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# Home Furnishings Daily

No. 235 ★ ★ ★

NEW YORK 3, N. Y., MONDAY, NOVEMBER 14, 1963

TEN CENTS  
One Year \$12  
Foreign \$15

## South's Furniture Plants to Expand See Sales Spurt Continued Through '64

### Wool Rug Hikes Likely at Market

BY DAN SCHAEFER

**NEW YORK.**— There probably will be a manufacturer's price increase on wool carpets for the January floor coverings market, according to some mill spokesmen, here.

Philadelphia area mills also predict a wool carpet price hike. See Page 24.

Based on today's wool prices and higher operating costs, prices at the January market could be 7 to 10 per cent higher than they are now, a spokesman for one of the large mills indicated.

A chance also exists for an increase in the price of lines made of man-made fibers; however, this appears less possible at the moment than a wool carpets price boost, and would be smaller than a wool increase.

Should a wool carpets price hike be effected, it would be the third increase in seven months. Major mills raised prices of wool quality in May-June and October-November of this year.

Rising carpet wool prices, which led to earlier increases, was the reason cited by all the mill men who said there would probably be a January increase.

**SEA ISLAND, Ga.**— The southern furniture industry appears to be ready for another expansion program.

This seemed to be the impression given off at the Southern Furniture Manufacturers Association annual meeting, which closed here Friday.

Furniture manufacturers in Virginia, the Carolinas, Tennessee and Arkansas, the word is

### Admiral Chicago, QTY TV Service

**CHICAGO.**— Service while you wait.

Admiral Corp., Chicago branch, is offering a service while you wait. Its portable television receives during the 90-day warranty period.

At the same time, the company has extended its warranty on the line models to include the 11-inch, 13-inch, 15-inch and 23-inch receivers. Includes and calls will be available as one waits for the set to be replaced.

that producers not only will bring current programs to a conclusion late this year early in 1964, but will initiate new programs in all furniture categories.

In the furniture industry, manufacturers said that there is no other direction in which they can move except full steam ahead. The background there is the ever-present fear of over-production, but this isn't cutting a much ice with the producers as it once did.

"Ever since 1947 we have been worried at least once a year that we are overproducing and nearing the saturation point. Where is it today? If we had heard this advice?" asked one industry leader.

Currently the Southern plant as a rule are over-sold on most of their lines, and the industry is in a delivery snarl. In many cases deliveries are weeks behind schedule. The last report of the SFMA showed that manufacturers had two months or more of order backlog on hand.

### SFMA Elects J. C. Hooker Jr. As President

**SEA ISLAND, Ga.**— J. Clyde Hooker, Jr., Martinsville, Va., was elected president of the Southern Furniture Manufacturers Association at the close of the 53d annual meeting.

He is president of Hooker Furniture Co., and succeeds Tom A. Finch, president of Thomasville Furniture Industries, Thomasville, N. C., who becomes chairman of the board.

Harold F. Coffey, Kent-Coffey

### Distributors B/W Sales Ups In October

**NEW YORK.**— Sales of this year's headed-up, black and white televisions moved at an average rate 131 sets higher per day than October of last year.

Dealer purchases of television receivers (excluding color, 11-inch black-and-white units and imports) totaled \$59,000 in October, an increase of 7.7 per cent over

**STEADY EXPANSION** of production facilities through new plants, additions to old plants and modernization of older plants, industry leaders said, will help settle some problems and at the same time bring on newer problems.

Distribution, warehousing and shipping, broader lines of furniture as well as more furniture categories for some firms, and the

multi-year increase, probably by a January increase. It has been seen with stockpiling of cut-

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# FCC Upholds No Drop-In VHF Decision

**By WALTER JOHNSON**  
Fairchild News Service

WASHINGTON.—The Federal Communications Commission at a special meeting at the weekend re-affirmed its May 29, 1963, decision not to allow VHF-TV "drop-ins" in seven major TV markets.

This was considered by many as a major victory for UHF-TV. The Electronic Industries Association and others strongly opposed the idea on the grounds it would have a substantial adverse effect on UHF-TV development.

American Broadcasting Co. and others had petitioned for reconsideration, claiming the national

See FCC, Page 24

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**SPECIAL**  
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of the sale of color sets are up 7.6 per cent, \$177.00, compared with \$164,500.

It now appears that color sales will hit about 800,000. Imports may go over the 400,000 mark and sales of the 11-inch sets could reach upward to 300,000. Thus, if the industry maintains its 7 per cent increase during the last two-months of the year, the total television sales of the year will be about 7,890,000 sets for the year, the best in the industry's history.

**(HOME FURNISHINGS DAILY)**  
predicted on July 22 that sales this year would go "above 7,500,000, making it the best in history."

Things are not so rosy in radio, however, but the depressed condition of the industry did improve somewhat in October, with sales coming closer to equalling last year's figures than in a long time.

During October, retailers purchased 1,043,000 domestic radios, a

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## Beach Buys Casco Lines

**By JOAN BERGMANN**  
and BOB BARRETT

Hamilton Beach has purchased Casco Products Corp.'s electric housewares tools and diet, thus effectively making the Racine, Wis., firm a full-line electric housewares manufacturer and putting Casco out of the basic electric business.

The purchase, which became effective at the weekend, includes the rights to manufacture Casco's brushes and warming trays, Lloyd F. Taylor, president of Casco, and Arnold O. Wolf, vice-president and general manager of Hamilton Beach, in confirming the

See HAMILTON BEACH, Page 25

election second vice-president. Elected to the board of directors were William P. Kemp, Jr., Kemp Specialty Furniture Co., Goldboro, N. C.; B. L. Copeland, Basic-Witz Furniture Industries, Waynesboro, Va.; Paul H. Broyles, Broyles Furniture Factories, Lenoir; John R. Beard, Caldwell Furniture Co., Lenoir.

Also E. K. Throver, Founders Furniture Co., Pleasant Garden, N. C.; W. R. Hall, Newton Manufacturing Co., Newton, N. C.; D. E. Ward, Webb Furniture Co., Galax, Va.; R. G. Morrow, Memphis Furniture Co., Memphis, Tenn.; Fount H. Rion, Jr., Florida Furniture Industries, Palatka, Fla.; R. M. Simmons, Jr., American Furniture Co. of Martinsville, Va.; E. M. Fennell, Hickory Chair Co., Hickory, N. C.; Robert H. Simms, Bassett Furniture Industries, Bassett, Va.; and Lyons Heyman Manufacturing Co., Rome, Ga.

# Warehouse Promotions Proving Potent Weapon at Dallas Stores

**By RON WILLIAMS**

DALLAS.—Warehouse sales are becoming a red hot weapon in the retailer arsenal.

Stores are shooting warehouse promotions at a machine gun pace and hitting with heavy volume success.

The volley of warehouse promotions from department and specialty stores has run sales totals well above 1962 figures with projections of a 10 per cent dollar gain over last year, according to trade sources.

Stack in-store monthly sales in department and furniture operations have frequently been boosted by warehouse sales volume.

Some stores are getting so much traffic at warehouse sales they are buying merchandise directly for warehouse promotions. Others use the sales primarily to clear odds and ends.

But with all the activity, the over-expansive problem has not hit the warehouse sales, trade sources

house promotion followed by Saturday entry five days later. The back-to-back advertising and promotions did little harm as both warehouses moved heavy volume. Dallas shoppers seldom need to wait over 12 days to shop at least

NEW YORK.—The National Electrical Manufacturers Association has moved to answer criticisms of its proposed new standards covering measurement of refrigerator space.

NEEMA, in an open letter addressed to the voting representatives of member companies in the household refrigerator and freezer section and to the board of directors of its consumer products division, outlines the objectives of that

one major warehouse sale. And, sources say, the frequency of the sales is not likely to abate.

The warehouse sale is doing the job that the store annex formerly attempted, but at less cost to the

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ize the rating of a refrigerator because of the inclusion of new services of convenience.

["The proposed standards were recently criticized by George C. Foerster, president, Amann Refrigeration, Inc., as being a "glaring exception to generally high industry standards." Mr. Foerster's remarks were reported in these columns earlier this month.]

The NEEMA letter also notes that the refrigerator freezer section will

## Jobbers Buy Color for Spring Use

**By STAN WARREN**

NEW YORK.—Decorative fabric jobbers shopping for spring lines here last week talked price and bought color, but with price in mind.

"Jobbers have been buying those colors and stylings that fit their needs and that struck their fancy," a converter said. "Price, while a very important factor, was secondary.

"But they were looking for stylish goods that were good enough in quality and styling to be worth a higher price," he added.

"Jobbers bought from the top to the bottom of our line," one executive noted. "They were interested in high styles and in hot colors—they coordinated sheers with drapes."

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# Dallas Dealers Thrive On Warehouse Events

Continued from Page 1

merchant, it was said. They are also considered the department store's answer to the discount house—since "warehouse shopping" has much the same customer image as the discounter's price racks and barn-like interiors.

The warehouse sales are playing havoc with discounters volume, the low margin retailers themselves allege.

Local retailers consider warehouse sales particularly adept at cutting away clearances merchandise which would otherwise clutter in-store displays. These promotions help keep full markup in the stores.

In addition, warehouse sales solve many shipping and handling problems for multi-store operations. The sales add good charge volume and also act as an outlet for special purchase stock. And, the trade says, these promotions are profitable.

The undisputed leader of the warehouse sale is Sanger-Harris, where 20 to 25 of these promotions a year are offered in a sprawling Brook Hollow industrial section warehouse.

The Federated-owned firm usually runs the warehouse sales Friday through Saturday — generally no less than twice a month.

Sources say that the Friday-Saturday combination causes the least amount of traffic trouble for the neighboring industrial firms near the Sanger-Harris warehouse.

Sanger-Harris, the trade says, is typical of the type operation that needs and can control frequent warehouse sales. The firm is continually enlarging present stores and adding new units. Such growth demands low overhead means of quickly moving accumulated slow selling items and "odds and ends," it was explained.

Then, too, the warehouse sales give buyers a freedom to make special purchases from factories, ship direct to the warehouse, and profitably move groups of items that could not be sold in the stores.

Titche-Gortinger also does a good job with warehouse sales, observers note. However, their advertised sales run about one-sixth as frequently as the Sanger-Harris promotions.

However, in addition to the four advertised warehouse sales a year run by Titche's, the Allied-owned chain runs a "charge customer warehouse sale" monthly.

Titche's divides the city into sec-

tions for monthly invitations warehouse sale purposes, and issues special invitations to their charge customers on a rotating basis.

Mallers do the advertising job on these abbreviated after-hours warehouse sales.

Titche's full-page price ads (Sanger's frequently uses 1/2 page to 18,000 line ads) continue to pull customers to the sales.

Neither Titche's nor Sanger is prone to use gimmick advertising for their sales. Usually the bulk price ads — always containing a credit plan plug — will suffice.

Montgomery Ward's also is treading the warehouse sale path here and has recently come in direct collision with Sanger-Harris. Dallas papers have run pages where Sanger-Harris boomed a warehouse sale on one side and Montgomery Ward countered on the other with its warehouse sale. In other words, one tear sheet would produce two full pages of warehouse sale price ads.

Both organizations hit with their sales on tandem Friday and Saturday, and reportedly, both sessions produced volume sales.

One key observer said this market is saturated with "going out of business" and highly promotional sales that scare off many sophisticated shoppers — but they tend to trust the warehouse markdowns.

The dependability of warehouse sales are being tested even further, however, as large furniture store operations like Haverty's are also finding sales volume through warehouse promotions.

The furniture store sales are operated much the same as the department store entries with large price ads (with charge plans featured) drawing the customers. Unlike the department stores, however, most of the major furniture store warehouse sales are precipitated by bulk special purchases.

Heavy purchases of market samples from the market center have been the nucleus for recent Haverty warehouse promotions.

Other furniture firms here have tried warehouse sales based on one-of-a-kind items supplemented by special purchases. Several retailers have noted that the same merchandise marked with the same percentages seems to move better on a short term sales basis from a warehouse promotion.

FURNITURE and major appliances carry the basic heavy volume with home entertainment items also having success. Bedding items have been outstanding during some sales.

## Chapter XI Claims Bill Signed by JFK

WASHINGTON. — President Kennedy signed legislation (H.R. 1049) requiring creditors to file claims within six months in

12th St. Store Files