup, Westinghouse is able to offer overnight de-

livery service from its Edison, N.J., base to most dealers in the FTY area (a few outlying sections require up to three days)—whether the order involves an individual unit or a carload of merchandise.

According to Westinghouse, the regional warehousing program is responsible for increasing the company's share of the important Northeast market. And Robert E. Cassatt, who became manager of Westinghouse's consumer electronics division in July, looks forward to the time when FTY will span the entire U.S.

"Ultimately," said Cassatt, "we'll have about 20 distribution centers across the country, which would serve the nation's markets on the same basis that our Edison, N.J., operation is

doing now on the East Coast."

Since the beginning of FTY, he said, the company's share of representation in the industry has "leaped tremendously," helping Westinghouse to land new retail accounts and gain additional support from old ones. "We can compete in the marketplace here in the East just as effectively as an independent distributor.

"We're going to see more direct-sell in the future," Cassatt predicted. "I think that everybody is searching for the most economical way of going to market. Other than manufacturing and advertising, distribution is the most costly part of our business."

FTY grew "naturally," Cassatt pointed out, from the large Westinghouse manufacturing and distribution facility in Edison, N.J., which is ideally situated for operating such a program in the largest, most concentrated, marketing area in the country. Several Westinghouse competitors, he noted, are well situated for operating similar programs in the Midwest from headquarters in Chicago.

Cassatt declined to reveal, at this time, which area of the country would be served next by the expanding FTY program. A good bet, however, would be a large, highly concentrated marketing area presently served by a Westinghouse factory branch operation.

A key advantage of FTY—besides speedy delivery and the fact that, in essence, Westinghouse is backing up dealers with a readily available inventory—is advertising that is better tailored to retailer needs.

In addition to a healthy supply of co-op advertising, Westinghouse is able to supplement retailer advertising with a strong, concentrated regional program, which, Cassatt noted, is heavy on dealer-listing ads in newspapers and regional editions of magazines.

Asked if Westinghouse's West Coast factory branch will operate leased departments in Zody's discount department stores (MW, 17 Jul., p.3), Cassatt said this is one possible answer to the problem of cutting distribution costs. The home electronics industry, he predicted, will be seeing more and more experimental programs along these lines.

Will Westinghouse expand FTY one step further and provide the retailer with direct vendor-to-consumer delivery? "This is quite possible, and has been done in some instances," Cassatt said. "But, in many cases, it is not practical." A color television set, for example, requires installation by a trained technician. "You can't just deliver a color tv set to a customer's doorstep," he pointed out.

The first step, Cassatt seems to feel, should be to expand FTY to include additional marketing areas—rather than to broaden the scope of the program itself.

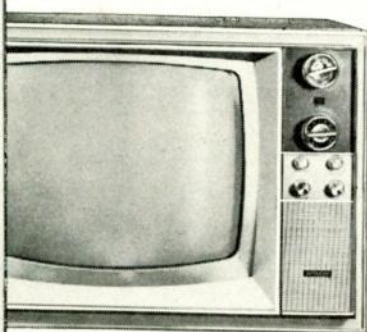
Looking ahead to the future of color television, Cassatt predicted the day of the "crossover," when portables will outsell console models. "The day of the \$600 to \$800 color models are gone," he said, noting that 65% of color sales are now console models, while 35% are portables. In 1968, he feels the proportion will change to 58% console and 42% portable. He sees 1970 as the year in which the "crossover" will be complete, with portable models outselling the consoles. Cassatt anticipates that 1968 will be the year that most manufacturers begin beefing up their small-screen portable color tv offerings. Eighty percent of the black-and-white tv business is now done in portables, and this figure will probably jump to 90% in the near future, he feels.

—Neil Spann

*Have a very merry profit
this Christmas
from all of us at*



HITACHI



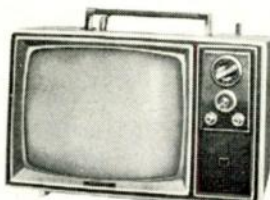
Model CNA-24T: Compact Color TV, 17 1/2 sq. in. picture, 18" measured diagonally. Service free performance.



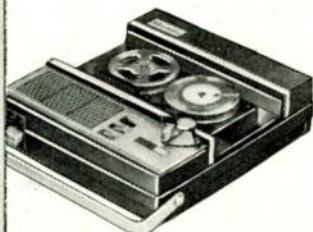
Model TRQ 210: Compact solid state cassette portable tape recorder. Push button controls.



Model KC-750H: Solid state FM/AM Clock radio.



Model TWA-77: Compact B/W solid state, battery, AC portable TV. 72 sq. in. picture, 11" measured diagonally.



Model TRQ-380: Portable solid state Battery/AC 2-track tape recorder.



Model KH-1010H: FM/AM Compact 10-transistor pocket portable radio.



Model KS-1700H: World's first Mini portable stereo FM and FM/AM radio.



Model KH-970H: FM/AM 9-transistor portable radio.



Model DPT-610: Solid state, battery operated Radio/phonograph. AC adaptor available.



Model KH-1230H: FM/AM 12-transistor portable radio.

The above products represent only a few of the Hitachi family that have been responsible for so many dealers moving over to Hitachi in '67. The people at Hitachi extend our sincere wishes to all of you for a very profitable Holiday Season.

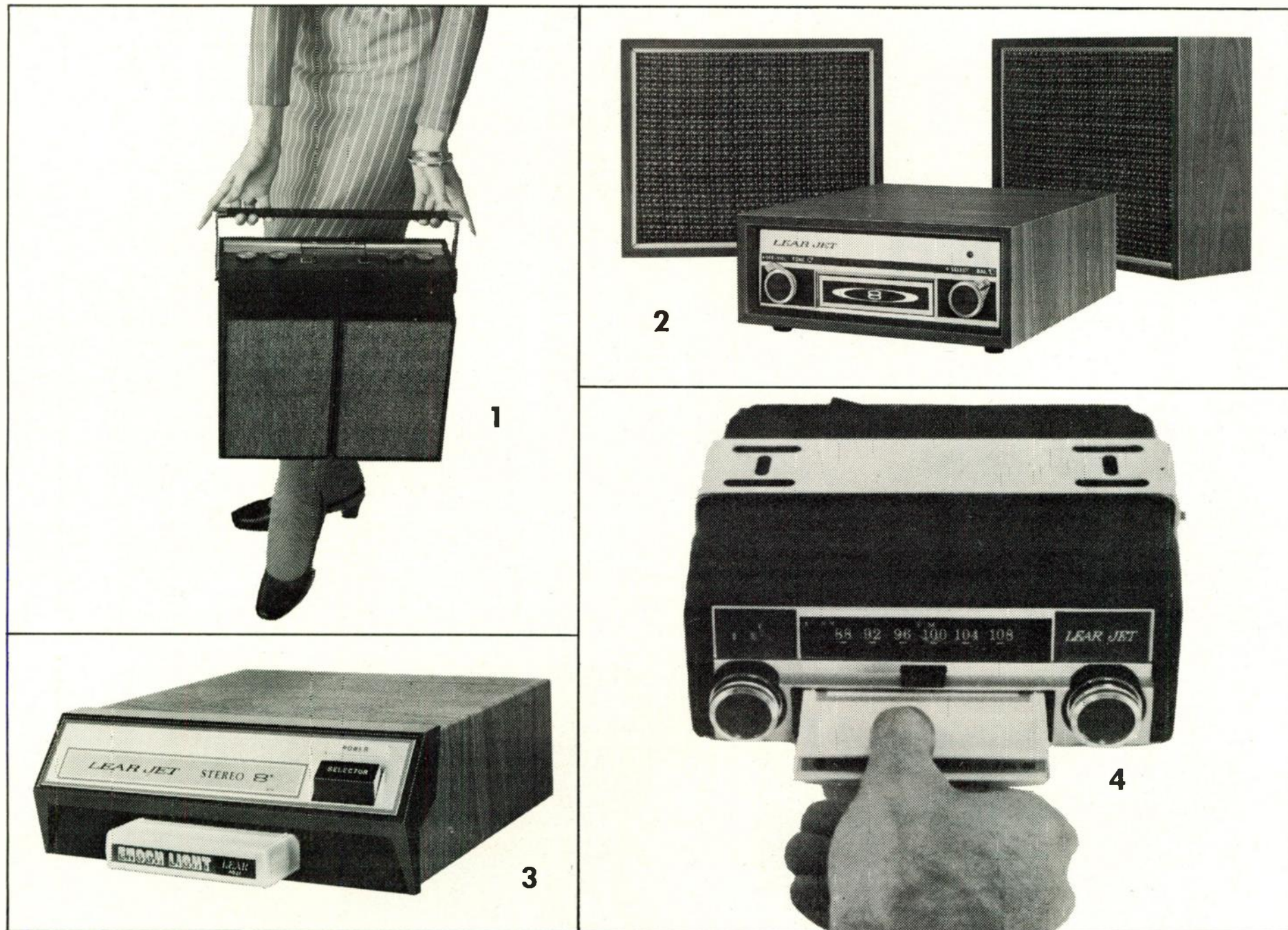


HITACHI

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

*Quality always
comes first at Hitachi*

you'll never hear our old line again. Lear Jet stereo eight.



Three years ago we invented eight track stereo. This year we changed our way of doing business.

First, we changed our assembly line: It's built around quality control check points. Fifty to be exact. If there's a defect in a unit, we're the first to hear about it. And the last.

Second, we changed our styling: six new units designed to look as good as they sound.

Third, we changed the thinking of

every major recording company: over 10,000 selections on stereo eight cartridges to choose from to prove that.

Fourth, we changed our advertising: this new look will be appearing in national magazines throughout the year.

In the long run these changes are going to pay off for you. And that's not small change.

Lear Jet Stereo, 13131 Lyndon Ave., Detroit, Mich. 48227, (313) 272-0730.

1. Portable stereo eight with detachable speakers. Plays on AC current or rechargeable batteries. Built-in battery charger operates automatically: Model PS-8.

2. Home music system. Eight track tape cartridge player with 20 watt peak amplifier and four high-fidelity speakers: Model HA-20.

3. Eight track stereo deck. Plugs into home stereo systems: Model HSA-901.

4. Solid state stereo eight for cars. Shown here, FM radio (FM stereo with multiplex adapter optional) and tape player: Model ASFM-871.

AM radio with tape player: Model ASR-851.

Automotive tape player only: Model AS-831.

Lear Jet stereo eight it plays happily ever after.

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If your business is radios—make it your business to see Viscount's exciting new line of pocket and personal portables, table models, clock radios, multi-bands, radio phonographs, stereo tuner-amplifiers and multiplex units. Call your Viscount man today. He's got over 50 different numbers to help you generate radio active profits. Four nearby warehouses to serve you.

NEW YORK: 520 W. 34th St. LW 4-1050.

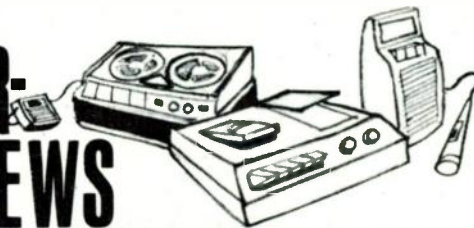
ATLANTA: 711 Miami Circle N.E. CE 7-6401.

LOS ANGELES: 185 E. Jefferson Blvd. AD 4-9106.

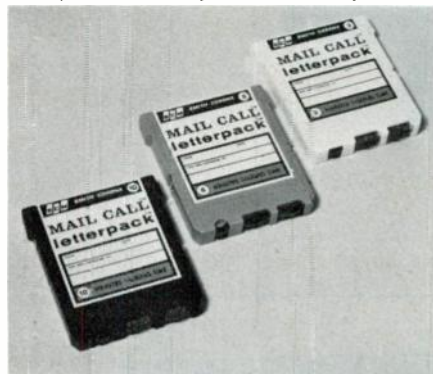
CHICAGO: 5860 N. Lincoln. 334-5650.

VISCOUNT®
DIV. CONSOLIDATED MERCHANDISING CORP.

TAPE PLAYER-RECORDER NEWS



□ □ A transistORIZED letterwriter, the Smith-Corona Mail Call (above) by SCM Corp., produces "talking letters" on a continuous-loop tape cartridge called the Letterpack (below). The Mail Call set has two units, each weighing 2 lbs. (without batteries). Each unit has its own playback, recording heads, and speaker. The Letterpack, about the size of a cigarette pack, can be mailed first-class for 10¢ in a regular-size envelope. Suggested retail price is \$69.95 for the pair; Letterpacks range from \$1.25 to \$1.50, depending on recording time. (SCM Corp., 410 Park Ave., New York, N.Y. 10022)



forward control that triples the normal tape speed to any desired selection on the cartridge. Other features of the solid-state, 8-track line are variable pitch control; direct-drive DC motor, which eliminates the need for belts or pulleys; an all-electronic speed-control circuit; and the new Synchro-track control to compensate for variations in track positions on any tape. Model ASFM-871 (shown) comes with FM radio at a suggested retail price of \$169.95; ASR-851, with AM radio, at \$144.95; and AS-831, with player only, at \$119.95. (Stereo Division, Lear Jet Corp., 13131 Lyndon Ave., Detroit, Mich. 48337)



□ □ A new portable tape player from Viscount—model 77—features two playback heads, two channels, and an AC jack. The set has a 3½-inch speaker and is available in a choice of mod red, blue, or white case. Model 77 carries a suggested retail price of \$19.95. (Viscount, Division of Consolidated Merchandising Corp., 520 W. 34th St., New York, N.Y.)



□ □ Hitachi's cassette recorder model TRQ-210 is monaural, battery-operated, and features pushbutton control, earphone, tone control, and tape counter. (Hitachi Sales Corp., 48-50 34th St., Long Island City, N.Y.)



□ □ Sony's 4-track stereo tape deck—model TC-255—features self-contained solid-state preamplifiers for recording and playback operations. The new set offers two VU meters for accurate recording-level indication, automatic tape lifters, and an automatic sentinel shut-off switch. The 3-speed unit also features Sony's retractomatic pinch roller which is designed for easy tape threading. The Sony TC-255 carries a suggested retail price of approximately \$179.50. (Sony-Superscope Inc., 81-50 Vineland Ave., Sun Valley, Calif. 91352)



□ □ The new Lear Jet Stereo 8 line of automotive tape cartridge players (MW, 20 Nov., p.24) features fast-

Toshiba dealers won't talk...

...but the secret
is getting
out!



Does Macy's tell Gimbel's? Nope! So don't wait for Toshiba dealers to tell you how the line is moving. (It's breaking every forecast we made.)

Or what kind of profit they're socking away. (They're the best profit margins in the industry.)

Contact your Toshiba rep/distributor and get the facts while protected profit franchises are still available in your area.

Here's part of what he'll tell you.

"You have a great new selling story on a quality line of portable color TV, battery/plug in black and white, solid state radios. They're the first ones especially built to

take the jolts and jars of the portable people."

Service headaches? Forget them. If we told you our track record on service you wouldn't believe us. No service headaches is the fact of life with Toshiba's internationally famed quality.

Advertising? 43 ads in 17 of the leading national magazines. Life, Time, Sports Illustrated . . . all the big ones in just our 90 day kick-off . . . and more to come.

So call Toshiba. Or contact Mr. George Stewart, Vice President, Marketing, Toshiba America, Inc., 530 Fifth Avenue, New York, New York 10036. We're moving mighty fast. Why don't you?

The International One...

Toshiba®

□□□□ **Kelvinator's appliance sales climbed 9.8%** for the fiscal year ended Sept. 30, 1967, according to the annual report of Kelvinator's parent company, American Motors. The rise in sales was attributed to an increase in private-label production of refrigerators and ranges by Kelvinator. American Motors itself did not fare so well financially; the company showed a loss of \$75,814,962 for the year. This loss, however, will apparently not be severe enough to force the sale of Kelvinator, reportedly considered earlier this year (MW, 10 Apr., p.5).

□□□□ **Appliance repairmen should be multi-lateral**, according to Walter Graham, president of Automatic Appliance Parts Co., Maywood, Ill. Speaking at a service seminar sponsored by the Appliance Parts Distributors Assn., Graham said a serviceman should learn to handle his customers' total appliance needs, repairing refrigerators as well as washer-dryers and extending his product familiarity to more than one brand.

At the same seminar, Fran Taillard, general manager of the C. W. Smith Co., in Maywood, urged service dealers to telephone orders for parts in advance to avoid the problem of waiting in line for supplies. Truman Smith, president of C. E. Sundberg Co., also in Maywood, suggested a folder for servicemen to leave behind after finishing a customer's repair job; this folder would explain the costs involved in a service call and help to educate the public about what is involved in repair work.

□□□□ **Consumers still interest NEMA.** Despite the National Electrical Manufacturers Assn.'s withdrawal from the consumer products field upon formation of the Assn. of Home Appliance Manufacturers, talks at NEMA's recent annual meeting in New York City focused on manufacturing problems that affect consumer goods as well as industrial products. Among the topics mentioned were product liability, a possible compensation program for consumers injured by a defective product, and government regulation of industry standards.

□□□□ **A new certification plan for kitchen dealers** will be set up by the American Institute of Kitchen Dealers. Designer-dealers would be tested for admission into a Council of Certified Kitchen Designers, based on their experience, reputation, and performance.

□□□□ **A new, extra-capacity bake-broil gas oven**—with two broiler pans instead of one—is the latest addition to the Hardwick range line. The EquaFlo broil burner can cook 24 hamburgers at once in its 24-inch-wide oven compartment; all gas ports are on the outer perimeter of the U-shaped burner, making the broiling area totally effective.

Hardwick has more than doubled the size of its home offices in Cleveland, Tenn., following a major expansion and modernization program. The year-long project included construction of a 3-story and basement addition to Hardwick's original office building, as well as complete remodeling of existing interiors. A new test kitchen and new display areas were part of the renovation program.

□□□□ **Norge moves to Chicago's Marina City** next spring. The company's Chicago branch, now headquartered in the Merchandise Mart, will occupy two floors in the newly constructed high-rise office building.

AHAM confronts its public with new organizational plans

A week after the first annual Assn. of Home Appliance Manufacturers (AHAM) conference, attendees remain divided into two camps.

Disappointed with both a lack of attendance by industry big guns, and too-strong similarity to the annual meetings of the old American Home Laundry Manufacturers Assn. (AHLMA), some seem to feel that year-old AHAM's first public effort was like a coming-out party for a debutante who should have stayed in—at least for a while.

On the other hand, a majority of appliance manufacturers themselves—those in attendance and those previously committed to be away during the Nov. 17-18 session—maintain that the conference was successful in being no more, but certainly no less, than was planned.

As one spokesman for a major company puts it, "It's a going group with a definite place of real importance in the industry, and I think both were made clear at the meeting. It wasn't intended to be an opportunity for the industry to talk among itself," he continued, explaining that some of the absent industry leaders were not really needed for the proceedings. "That—the real conversation—comes at the annual AHAM membership meeting."

Perhaps, argue conference critics. But, in the absence of a 1967 membership meeting, and since the Home Appliance Conference did serve as AHAM's introduction to public life, the meeting and the image of the organization could have been strengthened by the appearance of such industry and AHAM leaders as Board Chairman Richard Terrell of Frigidaire (in Honolulu for the conclusion of dealer line introductions); W. D. Dance of General Electric (winding up a European business trip); Jack Sparks of Whirlpool (forced at the last minute to cancel speaking plans for Friday's AHAM session), and Douglas Danforth of Westinghouse. And, asserted some AHLMA conference veterans, a government official such as Betty Furness, the President's Special Assistant for Consumer Affairs, would have rounded out the bill nicely. (She was invited, says AHAM, but had been committed elsewhere since June.)

One clear voice

AHAM leaders at the two-day conference continually insisted that what the industry needs is a single, clear representative "voice," despite what some saw as a case of organizational laryngitis. And, indicated one group spokesman, that voice should do all the talking on such industry topics as manufacturer statistical information, standards, certification programs, and consumer protection. What's AHAM doing in these areas?

- Working on a plan, suggest some observers, to put all manufacturer shipment information for appliances under one roof. The way the arrangements stand now, AHAM collects figures for all major appliances except water heaters and gas ranges; (gas clothes dryer figures are a carry-over from AHLMA's years in the statistical business).

But all that may be due for a change.

As more gas appliance manufacturers join the organization, AHAM hopes to concentrate on the more non-fuel-aligned tasks formerly undertaken by the National Electrical Manufacturers Assn. (NEMA) and still done by the Gas Appliance Manufacturers Assn.

- Working on a set of definitive standards for all appliances. Some are already being used, such as capacity standard certifications for refrigerators and air conditioners, adopted from NEMA. But AHAM's master plan for standards calls for adding performance ratings to existing standards, and formulating entirely new sets for previously non-standardized products.

AHAM's committees have been working on "washability" laundry equipment standardization for some time in the organization's first attempt to develop performance ratings on its own. But the program, originally designed to measure seven areas of automatic washer performance, has met the snag of manufacturer disagreement. Participants have been unable to reach decisions on levels of adequacy for three of the seven areas to be rated: soil removal, rinsing effectiveness, and gentleness. Less important areas—whiteness retention, sand removal, tangling, and water removal—have been somewhat successfully standardized by laboratory tests, and may be announced as partial AHAM laundry standards, to be expanded later.

What about GAMA?

Where do AHAM's plans for a Great Society of appliance industry harmony leave solidly fuel-aligned GAMA? Just as some GAMA members and gas industry figures have been arguing all along that AHAM's chief value as an industry force could lie in a close electric-utility identification, AHAM seems to feel that GAMA should phase itself out of consumer products—leaving them to AHAM—and become, perhaps, the gas counterpart of what's left of NEMA (controls and industrial equipment).

Then, and after acquiring about 15 of GAMA's more consumer-oriented members—Modern Maid and Magic Chef, for example—AHAM could act as a truly representative body. GAMA would then work with its component manufacturer membership (those that came over in this spring's merger between GAMA and the Institute of Appliance Manufacturers, for example) and with the AGA (American Gas Assn.) on fuel promotion. The AGA, however, also takes on a different vote in the unofficial AHAM plan.

AHAM has been insisting for some time that all appliance certification should be done by an organization or body that has no other relation to the industry. Presently, the AGA certifies gas appliances, but also works to promote them. An AHAM spokesman suggested that Underwriters Laboratories (UL) might add gas certification to its electrical duties, leaving the AGA to work only on promotions.

While UL indicates it would agree to such a plan, it sees no reason for the AGA to discontinue its own certification because of its promotional responsibilities.

—Bill Hutchinson

Dishwasher retail sales: the men who sell them sound off

Retailers are blaming manufacturers on such scores as "model-osis" and failure to pre-sell the consumer, for their somewhat disappointing sales of dishwashers at the beginning of the Christmas selling season.

So far this season, dishwasher sales at retail have failed to live up to expectations. Generally, sales are described as only adequate.

It could turn out to be color tv all over again, admits Upton R. Ziesler of Rahr's Inc., Manitowoc, Wisc.

"The manufacturers are too interested in selling the dealers by bringing out more and

9.1%) has occurred when a rush of pre-holiday orders was expected.

"Manufacturers are convinced that dishwashers should be promoted," says Ziesler, "but they are just not a promotional item. They can't sell themselves."

Frank DeMarco, of the New York City-area DeMarco's Appliance Inc. chain, agrees. "Our sales have dropped just about parallel to the industry level, down 15%. They're just not going," he says.

Why not? "Because the industry does nothing to promote dishwashers, to educate the public. The manufacturers are too concerned with advertising and promotion that builds up a particular brand, when they should be pushing the idea of a dishwasher."

DeMarco admits that this takes a good deal more time and money than most individual manufacturers have to spend, but he thinks that educating consumers on the benefits of dishwashers might be a good job for an all-industry organization such as the Assn. of Home Appliance Manufacturers to undertake. "You have to sell the idea," DeMarco insists, "and that's up to the industry."

Some retailers, however, are quite content with the progress dishwashers have made in growing up all by themselves. Howard Levinson, manager of Al Perlman's Zemel Bros. main store in Bridgeport, Conn., expects his sales to continue to grow at the chain's established rate of 20%-25% annually.

Levinson and Zemel Bros. have particularly high hopes for convertible units. The Westinghouse and Hotpoint units are "picking up real steam," he says.

Ted Anderson, manager of the GE Appliance Center in Sioux Falls, S.Dak., agrees, suggesting that young newly-marrieds—uncertain of their future housing plans—are going strongly for the convertible models: "They have the money, and that's what they want."

Not at Carlson, Inc., in Cleveland. President Ray Carlson Jr. says that his sales have been affected by the portables slump, but that it is the built-in undercounter models that are selling in the void. "Convertibles," says Carlson, "cost too damn much." With one convertible model sitting on the selling floor, and no plans to order more, he insists that manufacturers are going to have to lower their prices to create any kind of a convertible demand. Until then, Carlson is content to stick



"Customers will take only so many price hikes."

Jim Bethanis

with his business in KitchenAid and the store's best seller, Frigidaire.

Convertible prices are generally too high for even the reputedly pampered Southern California consumer, says Jim Bethanis of MSI Appliances. Most people, he says, will either go to portables or buy the undercounter—applying any price differential to installation charges.

Prices in general are a sore point for Bethanis, who thinks that customers will take just so much price increasing, then they'll either slow down or stop buying completely. Bethanis thinks all lines are moving up in price too far and too fast—especially Frigidaire, whose 6%-9% recent hike is "unbelievable."

Many dealers count on pulling customers into their stores with advertised price leaders during peak buying periods between now and Christmas, and then stepping them up accordingly. Extra product features, available in newly released 1968 lines, will get important play, however. What do dealers like in the new lines? Lift-out racks are increasingly popular as a step-up feature.



"Manufacturers are suffering from a case of model-osis."

Upton R. Ziesler

more models," he explains. "They should be working on the consumers—who have not reached the point at which they are dishwasher-hungry, which is what manufacturers seem to think."

The dishwasher industry, says Ziesler, is suffering from a strong—and potentially serious—case of "model-osis."

During the first color tv boom period, he explains, home electronics manufacturers were so concerned with turning out sets for every possible type of consumer desire that they neglected to develop and harbor the desire itself. So, while dealers were prepared to offer any number of screen sizes in a plethora of cabinet designs for color, confused consumers gave up, went home, and continued to watch their black-and-white sets.

Dishwasher manufacturers started with the under-counter unit for early-adapting home builders, added portables, and then, realizing that a middle-of-the-road void existed, introduced convertible models for the undecided convenience customer. The result, suggests Ziesler, is a wide range of choice for consumers who aren't convinced that they should make one. And the indirect result, he says, could be the falling manufacturer shipment figures recorded for dishwashers during October.

Although retailers are on their way to bettering last year's record sales of portable units by about 10%, seasonal sales for the usually popular pre-holiday item seem surprisingly off.

It's not the first time shipments have been off during the year. But this time, portables have joined the sales slide begun by housing-hurt undercounters; and this time, the slump (portables down 15.4% from last October, undercounters down



Al Perlman, Zemel Bros.
"Sales doing fine," says H. Levinson, main-store mgr.



"The industry has got to sell the idea of dishwashers."

Frank DeMarco

Cutting boards sell customers up, say dealers, because of both practicality and attractiveness.

Adjustable racks—and extra detergent dispensers are meeting with dealer approval. Retailers indicate that they like to see entire lines with special convenience features. "When they aren't just reserved for the top-of-the-line," explains a Midwest dealer, "they give a particular brand name a particularly good, quality image. It makes it easier to sell the brand—and to sell up."

Product materials are, of course, important, especially as far as undercounters are concerned, says Burbank's Bethanis. "It's hard for me to sell a built-in here that isn't stainless steel," he explains, indicating that there are definite promotional possibilities for materials. "Waste King has been very successful with this."

—Bill Hutchinson and Cathy Ciccollella

□□□□ **Dominion holds back on product introductions** for the January Housewares Show. The strike that hit the Mansfield, Ohio, manufacturer earlier this year still has it working to catch up on current production and delivery commitments that were slowed by the walkout. Although reportedly two months behind in getting its new line of products together, Dominion is optimistic about adding color to the exteriors and interiors of a group of small electrics in the current line in time to show buyers. Skillets buffet ranges, and, possibly, cornpoppers and percs, can be expected to show up in shades of harvest yellow, avocado, and poppy. These applications of color may cause price increases on some of the small electrics.

Dominion had hoped to have its new toaster ready for introduction this January, but will probably hold back on this item, too, until it has had time to do some test marketing. The toaster is said to present a new concept in toasting, borrowed from space program developments. Dominion is also planning the expansion of its line of personal care electrics.

□□□□ **No Teflon II seal on cooking utensils in January.** DuPont spokesmen expect that it will be several months before the new quality symbol starts to appear on cookware and bakeware. The coating supplier is approaching this program with caution, waiting until the technical data can be gathered, quality standards for the coating established, production facilities modified, and utensils tested before proceeding further. The new standards that DuPont hopes to develop will apply to all pans, whether they are treated by flame-sprayed metals, frit coating, or another method. The Teflon II program was greeted with enthusiasm by both manufacturers and retailers. They are hoping that it will help to eliminate the consumer's confusion, which has resulted from the many names that manufacturers now give to the coating process.

□□□□ **Display ideas for spring '68** will be gathered largely from "flower power" and the impact of the "youth explosion," according to the National Assn. of Display Industries (NADI). Retailers, manufacturers, and display designers attending the NADI Show at New York City's Sheraton-Atlantic hotel, Dec. 9-12, can expect to see the increased use of mirrors, exotic-colored flowers, psychedelic poster art, and multi-media effects for the presentation of merchandise. Housewares has already gotten on the mirrors-in-display kick. The newly opened E.J. Korvette unit, on Thirty-Fourth St., New York City, grouped personal care and cooking electrics against a background that made extensive use of mirrors and glitter to attract customer attention.

□□□□ **Mirro expects increased earnings** in the fourth quarter. The aluminum cooking utensil manufacturer anticipates that the sharp earnings recovery of the third quarter will continue through the remainder of the year with a per-share net of about \$2. Mirro's earnings fell when the firm was hit by an 80-day strike in 1966, the effects of which continued to be felt into 1967 because of a depleted inventory position on key volume items. In the first six months of this year, earnings dropped 67¢ a share, while in the third quarter, they climbed 81¢ a share. Sales in the final quarter are expected to boost the year's total to between \$52 and \$53 million, up from just over \$47 million in 1966.

OUR HOMEMAKERS ARE 'AUTOMATICALLY' HAPPIER & THEY HAVE MORE TUCK-AWAY SAVINGS!

Bradlee's

HAMPTON BEACH 3 SPEED PORTABLE Mixer 6.00

ROTO BROIL AUTOMATIC Cooker-Fryer 5.99

Gift Ideas

GENERAL ELECTRIC IRON Steam & Dry Iron 7.99

PROCTOR SALKS AUTOMATIC 2 SLICE Toaster 6.00

PROCTOR SALKS ELECTRIC Glass Perk 9.99

Wieboldt's **HOUSEWARES festival**

SPECIAL PURCHASE!

Sunbeam

14.88

16.99

29.99

39.99

Wieboldt's, Chicago, uses a one-price (\$14.88) promotion on a Sunbeam "special purchase," while Bradlee's, New England, uses old standbys in price push.

A close look at Christmas: retailers play the waiting game

Housewares retailers are moving into the Christmas selling season still playing it "close" and somewhat cautiously—building up inventories in anticipation of another record-breaking Christmas season, but at the same time trying to keep as little capital as possible tied up in inventories.

This game of tightrope walking has been going on for some time, but has been partially noticeable since the beginning of the fall sales period. Many a chain buyer has been kept busy scurrying to make sure merchandise arrived in sufficient quantities to back up a scheduled promotion.

And manufacturers have been asked to do a more efficient job of servicing retailers on direct purchases. Even though manufacturers appear to be coming through with better delivery service this year than last, miscalculations are occurring—far too frequently, as far as some buyers are concerned.

The distributor is benefiting from the retailer's reluctance to commit heavily. One East Coast distributor said he received an order last week for 150 pieces of a \$17 retail item from an account that generally buys this particular item and line on a direct basis. The retailer waited too long to place the order, and the manufacturer just was unable to ship the merchandise in time. Therefore, the retailer was forced to turn to this distributor to back up a scheduled ad on the item.

At \$10 wholesale cost, this was a \$1,500 "plus" order for the distributor, an order this jobber would not normally have expected to receive. Because the distributor had bought heavily following the June Housewares Show—while many key retail accounts in his area did not—he expects to see more such "plus" orders coming his way before the Christmas season is over.

"Too many merchandise managers are holding back on their buyers' open-to-buy," the jobber concluded.

At this time, there does not appear to be any major delivery or shortage problem developing for the Christmas selling season. Some manufacturers are slower on deliveries than others, and some items are in more limited quantities than others. But the problems generally are scattered and limited in scope, as often as not brought on by retailers not placing orders soon

enough, rather than manufacturers having production and shipping problems.

Retailers, for the most part, appear more optimistic about sales prospects for the Christmas season at this time than they did back in June. Business has picked up, of course, and September and October, on the whole, were good months.

"Business has been more steady than spectacular," explained one buyer for a department store chain, echoing comments from many others.

Blenders, to no one's surprise, are living up to their hot-item expectations. And, luckily, the trade-up trend in blenders remains strong—despite increased price promotions at the low end, pushing some promotional models down to the \$10 retail level.

Although the average sales ticket for blenders probably has declined because of increased competition (as much as the manufacturer level as at the retail level) the increased unit sales and the increased turnover have, judging from buyer comment, offset the generally lower average retail price. Despite the increased price promotions—and the "giving away" of some units—the blender still remains a profitable item.

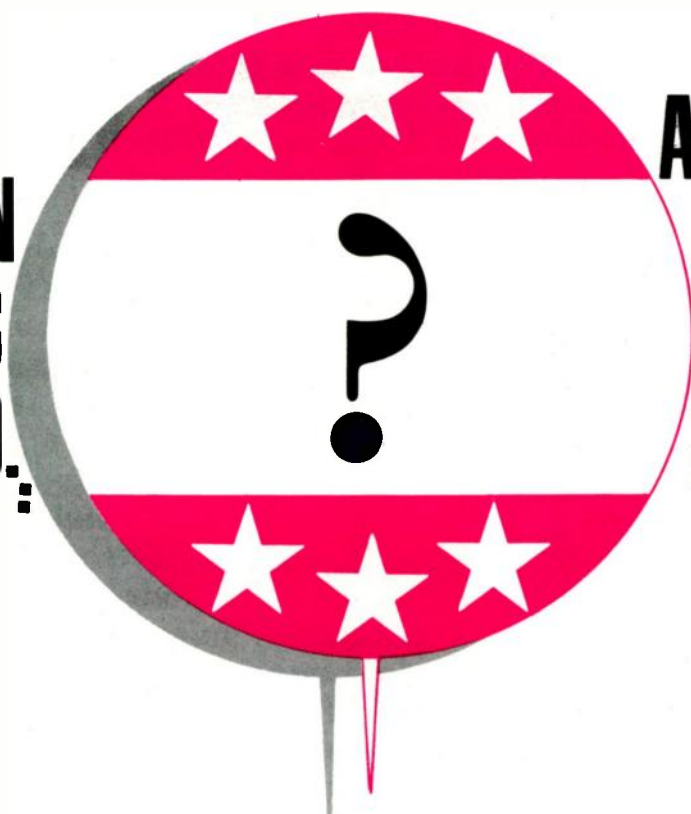
Pricing has been stirred up, over-all during the pre-Thanksgiving sales period at retail. Many retailers resorted to sharp price promotions in order to spur consumer spending, using \$5 hand mixers and \$5 toasters to bring in the traffic. Close-outs that buyers bought while in Chicago also helped to stimulate pricing and consumer interest.

Basic electric housewares have been strong for the past several months, with blenders, toasters, coffeemakers, irons and other old standbys providing much of the retail punch.

Personal care items are coming on, with electric roller curlers expected to win over a lot of gift-giving customers. Water-pulsating devices have been selling well, but at give-away pricing. Hardtop hair dryers have showed renewed strength, but facial saunas have proved disappointing for some stores. On the whole, however, personal care electrics, along with blenders, could provide the "margin of difference" this Christmas season.

—Ed Dubbs

**WHOSE BANDWAGON
WILL CONSUMERS
CLIMB ABOARD.**



**AT THE '68
HOUSEWARES
SHOW?**

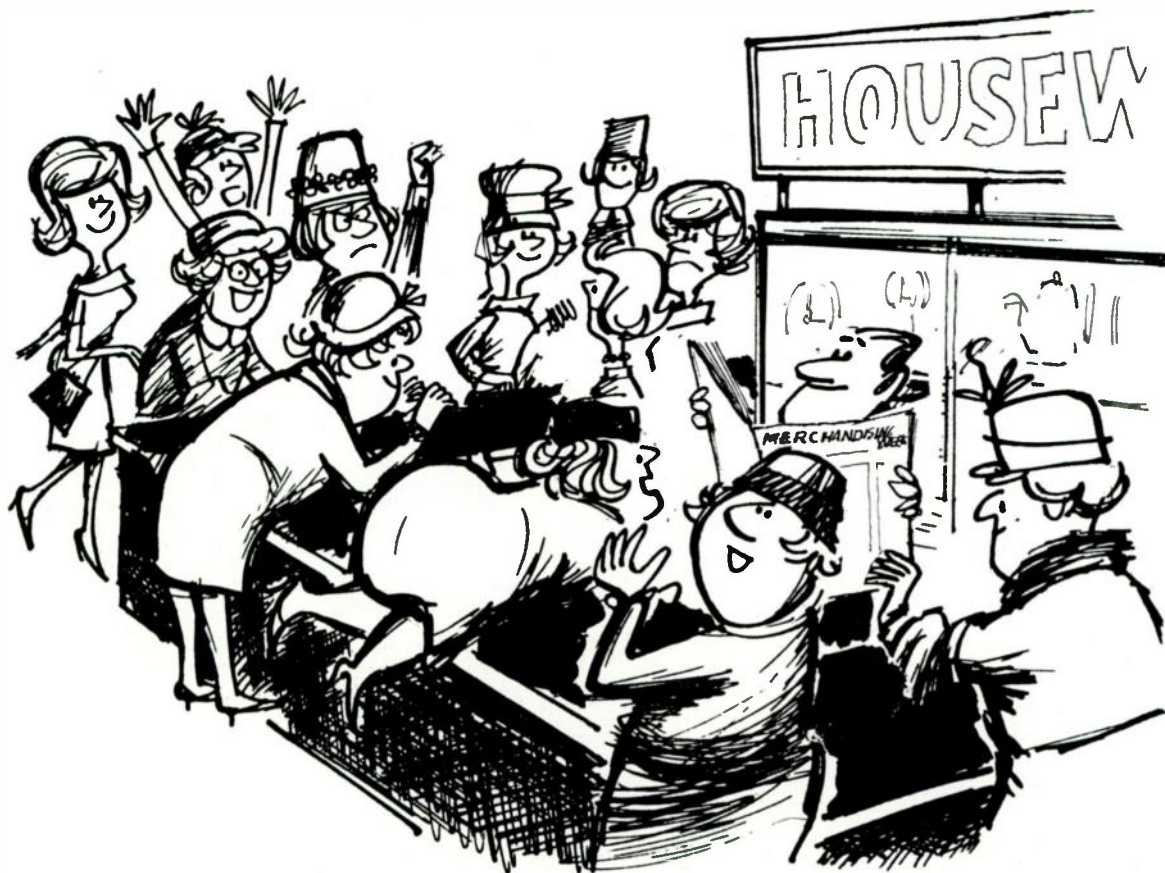
**More than 100,000 top retailers/distributors will be reading
MERCHANDISING WEEK, **JANUARY 8...JANUARY 15...JANUARY 22**
to find out the "winning candidates"—and much, much, more.**

MERCHANDISING WEEK's expert editorial staff has the "inside track"—and will predict . . . report . . . analyze . . . assess . . . appraise . . . apprise in 3 MAJOR HOUSEWARES SHOW ISSUES, out on the dates listed above. No wonder the housewares retailers other retailers follow—read MW every Monday morning.

★ ★ ★ **ADVERTISERS PLAN TO "RUN!"** ★ ★ ★

Here is a strong, solid, accepted platform to build your advertising campaign to the industry. MERCHANDISING WEEK's trio of "election" specials will surely be relied on heavily when it comes to selecting, displaying, and merchandising.

Climb on MW's Bandwagons Today!



ADVERTISING DEADLINES—DEC. 29—JAN. 5—JAN. 12. Contact your nearest MW office for further details.

***MERCHANDISING
WEEK***

That versatile blender

HOUSEWARES MERCHANDISING

The blender is being romanced in newspaper ads that pick up a store's particular fashion style and then go ahead to put the consumer in a holiday mood. Its many talents are played up in the ads and in in-store demonstrations, too. As for brands, the Waring and Oster lines are getting the greatest print exposure, but attention is also being focused on Hamilton Beach's blender with the spatula and Ronson's Cook-n-Stir unit. The price of a blender Christmas: it's still right when it's in the \$26 to \$40 range.

Brooklyn's Abraham & Straus plays blender talent scout in an ad that gives nine good reasons for owning one of an assortment of 22 blenders from eight different sources—including one private-label—the store features on its shelves. Prices on A&S's broad assortment start at \$14.99 for an Iona 2-speed model.

ABRAHAM & STRAUS

Mix, chop, puree, stir, beat, pulverize, crush, mince, liquify.

If you can't find the blender to do the job in A&S' broad-spinning assortment you'd better stick to meat and potatoes.

OUR SEVEN STORES OPEN LATE MONDAY NIGHT

One South Street, New York City. 10th Floor. 10th Floor. 10th Floor. 10th Floor. 10th Floor. 10th Floor. 10th Floor.

Strawbridge & Clothier, Philadelphia, fills its holiday horn of plenty with blenders from Proctor-Silex, Waring, and Oster. The high-fashion ad plays up the blender's versatility and takes the accent off prices, which start at \$19.99 for Proctor-Silex' 2-speed unit.

Strawbridge & Clothier

GIVE BLENDERS... THE MODERN GIFT OF SPIN COOKERY

Oster 6-speed blender in building department \$34.99

Proctor-Silex 2-speed blender \$19.99

Waring 4-speed blender \$24.99

Oster 4-speed blender \$29.99

Proctor-Silex 4-speed blender \$29.99

Waring 4-speed blender \$29.99

On State St., as well as in Chicago's suburbs, looking ahead to the holidays Marshall Field-style means a blender and a mixer in the kitchen. The store combines both products in an ad that focuses the consumer's attention on high-end offerings from Hamilton Beach, Waring, Oster, Ronson, Sunbeam, and General Electric. Field's advice for holiday success: cause a stir.

Marshall Field & Company

LOOKING AHEAD TO THE HOLIDAYS

Hamilton Beach 4-speed blender \$29.99

Waring 4-speed blender \$29.99

Oster 4-speed blender \$29.99

Proctor-Silex 4-speed blender \$29.99

Waring 4-speed blender \$29.99

HUDSON'S

IT'S HOLIDAY COOKING TIME AT HUDSON'S

Monday, Tuesday and Wednesday Downtown only, 10th floor

COME SEE Max Joan Oster, nationally known food columnist, who will prepare savory turkey stuffing, champagne holiday puddings, elegant cheese spreads, festive pastries. Everything you'll want to try yourself this coming holiday season.

COME GATHER NEW IDEAS. Love your new holiday menu? See the famous Oster in action. Check Hudson's entire assortment of Oster, priced from \$14.99 up to \$59.99.

COME SEE! The fragrant aromas of holiday preparations. Get in the holiday cooking spirit for these three big action-filled days at Hudson's. Set with TV. Make a new year for Hudson's. Oster, Monday, Tuesday and Wednesday Demonstrations on Monday and on Wednesday will be at 12 Noon, 3 p.m. and 7:30 p.m. in the evening. Demonstrations on Tuesday will be at 10:30 a.m., 1:30 p.m. and 5 p.m. in the afternoon. Be there. You'll be really glad you did.

HUDSON'S

Oster 4-speed blender, \$29.99

Oster 4-speed blender, \$29.99

Oster 4-speed blender, \$29.99

Oster 4-speed blender, \$29.99

Oster 4-speed blender, \$29.99

HELPERS FOR THE HOSTESS

SAVE \$18 SAMSONITE'S BIG 5 PIECE FOLDING BRIDGE SET \$39.99

PUSH A BUTTON THIS OSTER WILL DO 10 JOBS IN A HURRY \$27.99

Oster 4-speed blender, \$29.99

Samsonite 5-piece folding bridge set, \$39.99

GIMBEL'S

BE A PUSH-BUTTON GOURMET COOK WITH OSTERIZER

Oster 4-speed blender, \$29.99

Oster 4-speed blender, \$29.99

Oster 4-speed blender, \$29.99

Oster 4-speed blender, \$29.99

Oster 4-speed blender, \$29.99

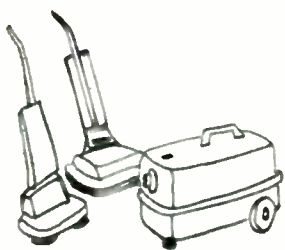
The Motown sound for the holidays: the blender buzz. At Hudson's, Detroit, it's holiday cooking time, and customers are invited to see demonstrations by Joan Oster; gather new ideas for holiday cookery; sniff the fragrant aromas of holiday preparations and get with it—make a bee line for Hudson's downtown store.

The Philadelphia story, as John Wanamaker's housewares department tells it, revolves around a pair of helpers for the hostess: a Samsonite folding bridge set and an Oster custom blender priced at a popular \$27.99. Wanamaker's uses lots of white space to set off the combination.

Gimbels, New York, finally climbs on the housewares fashion bandwagon with this ad for four blenders from Oster. White space and line drawings help heighten the appeal of the units, while the copy lends added glamour to the small electric. According to Gimbels, "Escoffier himself never had it so easy!"

—Irene Kanfer

FLOOR CARE NEWS



□□□□ This is the season to play Santa Claus, to woo the little girls—as well as their mothers—with retail promotions that center on a premium offer of a toy. Eureka-Williams shows the way to floor care retailers this year with a promotional chance to give a “Crown Princess” doll to girls and a Super-Structo trailer truck to boys—when their mothers or fathers purchase a Eureka product.

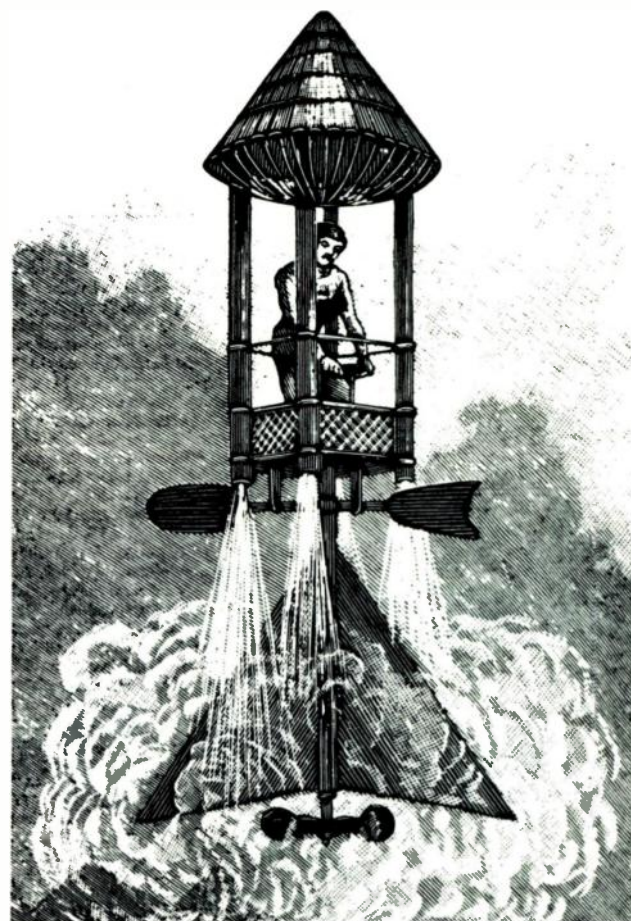
In past years, Regina has offered toy promotions that combined toy floor care items with their real grown-up counterparts—toy Elektrikbrooms with real Elektrikbrooms, for example. And some retailers, on their own, have set up similar promotions this year, offering toy carpet sweepers and dust pans, for instance, with the purchase of any vac.

Premium offers have grown in retail favor during recent months, largely because they serve to shift the emphasis away from price and on to a “free” offer that represents a good value to the consumer and enables the store to make a decent profit.

The toy promotions, of course, need not be limited to floor care products. Toy blenders, in fact, are shaping up as hot items for toy departments—just as the real things are hot items for the housewares department. And retailers can come up with other variations, such as a set of toy dishes and utensils, free with the purchase of a dishwasher, or a toy range with a real unit.

The use of a Christmas toy promotion also helps to associate the tied-in product, such as a vacuum cleaner, with the gift-giving season. And vacuum cleaners need to be promoted more strongly as gifts this year, if retailers are to better—or meet—last year’s sales figures.

□□□□ Auto vacs will be getting a bigger Yule play this year, judging from comments by retailers who report increased volume for the units that plug into cigarette lighters. Metropolitan Vacuum Cleaner Co., of New York City, is offering a new counter display unit for its Metro auto hand vac (left). Kraco Products, of Compton, Calif., also is offering a new point-of-purchase display to retailer for its two plug-ins for its Kraco-Vacs.

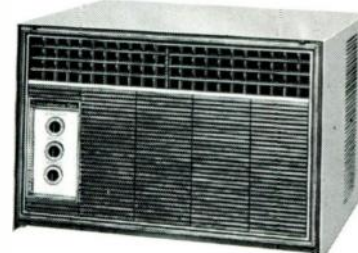


OFF TO A FLYING START?



Coolerator quiet cuts complaints

Customers annoyed by noisy room air conditioners annoy you with complaints. Put an end to all that. Sell the room air conditioners that make good on claims of quiet—Coolerator. Freedom from noise annoyance means a big reduction in service complaints. But that is only one way that Coolerator protects your full profit margin. Get the whole story. There is money in it for you.



Coolerator®

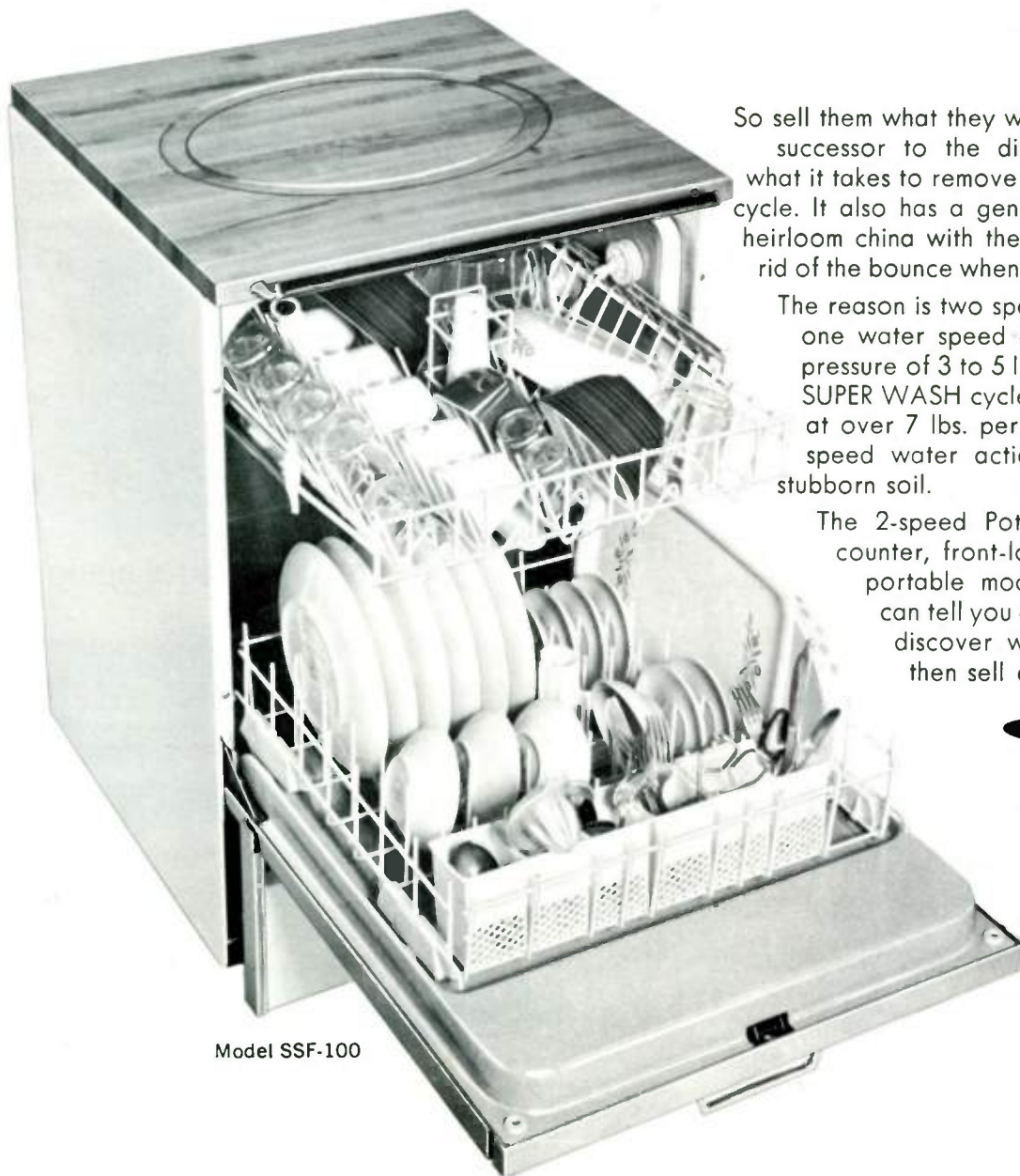
Manufacturers also of Coolerator
Central Air Conditioners, Dehumidifiers, Humidifiers.

another
quality
product of



Write to: Albion Division
McGraw-Edison Co., Albion, Michigan

When your customers ask for the POTSCRUBBER they don't want this...



Model SSF-100

So sell them what they want, the Potscrubber, Whirlpool's successor to the dishwasher. It's the one that has what it takes to remove stubborn soil . . . a SUPER WASH cycle. It also has a gentler cycle that treats crystal and heirloom china with the respect they deserve. And, gets rid of the bounce when you wash lightweight dinnerware.

The reason is two speeds. Most dishwashers have only one water speed and wash everything at a water pressure of 3 to 5 lbs. per square inch. But during the SUPER WASH cycle the 2-speed Potscrubber washes at over 7 lbs. per square inch, providing the high-speed water action needed to flush away even stubborn soil.

The 2-speed Potscrubber is available in under-counter, front-loading portable and top-loading portable models. Your Whirlpool distributor can tell you all about them. Call him today and discover why it's easier to sell Whirlpool than sell against it.


Whirlpool
CORPORATION



While you're at it,
ask about our bell-ringing
holiday dishwasher promotion.