

Home Electronics Issue
JUNE 27, 1965

MARKET

Business partner of 50,000 home appliance/electronics retailers

magazine

A Bittenheim Publication



Is The Tape Recorder Market Passing You By?

William J. Denels (left), Denels Music Shops, Los Angeles, discusses installation of tape deck in stereo console with Hollywood Store Manager Bernard O'Rourke.

How Brand Name Winners Merchandise Color TV

A Look At Video Tape Recorders

Industry Reaction To Excise Tax Cut

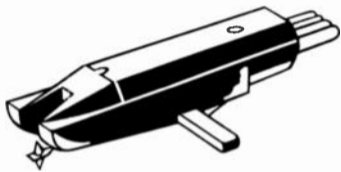
New Brown Goods Lines

Only Admiral offers a 5-year warranty

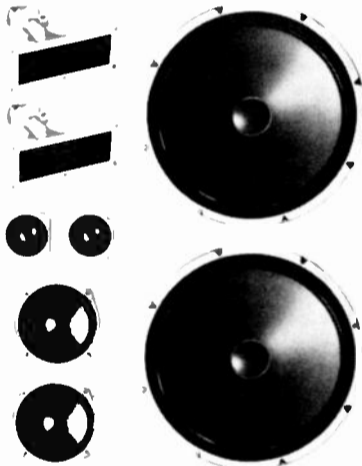
featured on

NEW 360

SOLID-STATE



The amazing new Admiral SM-1 solid-state cartridge uses a remarkable semi-conductor to modulate a strong current from the amplifier. This cartridge doesn't depend on record grooves to generate power! Result: nearly limitless sound range, less record wear.



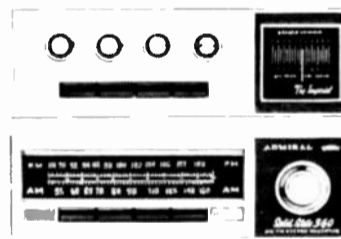
Eight matched and balanced speakers include two exponential horns, two tweeters, two 6-inch mid-range drivers, two giant 15-inch woofers. Speaker chambers feature Admiral all-enclosed, sealed "Air Spring" design for professional-quality bass response.

Dual-Master Control Center has eight pushbutton controls, plus separate dials to control bass, treble, loudness *and* the most perfect stereo balance in stereophonic history. Illuminated FM/AM tuning meter, plus FM stereo broadcast indicator light.

All-new Admiral Record Changer has a "floating" turntable. Rumble, flutter and "wow" are virtually eliminated. All four speeds. Will accommodate 12 long-playing records, stereo or monophonic. Record changing action is smooth and noise-free.



Admiral professional Vari-Gram tone arm adjusts from 0 to 5 grams, lets owner set exactly the right tracking pressure for flawless fidelity and virtually no record wear. Floating cartridge retracts when bumped. Stylus can't scratch records.



See and hear

the full line of Admiral quality home entertainment products during National Association of Music Merchants Show in Chicago, June 28 through July 1. Visit the Admiral Display Salon, 645 North Michigan at Erie.

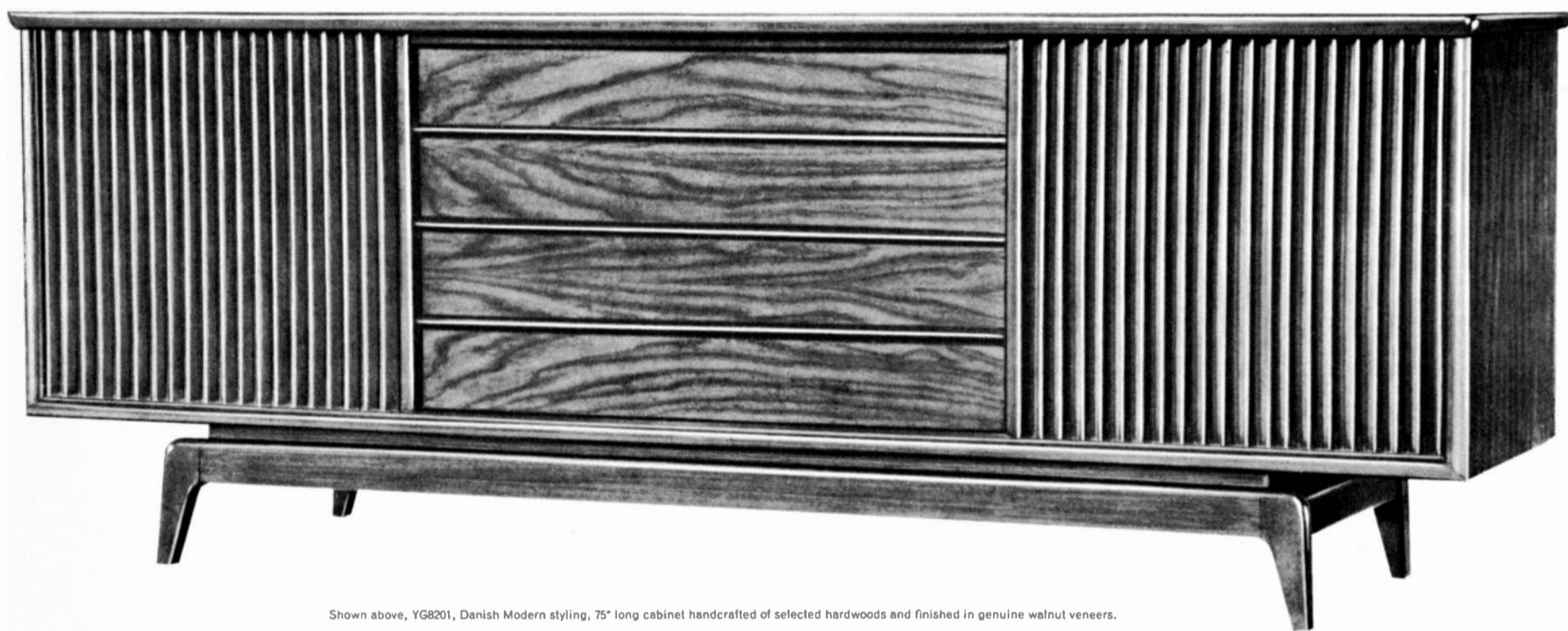
The listening power of Admiral solid-state stereo is growing, and so is its selling power! For the amazing 5-year Admiral guarantee* has now grown to cover the amplifier, pre-amplifier, tuner *and* the remarkable new SM-1 solid state cartridge... tailor-made for finer solid-state sound... the cartridge of tomorrow, in Admiral solid-state stereo today!

You can't buy stereo with tubes from Admiral. You can't sell old-fashioned stereo if you carry the Admiral big-profit line. You will have the most demonstrable, most-wanted features in stereo history, to build traffic and sales!

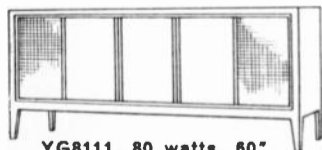
Turn up your sales volume with

NEW SM-1 SOLID-STATE CARTRIDGE!

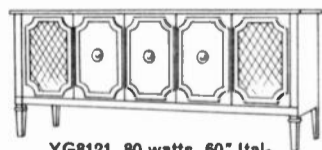
WATT STEREO



Shown above, YG8201, Danish Modern styling, 75" long cabinet handcrafted of selected hardwoods and finished in genuine walnut veneers.



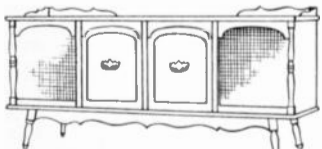
YG8111, 80 watts, 60" Danish Modern cabinet in genuine walnut veneers.



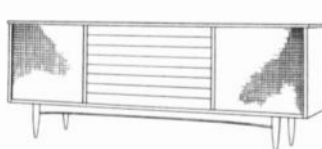
YG8121, 80 watts, 60" Italian Provincial cabinet for the fine-furniture look!



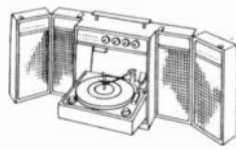
YG1571. Bookshelf convenience. Stereo Multiplex radio. A hot item!



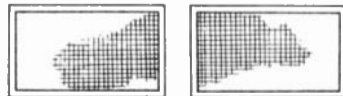
YG8115 80 watts, 60" Early American cabinet in genuine maple veneers.



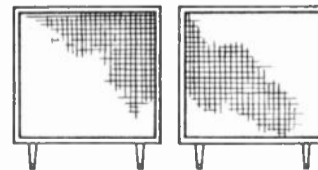
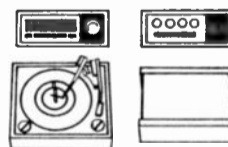
YG8061. Long, 72" cabinet for greatest stereo separation. Six speakers.



YG1561. Portable stereo at its finest! 6 speakers, tilt-down record player.



YG401, 80-watt modular system. Combined tuner-amplifier, 4 speakers.



YG411, 360-watt, 6-piece modular system. With Admiral SM-1 cartridge.

Admiral

MARK OF QUALITY THROUGHOUT THE WORLD

*5-year warranty: Admiral warrants each new solid state stereophonic instrument to be free from defects in factory workmanship or material under normal use for 90 days after date of sale to consumer; the FM/AM stereo multiplex radio tuner, pre-amplifier, amplifier and SM-1 phonograph cartridge element are so warranted for five years. Admiral obligation is limited to supplying suitable replacement parts. The warranty is effective only if the instrument is registered with Admiral within 10 days after date of sale to consumer. Admiral, Chicago. Canadian Admiral, Port Credit, Ontario.

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One thing you know about us: we'll never make it big.

2F-23W



In fact, we haven't grown an inch. For instance, take our palm-size FM/AM radio, the 2F-23W. It's smaller than a pack of king-size cigarettes. But it gets all the big sounds on AM or FM. Like Bach's Prelude and Fugue in C Minor. Then when Bach turns you off, you turn him off. And switch to some serious rock and roll. The sound is so clear, you can almost understand the words.

2FA-24W

Then there's the 2FA-24W. It swings on FM only. It's small enough to fit into a pocket. But it tunes in automatically, just like the radio in your car. Just press the button and it zips to the next station. Press it in halfway, and it swings across the dial until you stop it. Then it locks in on the signal. So it's free from drift. For hi-fi nuts, we added a fine tuning control.



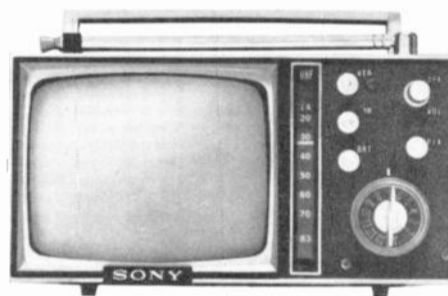
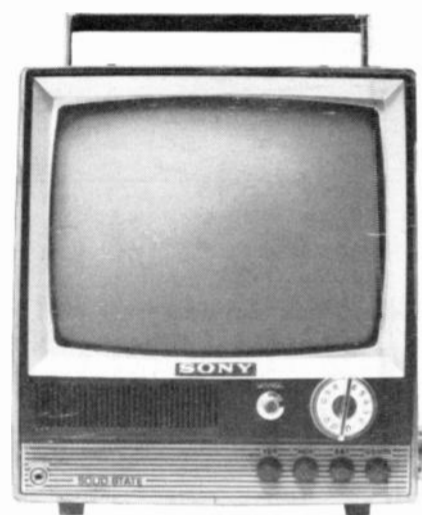
IR-81



The IR-81 is our smallest wonder. It pulls in AM only. But it's about as big as grandpa's pocket watch. And just as sensitive. Because we squeezed 8 transistors and a thermistor into that tiny space. (Incidentally, the little gem comes nestling in its own gift box.) It can even be hooked onto a watch chain and hidden in your vest. It sounds just like a musical watch pocket.

TV 9-51UW

Even our big wonder is getting smaller. We just knocked two pounds off the 9-inch Sony (TV 9-51UW). And we even made the price easier to take. But we didn't sacrifice a thing. It's all solid state. With new Stable Epitaxial Passivated transistors. It brings the words and pictures in so clearly that you'd swear it was a big big set.

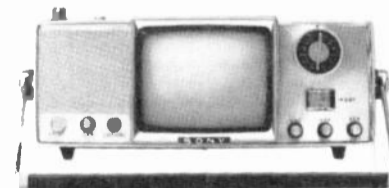


TV 5-307UW

We've taken still more of a load off you. The price of our tummy television, the 5-inch Micro TV (TV 5-307UW), has been reduced. And we've made more of them. So there won't be an empty tummy left in town.

TV 4-204UW

Our 4 inch walkie-watchie (TV 4-204UW) now recharges overnight or while it's playing on AC. And it's equipped to pick up stations some sets don't even know about.



Don't take our word for it. Come see for yourself at the Chicago Music Show. You'll see our little wonders acting mighty big.

SONY®

Booth 328 at the Music Show.

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COVER: Denels Music Shops, Los Angeles, installs tape decks in stereo consoles. William J. Denels (left) discusses process with Store Manager Bernard O'Rourke.

MART *magazine*

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Don't miss it at the Music Show!



NOW

Motorola takes full advantage of **SOLID-STATE IN STEREO**

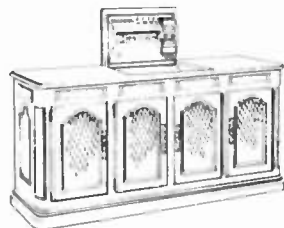
See a preview of the amazing new X-300—with tuning controls *in the lid!*

No more stooping to tune. Now Motorola makes maximum use of smaller, cool-operating Solid-State components—puts audio controls, FM AM radio tuner inside the lid!

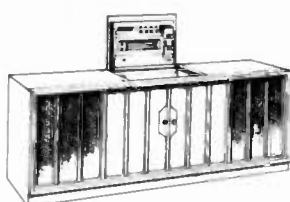
There are push-button selectors for phonograph and radios . . . color-coded controls for ideal tone balance . . . even connections for an external tape recorder!

Feather-Trac tone arm goes Solid-State, too. See Motorola's new Solid-State cartridge and "see-thru" head. Now customers can sight stylus in record groove!

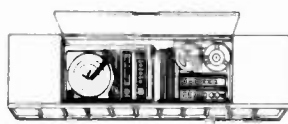
For the first time, a Motorola-developed Solid-State driver for hi-frequency horns. Many models have speakers and horns in sealed sound chambers for brilliant sound!



Six X-300 "In-lid" tuner models to choose from . . . with 300 watts total instantaneous peak-power output; EIA music power output rating 150 watts.



Five X-100 "In-lid" tuner models to choose from . . . with 100 watts total instantaneous peak-power output; EIA music power output rating 50 watts.



MORE NEWS! Don't miss Motorola's new stereo Hi-Fi with 4-track stereo tape deck with Solid-State FM/AM and FM stereo radio.



See Motorola RECTANGULAR Color TV with push-button UH7 tuning



See them all at the
Motorola Courtesy Salon
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Deadline Roundup...

..... Latest News Of The Industry

BUSINESS SESSIONS at Chicago's Music Show planned by the consumer products division of the Electronic Industries Ass'n in cooperation with NARDA and the National Ass'n of Music Merchants start Monday, June 28 at 8 a.m. in the Waldorf and Astoria Rooms of the Conrad Hilton Hotel. Monday's sessions with Jack Wayman, staff director of the consumer products division of EIA, as master of ceremonies are: "Tomorrow's Market and You" by Casper Pennock and Seth Dennis, TIME Magazine; "There's Profit At The Top Of The Line" by B. S. (Buz) Durant, president, RCA Sales Corp.; "Dealer-Distributor Relations A Two-Way Street" by Morris Schwab, D. & H. Distributing Co., Harrisburg, Pa.; "Building Your Retail Store Image" by Earl Lifshey, Home Furnishings Daily columnist; and "Franchising--Its Privileges And Responsibilities" by S. R. (Ted) Herkes, vice president and general manager, Motorola, Inc., and Peter Vrontikis, Vrontikis Bros., Salt Lake City. The Tuesday session with Jules Steinberg, executive vice president of NARDA as m. c. features: "Playing The Role Of The Specialist Profitably" by George Fezell, vice president, sales, consumer products division, The Magnavox Co., and Stuart Greenley, dealer, Flint, Mich.; "Home Electronics and Musical Instruments A Profitable Product Mix" by Tanner Chrisler, Aeolian Co., St. Louis, Mo.; "Service Departments Can Be Profitable" by Carroll McMullin, De Veaux TV & Appliances, Toledo, O.; "How To Plan Profitable Dealer Promotions" by Marc Parsons, vice president, public relations, Philco Corp.; and "Create Profits By Creative Advertising" by Dorothy Demmy, Kenyon & Eckhardt advertising agency.

\$50 MILLION, the largest single expansion program in its history, is being spent by RCA to increase production facilities for color TV receivers and picture tubes. But the shortage of color picture tubes facing the industry today will still probably carry over into 1966, says W. Walter Watts, RCA group executive vice president. Of the \$50 million, \$36.4 million will go to expand color tube facilities, and \$13.1 million will be used to expand color receiver facilities. Raymond W. Saxon, vice president and general manager, RCA Victor home instruments division, says the four months before March, 1965, saw such a fast growth in color TV sales that RCA is now faced with requirements it had expected in 1967.

Emerson's 50th



LARGE PLAQUES commemorating 50th anniversary of Emerson Radio & Phonograph Corp. are presented to Benjamin Abrams (second from left) chairman of the board and chief executive officer, and Max Abrams (second from right) president, by the two oldest Emerson distributors, William M. Schuster (left), president of Warren Emerson of Erie, Inc., and Ruben C. Cohen, president of Toledo Appliances, Inc., Toledo, O.

Award for "Originals"



CREATIVITY AWARD for its "Originals" is presented to Kelvinator by MART Magazine's Dealer Advisory Board. Sam Boyd (center) president of Bailey-Wagner, Inc., Springfield, Mass., and chairman of the dealer board's awards committee, presents plaque to John C. Secrest (second from right) vice president and general manager, Kelvinator Div., American Motors Corp. Also present are (left to right) E. B. Barnes, vice president, Kelvinator sales; Ken Stucky, Stucky Bros., Fort Wayne, Ind.; Boyd, Secrest, and Jack Adams, editor of MART Magazine.

THE APPLIANCE INDUSTRY today is in the same distribution throes that the food industry was in during the early 1930's, and out of it will come a stronger independent retailer; independent distributors will move into a more selling role and factories will have to step into such non-selling roles as warehousing and training; on private label merchandise, the factory must decide whether it wants to keep a reasonable amount of control over its distribution or to become a job shop. These are some observations of Carl E. Lantz, vice president and general manager of sales and distribution division, Philco Corp., at a press conference during Philco's 1966 consumer electronics convention in San Juan, P. R. After the first wave of dealers had seen the new line, Lantz said, 42 per cent of them became full line Philco dealers (12 per cent had been full line before the showing).

RETAIL BUSINESS last year had some encouraging signs, according to initial tabulation of the Costs-of-Doing-Business Survey being completed by NARDA. Sales of association members last year were up 11.1 per cent over 1963, and the net profit ratio was ahead by more than 19 per cent for the same period. Although total gross margin dropped to a new low of 26.18 per cent (contrasting with a 1963 gross of 26.86 and 28.06 for 1962), net operating profit from the sale of goods and services of the merchandise-plus-servicing stores, however, reached a seven-year high of 1.75 per cent. Operating costs for the dealers in the survey went to a new low of 24.43 per cent of net sales last year, representing a further decline from the 25.45 recorded in 1963. In terms of importance to overall dollar volume, TV set sales took top honors with 26.8 per cent of all TV-appliance retail business done in 1964, compared to 26.6 per cent in 1963. Refrigerators were second with 17.4 per cent, and washers third with 13.1 per cent.



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STYLING CONCEPTS**

**NEW
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**SLEEK NEW
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**COMPETITIVE BREAKTHROUGHS
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THE RACE

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PORTABLES AND CONSOLES

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*TUBE SIZE — OVERALL DIAGONAL



CONCERN should be felt by the laundry industry at the steadily declining average retail price of automatic washers, Roy C. Reeves, Philco, told AHLMA meeting.



PANEL OF PREDICTORS at AHLMA meeting include (left to right:) Roy C. Reeves, Philco; C. J. Vondran, Westinghouse; Harold P. Bull, Ironrite Sales; and Arthur Rosenbaum, director of business research, Sears, Roebuck & Co.



COMBO SALES and the possibilities of their rising again were subjects touched on by G. M. Sheehan, manager finance, home laundry department, General Electric Co.

High Inventories And Livelier "Waltz" Are Topics At AHLMA Annual Meeting

Laundry manufacturers' group hears of possible slowdown in sales and of new concepts in cleaning.

Outlines for a more ambitious "Waltz Through Washday" this year and a hint of dark clouds on the economic horizon are among the topics discussed at the 49th annual meeting of the American Home Laundry Mfrs.' Ass'n.

Claire G. Ely, marketing vice president of Maytag, told the AHLMA meeting at White Sulphur Springs, W. Va., that on "Waltz," the best is yet to come (he spoke after Robert L. Brintnall, general manager, RCA Whirlpool Laundry appliance sales, Whirlpool Corp., had detailed last year's successful "Waltz" program).

"In each preceding year of the 'Waltz,'" said Ely, "we have observed a growth in activity and participation. I predict we will see the same phenomenon in 1965. The number of action committees has doubled each year. I think this will happen again, bringing the number of communities with local action programs to about 500."

Even though sales figures indicate strongly the success of previous "Waltz" programs, Ely conceded that not all comments on the industry promotion have been favorable.

The industry and its national partners, Ely said, can spend millions to excite the whole country and nothing happens in a given market. Not unless, he added, it is made to happen.

"A dealer might say," the Maytag executive said, "What's the use of all this fuss, if I still have to go out and promote locally in order to sell? Now he's beginning to get the picture." "Waltz," Ely explained, is not designed to take the place of local dealer promotions, but to provide these promotions with at least one (national) and possibly two (local) umbrellas under which the dealer's own promotion has a much better chance of success.

The hint that there may be trouble in paradise came from Arthur Rosenbaum, director of business research, Sears, Roebuck & Co.

The major distortions that have not been present in the economic picture, Rosenbaum told the

AHLMA meeting, are beginning to show up this year, mainly in the form of inventory buildup, at both the manufacturing and the consumer level.

Rosenbaum foresees no gain in sales of consumer durables in 1965, and a slight decrease in 1966.

"I doubt further," Rosenbaum said, "that we can maintain a good unemployment rate, because the labor market will begin to feel the influx of the post-World War II baby boom. A year from now we'll be fighting to meet this year's figures in durables, let alone beat them." Rosenbaum added, however, that he didn't think the rate of installment credit extension is too high.

In a talk entitled "The Image of the Industry," Glenn Evans, group vice president, Whirlpool Corp. and AHLMA chairman, pointed out that in the mid-Fifties, home laundry equipment claimed about one-half of one per cent of the personal consumption dollar, and that in the Sixties, only one-third of one per cent is going for home laundry. If the industry could regain the share it had in the Fifties, he said, assuming a personal consumption expenditure figure of \$650 billion in 1976, combined industry income would be a billion dollars more than if the industry keeps its present share.

Roy C. Reeves, marketing manager, appliances and laundry, Philco Corp., sounded another note of caution by saying, "We should all be concerned about the fact that the price of the average washer goes down year after year."

Can the laundry industry, Reeves asked, come up with meaningful features that will sell high end merchandise? "Can we come up with the equivalent of a frost-free refrigerator or a self cleaning oven?" he asked.

Reeves was one of several speakers who suggested that the industry might look into the idea of producing smaller, as well as bigger washers. He also questioned whether supplemental water heating might be worth investigation.

"Without new ideas and new products," said Evans of Whirlpool, "we could well find ourselves in a marketing Stone Age—wondering why we didn't think of the bow and arrow. Let's face it, there are other ways to clean clothes . . . with all our research, with all our technology, we still haven't come up with answers for the total process of laundry, in finishing, in absolute stain control."

G. M. Sheehan, manager finance, home laundry department, General Electric, asked the rhetorical question, on combination washer-dryers, "Did the user really understand its use; its limitations. Did we sell it properly?" Working couples, whose number is increasing, might be an ideal target for combo business, Sheehan suggested.

In another talk, Jack Lee, vice president, Aimcee Wholesale Corp., recalled the glowing predictions made for combos at the 1957 AHLMA meeting and the subsequent slide in combo sales.

Some laundry manufacturers at the AHLMA meeting indicated they thought the time is ripe for a combo comeback, and that recent combo sales figures show an upturn.

F. D. Butler, Jr., assistant to the president, Speed Queen, outlined the dangers inherent in coin-op laundry stores: a whole generation of future housewives is being raised who accept the coin-op as a way of life; and coin-ops make it easy for owners of obsolete laundry equipment to postpone buying new machines indefinitely.

Stephen E. Kelly, publisher of McCall's, told the AHLMA group that laundry customers of the coming years, by all indications, will be much more sophisticated than past or current housewives. Convenience and flexibility are two of the things that this new breed of consumer will seek, Kelly said. He suggested the possibility of, in addition to building larger washers, the industry's getting into small "immediate-use" laundry units for the bathroom, bedroom, or dressing room. ■



meet the **NEW BSR**
MINICHANGER™

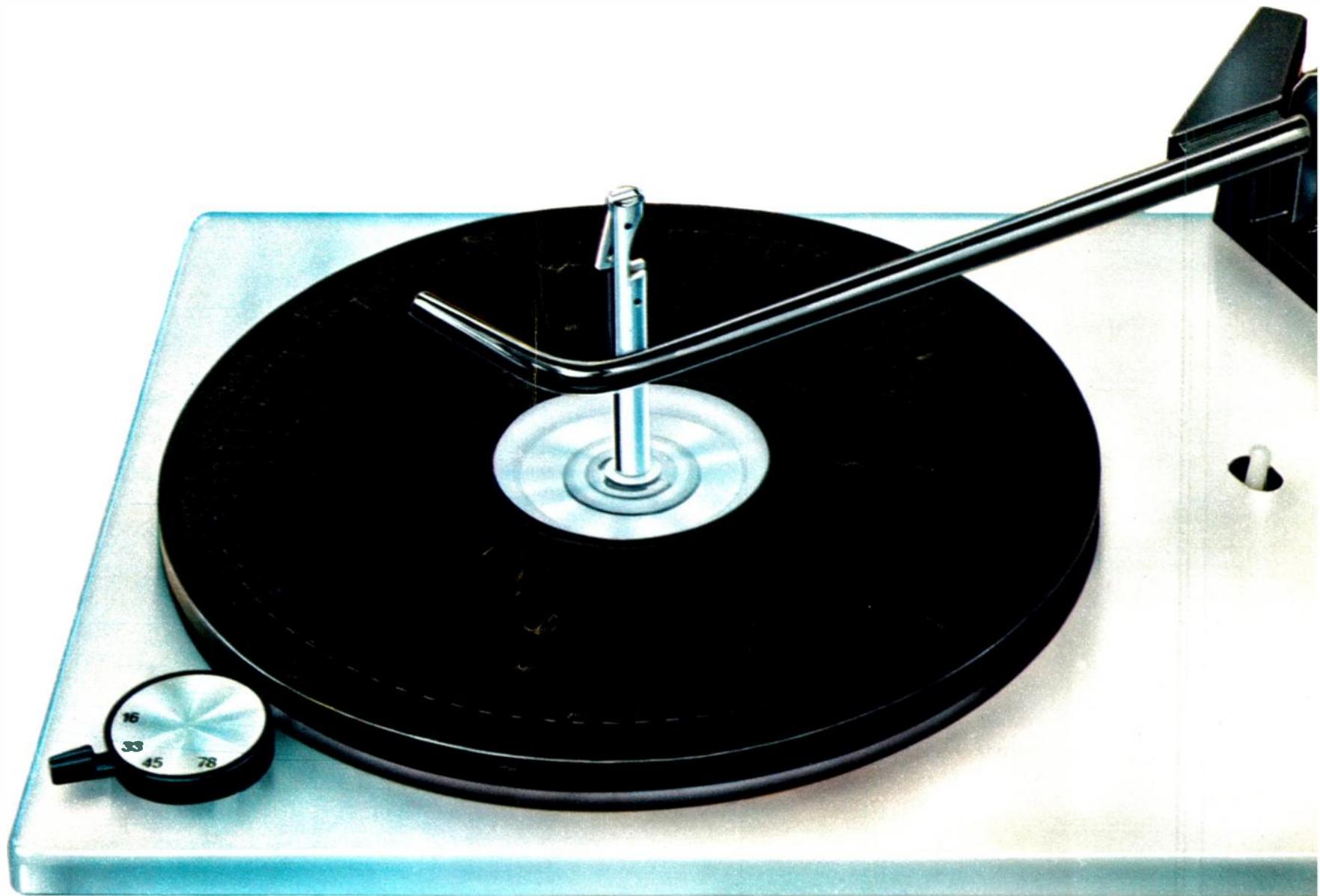
ACTUAL SIZE! TRULY COMPACT! 35% SMALLER! 40% LIGHTER!



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A NEW COMPACT DIMENSION IN CHANGERS FOR A GREAT



ACTUAL SIZE! only 5" deep x 8³/₈" wide x 11⁷/₈" long • 4 SPEEDS • BSR

This is IT. **BSR MINICHANGER.** Smallest fine changer ever made. Most versatile of compacts. Dependable BSR.

Watch it lead the big sales swing to smaller, slimmer, mobile hi-fi, in the largest-selling lines for '65-'66.

Watch it "walk on air" right out of your store, in today's lightest, handsomest portables.

Watch it start new sales trends, in bookshelf-width component units and bookcase-slim consoles.

Watch it hold your profits intact in both cordless and AC units, with BSR's famous trouble-free motors and jam-proof dependability. This is IT!



SO LITTLE IT'S BIG—

Revolutionizes the compact field with its amazing size and great capacity! Plays 4 speeds, stereo or monaural. Stacks six 7", 10", 12" records, intermixes 10", 12". Automatic shut-off!



35% SMALLER!

Minichanger fits handily into component bookshelf groups. Suggested design includes stereo changer and stereo radio, in 6" x 9" x 14". Opens new opportunities for increased hi-fi sales volume!



40% LIGHTER!

BSR Minichanger keeps new portables as light as attaché cases! Weighs only 4½ lbs.! Its low silhouette, new grommet mounting and detachable spindles help reduce cabinet heights and weights.



IN SLIM

and out goes: sign concept portables. Ar for new slide 14"— ideal fr

dependable
BSR

The world's "first family"
of changers and tape decks



BSR UA50 MINICHANGER. Jam-proof! Light tracking! Balanced turntable! Cushioned grommet mounting stops feedback. New arm action protects stylus.



BSR UA25 CHANGER. Jam-proof! Precision-balanced turntable, balanced pickup arm for low-pressure tracking, longer record life! 4 speeds, intermix, automatic shut-off.



BSR UA15/SST CHANGER. Jam-proof! Precision-balanced turntable, non-resonant mounting, intermix, automatic shut-off.



SEE DEPENDABLE BSR AT THE MUSIC SHOW! INTER
PRECISION-CRAFTED IN GREAT BRITAIN • DISTRIBUTED IN THE U.S. BY

MINICHANGER™

GREAT NEW EXPLOSION IN SALES!



BATTERY OR AC POWER

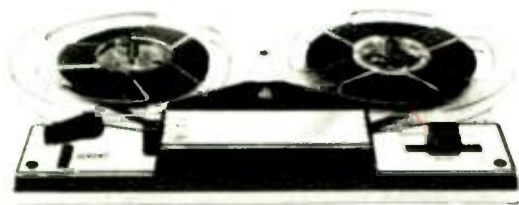


MINICHANGER —
 Illustration shows de-lid and tilt-down consoles save space and weight, with BSR Minichanger! Like its bigger brothers, Minichanger saves service costs, delivers more pleasure with world-famed BSR performance.

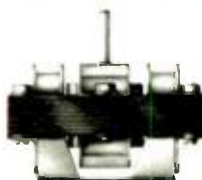
FOR ALL CONSOLE STYLES!
 New lift-lid and tilt-down consoles save space and weight, with BSR Minichanger! Like its bigger brothers, Minichanger saves service costs, delivers more pleasure with world-famed BSR performance.



Jam-proof! Record-size turntable. 3 gram tracking. 4 speeds, f. "Sound Studio" styling.



BSR TD10 TAPE DECK. Plays 7" tapes. 4-track stereo or 2-track monaural heads. Capstan drive, positive pause control and braking, ending tape spills and breaks.



BSR BATTERY AND AC MOTORS. Famed precision motors fit all BSR units. Battery motor has governor for constant speeds, battery savings. Can switch to AC.



BSR 45 RPM ADAPTORS. New oblong adaptor fits over spindles of all BSR changers. It is compact, simplified, has only one moving part. Round adaptors fit all models.

NATIONAL BALLROOM, CONRAD HILTON HOTEL, CHICAGO • JUNE 27—JULY 1

BSR (USA) LIMITED, COLLEGE POINT 56, L. I., N. Y. In Canada: Musimart Ltd., 970 McEachran Ave., Montreal 8.





COLORFUL and inexpensive advertising of color TV goes a long way, according to Dealer Ed Kelly, owner, Ed Kelly's TV, Winston-Salem, N. C., shown here inspecting one of his seven service and delivery trucks.



BILLBOARD on top of Kelly's building features RCA color TV. This sign lights up at night and can be seen from both directions by drivers travelling on the busy street on which his store is located.

Color TV Rates Service Room Of Its Own, *Says This Dealer*

Winston-Salem, N. C., dealer has repair room for color only and four color specialists; wide exposure gained through taxicab ads.

"Color TV is a special product, and therefore demands special treatment." This is the philosophy of Dealer Ed Kelly, owner, Ed Kelly's TV, Winston-Salem, N. C.

Kelly's special treatment is in the service end of his business; he has a repair room for color only and four service men who specialize in the product. Two of the specialists work in the shop; the other two go out on the road. Seventeen other men handle black and white television.

Kelly, who is often referred to as "Carload Kelly" for obvious reasons, attributes his success in color TV to: a) his service organization, and b) aggressive merchandising.

Every color set is aligned in the service department before it is delivered to the customer's home. This prevents many unnecessary callbacks, according to Kelly. He notes that most color sets are serviced an average of two times within a year of purchase. "These are nuisance calls," he explains. "On the whole, color now requires less service than black and white."

Kelly provides 90 days' free service on both color and black and white TV. After this period, he charges a flat \$6 for a service call.

The name of Ed Kelly is well-known in the city of Winston-Salem, and even tourists are exposed to his image. He accomplished this through year-round placard advertising on 40 local taxi cabs. The placards are changed each week, so that a different product (and brand) is advertised. During the months of November and



DISPLAY of color TV can instantly be darkened for demonstrations through the use of draw curtains. Dealer Ed Kelly (left, with prospect) almost always sells an outside antenna and rotor with a color set. This equipment brings him an additional \$90.

December, he advertises only color and black and white television. This exposure costs him \$200 a week.

Another form of advertising which is much less expensive is that which decorates his seven service trucks. Painted in various colors of the rainbow are the words: "Ed Kelly Color TV . . . Service . . . RCA, Zenith, and Motorola."

A stationary billboard on top of Kelly's build-

ing features RCA Victor color TV. This sign lights up at night and can be seen from both directions by drivers travelling on the busy street on which his store is located. Another eye-catcher is "Nipper," the RCA Victor dog, which sits atop the building.

Kelly displays several dozen color receivers — RCA, Motorola, Zenith — in one corner of his store. This area can instantly be darkened for demonstrations through the use of draw curtains.

This dealer claims that color doesn't require much demonstration. However, he does tell prospects that reception will not be perfect if they don't have an outside antenna. Consequently, he almost always sells an outside antenna and rotor with a color set. This equipment brings him an additional \$90. Thus, his average color TV sale is in the neighborhood of \$600.

Price is still the biggest objection to buying color, according to Kelly. He overcomes this by extending the financing period (he offers a choice of 6, 8, 12, or 18 months).

Trade-ins are a factor in about 85 per cent of Kelly's television sales. Unfortunately, he says, there is no market for these sets, and he sells most of them (as they are) to other dealers for \$5.

Kelly is not satisfied with his overall business success; he plans to open another outlet and warehouse within the next two years. At present, his warehouse is on the second floor of his building. ■

Hitachi Broadens Sales Vistas By Going To Smaller Town Dealers

Seeks as many as 150 key distributors to concentrate on outlying areas; new products seen booming sales in U.S.

Hitachi Sales Corp., U. S. sales arm of the \$1 billion-a-year Japanese manufacturing concern, is looking to smaller communities in this country to provide a substantial part of its sales growth in consumer electronics.

To gain this increased market penetration, Hitachi plans eventually to utilize as many as 150 key distributors throughout the U. S. The Japan-



"THERMO MASTER," manufactured by Hitachi, is said to be world's first portable thermo-electric refrigerator designed especially for auto and boat travel. Unit which is yet to be introduced in U. S. has net volume of 0.36 cu. ft., weighs 18 lbs., 3 oz.



G. Hirata

based firm heretofore has operated primarily on a direct-to-dealer sales basis.

Giichi Hirata, president of Hitachi Sales Corp., and John M. Otter, director of sales and marketing, told MART Magazine that a test effort in utilizing distributors has already been launched in the territories of four Hitachi sales "reps."

In some cases, according to Otter, distributors who are given the line may be headquartered in large cities and even sell some Hitachi merchandise there. However, it is anticipated that the bulk of sales will be through distributor salesmen to dealers in outlying areas.

Hitachi Sales Corp., which was established in New York City in April, 1964, currently sells through "a little over 1,000 dealers."

"We should have 5,000 to be in business and probably will reach that total in about three years," Otter says.

Both Otter and Hirata, while anticipating a significant rise in sales volume in the U. S. in 1965 over '64, expect 1966 to be a "great year." By that time, Hirata explains, a number of outstanding products bearing the Hitachi label will be available in the American market.

One of these could be the "Thermo Master" which is billed as the world's first portable thermo-electric refrigerator. Designed especially for auto and boat travel, the unit operates from a cigarette lighter plug. It is

(Continued on page 57)

Your Letter May Win MART Magazine's Scholarship To NARDA Institute

Send Me To Washington!

I have never before attended a NARDA Institute of Management, and I submit the attached letter, telling why I should receive the MART Magazine expense-paid scholarship to the 1965 Institute, August 8-13.

Your Name	Store Name	Title
Street Address	City	State

Are you a NARDA member? Yes No

(Send this coupon along with your entry letter to:
Editor, MART Magazine, 757 Third Ave., New York, N. Y. 10017.)

Provided they have never before attended a NARDA Institute, all dealers, retail salesmen, and saleswomen engaged in selling home appliances and/or home electronics are eligible to compete for the expense-paid scholarship MART Magazine is offering to the NARDA Institute of Management in Washington, D. C., August 8-13.

How to enter? Simply write a letter telling why you would like to attend the Institute. Then fill out the coupon on this page, attach it to your letter and mail it to:

Editor, MART Magazine, 757 Third Ave., New York, N. Y. 10017.

When to enter? Now! Your letter, however, positively, must be post-marked no later than midnight, July 26, 1965.

Entries in the competition for this MART Magazine scholarship will be judged by members of the MART editorial staff. The winner will be

notified within 48 hours after the closing date for the competition.

The MART Magazine scholarship to the 11th annual NARDA Institute will cover not only the tuition charge (\$175 for NARDA members; \$200 for non-members) but will also provide round-trip transportation from the winner's home to Washington; it will provide lodging, meals, and incidental expenses.

Faculty for the NARDA scholarship has included top level educators, manufacturer executives, dealers, executives of such retail organizations as Sears, Roebuck & Co., economists, and others. In addition to lectures, those attending benefit from seminars and the "bull sessions" that often follow regular school hours.

Think of the reasons you would like to attend this important Institute, then put them down in the letter and mail it now. Then PENCIL IN the dates August 8-13, for YOU might be the winner! ■

119-Year-Old Estey Name Continues In Music Field

Formed to revitalize the 119-year-old Estey name, the Estey Musical Instrument Corp. will continue to manufacture and market Estey, Orco and Magnatone brand products in the music and home entertainment fields. Estey was America's first organ manufacturer.



J. M. McClintock, head of J. M. McClintock & Co., Pittsburgh, Pa., a marketing consulting firm, has been named

president of Estey Musical Instrument, owned by Textile Banking Co., Inc., a subsidiary of Commercial Credit.

The board of directors of the new firm includes McClintock, Walter Ortel, president of Textile Banking; William G. Young, president of Grabler Mfg. Co.; and John F. Doran, vice president of Textile Banking.

Continuing in executive capacities with Estey Musical Instrument will be Stanley Green and Saul Knazick, who were the principal executives of Estey Electronics from 1961-65, McClintock said.

Estey Musical Instrument is headquartered at Hicksville, N. Y., with manufacturing operations located in a 100,000-sq.-ft. plant in Torrance, Cal. Firm currently employs 150 persons at both locations.



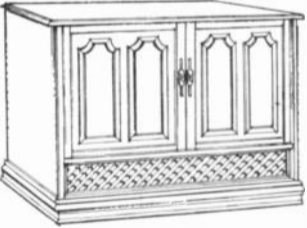
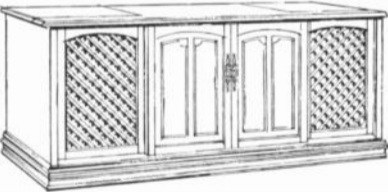

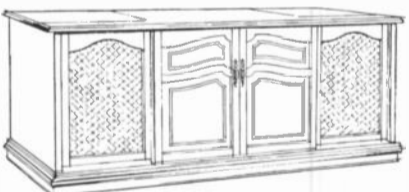
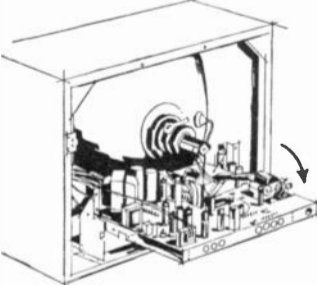
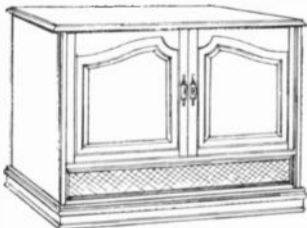
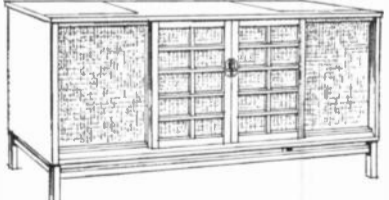
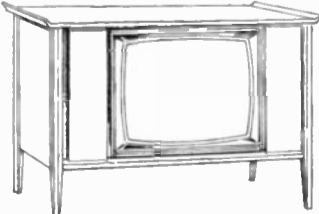
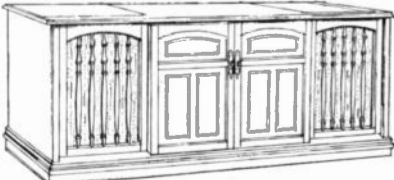
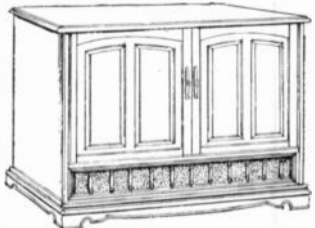
Full-line color

and! 12 months of store-building sales campaigns, too!

Electrohome presents its 1966 full-line color collection with — for the first time — a ready-to-go, merchandising-promotion arsenal, called **ADG**.

The ADG (Advance Dealers Group) program is a year-long, dealer-oriented assembly of materials and services, the likes of which no prime manufacturer has ever offered before. You have to see it to believe it.

WRITE OR CALL FOR PRESENTATION NOW!

 <p>THE LISBON</p>	 <p>THE BARCELONA (3-Way)</p>	 <p>ELECTROHOME International Electrohome, Inc. 2333 Arthur Avenue Elk Grove, Illinois Area Code 312, 439-4300</p>	 <p>THE BONAVENTURE (3-Way)</p>
 <p>CENTURION CHASSIS</p>	<p>Electrohome's full-line color collection is distinguished by every engineering superiority on the list, beginning with Electrohome's own Canadian-built chassis which includes the following features:</p> <ul style="list-style-type: none"> • 50% more vivid color picture power • demonstrable degaussing on both 21" and 25" sets • superior black-and-white reception • famous "flip down" Centurion chassis; 70% hand wired • 3-step definition control for finest fringe area viewing • color indicator light as reminder that color signal is available • tone control with improved sound circuitry 	 <p>THE FRONTENAC</p>	 <p>THE CALCUTTA (3-Way)</p>
 <p>THE TALISMAN</p>	 <p>THE NANTUCKET (3-Way)</p>	<p>Electrohome color is supported by every styling distinction that has made our stereo hi-fi line famous with connoisseurs everywhere. Here are some of the style features you'll find in the '66 line:</p> <ul style="list-style-type: none"> • closed-front cabinets • to-the-floor cabinet design • Duradeil finish (7 coats) • Spanish, French, Colonial, Transitional and Contemporary cabinetry • unmatched cabinet construction <p>There you have it . . . a full-line color collection, the largest and finest stereo hi-fi line, a dynamic, year-long ADG program and an opportunity to secure an exclusive franchise in your particular area.</p>	 <p>THE SALEM</p>

Visit our display during the **NAMM Show, Continental Ballroom, Conrad Hilton Hotel**

For more facts, use Request Card and circle No. 196

Manufacturers, Dealers Hail Abolishment Of Excise Tax

Predict sales upsurge in second half; see color TV as benefiting most.

By Alan C. Rose

The abolishment of the excise tax on all appliances and consumer electronic products is being hailed with a great deal of enthusiasm by spokesmen throughout the industry.

The unanimous opinion of both retailers and manufacturers is that the removal of the tax cannot help but benefit the appliance business. Following are some comments on the subject by leading industry executives:

Ross D. Siragusa, Jr., vice president, marketing and sales, Admiral Corp., "Admiral will guarantee refund of federal excise taxes on both wholesale and retail inventories of the products produced by the company and covered in the excise tax repeal bill.

"We shall pass along any savings provided in the finally approved version of the bill."

L. C. Truesdell, president, Zenith Sales Corp., "As we show our 1966 lines, which will move into dealers' stores in July, we are taking a straightforward pricing approach that squarely faces the problems the excise tax situation has generated at all levels of our industry.

"Price schedules for Zenith's full 1966 lines of color and black and white TV and radio and stereo high fidelity instruments include reductions in anticipation of the excise tax cut."

S. R. Herkes, president, Motorola Consumer Products, Inc., "The excise tax removal should provide an added stimulant to the home enter-

tainment business.

"We have not found any evidence of any consumer-buyer strike in anticipation of the tax removal, except for a few rare instances.

"Business has continued to be good since the President announced his tax removal proposal."

Raymond Saxon, vice president-general manager, RCA Victor Home Instrument Div.: "Rescinding the excise tax will serve as the greatest impetus to continued sales records in both color and black-and-white receivers for the next few years, while allowing the industry to maintain adequate margins and a healthier sales climate.

"Of course, competition remains as strong as ever but the entire market has been expanded greatly for all home entertainment products."

Claire Ely, marketing vice president, The Maytag Co: "The proposed excise tax repeal will have less effect on the home laundry appliance industry than on many other affected industries.

"First, there is no excise tax to repeal on washers. Automatic and wringer washers make up two-thirds of the industry's unit volume.

"The tax on dryers is five per cent, half of the amount on some other appliances, such as air conditioners. What's more, this is not five per cent of the retail price, or even of the dealer cost, but five per cent of the manufacturer's price to distributors.

"I foresee a cost reduction to dealers of somewhat less than five per cent, unless dryer prices are reduced at the same time. Whether or not such a differential would be reflected in retail dryer prices would be up to the individual dealer."

Guenther Baumgart, president, American Home Laundry Manufacturers' Ass'n: "AHLMA and its member companies feel President Johnson's recommending that excise taxes be eliminated from dryers, combinations, and ironers reflects the fact that automatic home laundry equipment is a necessity in American homes.

"We expect removal of the tax to have a most favorable influence on industry sales during the second half of the year."

Sol Polk, president, Polk Bros., Chicago, Ill: "The repeal of the excise tax will prove to be most beneficial for both the consumer and the retailer. Business will be better. Lower prices will prevail and our customers will benefit, particularly the lower income group who will now be able to purchase goods they previously were not able to afford."

Carroll McMullin, DeVeaux TV and Appliances, Toledo, O: "There's no doubt that the repeal of the tax is going to be a tremendous stimulant to business particularly in color TV
(Continued on page 67)

Federal Excise Tax Display Kit Available

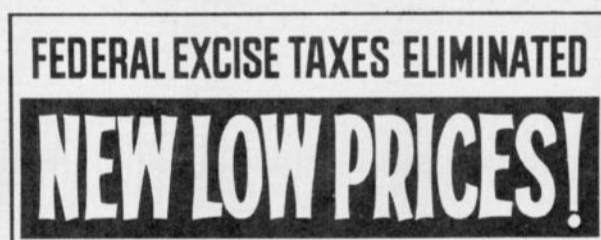
As a service to its 50,000 dealer readers, MART Magazine is offering—available immediately—a Federal Excise Tax Display Kit, so you can let your customers know of the tax's abolishment.

Printed in red, white and blue on durable stock, the display pieces can be put on a wall, show window or other surface with scotch tape or other adhesive.

Kit consists of eight pieces: one jumbo streamer, 48 in. x 18 in.; one streamer, 24 in. x 10 in.; two pennants, 18 in. x 24 in.; and four 9-in. window spots. Readings include: "Federal Excise Taxes Eliminated; New Low Prices," "Save Up To 10%, Federal Excise Taxes Eliminated," and "Federal Excise Taxes Eliminated, SAVE."

Kits will be rushed to you AIRMAIL. Price per kit: \$2.15. For ordering kits use the blank provided, filling in your name, address, and number of kits desired. Check or money order in the exact amount of the total order should be made out to "MART Magazine."

Order as many kits as you like, send in the coupon NOW!



SEND ME FEDERAL EXCISE TAX DISPLAY KITS

Number of kits desired: _____ BE SURE TO FILL IN BELOW (Please Print)

Total Cost \$ _____

Your Name _____

NOTE: Kits will be sent to you AIRMAIL.

Firm Name _____

Send check or money order in exact amount to:

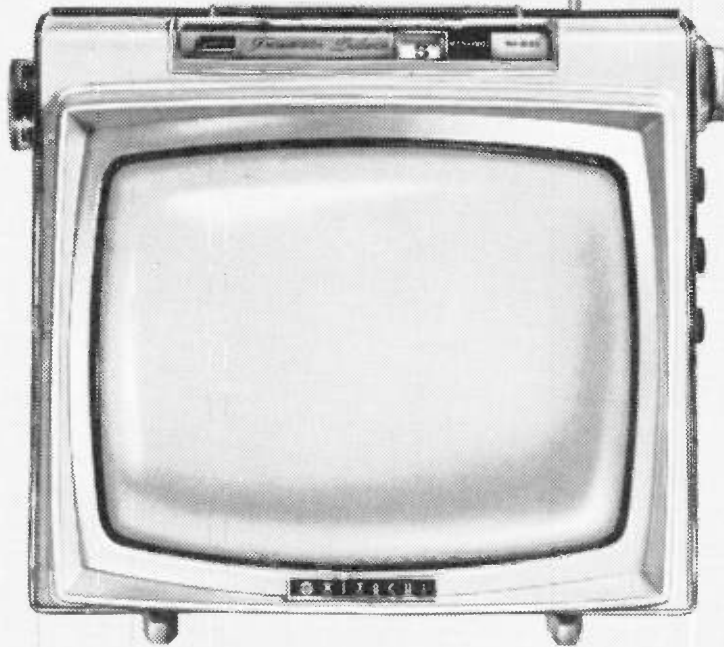
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MART Magazine
P. O. Box 997
Buffalo, N. Y. 14203

City _____

State _____

Achievement '66...



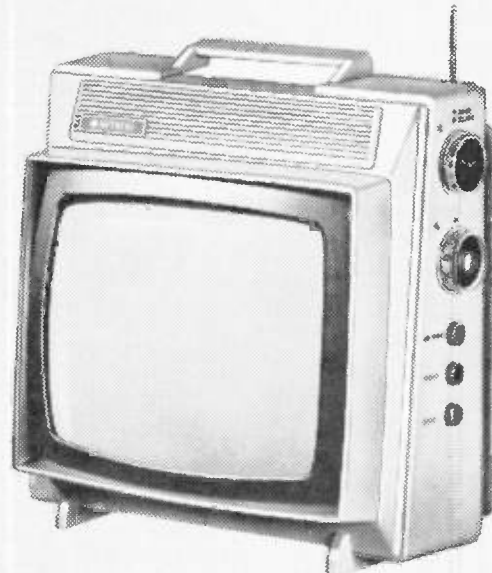
An Industry First! Big 12" screen in a truly portable, fully transistorized, AC and battery-operated TV!

The TWA 1000 so little, it can be tucked away behind a picnic basket. Hitachi genius. Solid state, all channel UHF and VHF big front speaker, 16 pounds light, two earphone jacks. And, battery adaptor, charger and car cigarette lighter adaptor available. 13" W x 12 $\frac{3}{4}$ " H x 11" D. Suggested retail price—\$159.95

Achievement '66...



**the best
Salesmen
we ever had!**
(and still going strong)



The STA660 has a big 16" picture and a long list of features!

16 tubes including picture tube • 6" x 3" oval speaker • front-mounted speaker for clear sound • built-in phone jack for private listening • built-in telescoping antenna for VHF • UHF loop antenna • built-in carrying handle • high impact, light-weight break resistant plastic cabinet • case color: Ivory • Size—14 $\frac{1}{2}$ " high, 18 $\frac{1}{2}$ " wide, 11" deep. Suggested retail, \$109.95

The TWA1700 is a 12" picture image of its bigger brother, and matches it feature for feature:

14 tubes including picture tube • front-mounted speaker for clear sound • built-in carrying handle • built-in telescoping antenna for VHF • UHF loop antenna • light-weight high impact break resistant plastic cabinet • case color: Gray • Size—14" high, 14" wide, 10" deep. Suggested retail, \$99.95

Hitachi... *World's Finest Instruments!*



More great achievements...



Model TH900

Press a button and automatically change stations!

Accurately and immediately tunes to both weak and powerful stations. No crosstalk or interference. With built-in ferrite antenna, local and distance switch, the most sensitive 9 transistor radio ever made. 2 1/4" x 3 1/2" oval PM speaker; earphones, leather carrying case. Ebony and chrome finish.
Suggested retail price—\$34.95



Model TRQ510

Exclusive! "Levelmatic" automatically modulates volume!

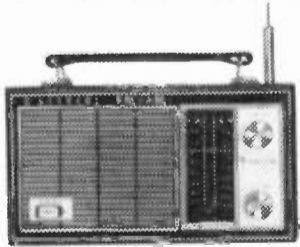
Newly developed "Levelmatic" controls loud voices, enhances shy ones, produces professional sound. Plug in or travel, batteries or house current, Belsona model TRQ510, ideal for home, street or office. Three hours of recording on 5" reel, as well as 7 transistors, two speeds, capstan drive, push button function selector, two source mixing, speaker monitor, dynamic microphone with remote control switch and tape counter. Suggested retail price—\$109.95



Model TRQ330

New... and hot! Slimline, lightweight with exclusive "Levelmatic".

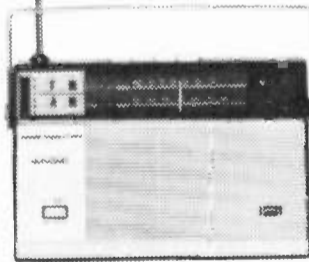
Distortion free recording with "Levelmatic" makes this 7 transistor light-weight (only 4 1/2 lbs.) portable a high performance value. Two speed capstan drive, two source mixing, speaker monitor, dynamic microphone with remote switch and up to 1 1/2 hours of recording on 3 1/4" reels.
Suggested retail price—\$49.95.



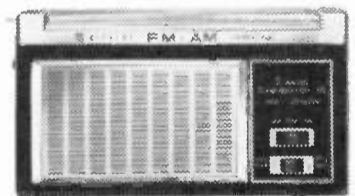
Model KH-970-H—9 Transistor FM/AM Compact Portable Radio in Leather Finish with Earphone Jack.
Suggested Retail—\$39.95



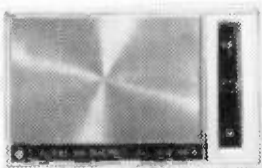
Model TH-610 — 6 Transistor AM Pocket Portable with Earphone Jack and leather case.
Suggested Retail—\$11.95



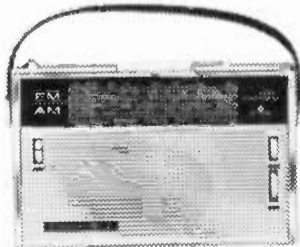
Model KH-1005R—Deluxe 10 Transistor FM/AM Portable Radio with AFC Switch, Push Button Control and Stereo Multiplex Jack.
Suggested Retail—\$49.95



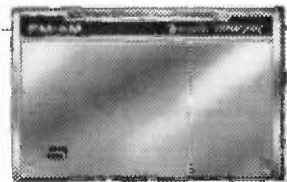
Model KH-1000H—10 Transistor FM/AM Portable Radio with AFC Switch and Earphone Jack and carrying strap.
Suggested Retail—\$39.95



Model TH-890—8 Transistor AM Pocket Portable Radio with Earphone Jack and leather case.
Suggested Retail—\$17.95



Model KH-1007M — 10 Transistor 4 Band FM/AM/Marine Band/S.W. Portable Radio.
Suggested Retail—\$64.95



Model KH-960—9 Transistor FM/AM Portable Radio with Earphone Jack and carrying strap.
Suggested Retail—\$34.95



Model KH-811—8 Transistor FM/AM Pocket Portable with Earphone Jack.
Suggested Retail—\$34.95



SALES CORPORATION
• 666 5th Ave., New York, N. Y. 10019, Phone 581-8844
• 12715 S. Daphne Ave., Hawthorne, Cal., Phone 757-8143
• 333 N. Michigan Ave., Chicago, Ill. 60601, Phone 726-4572

See us at the Music Show — Conrad Hilton Hotel - Chicago
Booths No. 10, 11, 12

Displaytime

Brown Goods Take Center Stage

By WALTER H. HOGAN

CCROSSWORD PUZZLES, which originated in England in the 19th century, came across the sea in the early 1900's and caught fire in this country when *The New York World* began publishing them in its Sunday supplement, "Fun." By 1923, they were really the "cat's meow" and (perhaps next to the Charleston) the liveliest entertainment in the U. S. All major papers and magazines in the 1920's ran crossword puzzles. Still going strong in England (other European countries never took the puzzles up with any great interest), the fad has quieted down here. But it did become a permanent feature of our entertainment, like the brown goods items that take center stage this month.

Many new models are making their bow at the Music Show in Chicago, and when you go to spotlight them in your store, our suggestion for an easy window display ties in that other popular form of entertainment: the puzzle.

DISPLAY IDEA: Names of brown goods items and other connected words are featured in the crossword puzzle that is the background for your display.

The puzzle (shown in the sketch on this page) should dominate the display background and be as large as your window area allows. Perhaps it can measure 7 ft. x 7 ft. or 5 ft. x 5 ft. (Make it the size that best suits your window.)

How do you make it? Perhaps someone in your store can do it or a nearby sign man or showcard letterer. The puzzle has 16 spaces across and 17 spaces down. Fill in the letters and black spaces as shown, leaving white spaces as indicated. We want to give the IMPRESSION of a crossword puzzle, and we want the words to be easily read.

You can use any paper you prefer (even brown wrapping paper, if you wish), but we suggest Economy Bristol Board, available at any art supply store. This art board comes in these sizes: 28 in. x 44 in., 30 in. x 40 in., and 40 in. x 60 in. Handy for making the puzzle are the felt tip mark-

Don't PUZZLE About Home Entertainment
Get New Models Here

ers (and they're inexpensive), available in both black and red at the art store.

A banner (as shown) beneath the puzzle reads: "Don't PUZZLE about Home Entertainment. Get New Models Here."

Then, around the puzzle, on shelves or stands and across the floor of your display window, set out the new models of brown goods items

you wish to feature.

FREE OFFER: Send in the dimensions of your display windows—width, height, and depth — and Lighting Services, Inc. will do a lighting design and layout and furnish a quote at no charge. You'll also receive a free catalog of the firm's lighting supplies. Write: "Displaytime," *MART Magazine*, 757 Third Ave., New York, N. Y. 10017.

DISPLAY KIT: See page 17 for the coupon with which to order the special Federal Excise Tax Display kit.

Printed in red, white and blue, kit consists of eight pieces you can use to let your customers know of the tax's abolishment.

Kits, priced \$2.15 each, will be rushed to you airmail.

Order your display kits today! ■

1966
MARKET
EDITION
☆☆☆☆

PHILCO DEALER NEWS

TV

☆☆☆☆

PUBLISHED BY PHILCO CORPORATION

A SUBSIDIARY OF Ford Motor Company.

THE TRANSISTOR REVOLUTION COMES TO COLOR TV

***Solid-State Circuits Plus Philco Cool Chassis
Bring New Reliability to Color for 1966***

—Story on next page



Portable 19" Color Is Here!

Philco has it — the true plug-in-and-play color tv you and your customers have been waiting for! It has a built-in telescoping antenna and automatic de-gaussing, so it plays almost anywhere.

And that's not even half the story.

Brightest color ever

There's a brand-new, Philco-built 19-inch* color picture tube that gets the brightest color picture on the market. For in-store demonstrations — where color has to look its best — this is now the set to use.

Even more news: neat, trim, compact styling that means color tv can fit where it never could before. And, most important of all, the reliability of solid-state circuits plus Philco Cool Chassis!

*Overall diagonal measurement.

SOLID-STATE COLOR TV

(Continued from Page One)

The years of waiting, the years of guesses and rumors, are over. With the introduction of the 1966 Philco line, the transistor revolution in color tv has arrived.

Now Philco dealers can offer their customers the most advanced color chassis on the market and, with it, new reliability, new fade-free performance, new economy of operation.

How Philco uses solid state

Philco's revolutionary 1966 color chassis is the first major breakthrough in the transistorization of color tv. Reliable solid-state transistors and diodes have completely replaced conventional tubes throughout the Philco

Color TV signal-receiving system. Now the most critical parts of a color set can be virtually trouble-free.

In the new Philco color chassis, there are solid-state tuners for both VHF and UHF. A solid-state, three-stage IF amplifier. A solid-state video amplifier. A solid-state, two-step Automatic Picture Pilot that checks color fidelity more than 15,000 times a second. Plus the proven reliability of Philco Cool Chassis.

Longer tv life

Philco's transistors and diodes mean longer set life and less need for service. They keep giving new-set performance years after tubes would have faded away.

What about price?

This is one case where your customers don't have to pay more to get the latest and the best. Surprisingly enough, Philco's transistorized color tv is priced level for level with comparable competitive all-tube models. Yet the competition can't approach the solid advantages of Philco's 1966 color chassis.

Competitive edge for dealers

For Philco dealers, the transistor revolution in color tv is here. For others, it is months and even years away. Now Philco dealers have a competitive weapon that will make the difference in sales and profit margins during the fast-paced color tv year ahead.

PHILCO COOL CHASSIS NOW IN THREE COLOR SCREEN SIZES

Now color tv can be as reliable as the best of black-and-white. Now Philco introduces famous Cool Chassis to color—in every single 1966 model of Philco Color TV!

Philco Cool Chassis beats the heat, major cause of tv breakdowns. Provides extra air flow. Eliminates heat traps. Makes it possible for components to run at lower temperatures. Makes it possible for you to offer your customers color tv with the proved reliability of Philco Cool Chassis.

And Philco gives you Cool Chassis in a complete range of three color screen sizes!

New 25-inch

At the top of the line is Philco's new transistorized 25-inch* rectangular color

tv series in a full selection of consoles and combinations. Cabinets are all genuine veneers and hardwood solids, with furniture styling at an all-time high.

New 19-inch

There's Philco's new transistorized 19-inch* rectangular portable, the plug-in-and-play color tv you and your customers have been waiting for.

New 21-inch

And Philco gives you a full line of 21-inch* color sets—a wide choice of consoles and table models. They're all fully featured, yet priced to stir up real excitement.

Three color screen sizes for 1966—all with Philco Cool Chassis for longer tv life!

*Overall diagonal measurement.

Improved Color Tube In Every New Philco

Color picture tubes incorporating the latest advances in design and materials are to be found throughout the 1966 line of Philco Color TV.

Tube improvements include rare earth phosphors and advanced cathode-ray gun designs, both of which

result in a brighter, clearer picture.

Cathode-ray tubes for 1966 Philco color sets are being produced by the Philco Corporation Tube Facility at Lansdale, Pa. Lansdale color tube production has been in operation since last fall.

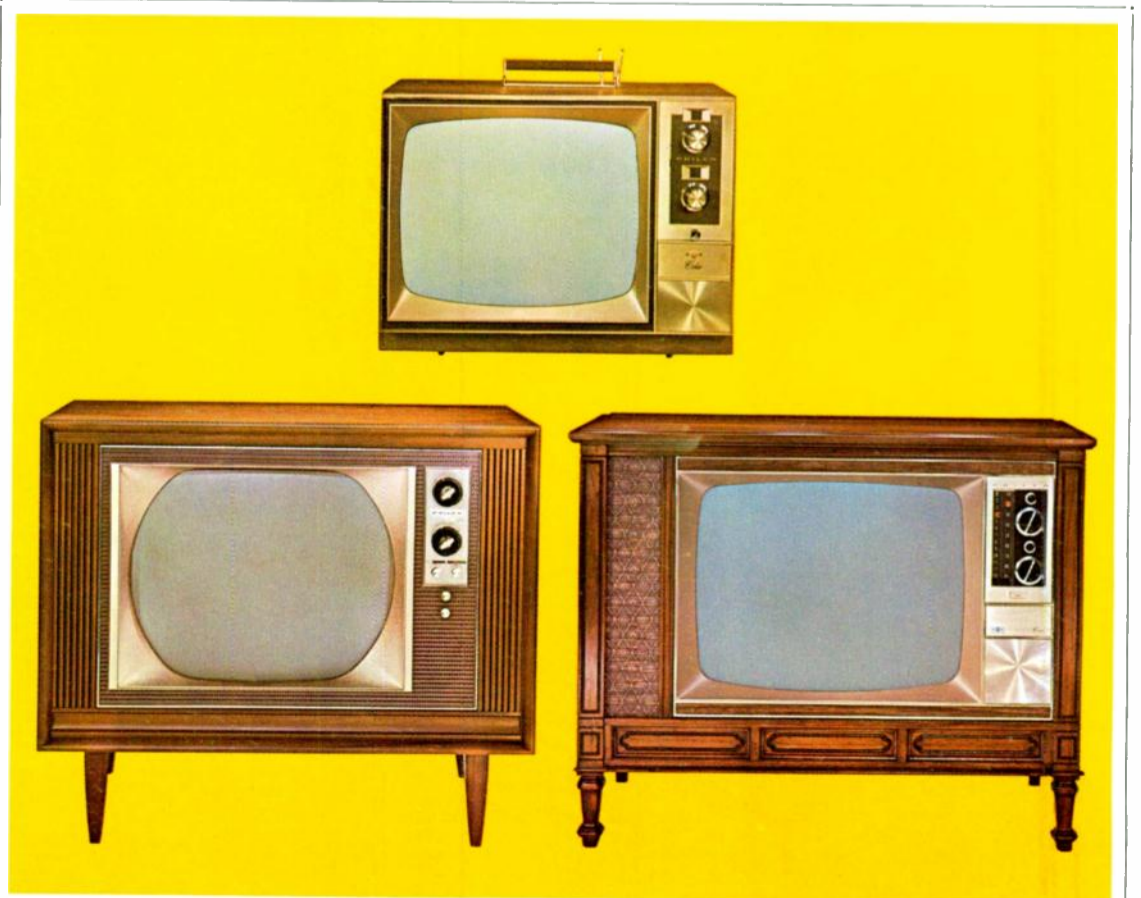
Automatic Degaussing now Standard for 1966 Philco line

Philco's unique Color Lock Automatic Degausser, introduced to the trade during the 1965 model year, is now standard equipment in the 1966 line of Philco Color TV.

Unlike many competitive degaussing devices, Philco's Color Lock requires no separate control. It is brought into action by the set's on-off switch, and automatically eliminates color impurities each time the set is turned on.



Color Lock degaussing is built right in!



PHILCO COLOR TV IS PHILCO-BUILT

Production of Picture Tubes, Chassis and Cabinets Assures Dealers of Color Availability

In this year of soaring demand for color tv, a dealer has to be sure that his orders for color sets will be filled. If they're not, he stands to miss out on highly profitable sales. That's why Philco's full-scale color-tv production operation is so important to you.

Three plants at work

Philco has three separate facilities at work on the 1966 line of Philco Color TV. Cathode-ray tubes are being produced at Philco's Lansdale, Pa., plant. Philco's furniture facility at Watsonstown, Pa., is producing all cabinets for the line. And all chassis and completed sets are being turned out by Philco's Philadelphia electronics plant.

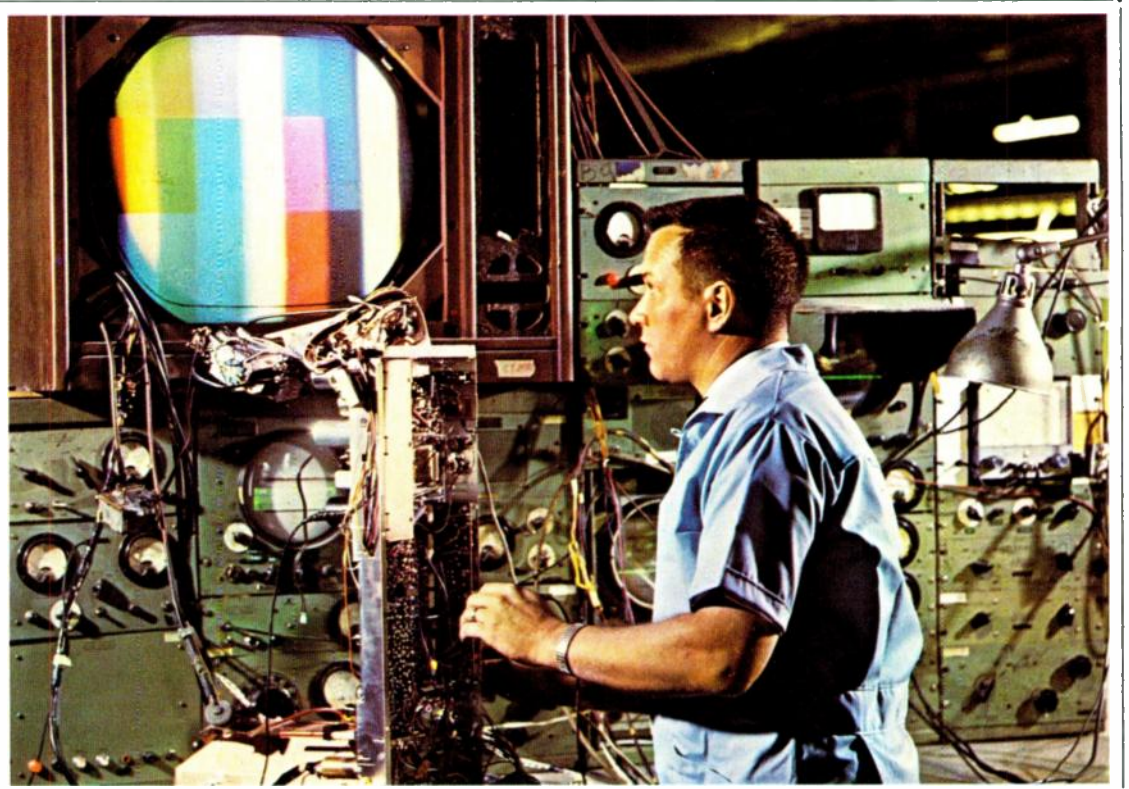
These three Philco operations are your assurance that Philco Color TV will be available when it's promised, because Philco will not have to depend on allocations or allotments from other manufacturers.

Philco engineers began research in color in the 1940's and intensified their efforts after World War II. Results of this research can be seen in the color-tv patents held by Philco. One, filed for 15 years ago and granted in 1963, relates to an invention in basic circuitry used in compatible color-tv broadcasting and reception. Other Philco-held color-tv patents relate to an automatic chroma control circuit which keeps color and brightness in balance, to demodulation processes and to a color phosphor application process.

Philco designed and manufactured its first production-model color set in 1955.

What it means to you

All this means that Philco Color TV is backed by Philco's long experience with color tv. And, even more important in this vital color-tv year, it means that you can be sure of Philco Color TV avail-



ability. This is the year when availability of color sets may well be the key factor in your profit picture.

Philco Tube Facility Now on 3-Shift Basis

Philco Now a Major Color Tube Producer

Philco is making its own color picture tubes on a round-the-clock, three-shift basis. This is no "pilot run," but a full-scale, full-time production operation using six production lines.

With the great growth in demand for color tv, Philco's color tube output assures dealers of availability of sets with the latest in color-tv advances.

Philco color tubes incorporate numerous technical improvements, including advances in color tube screening and the use of rare earth phosphors.

High quality standards

Philco's quality standards for color cathode-ray tubes are far higher than generally accepted ratings.

To assure tube dependability and performance, each Philco color tube is subject to 194 in-process inspections.

In addition, sample color tubes are subject to rigid life-testing procedures established by Philco.

Color tubes are put through six-week use tests, including starts, stops and load variations. This "life" period is repeated four times, to give the tube a total test value of approximately 4,000 hours, equivalent to approximately four years of actual use.

These and other Philco tests are your assurance that color tubes from Philco will deliver dependability and performance equal to anything else on the market.



COLOR TV CABINETS ARE ALL PHILCO-BUILT. Every cabinet for 1966 Philco Color TV is manufactured at Philco's Watsonstown, Pa., furniture plant. To meet growing production demands, Watsonstown is now undergoing a half-million-dollar expansion.

COOL CHASSIS II BRINGS SOLID STATE TO B&W TV

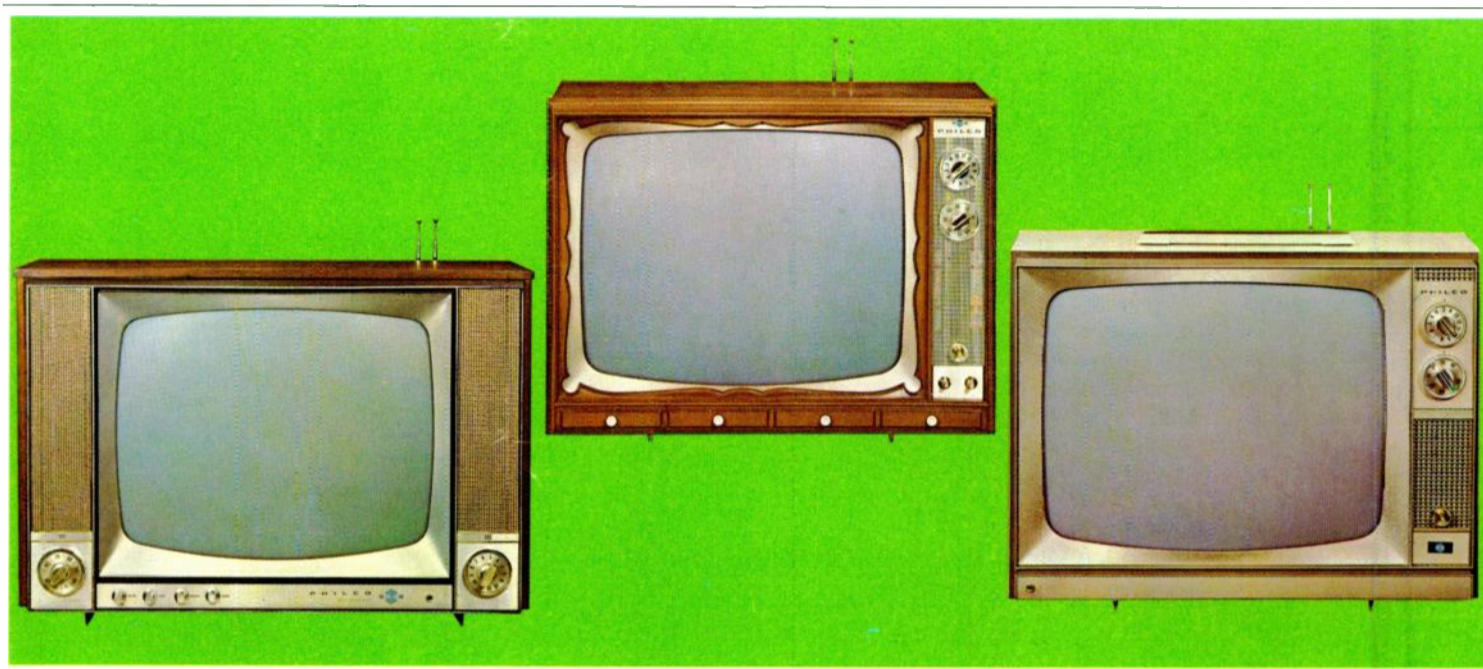
Here's the competitive edge you need to protect profit margins in 19-inch sales. For 1966, new Philco Cool Chassis II adds the selling power of solid state to the Philco line.

For years, Philco Cool Chassis has brought new reliability to tv. Now Philco replaces many tubes with solid-state transistors and diodes. The result: the most advanced black-and-white chassis your customers can buy.

From UHF and VHF tuners through three-stage IF amplifier, the entire signal-receiving system is solid state. That's why Philco Cool Chassis II runs cool, rarely needs service. Gives you a selling feature competition can't match.

New Philco Imperia

Leading off the Cool Chassis II line is the Imperia, a dramatic series of dual-speaker sets. There's even a handsome table



IMPERIA

WOODSTOCK

STRATUS

model with a cabinet of genuine walnut veneers!

New Philco Woodstock

Any Philco dealer knows the exciting story of the Philco Woodstock. For two

years running, this compact tv with a fine-furniture look has been a sellout.

Now Philco adds the benefits of transistorized Cool Chassis II, and it

doesn't take a crystal ball to predict sensational sales ahead.

New Philco Stratus

Here's the modern look that's so important to 19-

inch sales—with the added impact of solid state and Philco Cool Chassis II. The 1966 Philco Stratus comes in white, beige or walnut color.



New Ad Campaign for Philco TV to Reach 150,000,000 Readers

1966 Philco TV will be pre-sold to your customers with one of the largest, most consistent campaigns for tv ever to appear in national magazines.

The ads emphasize Philco's new transistorized chassis, new brighter color picture and complete line

of color consoles and portables.

They will appear throughout the 1965-6 model year, in top national magazines including *Reader's Digest*, *TV Guide*, *Life*, *Look* and *The Saturday Evening Post*. All ads will be in full color.

New 23" B & W Sets Have Slim 110° Tube, Power-Packed Chassis

The 1966 Philco line gives you more to sell in the profitable 23-inch field.

There's new, slimmer styling, made possible by Philco's own 110-degree picture tube.

There's new power and sensitivity at all price levels. Many models have 50% greater picture sensitivity and 200% greater sound sensitivity than comparable 1965 sets!



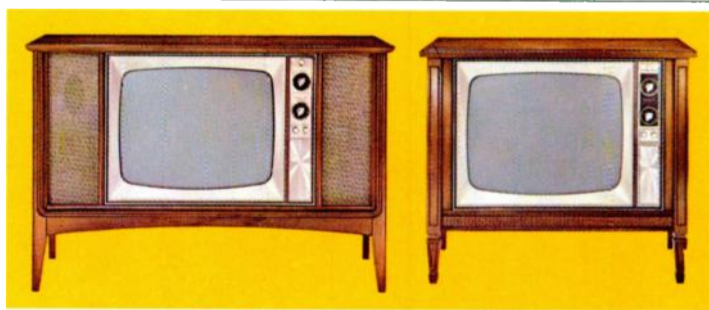
Philco Expands Personal-TV Line

The 1966 Philco line gives you a wider choice of personal portables than ever.

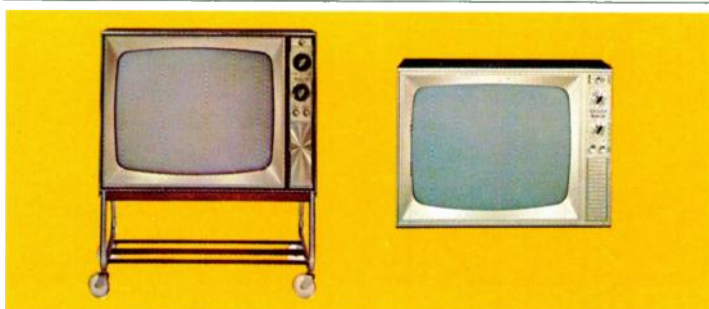
Philco's 9-inch* Nomad, the sensational battery or plug-in set introduced last year, is again available. With its solid-state chassis and clean, compact styling, the Nomad means more profit for you.

And Philco's 12-inch* Team Mate now comes in three styles—brown, black and silver or white and gold. There's no better-looking — or better-performing — 12-inch on the market!

*Overall diagonal measurement.



Handsome new styling in the Philco console line!



Exciting new values in 23-inch* table models!

How Brand Name Awards Winners Merchandise

COLOR TV

Last month MART Magazine sat down with winners in the appliance-TV stores category of the 17th annual "Brand Name Retailer-of-the-Year" competition to discuss the state of color TV in their individual markets and also how these dealers are merchandising this product.

Last month retailers of various types of merchandise converged on New York City to receive their awards in the 17th annual "Brand Name Retailer-of-the-Year" competition.

Sponsored by Brand Names Foundation, the competition includes among others an appliance-TV stores category. Entrants in the categories were required to detail their use of all available advertising and sales promotion tools, sales training methods, and promotion of a basic brand name policy.

All five of the winners in the appliance-TV stores category are heavily involved in merchandising of color television. So during the celebration of "Brand Names Week" in New York City, two members of the MART Magazine editorial staff met with four of these winners to discuss the success color TV is enjoying in the markets served by these dealers as well as the individual merchandising approaches being followed by each of the stores.

The four dealers who were present are: Melvin Landow, Kelly & Cohen Merchandise, Inc., Monroeville, Pa.; "Retailer-of-the-Year" in the appliance-TV stores category; Hugh Hannah, Hannah-Adams, Chattanooga, Tenn.; Richard Donaldson, Puff's Appliance Center, Inc., Petoskey, Mich.; Ezra Landres, Certified TV & Appliances, Norfolk, Va.

The last three named were "Certificate of Distinction" winners in the appliance-TV stores category.

Representing MART Magazine in the discussion were Jack Adams, editor, and Charles Krauss, managing editor.

Excerpts from the discussion follow:

JACK ADAMS: All or most of you, I think, were sponsored by a color TV manufacturer. Color is a very hot topic, so we thought it logical we build this discussion around the state of color in the market place at the moment.

It would be interesting to our readers, if you would tell who you are, what kind of an operation you have, the length of time you have been in business, or anything you think might be interesting or helpful in describing your setup.

Perhaps you would like to give some indication of how important color television is to your business, how big it was last year, and whether you expect an increase this year.

MELVIN LANDOW: I am Melvin Landow. And I am Vice President of the Kelly Cohen operation. We operate 10 stores in the Pittsburgh market, two in upstate New York.

And during the past four months we became a part of the Shoe Corp. of America, and as such we are affiliated now with 800 retail stores from coast to coast.

We also anticipate tremendous growth within our appliance and television division. We plan to have some 20 retail outlets, all in operation within the next 120 days.

Last year our volume was \$6.5 million. We sell only television and appliances. And this year we will do well in excess of \$10 million. And the plans of the Shoe Corp. would be to produce one of the, if not the largest television and appliance chain in the country.

Now, you asked a direct question about color television. We enjoy this position because, knowing some of the other boys here and their operations, we put a great deal of investment into it in terms of merchandise, time, advertising and overall effort early enough so that we became identified with color TV. And we feel that this potentially is the most dramatic part of



LANDOW—"... We took all our color TV, and we moved it right up to the front of the store, and we put a little bit of a drop to the ceiling so that we can, let's say, shield some of the light... And they identify color television with Kelly & Cohen... They see 15 or 20 sets all playing simultaneously with good pictures. They can't ask the question, does it work?"

television and appliances today. And we look forward to at least a 50 to perhaps 70 per cent increase in sales during this year's selling period.

HUGH HANNAH: We are an exclusive RCA Victor, RCA-Whirlpool dealer, and have been for 12 years. We have one store. This was a chain. From 1957 we had four stores. We closed the others and went into the new store which we occupy now, which is a larger store. We are in the suburban section of the city, and we are supplying the market within about 50 to 60 miles around Chattanooga. Chattanooga is a city of about 250,000 people.

Color has also been part of our growth, and like Melvin we started at the very outset of color in 1956, I think, and have plugged TV heavily ever since. And we are without a doubt the largest color dealer, well, the largest electronics dealer in our area.

We had what we thought was an excellent growth this past year. Our sales were 40 per cent ahead of the preceding year, and we look forward to an even greater increase this year. And the first three months are bearing this out. We have an expansion program going on in our own store to double the space, and are currently negotiating with the distributor in Knoxville, McClellan Hardware, to open a store, exactly the same pattern building-wise and every otherwise in the Knoxville area within the next 60 days...

RICHARD DONALDSON: I am Dick Donaldson of the House Appliance Center, Petoskey, Mich. These first two fellows are from a pretty good size area. I am from a small

town in northern Michigan, 200 miles from any metropolitan area at all. Our community has 6,500 people. We operate one store. Two years ago we had two stores. In a neighboring small town we had a second store, and a year ago we closed this second store. This past year we have experienced approximately a ten per cent sales increase over the previous year, when we had the two doing it, with just this one store.

We have been in business since 1955, TV and appliances only, no other related products. . . .

Color TV, which we are here primarily to talk about today, is important to us in our market. Usually, where we are located, anything that is taking hold in the cities or metropolitan areas, there is a time lag before it hits in the rural area up north. For example, women's fashions are in this situation. They hit New York, Chicago, Detroit, and about six months to a year later they start wearing the same things up there. The same thing has happened in color TV. We have been selling it since 1957, but very little of it until a year ago when we started picking up a little.

This fall, before Christmas, our sales jumped quite a bit in color. Our real experience on the increase came after Christmas, during this winter, right up until now. It is moving so well that even where black-and-white was the predominant sales item, as with portable TV, including these, from Christmas to date this year color unit-wise has outsold black-and-white in our store four-to-one.

EZRA LANDRES: I am Zeke Landres of Certified TV Appliances in Norfolk. We have got two stores now and presently are negotiating for a third. We do in excess of a million dollars a year. We are split pretty much down the middle. Half of our business is done in black-and-white. We handle nothing but TV and appliances.

Just like Mel, we have been promoting color since 1955, and we have sunk a fantastic sum of money into the color business which, of course, is now beginning to come back to us triple, quadruple and quintuple-fold. Last year was our biggest year. We sold about \$400,000 in color retail.

And I have to agree partially with what has happened, that December was our biggest color month ever, but we haven't had any slack-off in January, February, March, or April. We are still moving right now about 40 per cent better than last year, and we look for the last quarter to increase 50 per cent over the last quarter of 1964. We think it is going to be, if it is not already, fantastic — fantastic for us in our business, fantastically high in the industry. And we think that the reason is because of the promoting we have done over the years. We have become known as the color TV headquarters in our area, and also because we treat the color sale just as any other sale of any other merchandise in the store.

We stock a big variety of sets. Each store has a minimum of thirty-five color sets on the floor. We have more color sets than we do portables on display. And we think when a customer comes in it has got to automatically be a color television unless he tells us otherwise.

ADAMS: Since this is a Brand Name celebration and since we are talking about color, it seems like it would be timely to ask you what part you feel color TV has played in helping you

win a Brand Name Award, and also perhaps how color has helped your image as a Brand Name Dealer — if that is the proper term. So, does any one of you want to start off on that?

LANDRES: With the amount of volume we have done, of course, our advertising has been proportionately high. We have been advertising color TV as far as brand names are concerned more than any other merchandise we sell. In our case 20 or 30 per cent of the advertising we do, or better, is done on brand name color TV sets. So there is no question that it had to play an important part, because the advertising and promotion that we do is wrapped around the brand names that we handle. And this is an important part of our business, and as a result it had equal importance in winning the award for us, I am sure.

ADAMS: How about you, Dick?

DONALDSON: We handle two brands of television, color TV . . . It has taken the brand name manufacturer to push color TV and bring the present situation about. And the dealers that stayed with this particular manufacturer, or started with him, or had access to his merchandise, they should be now with that brand on top as far as opportunity in color goes.

Of course, I realize in some areas there may be multiple dealerships that have particular brands. But even so, I think most of you have experienced what I do. People come in and if they are looking for color TV now they don't too often come in and say they want color TV. Many times they come in and say they want RCA Victor color TV. And if I start to show them another brand — I have another second brand, it is a well-known, good TV set — I find it is just real hard to switch them, if you are out of RCA's. We have had some problem getting merchandise in color, particular models, and we may have something similar in a second brand, but they won't go ahead and buy. They want TV with a brand name which in this case happens to be RCA Victor. They want that particular brand.

ADAMS: I haven't seen any of the entries in the competition yet. I hope to before the week is over. Did color play a big part in your entry?

DONALDSON: Yes, true. We in our advertising, in all of our ads, carry brand name merchandise. That is all we sell, of course. Throughout the fall we were heavy in color advertising, and then in our ads we used color to sell color also with color print. As an example of an ad that we have used, I picked this up from some other dealer. He may be in the room. I can't remember now. I ran across the deal where there was a little slogan, "Roses are red, violets are blue, color TV makes it come true." And then we threw in some flowers in the ad. We didn't have a TV set or anything else in color.

We will run a companion ad, either in another newspaper, or in the same paper, the following day and we will have — this will be a smaller ad which will have flowers in there again, for example, roses, but they won't be in color, and then we will have next to it, "Wouldn't you really rather see it in color?"

They can associate these two ads, the one where we ran the roses in color and the next one that doesn't have it. It asks the question, "Wouldn't you really rather see it in color?" We try to associate the color with the product we



HANNAH— "I do my own TV commercials . . . everyone in the area then knows you by sight, and in this case when they come up to me, if they say anything to me about merchandise at all, invariably it is always color TV . . ."

are selling.

ADAMS: I assume color TV played a big part in your entry, too, Zeke.

LANDRES: Oh, yes. We run practically 50 per cent of our ads on color TV in color. And we feel that if we are going to preach it then the least we can do is spend the extra dough in the ad to get the whole idea across because you are selling a big-ticket piece of merchandise.

I think probably the problem — I understand there are some problems in moving color in a lot of the metropolitan areas, and at least my feeling is the reason is because most big metropolitan dealers — maybe, Mel, you have found this to be true — have just gotten off the kick of selling real big ticket merchandise, and maybe the salesmen have forgotten how to move a five or six hundred dollar piece of merchandise. You don't seem to have the problem, but I understand other big cities have this problem as far as penetration is concerned because of the size of the ticket on the item. And we feel that if we are going to tell the customer he ought to buy this and spend the money, we ought to do the same on the way we promote it and spend the extra money to convince him to do it before he even comes in.

LANDOW: The opportunity for creating a value in brand names is never more paramount than in color TV, inasmuch as the greatest competition we have in television and appliance sales has, of course, been the catalog chains. And in attempting to create a greater value than our competition, we have gone to the brand name theme. And it has never been more important to the consumer who invests five to six hundred dollars, or even eight hundred dollars, to get a brand name and feel confident that this is the type of product that will perform for a period of time and give them what their investment should give them. . . .

ADAMS: Hugh, would you like to comment on what color meant to you in winning a Brand Name award, and perhaps how it has helped your image in Chattanooga?

HANNAH: I don't know that it has helped us to win an award in any respect other than the fact that I said that 75 per cent of our electronics advertising has been aimed toward color TV. Of course, these ads make up a part of this presentation that we make for Brand Names. which they judge.

As far as our image is concerned, I am sure there is not a shadow of doubt in my mind but



LANDRES— “ . . . I think probably the problem . . . is because most big metropolitan dealers . . . have just gotten off the kick of selling real big ticket merchandise, and maybe the salesmen have forgotten how to move a five or six hundred dollar piece of merchandise . . . ”

DONALDSON—“ . . . For five years I gave them away to get rid of them — a year ago I started selling them to make some money, and now I am selling them to make good money . . . ”

what color TV has played a great part in it because starting in 1956, as we did, plugging it all the way when the payoff came this year, we were able to capitalize on it just like RCA has. . . .

RCA got well this past year as a brand, and as a manufacturer, and we did likewise, obviously with our 40 per cent increase as a dealer.

One thing that brings it home to me is that I do my own TV commercials, two of them a week, live on NBC and CBS news, and demonstrate the merchandise. Well, in a metropolitan area of 250,000 people you do this — I have been doing it now for three years, twice a week — well, everyone in the area then knows you by sight, and in this case when they come up to me, if they say anything to me about merchandise at all invariably it is always color TV. So for that reason I'd say that color TV per se has been a big factor in our image in that area.

ADAMS: Have you done any of these commercials in color, or do you plan to in the future?

HANNAH: We have three stations locally, ABC, CBS, and NBC. ABC now has just put out a letter in the past three weeks saying that they have on order the equipment to locally produce color for commercials, reproducing movies in color and local programming. We took this and headlined our ad with this and gave them a real good plug on it and tied it in. But we haven't up to this point, to answer your question, been able to do any commercials in color. We will, I am sure, when it comes.

LANDRES: I would like to add something to that. We happen to do a lot of television advertising, and the bulk of what I spend in television happens to be spent on the CBS affiliate for very obvious reasons. They do not broadcast too much in color in our area. They have about three or four hours a week. And right now we are sponsoring a half hour program, and it is in color. And I wouldn't run any program at all on that station unless it was in color. And I have been running on the CBS affiliate for five years there.

ADAMS: What kind of a program is it?

LANDRES: We sponsor a sports program. It is a hunting and fishing program right now. They are consistently having to buy color films specifically for us because I won't spend my money unless it is in color. It gives us the opportunity of saying to the customer we have got two stations on in color locally. They are not able to run any live commercials in color, which is

Hugh's problem, but they do have the facilities to run film and slides in color. As a result we haven't up to this point, to answer your question, have been sliding them, or taking film in color and then running it through the color cameras. And as a result of this we have been able to keep telling our customers there is color on the CBS affiliate as well as the NBC affiliate. Most of our NBC advertising in our area is done on spots which are usually tied in on their color programs. . . .

ADAMS: I don't want to cast a bit of gloom on the proceedings, but we did have a meeting of dealers a couple of weeks ago. We talked about color there a little bit, and most of the dealers said a lot of good things, like you have, too, but I have to admit there were some things that were said that were not so good.

LANDRES: Like what?

ADAMS: Well, profit for one thing was mentioned. I don't want to prompt anything. I would like to ask you.

DONALDSON: My experience on the profit end of it, is that I think percentagewise our profit has been higher on color than it has been on the rest of TV. In the first place, in our market we don't promote the low-end model in our advertising at a specific price. We show usually one or two models in an ad of a higher priced model and then emphasize the large trade-in allowance. If somebody calls or comes in and we are asked about it, we have the low-end model. In price we may talk about \$349, \$369, \$379 as a starting price that is advertised but I don't believe there are many of those sold anywhere. Actually, as far as what is being sold is concerned, you have to get up into your higher priced merchandise, the \$550 merchandise that is being sold. And if everybody in the other markets are promoting the basic model and then stepping up you can make a good profit.

In our market the availability of models hasn't been too good, even down-state in the cities. One dealer may have a specific model in one brand and if you go across the street to the next dealer he hasn't been able to get the same model. So they are having a little difficulty in comparing in most cases.

LANDRES: I don't think that is the point possibly. I have been in the business for 17 years, and I learned something a couple of years ago and that is, it is very difficult for me to be the lowest price in town and still stay in business.

And I think that when you are selling a serv-

ice, and I think this is something that a lot of us as dealers seem to forget, I think there is more to being in business than making a profit. If that was the only reason, and it is unfortunate that most of the big city dealers have this problem where they have to compete price-wise with everybody in the business, or maybe some of the smaller dealers too, because they are going to force themselves into the trap with color that they have gotten into with everything else.

A couple of years ago I came to the conclusion that, if I had a legitimate, honest business and was creating a service for the customers in our area, and doing something for them other than selling the merchandise at the lowest price in town, then there was a reason for me to be there aside from making a profit.

I think that most of us as dealers forget that there is a reason for us to be in business aside from making a profit, that we really have something to offer specifically with this color thing. And that if some of us would start to remember that the lowest price on any piece of merchandise is not the reason why the majority of customers buy from us, and remember that we do give them terrific benefits in the merchandise we sell, and we do create beautiful leisure for them when it comes to some of the merchandise we sell, and where we do give them honesty, sincerity and integrity when we sell to them, then maybe we would stop selling the price. And I am not speaking disparagingly about the dealers who do sell stuff for the lowest price in town. I am talking about my own specific instance, that maybe all of us would be able to get out of this business the same amount that we put into it in time, effort, and everything else. And in our case we decided that we were just not going to be the lowest price in town and that the customers who purchase from us would have to pay us a few dollars more if they wanted to buy from a reputable, legitimate, honest place, and get those things that they are looking for aside from the lowest price. We have been promoting that for two years now and we have been fortunate in being very successful in being able to get what we feel is a fair return for our investment in this business. . . .

So if a lot of the dealers who have this problem with profit would stop looking at what their competition may be advertising the merchandise for, or perhaps even selling it for and start to figure out what they are worth to the customer,

(Continued on page 63)



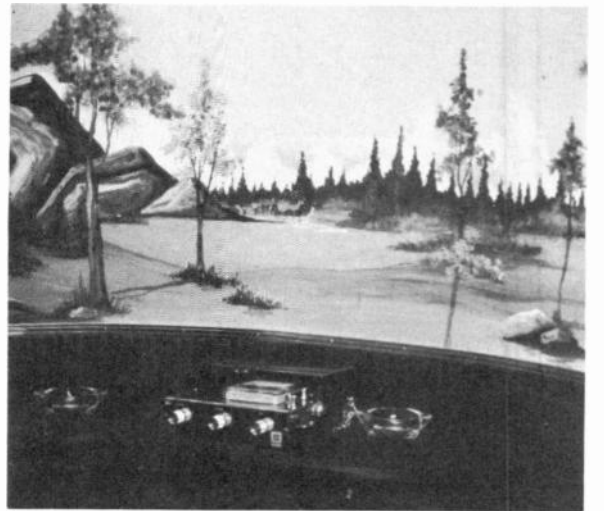
"SHOWROOM AUTO" display, in which consumers can get in, roll up windows, and hear car radio play proved so popular at Al 'n' Ed's, Los Angeles, that it was "standing room only."



AT AIR CONDITIONING DISPLAY, Al Brotsky, partner with Ed Zionts in Al 'n' Ed's, discusses various brands of car air conditioners.

Car That Doesn't Move Speeds Up Car Radio/Tape Sales

Sales and crowd grow so much (for consumers, it was standing room only) that Los Angeles firm's "showroom auto" display had to be expanded.



PANORAMIC VIEW of 360 degrees is feature of car stereo sound cylinder, in use at Al 'n' Ed's for seven months. Sound booth has outer ring for displaying all brands of stereo equipment.

Realizing that today's consumer demands more than a motor and four wheels in a car, a Los Angeles firm is using a car that has neither motor nor wheels to speed up sales of such auto accessories as FM tuners, AM/FM radios, and car tape players.

Just in front of the windshield the car has been cut away. The rear wheels are gone. The body sits on small boards, so it is easy to get in and out of. And so many people wanted to get in and out of it they were standing in line, proving hearing is believing in the "showroom auto" created by Al Brotsky and Ed Zionts, partners of Al 'n' Ed's, 5401 S. Figueroa St., Los Angeles.

"Letting people listen to a car radio play in a large showroom is not the best way to sell it," says Brotsky. "People sit in our showroom auto, roll up the windows, and learn exactly what the sound will be like in their own car."

Result? Sales, sales, and more sales. Last year, Al 'n' Ed's sold approximately 1,800 car radios (average price: \$75-\$100, installed) and 100 car stereos (average price: \$150, installed). "Our car stereo sales," reports Brotsky, "have increased to about 200 a month, and car radio sales are rising about 20 per cent monthly."

Motorola is the major brand of car radio at Al

'n' Ed's, which carries all major brands of air conditioning, featuring the Frigiking line. Auto-stereo and Taiko are their car stereo lines. "Taiko car stereo," says Brotsky, "is a compact unit with high quality sound and automatic start."

Al 'n' Ed's has been using the "showroom auto" for about two-and-a-half years. The display was created at a cost of \$2,000. Work was done by the staff at Al 'n' Ed's, which has three departments: auto and truck air conditioning, auto radio, and auto upholstery.

"We are still using the showroom auto for promoting auto accessories such as FM tuners, car record players, AM/FM radios, Vibrasonic speaker systems, monaural and stereo tape players, and auto burglar alarms," says Brotsky. "We'd previously used the car to demonstrate auto air conditioning, but due to great public interest, we were obliged to build a separate showroom auto display for auto air conditioners to display correctly our numerous models."

Moreover, Al 'n' Ed's built a separate sound booth to supplement their display of car stereo tape players. Constructed in a cylindrical form, this sound booth has an outer ring for displaying all brands of stereo equipment. The interior shows a 360-degree panoramic view "to give cus-

tomers the feeling of the open road while they're listening to a demonstration of car stereo without outside interruption." The tape stereo sound cylinder has been in use for about seven months.

"The consumer enjoys complete service at Al 'n' Ed's regardless of his wishes," reports a mailing piece put out by Craig Electronics, Inc., distributors of Motorola and Fedders consumer products at 6303 E. Corsair St. in Los Angeles. "Installation combinations are limited only by the consumer. Many of the elaborate installations are literally music homes on wheels."

The showroom auto display that expanded as sales did is an example of the steady growth of the company which dates back to 1954, when the two partners opened a small two-way auto-radio and TV shop, "developing the policy of providing quality work and prompt service at fair prices. These simple policies," states an Al 'n' Ed's brochure, "have built the company shown here."

The first and second expansion programs were in 1957 and 1959. Then they expanded into much larger quarters in 1962, permitting the broadening of their specialized fields in auto radio; auto, truck, and bus air conditioning; and auto upholstery. Today, Al 'n' Ed's offers the largest facility of its type on the Pacific coast. ■

A Look At VIDEO TAPE RECORDERS



SONY "VIDEORECORDER," fully transistorized home video tape recorder, priced at \$995, is scheduled to be marketed in U. S. by first week in August. Weighing 66 pounds, unit uses one-half-inch wide tape that moves at 7½ inches per second. Video camera kit, available as optional equipment, permits recording family pictures in black and white with sound and showing them immediately on nine-inch screen.

Models for home use are coming down in both price and size, but most observers think it will be some time before sales are made in quantity.

A relatively new home entertainment unit, the video tape recorder, looms on the horizon as an exciting product with a great deal of sales potential for independent retailers.

Although informed sources believe that it will be several years before home VTR units reach a stage where they are of interest to the average dealer and consumer, the fact is that units are starting to come down in size and price.

Three weeks ago in New York City, Sony Corp. of America showed a fully-transistorized home video tape recorder priced at \$995. Called the "Videorecorder," the unit weighs 66 pounds. It is scheduled to be on the market in early August.

The machine, which is also being shown at the National Ass'n of Music Merchants show in Chicago this month, features easy operation similar to a tape recorder. A Sony spokesman notes that with a flip of a switch, the unit is ready for either video tape recording or playback on its 9-inch picture screen.

Reportedly, any TV program in black-and-white or color can be recorded with the Sony equipment. Some models will have a timing device that can be preset, allowing the unit to be turned on automatically.

With a video camera kit, the unit can record family pictures in black and white, with sound, and show them immediately without any developing or processing. The camera kit will be sold as optional equipment.

According to Akio Morita, executive vice president of Sony Corp., the "Videorecorder" is different from any other home video tape recorder currently being marketed.

The unit uses a one-half inch wide tape that moves at 7½ inches per second. The slow speed is said to result in greater stability of performance and also to minimize the chance of tape breakage.

Sony is also showing two console models of home video tape recorders. Both units, housed in walnut cabinets, have 23-inch picture screens which can be used to see regular television programs.

Both a commercial VTR unit and a prototype of a home unit are being shown at the Music Show by Matsushita Electric Corp. of America. Raymond Gates, vice president, consumer products, said that no date has been set for introduction of the home unit in the U. S. market, nor has a price been assigned the home VTR.

The machine for home use was described as

being compact — "about the size of a good stereo tape recorder."

Matsushita's commercial model VTR is being marketed currently in Japan.

Just what is a video tape recorder? Briefly, a video tape recorder records and plays back both video and audio through a TV set via the use of a special TV camera.

There are currently three classifications of video tape recorders on the market, according to John P. Skinner, the manager of magnetic recording at IIT Research Institute in Chicago. These are:

A unit utilizing high rotation speed head, and used by broadcasting stations, currently made by Ampex and RCA, and referred to as "the professional model" which sells for \$50,000.

A middle priced group of recorders referred to as "slant scan" units priced at between \$10,000 and \$15,000. These are being made by several manufacturers including Ampex, Sony, North American Philips, and Machtronics.

A third group, referred to as home video tape recorders, with a stationery head operating principle, utilizing a quarter inch tape. Ampex has already announced such a model and other manufacturers are readying similar units.



WESGROVE unit is demonstrated by Jack Jones, president, Wesgrove International, British-based manufacturer to press in New York City. Package, consisting of camera, tripod, lens, monitor, and recorder retails at \$1,240. Recorder, assembled, is \$492; in kit form, \$392. Firm expects to ship 2,000 units to U. S. this year, expects to bring out playback unit for pre-recorded tapes in 1966. Reports imply kit is too complex for average person to assemble.

Philips recently introduced a rotating head machine at \$3,950 measuring 25-in. by 15-in. by 16-in., completely push-button equipped for start, stop, play-back, and rewinding. A recorder in this price range is used primarily in schools, colleges, industry, and government.

However, the reference to recorders in this price bracket as a home entertainment product is questionable. Several dealers contacted felt that a unit must sell for well under \$1,000 in order to be at all suitable for their retail operations.

Wesgrove Electrics Ltd. of Worcester, England, is actively engaged in marketing video recorders in the United States and to date has come out with a unit priced at \$392 in kit form, an assembled model at \$492, and a more complex unit at \$792. Reports indicate that the kit is far too complex for the average person to assemble.

Marv Camras, also of IIT, and a pioneer in the magnetic recording tape industry, feels there is a \$100 million dollar market for this product in the United States providing that the quality, availability, price, and standards are carefully worked out to meet today's marketing demands. He believes that it will probably be another three to five years before this new home entertainment product begins to make its impact felt on the retail scene.

Camras sees \$300 as a reasonable consumer price and believes that this is feasible in the future.

According to Camras, "No manufacturer has, as yet, shown video tape recorders for general consumption. Few, if any, have been sold for the home.

"Don't forget also that it takes time to establish service departments and parts inventories for this product. This too, precludes immediate introduction on the mass market," says Camras. "However, the breakthrough is coming but no dealer should look for this product in his store for at least a few years."

This conflicts with the viewpoint of Sony's Morita, who predicts that several million units of VTR machines will be in the home during the next five years.

"The public is constantly interested in adding new and different devices for its leisure living," Morita asserts. "The development of the home video tape recorder is one of the most exciting electronic developments in the field of home entertainment products."

America's major brown goods manufacturers were generally noncommittal when questioned about this latest home entertainment product.

A. A. Medica, vice president — electronics, for Admiral Corp., says that "We have looked at several video tape recorders during the past year and will continue to look at new ones as they are shown."

Bryce S. "Buz" Durant, president of RCA Sales Corp. states that "By 1975 the video tape recorder player should be an important adjunct to the home television receiver.

"Operating models of the home video tape player have been demonstrated by a number of different companies around the world, including RCA. We have been working on such a product for more than 10 years. From the beginning, we established three standards that such a product must meet before it would be commercially acceptable for the mass market. They are:

- (1.) The picture quality must be comparable to the best TV reception from the air.
- (2.) The instrument must have the ability to record and play back at least an hour-long program from a single reel of tape.
- (3.) It must have a manufacturing cost that would permit a retail price of no more than \$500 and preferably lower.

"So far, no product in our own laboratories, or those demonstrated by other companies in this country and abroad, has met these standards which we feel are essential before such an instrument can be accepted by the mass market. In addition, it would be most desirable for such a device to incorporate color as well as black and white.

"However, these problems will be overcome in the future and the video tape player is a home entertainment instrument you'll definitely be seeing in a few years from now."

Says Ted Herkes, president of Motorola Consumer Products, Inc., "We are always on the alert for promising new products but in such pursuits we require that these products offer obvious consumer benefits and meet consumer needs to the extent that they will very likely be used every day of the year, as are television sets and radios. To date, we have not seen important evidence that the home video tape recorder, as currently discussed in the industry, will meet these requirements. We do not, as yet, conceive it as a product now important to the mass producer."

Ampex Corp., which is generally credited with



MATSUSHITA VTR unit is exhibited at recent Sixth Tokyo International Trade Fair. Video recording shown here is made from upper left set and monitored on upper right set.



NORELCO table-top video tape recorder is equipped with push-button controls which are designed to permit fool-proof operation for use in schools, medicine, industry, government, communications, and family entertainment.

inventing video taping, has announced it will place a home recorder on the market some time within its current fiscal year.

Ampex, which reportedly has supplied approximately 85 per cent of all television recorders in operation, presently produces broadcast video recorders ranging from precise studio color units at prices up to \$100,000 to broadcast portables priced at \$14,500.

In the closed circuit recording area, the company offers a portable for more demanding applications at \$11,900, and a recently introduced portable model priced at \$3,950. The latter unit is also offered in a complete closed circuit recording system, complete with camera, receiver, and related equipment in a model tea-cart housing for \$6,000.

Ampex president and chief executive officer William E. Roberts states that the home video recording market would represent a \$10,000,000 a year potential when the right product is brought to market at the right price.

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TAPE RECORDER display, consisting primarily of smaller units, is located near entrance to Hollywood store of Denels Music Shops. Here, William J. Denels (right), and son, Thomas Denels, check out unit.



BACKUP INVENTORY of tape recorders maintained on lower level of Hollywood store is checked by Thomas Denels. Senior Denels notes that adequate inventory is of primary importance in selling tape recorders.

Formula For **TAPE RECORDERS** Adds Up To 1,000 Units A Year

Display, inventory, and sales training are key points in southern California dealer's program.

Is there a formula for successfully merchandising tape recorders?

William J. Denels who operates three stores in the Los Angeles area has one. So certain is he of its effectiveness that he'd like to put it to work in the stores of 50 other dealers in California.

Denels' desire is to obtain display space for tape recorders in 50 outlets in good traffic locations. He says he would pay for this space, supply the merchandise, train the store salesmen in selling tape recorders, and provide the technical backup.

He would pay a percentage of gross sales to each co-operating dealer.

What is the formula, and how has it worked for the California merchant?

First of all, it enabled Denels Music Shops to sell more than 1,000 tape recorders last year outside the "toy" category. Seventy per cent of these units were in the \$179 and up bracket.

The formula?

The number one ingredient for the dealer who would succeed with tape recorders is adequate inventory, says Denels.

"A dealer need not be too diversified in the lines he handles," Denels asserts, "but he should utilize impressive displays and have backup stock on the premises." (The southern California dealer handles primarily Concord and Ampex.)

Denels Hollywood store is in an especially traffic location on busy Hollywood Blvd., the California retailer points out that he has fewer than seven or eight tape re-

corded displayed in his two show windows.

"Having tape recorders constantly displayed like this drums into peoples minds that you are in this business, and eventually it will bring many of them into your store for a closer look," Denels points out.

Just a year ago Denels staged a three-week tape recorder promotion. During this time he had 60 tape recorders displayed in the 15-foot



DEMONSTRATION ROOM is located at rear of store away from distractions. Here in acoustically treated area prospect can learn features of various models and make sample recordings.

long show window that leads up to one door of his double store in Hollywood.

During this promotion period Denels sold a minimum of 10 \$200-and-up tape recorders each day.

Some of the units sold were demonstrators, he admits, but there were no giveaways, and the store made a good profit on each sale.

The second ingredient in the sales portion that Denels brews is training and retraining of his sales personnel so that they are up-to-date on all tape recorders that the stores carry.

"Too many salesmen are annoyed when a consumer asks a question about a tape recorder," Denels declares. "They realize that a longer selling time is required for this product, and they would rather concentrate on radios or some item that they can move quickly.

"But, of course, they are overlooking the higher ticket on the tape recorder, the better gross, and the fact that there is less competition in selling this item."

Five of the salesmen in the Hollywood store are highly trained in selling tape recorders, and salesmen in each of the other two stores are similarly well trained.

Denels Music Shops also has its own service personnel for tape recorders.

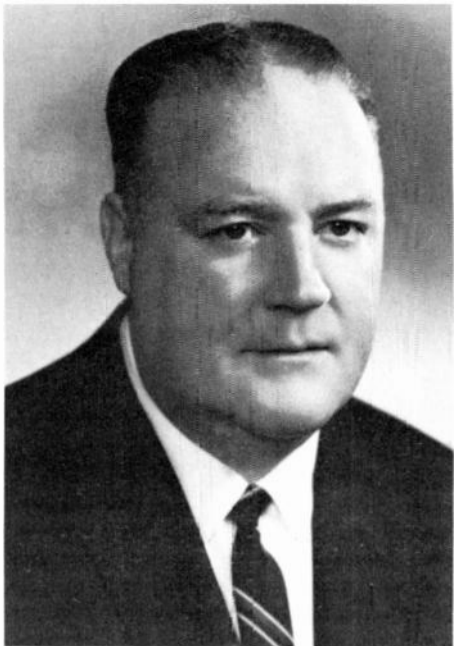
The third ingredient recommended by Denels is proper demonstration facilities.

In the Hollywood store, when a consumer steps through the doorway that abuts the show window where tape recorders are displayed she

(Continued on page 67)



BASIC PROBLEM "facing the tape recorder industry," says Darrell H. Boyd, general sales manager, consumer products, Revere-Mincom Div., "is in first gaining mass consumer interest in the concept."



YEAR 1964 "marked the shaping of the curve towards maturity in the tape recorder industry by manufacturers," says James F. White, vice president, marketing, Califone/Roberts Electronics Div., Rheem Mfg. Co.



AS TAPE RECORDERS "in general become easier to operate and there's more standardization in the industry," says A. D. Burke, TV-radio sales manager, Westinghouse, "entire market will open up."

For Tape Recorders Makers See "Bright Future"

Though most manufacturers see rise in sales for '65, the basic industry problem, one points out, is the need to sell "the sizzle before the steak."

By **WALTER H. HOGAN**

Just where is the tape recorder industry: still a youngster or growing up?

R. J. Scott, assistant president, Selectron International Co., Inc. (AIWA), who feels that "new market developments, i.e., auto cartridge recorders, videotape recorders, make this market unpredictable as far as innovations are concerned," says: "The tape recorder market is still in its infancy."

But James F. White, vice president, marketing, Califone/Roberts Electronics Div., Rheem Mfg. Co., thinks 1964 "marked the shaping of the curve towards maturity in the tape recorder industry by manufacturers." For the first time, he points out, manufacturers were talking positively about where the tape recorder industry is going.

Recent statements from manufacturers bear him out, with "bright future" as a phrase that kept cropping up.

"Increasing industry size and growing general acceptance indicate an extremely bright future for tape recorders," says Jerome Meltzer, vice president, sales, Inter-Mark Corp. "The industry's growth is beginning to reach the point where it is becoming a major factor in the home entertainment industry, as evidenced by the entry of such major manufacturing firms as GE and RCA. Today's customer is offered a wider variety of items at a better dollar value than ever before," adds Meltzer.

But R. H. Scott, director and general manager, Fujiya Corp., Ltd., which has just introduced its new "Gemsonic" line, feels that "the tape recorder market is far from realizing its potential, and will continue to expand during the next few years."

"We feel that there is a very bright future for all tape recorder manufacturers," says Robert J. Bowman, sales manager, Tandberg of America, Inc., "with an increase of 15 per cent in sales for 1965-66."

For Roberts, White sees a 15 per cent increase in dollar volume in 1965. And for total annual industry sales, RCA Sales Corp. puts it at "4,000,000 unit sales in 1965, up approximately 15 per cent from 1964's level."

"It is extremely difficult to give an estimate of total annual sales of tape recorders," says Tandberg's Bowman, "but it would be our

guess that under \$50, approximately 600,000 are sold; between \$50-\$100, approximately 400,000; \$100-\$200, approximately 300,000; \$200-\$300, approximately 250,000; and over \$300, about 125,000."

A. D. Burke, sales manager, multiple distribution, TV-radio division, Westinghouse Electric Corp., put it this way: "Under \$50—150,000 units; \$50-\$100—250,000 units; \$100-\$200—50 to 60,000 units; \$200-\$300—about 40,000 units; and over \$300—10 to 15,000 units."

"In 1964, wholesale volume of tape recorders reached \$100 million," reports Donald E. Hassler, marketing manager, Concord Electronics Corp. "There were 1,000,000 to 1,200,000 units sold in the above \$50 price class. Under \$50, there were about 2,500,000 million units sold. In 1965, wholesale dollar volume should reach about \$120 million. Volume of the under-\$50 recorders will increase greatly." Concord has introduced the new "Sound Camera," model F-85, a unit for "fun and function" in the under \$50 class.

An Inter-Mark Corp. spokesman, "uncertain" on the under \$50 category, expressed his estimate thus: \$50-\$100, 60 per cent; \$100-\$200, 10 per cent; \$200-\$300, 20 per cent; and over \$300, 10 per cent.

What price range is the best area for the appliance dealer? Howard Ladd, president, Concord Electronics Corp., thinks that the appliance dealer is the logical outlet for stereo tape recorders that are purchased for entertainment purposes (in the \$200 to \$300 price range), because he is involved in selling stereo phonographs. However, Ladd thinks that the audio store is best suited to sell the units priced \$300 and up. And he points to the camera store as the type of outlet best suited to sell battery-operated monaural and small portable tape recorders.

Ladd thinks that perhaps appliance dealers don't realize the market potential for tape recorders and also don't understand different uses that can be made of them. If he were an appliance dealer, he states, he would have a tape recorder connected to a stereo phono on his sales floor. This can be done very easily, he adds.

"The basic problem facing the tape recorder industry," says Darrell H. Boyd, general sales manager, consumer products, Revere-

(Continued on page 68)



A flair for Elegance

Model 25HC84 is from Sylvania's Conservatory Collection, fashioned in Spanish Provincial from glowing hand-distressed Pecan wood.

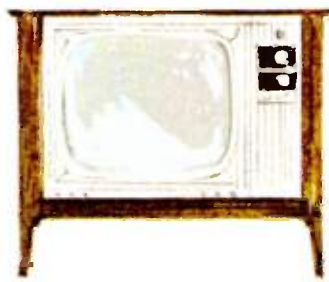
This is Sylvania for '66: Color "25" Television and Stereo high fidelity. Fashioned for America's most distinctive homes and most distinguished tastes.



French Provincial 25" Color TV—Stereo Entertainment Center with sliding doors. Model 25HC82 in Cherry.



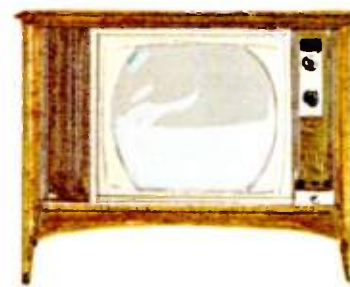
Italian Provincial 25" Color TV. Model 25LC44 in Cortino Cherry.



Contemporary Oriental 25" Color TV. Model 25LC24 in Polynesian Walnut.



Early American 25" Color TV. Model 25LC10 in Maple.



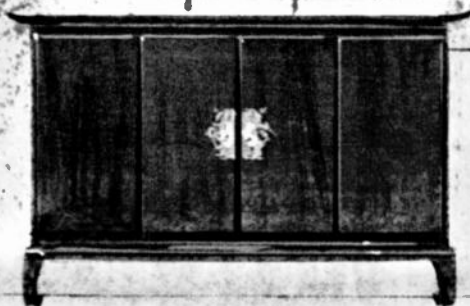
Contemporary 21" Color TV. Model 25LC35 in Walnut.

All cabinets are genuine wood, veneers and select solids. 25" rectangular picture tube is measured diagonally; 295 sq. in. overall viewing area. 21" picture tube diagonally measured; 260 sq. in. overall viewing area.

INcomparable Color TV



Spanish Provincial 25" Color Console with folding doors. Model 25LC48 in Pecan.

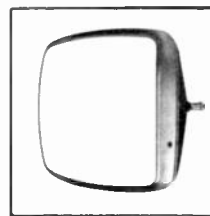


Contemporary Oriental 25" Color Console with folding doors. Model 25LC47 in Polynesian Walnut.



French Provincial 25" Color Console with folding doors. Model 25LC46 in Cherry.

See TV's brightest color picture only on Sylvania's new *color bright 85* picture tube

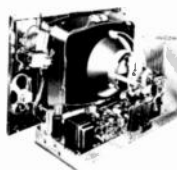


Sylvania is *in* with the brightest picture in Color TV. And more brightness in the tube brings more natural color to the picture.

Sylvania and GT&E scientists discovered a new way to make a picture tube show its true colors. A natural rare-earth phosphor—Europium—forces reds to be redder. Makes all colors richer, more brilliant. And Sylvania's own Air-Spun application proc-

ess makes colors even more brilliant. Pictures even sharper. Compare Sylvania to other sets with old-fashioned picture tubes. It's like taking off sunglasses.

This is today's most advanced Color TV chassis—designed and built from start to finish by Sylvania with these extra steps to excellence:



Exclusive Color Level Monitor—makes tuning easier, keeps color level constant. While tuning. When changing channels.

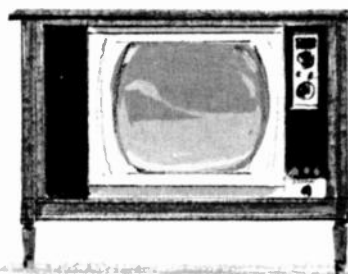
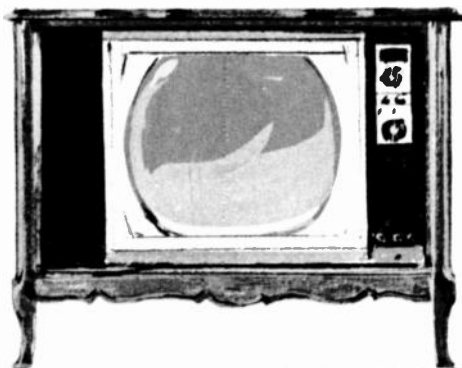
Automatic Degaussing—built-in circuitry automatically purifies color during warm-up.

Distortion Killer—no "border sag" on Sylvania's 25-inch rectangular tubes. Built-in circuit keeps pictures framed just right.

Contrast Amplification—a new

Sylvania Video Amplifier tube provides increased "contrast" in the color as well as increased sensitivity. The brightest pictures in color television are wrapped in an elegant period package. The craftsmanship is an expression of authentic furniture designs from all over the world. *This is Sylvania '66 Color Television*: beautiful cabinetry; brilliant natural colors.

French Provincial 21" Color TV. Model 21LC38 in Cherry.



Italian Provincial 21" Color TV. Model 21LC37 in Butternut.



Contemporary 21" Color TV. Model 21LC34 in Walnut. Swivel Base.



Classic Collection Spanish Provincial. Model SC888 in Pecan.



Classic Collection Contemporary Oriental. Model SC887 in Polynesian Walnut.

All cabinets are genuine wood, veneers and select solids.

INspired



Early American Maestro Stereo.
Model SC919 in Maple.



Spanish Provincial
Maestro Stereo.
Model SC918 in Pecan.



Contemporary Maestro Stereo.
Model SC911 in Walnut.

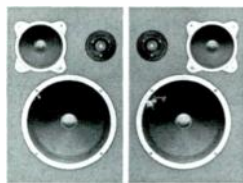
This is Maestro Stereo. A glorious component sound and a glamorous period look.

Sylvania is *in* with stereo consoles that meet the performance standards of top professional component systems. The music is thoroughly "live." When you listen to a symphony you can

capture the presence of an orchestra. Separate the instruments. Savor each note. Maestro is a no-compromise system, designed to be beautifully in style in the most distinctive homes.

Maestro components: state-of-the-art engineering in a console stereo system.

The Air-Suspension Speaker System puts this stereo console in a class of its own! Now audible distortion is eliminated in console stereo. This air-sealed speaker system brings out the best in high-quality components. Performs so well, an ordinary system would



require speaker cabinets four times its size to match the quality.

FM Stereo/FM/AM Solid-State Tuner. Exceptionally selective and sensitive. Full-function audio control center includes 12-push-but-

ton panel plus 9 other function controls. Separate tuning of both FM and AM with heavy individual flywheels. Stereo FM indicator light. D'Arsenal tuning meter.



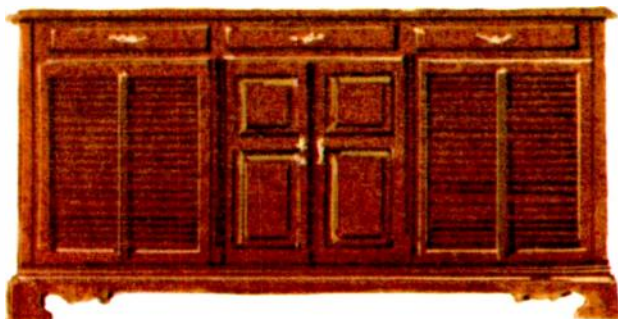
Dual 1009 Auto/Professional Turntable. The automatic turntable that meets rigid professional specifica-



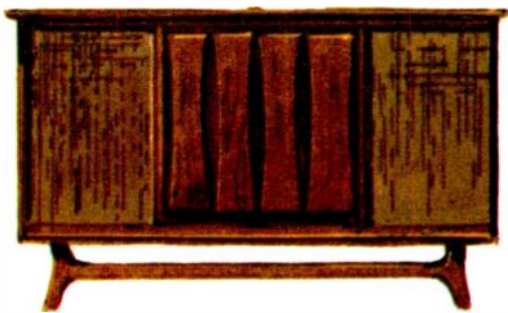
tions. So perfectly balanced, it can play when tilted—and upside down!

200-Watt EIA Solid-State Amplifier.

A perfect power match to the other components, with power in reserve at every music level. 320 watts peak power. Frequency response: 10-75,000 CPS \pm 3 db.



Classic Collection Early American.
Model SC884 in Maple.



Cotillion Collection Scandinavian.
Model SC842 in Walnut.

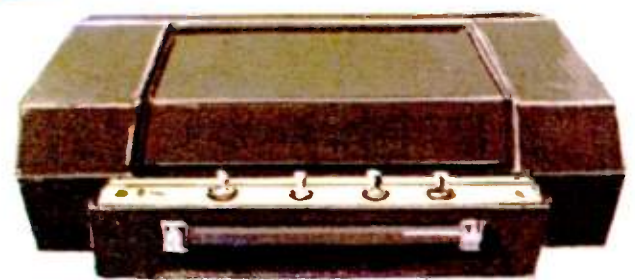


Criterion Collection French Provincial.
Model SC856 in Cherry.



Exponent 4/30
Component Portable, Ceramic Grey.

Sylvania is *in* with
a flair for performance
and value.



Here's a bold new way to handle stereo!

Presenting the Exponent 4/30—a portable stereo system in a beautiful custom package. A powerful 30-watt solid-state amplifier is matched to Sylvania's air-suspension speaker system. The turntable is a Garrard Custom Professional. The music is crisp and alive at every level.

Shown Left: The Exponent 4/40: the portable music system for people who can't make room for a console—won't settle for less than professional quality sound. 40-watt EIA solid-state amplifier. 70-watts peak power. Air-suspension speakers may be separated up to 25 feet. Garrard Custom Professional changer. Tuner and tape inputs.

Left: 19" Table TV. Model 19T32W. Walnut-grained finish. 7" oval speaker, tone control, preset tuning.

Center: 19" Table TV. Model 19T32K. Maple-grained finish. Big-set performance with 7" oval speaker, tone control, preset tuning.

Right: 19" Custom Deluxe Portable. Model 19P42W. Walnut-grained cabinet. Preset tuning, out-front sound.



19" black and white picture tube measured diagonally; 172 sq. in. overall viewing area.

INnovations

Introducing 19" Color TV!

The brightest picture in color television—now in a new compact size.

The extraordinary power and brilliance of Sylvania's famous *color bright 85* picture tube has been harnessed to a 19-inch go-anywhere color set.

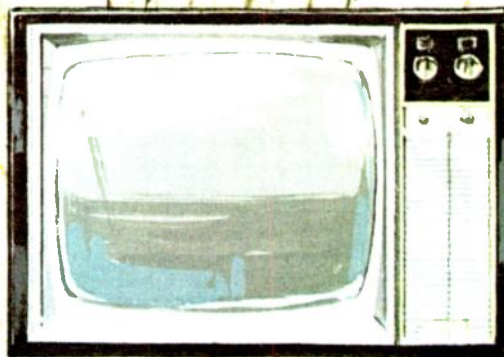
It's a power-packed portable with all the snap, dash and vigor of Sylvania big-set performance. This color compact is made to be moved. Roll it anywhere. Point it in any direction. It performs brilliantly! It weighs only 67 pounds!



Compact 19" Color TV, Model 19TC12W. Grained Walnut vinyl-clad finish. Tea Cart optional.



19" Color TV, Model 19TC12K. Grained Maple vinyl-clad finish. Early American Cart in Maple optional.



Model 19T33E. Ebony vinyl-clad finish.

All-transistor black and white TV. Another Sylvania innovation: the extra reliability and long life of transistors plus the extra power and clarity of Sylvania's 19" picture tube. Also 7" oval speaker, tone control, preset fine tuning.

Curtain-timer clocks optional on any Sylvania 19" TV. These full-function clocks preset the TV to go on with your favorite program—off when you doze off.

FM/AM Clock Radios with exceptionally fine tone quality, component-quality sensitivity.

Left: Model BT-4 with two speakers, twin-dial tuning, cased in finest Walnut.

Lower: Model BK-10 with push-button snooze switch, delayed buzzer alarm. Handsome blue-and-white cabinet.



Early American Halovision TV, Model 23L165. Maple veneers and solids.



French Provincial Halovision TV, Model 23L166. Cherry veneers and solids.





“Product starts
the profit; policy determines
the extent.”

Three years ago we introduced the new Sylvania with those words. We've made sound progress ever since. So have our dealers. Today Sylvania is the only High Yield Profit Line in the marketplace. With continuing advances in product. Consistent adherence to policy. Will there be any future change in Sylvania? Product – yes. Policy – no.

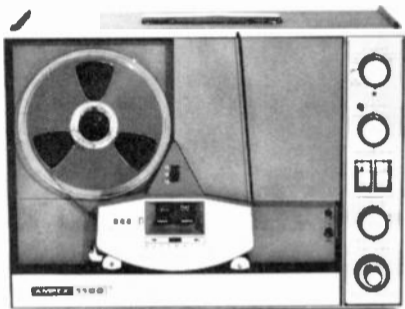


Early American 25" Color TV Entertainment Center.
Model 25HC81 in handcrafted Maple.

SPOTLIGHT On TAPE RECORDERS

AMPEX New "1100" series of stereo home tape recorders starting at \$399 includes: model 1150, deck only; model 1160, portable unit; model 1165 in solid walnut case. All feature automatic threading, automatic and manual reversing, twin VU meters, solid state electronics, 7-in. reel capacity, die-cast aluminum construction, dual capstan drive, and Ampex lifetime deep gap heads. Ampex Corp.

Circle No. 105 on request card.



Ampex "1100" series

VISTA Solid-state tape recorder model 525 is a 6-transistor, 2-speed (1 7/8 and 3 3/4 ips) a-c-operated unit, 5 1/2 in. x 11 3/4 in. x 9 in. The 8-lb. unit features automatic level control, capstan drive, jam-proof single-lever control, AC bias



Vista model 525

record, fast forward, PM dynamic microphone, record level and power indicator. Inputs for microphone, radio and a-c power, outputs for earphone and external speaker. \$69.95. Craig Panorama, Inc.

Circle No. 106 on request card.

WOLLENSAK Featuring a center control panel, model 5280 is a completely solid state 4-track stereo tape recorder with wing detachable speakers. In vertical position closed, 29-lb. unit is 19 3/4 in. wide x 10 1/4 in. high x 9-15/16 in. deep. The 4-speed (7 1/4, 3 3/4, 1 7/8, and



Wollensak 4-track model 5280

15/16 ips) unit has two 6-in. round speakers, vertical or horizontal operation, features 4-number digital counter, 2 VU meters, self-contained reel locks. \$219.95. Revere-Mincom Div., 3M Co.

Circle No. 107 on request card.

SONY With "a crisp contemporary computerized look," model 260 solid-state "stereorecorder" is housed in a leather-grained black and satin carrying case. The 31 3/4-lb. unit, 21 1/2 in. wide x 15 1/2 in. deep x 7 in. high, features



Sony model 260

2 speeds (7 1/2 and 3 3/4 ips), 20 watts total music power output, 2 VU meters, automatic shut-off sentinel switch, vertical and horizontal operating positions, automatic tape lifters, tone controls, inputs for FM-stereo recordings. \$239.50. Sony/Superscope.

Circle No. 108 on request card.

VIKING The "88 Stereo Compact" (shown mounted in a 1600 walnut case) "is easily and quickly connected with the music system for both recording and playback." Only 2 basic patch cord connections are necessary. The 22-lb. unit records monaural or stereo material, features capstan drive, 2 tape speeds (7 1/2 and 3 3/4 ips), three heads, double gap erase head, and maximum reel size of 7 in. Available in quarter and half track models. Viking of Minneapolis, Inc.

Circle No. 109 on request card.



Viking "88 Stereo Compact"

GEMSONIC Called "world's most compact full-stereo tape recorder," model 802 is one of 4 models in line just introduced. The 14-lb. unit, 12 in. wide x 8 1/2 in. high x 7 in. deep, has solid state



Gemsonic model 802

circuitry, 2 speeds (7 1/2 and 3 3/4 ips), 4-track stereo and monaural record/play, 6 watt/6 watt output power, sound on sound, sound with sound, 2 dynamic microphones, 4 connecting cables. \$189.95. Fujiya Corp., Ltd.

Circle No. 110 on request card.

ROBERTS Tape recorder model 1630 is a professional featured tape stereo record/play instrument with 18,000 cycle wide-range audio sound. The 33 1/2-lb.



Roberts model 1630

portable gray luggage style unit measures 13 1/4 in. x 13 3/4 in. x 7 1/2 in. The 4-speed unit features FM multiplex ready, stereo headphone jack, automatic shut-off, VU meter. Two mikes are included. Price, \$229.95. Roberts Electronics Div., Rheem Mfg. Co.

Circle No. 111 on request card.

CONCORD Self-threading model 994, transistorized automatic 44-lb. unit, 15 1/2 in. wide x 11 1/2 in. high x 17 in. deep, records and plays both sides of tape, can be programmed to play or record single side, both sides or continuously. Features:



Concord model 994

all push-button operation, 3 speeds, 2 VU meters, 15-watt stereo amplifier, 4 speakers, 2 dynamic microphones. Price, \$449.50. Concord Electronics Corp.

Circle No. 112 on request card.

AIWA Model TP-801 is a 2-speed portable tape recorder offering 2-track monaural performance in an all steel vinyl-coated case in gray, 6 in. x 14 in. x 14 in. Weighing 17 lbs., 6 oz., unit takes all tape reels up to 7 in. Features:



AIWA model TP-801

numerical digital counter, electronic recording level indicator, 6-in. oval speaker, yellow pilot light, tone control, dynamic microphone. Selectron International Co., Inc.

Circle No. 113 on request card.

GE "First low-priced U. S.-made tape recorder," model M8000 is a solid state 4 1/2-lb. portable "designed to be as easy to use as a radio." Features 4-pushbutton operation, "soundtracker" capstan drive, 2 speeds (3 3/4 and 7 1/2 ips), instant double-reel braking, vertical or horizontal operation, 4-x-2-in. Alnico V speaker, remote control microphone with self-supporting swing-out stand, earphone. In gray and charcoal gray. \$39.95. Deluxe model M8010, \$49.95. General Electric Co.

Circle No. 114 on request card.



GE model M8000

SYMPHONIC Model R-800—one of four models in a new all-transistor, U. S.-made line of stereo and monaural tape recorders priced from \$119.95 to \$449.95—is a 3-speed (7 1/2, 3 3/4 and 1 7/8 ips) unit with an all solid-state dual channel amplifier with 4 and 2-track playback/record. Unit, which can be operated vertically or horizontally, features matched 8-in. oval self-contained speakers, 2 VU meters. \$249.95. Symphonic Radio & Electronic Corp.

Circle No. 115 on request card.

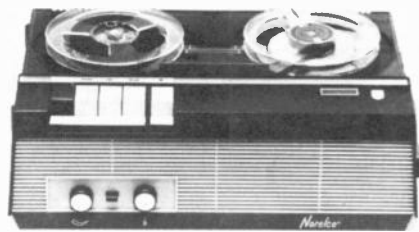


Symphonic model R-800

NORELCO "Automatic record control that electronically adjusts recording volume to insure perfect tapes" is a feature of "Continental 95," one of two new models (the other: 2-speed, 4-track "Continental 201" equipped for stereo playback). Operating at 3 3/4 ips, the 12-lb., Contemporary-styled "Continental 95"

has a frequency response of 80 to 12,000 cps., provides up to 3 hours playing time. Simple pushbutton controls. Under \$95. North American Philips Co., Inc.

Circle No. 116 on request card.



Norelco "Continental 95"

CIPHER Model VIII-T is an all-transistor 3-speed, 4-track stereo portable with detachable speakers featuring 3 heads, no pressure pads, full mixing facilities, panel type VU meters, tone controls, and separate playback and recording volume



Cipher model VIII-T

for each channel. The 42-lb. unit measures 20 1/4 in. x 15 1/2 in. x 8 1/2 in. Accessories: 2 dynamic microphones, 2 patch cords. Price, \$350. Inter-Mark Corp.

Circle No. 117 on request card.

TANDBERG Model 74B tape recorder features sound-on-sound, FM multiplex, automatic tape stop, three-speed, four-track stereo playback, two built-in amplifiers, and two built-in speakers. The manufacturer claims the signal to noise ratio is at least 53 DB. Unit has digital



Tandberg model 74B

counter and pause control. Dimensions: 16 x 12 x 6 1/2 in. Weight: 27 lbs. Price with carrying case, \$449.50. Cabinet is of teakwood. Operates on 117 volts, 60 cycles. Tandberg of America, Inc.

Circle No. 118 on request card.

MAGNAVOX Model TR200, 2-piece transistorized stereo tape recorder in luggage type vinyl case (in fawn), 15 1/2 in. long x 16 in. wide x 9 in. high. The 3-speed, 4-track unit features two 10-in. oval speakers, two 3-in. speakers, two dynamic microphones, recording/mixing control, separate bass and treble controls, two input and output jacks, stereo and mike inputs, accessory cords. Price, \$299.90. Magnavox Co.

Circle No. 119 on request card.



Magnavox model TR200

ROSS Equipped with cylindrical microphone, the "Rosscorder 1000" is monaural a-c tape recorder with all solid state circuitry and pushbutton operation. The 3-speed, 15-lb. unit, 13 in. wide x 12 1/2 in. deep x 7 in. high, features automatic shut-off, digital counter, recording level meter, infinite tone control, 2 storage



"Rosscorder 1000"

compartments (1 for accessories, 1 for two 7-in. reels). Two-tone case has wrap-around aluminum handle. Under \$100. Ross Electronics Corp.

Circle No. 120 on request card.

WESTINGHOUSE A low silhouette beige and white cabinet, 3 in. high x 10 3/8 in. wide x 9 1/2 in. deep, is a feature of model 32R1, one of seven new solid state units in the 1966 line. The 7-lb., 6-transistor, 2-speed (1 7/8 and 3 3/4 ips) capstan drive unit has pushbutton controls, recording level meter, calibrated thumbwheel volume control, and start-stop switch on the microphone.

Comes with 200 ft. of magnetic tape on 3 3/8-in. reels. Westinghouse Electric Corp. Circle No. 121 on request card.



Westinghouse model 32R1

SAXON Model 775 is a 3-way (standard flashlight batteries, 12-volt battery, or standard a-c), 3-speed (7 1/2, 3 3/4, 1 7/8 ips) solid state stereo tape recorder, measuring 15 1/2 in. high x 12 1/2 in. wide x 8 1/2 in. deep, and weighing 20 lbs.,



Saxon 3-way model 775

including batteries. Features include 2 detachable 3-in.-x-6-in. oval speakers with extension cords for broader stereo separation. Maximum reel size: 5 in. Saxon Electronics Corp.

Circle No. 122 on request card.

STANDARD "Easier to carry than a book . . . by its shoulder strap handle," tape recorder model SR-F21T weighs 42 oz., measures 6 in. x 6 5/8 in. x 2 7/8 in., and operates with case open or closed. Features include: capstan drive, dynamic microphone, full AC bias, two heads, VU meter and battery life indicator, and a playing time of 1 hr., 4 min. without changing tapes. Tape speed: 1 7/8 ips. Standard Radio Corp.

Circle No. 123 on request card.



Standard model SR-F21T

RCA: "So easy a child can use it," says the firm of its "Prompter," monophonic tape cartridge recorder-player, model 1YB1. The 13 1/4-lb. unit has a case of gray and dark gray with aluminum trim, a 3-in.-x-5-in. speaker, and provision for optional adapter for reel-to-reel playing. Unit's playing time: up to 2 hours of music and 4 hours of voice. Price, \$99.95. Similar stereo model, \$169.95. Firm will introduce new line of recorders in August. RCA Sales Corp. Circle No. 124 on request card.



RCA "Prompter"

V-M Model 760, called the "Charger," is a "tape-o-matic" cordless solid state tape recorder with rechargeable power cell. Housed in die-cast aluminum case clad in black vinyl, 10 5/8 in. x 6 in. x 2 3/4 in., the 5-lb., 6-transistor unit features 2 speeds (3 3/4 and 1 7/8 ips), removable lid with view window and instruction label, 3-in. round speaker, capstan drive, remote control microphone, pushbutton controls. \$129.95. V-M Corp. Circle No. 125 on request card.



V-M "Charger" model 760

TELEFUNKEN "Magnetophon 300," fully transistorized tape recorder, plays indoors, outdoors, and in the car. Unit, 10 3/4 in. wide x 3 in. high x 10 7/8 in. deep, accommodates 4-in. and 5-in. reels even with the removable lid closed. Tape



Telefunken "Magnetophon 300"

speed: 3 3/4 ips. Features include: record and playback in vertical or horizontal position, loudspeaker, 2 3/4 in. x 4 in., 10 transistors, pushbutton operation, built-in splicing groove. American Elite. Circle No. 126 on request card.

REALTONE Featuring brief case styling in ivory and black with polished stainless steel handle, the "Governor," model TR7585 is a 5-transistor, 2-speed (1 7/8 and 3 3/4 ips) portable tape recorder 10 in. x 9 3/4 in. x 2 3/4 in. The capstan drive, pushbutton unit weighs 5 lbs., uses batteries or (with optional adapter) household current. Features: double-track recording, dynamic microphone, volume (Continued on page 58)

At the Sound of Your Voice...

This is a CROWN Tape Recorder activated by the sound of your voice. It stops when your voice stops. It is available now. What tape recorder could be more practical?

- * Automatic or Manual Performance
- * 2 speeds: 1 7/8 ips 3 3/4 ips
- * 4 hr. 16 min. max. playing time
- * Remote control microphone switch
- * Battery or AC powered (with AC adaptor)
- * Tone control switch and Recording level lamp

10-TRANSISTOR 2-SPEED CAPSTAN DRIVE
VOICE ACTIVATED PORTABLE TAPE RECORDER
MODEL CVA-5001



CROWN

(Sole Distributor)

INDUSTRIAL SUPPLIERS CO.

CROWN RADIO CORPORATION 150 5th Ave., New York, N.Y. 10011

755 Folsom St., San Francisco, Calif. 94107 Phone: SU 1-3030

For more facts, use Request Card and circle No. 200



(We're fussy!)

Bulova sells its radios and phonographs to carefully selected quality merchants only. Our Constructive Distribution Policy is your assurance that your store's reputation for quality is always well-protected!

When some hole-in-the-wall store down the street sells the same radios and phonographs you do that's bad news. And it happens. Often.

But here's good news. It won't happen when you sell Bulova radios and phonographs. That's because we're fussy who we sell to. When you sell Bulova you can be confident you're one of a select group of quality merchants. We just don't sell to any other kind.

That's why, when you put your store's reputa-

tion on the line, that line should be Bulova.

Arrange now to have a Bulova representative call on you and give you full details on our complete radio/phonograph program. And be sure to have him tell you how the Bulova Constructive Distribution Policy protects your store's reputation for quality as no other company can. Phone us collect at LT 1-0400 (Area Code 212). Or mail the handy coupon today!

BULOVA RADIOS AND PHONOGRAPHS

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I am interested in learning more about the complete Bulova radio/phonograph program.

- Please have a representative call on me as soon as possible.
 Please send me the full-color Bulova radio/phono brochure.

Name _____

Position _____

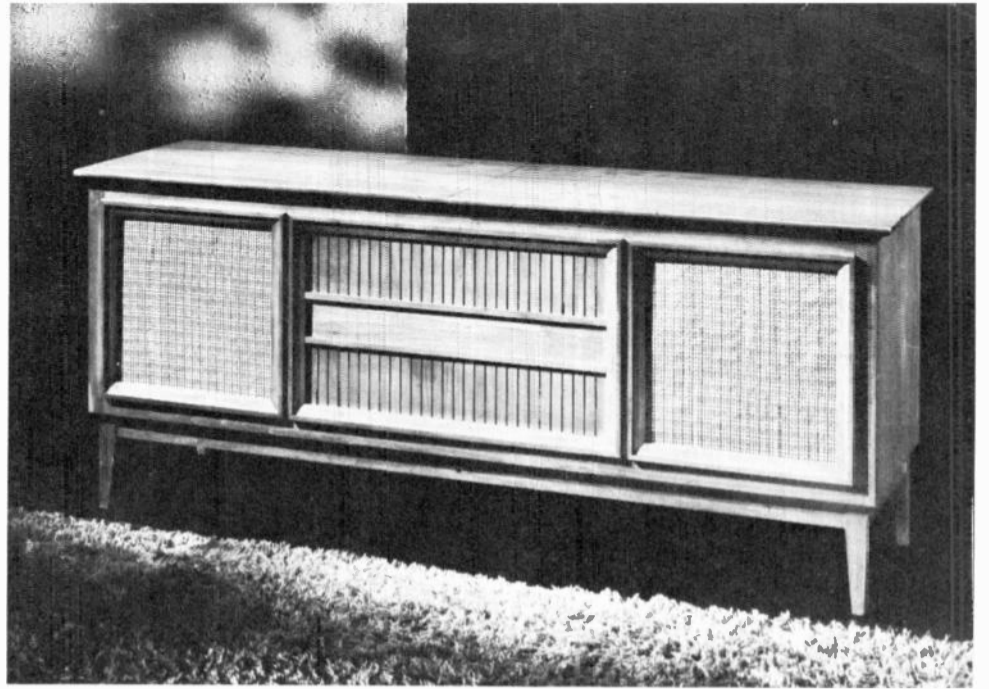
Store _____

Address _____

City _____ State _____ Zip Code _____

NEW products

Unless otherwise specified, approximate prices on these New Product pages do not reflect any price adjustments that may become effective with repeal of Federal Excise Tax.



Symphonic model 4CS729

SYMPHONIC: Console stereo phonographs and stereo radio-phono combinations offer the widest range of cabinetry and styling in the firm's history in the 1966 line, which ranges from a transistorized portable (model 1PN103) to the top-of-the-line consoles: 54-in.-wide model 4CS727 in Early American maple and the 66-in. wide model 4CS729 in Contemporary-styled walnut at \$429.95. Line includes six monaural portables (three 4-speed and three automatic), seven automatic stereo portables, one stereo console, two stereo consolets, three solid-state stereo consoles, and five solid-state stereo radio-phono combinations, as well as stereo portable component systems and component modular systems. Top models feature 21-transistor dual channel 50-watt stereo amplifier, FM/AM/FM-stereo, and six balanced stereo speakers—two 10-in. woofers, two 5½-in. mid-range, and two 3½-in. tweeters. Symphonic Radio & Electronic Corp.

Circle No. 103 on request card.



Westinghouse 19-in. "Jet-Set"

WESTINGHOUSE: The 1966 TV line includes 14 color models (11 with "Instant On") and 29 b&w sets (24 with "Instant On"). One of the highlights of the b&w line is the 19-in. portable "Jet Set," transistorized unit which has black glass mounted across the front "to enhance its appearance while turned off and to soften and clarify the picture when turned on." In walnut finish with die-cast hideaway handle, unit features memory fine tuning, twin telescoping antennas, separate UHF/VHF illuminated channel selectors, and carries two-year factory guarantee on all parts and picture tube. Price, under \$230. Two tube-type black glass 19-in. models are also available. B&w models start at under \$110. "Instant Color Fidelity" (automatic degaussing) is a feature of color TV, which start at less than \$380 for a 21-in. table model. Line also features 23- or 25-in. rectangular picture tubes; all tubes use new phosphors "that increase screen brightness more than 40 per cent over current receivers." Consoles are available in Contemporary, Traditional, French Provincial, Italian Provincial, Mediterranean or Early American styling with walnut, light maple, cherry or pecan finishes. Westinghouse Electric Corp.

Circle No. 101 on request card.

ADMIRAL: The 1966 line of tube radios is comprised of three table models, five clock-radios, three FM/AM and three FM/AM clock radios at a price range of \$12.95 to \$54.95. The new line of plug-in transistor radios has two table models and three clock radios, topped by the "Golden Classic," model YG861, with five transistors and one diode (develops 1,000 milliwatts of power). The walnut-grained cabinet has a decorative handle and gold colored dials. Packaged in a jewelry type cloth enclosure, it is priced at \$50. Admiral Corp.

Circle No. 102 on request card.

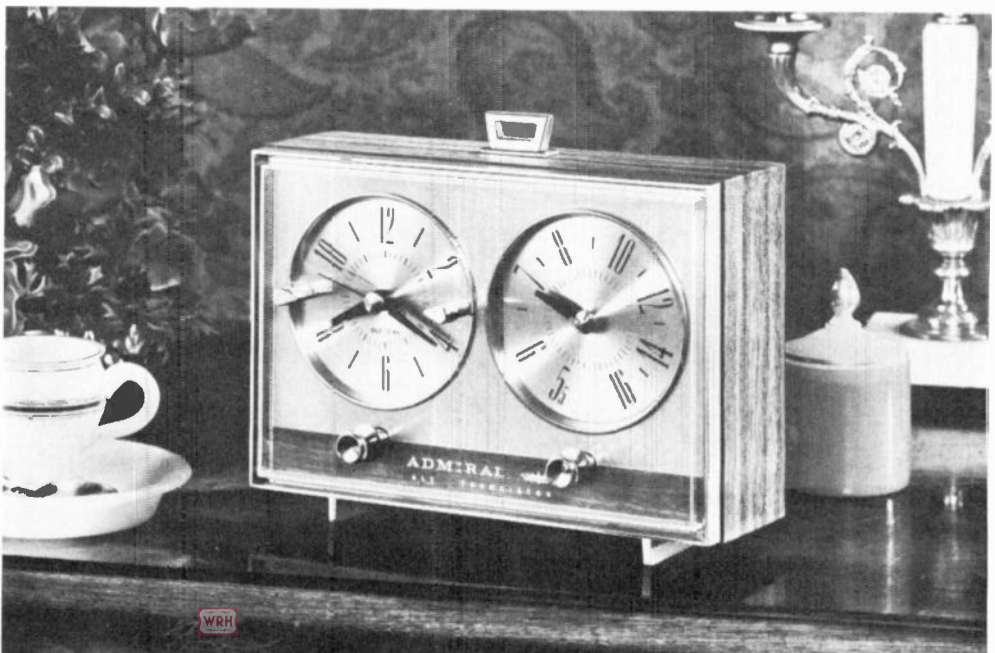
Admiral "Golden Classic"

PACKARD BELL: 1966 TV line consists of "40th anniversary" models of five 19-in. portable sets, nine 23-in. b&w sets, 11 models of color TV with 25-in., 23-in., and 21-in. "True Color" picture tubes, and two combinations. Prices range from \$129.95 for "Espresso" portable model 19T-39 to \$1,295 for model 25CK-1, tambour door console with stereo, radio and 25-in. color TV. Every color TV model has "Instant Color Purity System," which works instantly and automatically at the push of a button. "Remote Control Ready" makes it possible to convert a color TV to any of four remote controls at any time. Also introduced was "the most complete line of new TV set bases" in three different styles: swivel base, roll-about metal base, and roll-about wooden base—all in various designs to match the styles of cabinetry of the firm's sets. Model 23CC-2, with 23-in. rectangular color TV tube, "Range-finder" hand-wired chassis and wide-range front-facing speaker with tone control, is available in four models: the "Narvik" in Scandia Walnut at \$679.95, the "Williamsburg" in Colonial maple (\$689.95), the "Palazzo" in Italian Provincial and the "Corinth" in antique white at \$699.95. Packard Bell Sales Corp.

Circle No. 104 on request card.



Packard Bell "Narvik" color TV





An Exclusive MART Magazine Interview

Cites Five Steps to Successful Dishwasher Selling

KitchenAid executive urges dealers to become better versed in dishwasher nomenclature. Sees unlimited market potential.

SELL THE benefits and features of a dishwasher to the customer, says Harold Martin (left), sales manager of KitchenAid.

How can dealers do a better job of selling dishwashers? MART Magazine recently posed this question to Harold Martin, sales manager for the KitchenAid Home Dishwasher Div., of the Hobart Manufacturing Co. Here's what Martin had to say on the subject:

"There are five main ways in which I feel retailers can become more effective dishwasher salesmen," says Martin. They are:

(1) Actually have at least one dishwasher set up in the middle of the floor in the center of the traffic pattern so that people will be attracted by it, stop, and examine it.

(2) Have a dishwasher at home so that he can use it and discuss it with his wife and learn all of the features which are of interest to possible customers. His wife can tell him of these features if she has first hand experience with an automatic dishwasher in her own kitchen.

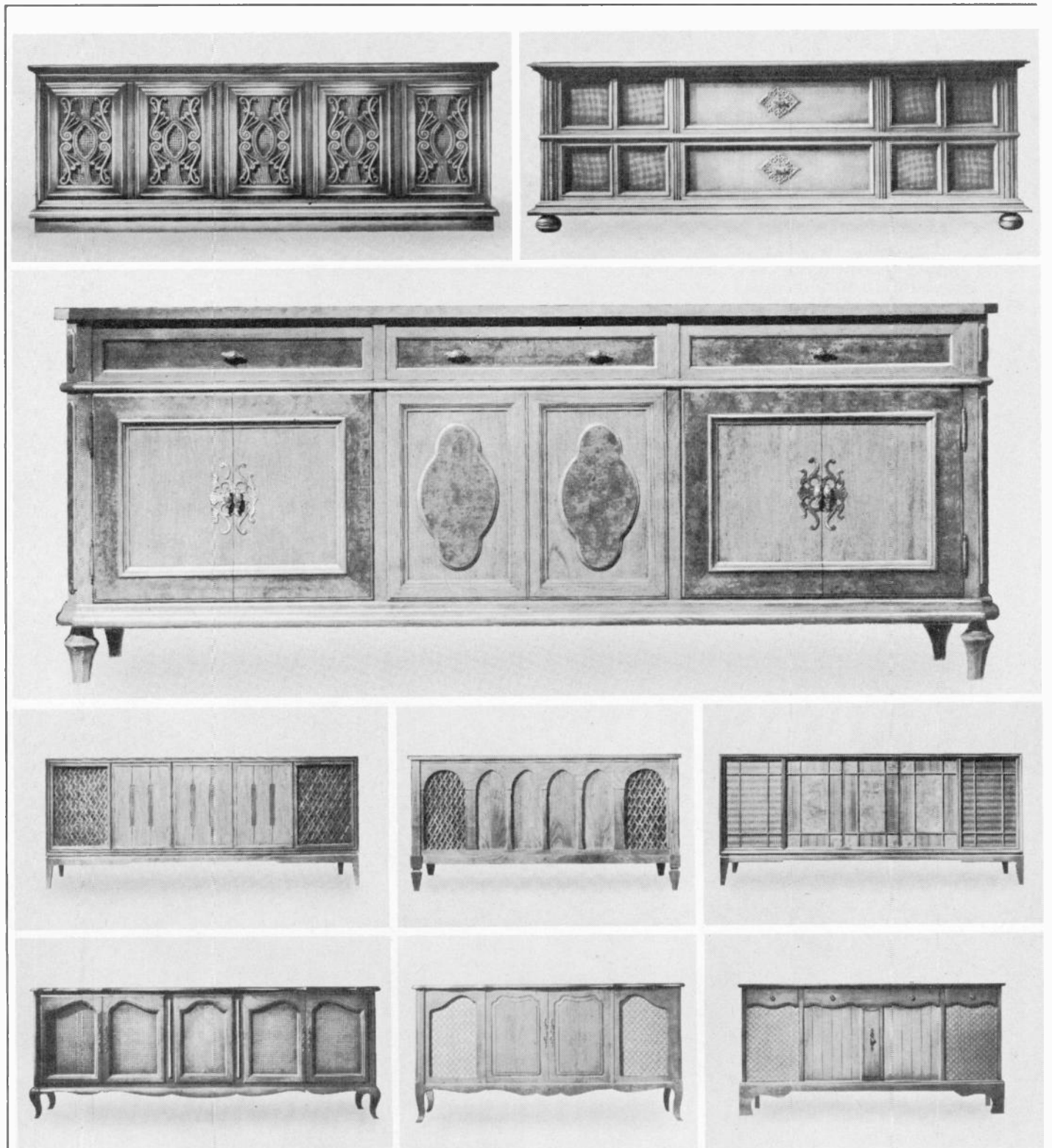
(3) Learn to sell the benefits of a machine: it is a specialty selling operation which requires a high degree of salesmanship and an expert explanatory approach.

(4) Put automatic dishwashers in the window or near the store entrance or at other locations where they can continually attract a great deal of attention and get maximum exposure.

(5) Use effectively all the sales tools which the manufacturing companies provide to help draw attention to the dishwashers. These sales tools explain how the machines operate and all of the many excellent things they accomplish for the family that has one in their kitchen.

One of the problems in selling dishwashers, Martin points out, is that many women have preconceived notions about this appliance. As an example, many of them do not know about automatic pre-rinsing, and they do not want to put heavily soiled dishes in the dishwasher. They feel they must scrape these dishes under the sink tap before putting them into an automatic dishwasher to clean them. This is not necessary, but many women do not understand this.

(Continued on page 64)



Fleetwood goes deep into the Canadian North Woods for selected hardwoods. We hand rub them to glowing perfection. Then we let the imagination of Canada's most skilled furniture designers and craftsmen soar. The result is stereo as spirit-lifting to look at as it is to listen to; A complete new Fleetwood line that covers the whole spectrum of great sound. Select from 5 chassis in 30, 40, 50, 100 or 280 watts, from \$279.95 to \$1600, all embodying advanced solid state circuitry. A number of dealerships and distributorships are still available; each of them is exclusive, and enjoys the most scrupulous protection of prices, profits and territories. Why not join the over 300 retailers and chains who have written today's stereo success story? SEE US AT THE MUSIC SHOW, SPACE 226, WEST HALL/CANADIAN FLEETWOOD CORP., 609 5th AVENUE, N. Y. PL 3-7705

Have you ever seen stereo looking lovelier?



STEREOPHONIC HIGH FIDELITY CONSOLES AND TAPE RECORDERS

For more facts, use Request Card and circle No. 202

Introducing the the most revolutionary from the leader...

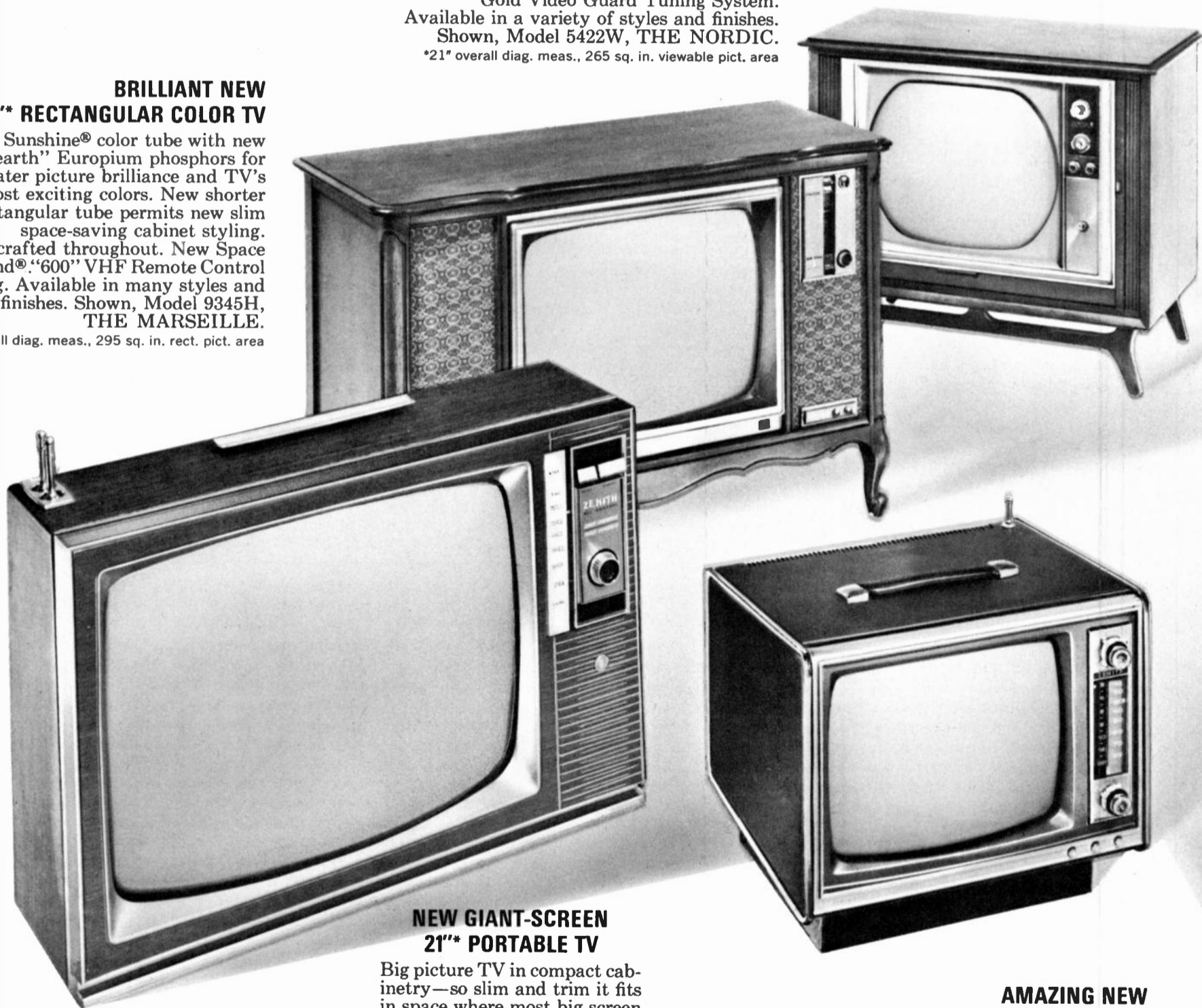
NEW BRIGHTER 21" COLOR TV

featuring new Sunshine® color tube with amazing Europium activated "rare earth" phosphor and Zenith's own brightness formula for brighter, clearer colors. Famous Zenith Handcrafted Color TV chassis. Super Gold Video Guard Tuning System. Available in a variety of styles and finishes. Shown, Model 5422W, THE NORDIC.
*21" overall diag. meas., 265 sq. in. viewable pict. area

BRILLIANT NEW

25" RECTANGULAR COLOR TV

has new Sunshine® color tube with new "rare earth" Europium phosphors for greater picture brilliance and TV's most exciting colors. New shorter rectangular tube permits new slim space-saving cabinet styling. Handcrafted throughout. New Space Command® "600" VHF Remote Control Tuning. Available in many styles and finishes. Shown, Model 9345H, THE MARSEILLE.
*25" overall diag. meas., 295 sq. in. rect. pict. area



NEW GIANT-SCREEN 21" PORTABLE TV

Big picture TV in compact cabinetry—so slim and trim it fits in space where most big screen TV won't. And its modern decorator design complements finest furnishings. Zenith Handcrafted quality throughout. Super Gold Video Guard Tuning System. Space Command® "300" transistorized VHF remote tuning. Grained Walnut color cabinet. Model N2270W, THE DRAKE.

*21" overall diag. meas., 212 sq. in. rect. pict. area

AMAZING NEW BATTERY-OPERATED PORTABLE TV

America's first Handcrafted 12" B&W transistorized TV. Operates on its own batteries in any TV signal area—on a boat, at the beach, at a picnic. Or plugs into the wall for playing or recharging at home.

Accessories (optional at extra cost): rechargeable battery pack, custom carry case, light shield, earphones. Royal 1290, THE VOYAGER.

*12" overall diag. meas., 74 sq. in. rect. pict. area

During the NAMM Music Show, visit Zenith's Display in Spaces 105, 106, 107, East Hall,

most exciting new ideas... new concepts Zenith for 1966!

WORLD'S MOST ADVANCED STEREO

featuring Custom 4-track Stereo Tape Recorder—plus totally Solid State Tuner and Amplifier System delivering 320 watts of peak music power (160 E.I.A.). Full width sealed sound chamber featuring 15" woofers and exponential horns for greatest sound in home stereo. New advanced Micro-Touch® 2G Tone Arm. Many other models available in a variety of styles and finishes. Shown, MNT2670W, THE SIBELIUS.

NEW BATTERY-OPERATED PORTABLE HI-FI

plays anywhere on its own batteries . . . on a boat, at the beach, at a picnic. Distinctive new bandshell design directs the sound forward for outstanding tone quality. New Zenith totally Solid State amplifier; Custom-Matic record changer; separate loudness and tone controls. 6"x4" speaker recessed in cabinet. Slim, trim compact styling. Model NP15, THE MINSTREL.

REVOLUTIONARY NEW SOLAR RADIO

Exclusive Zenith Sun Charger harnesses the sun to play indoors or out, day or night. Solar cells convert sunlight energy to electricity to power radio and recharge its batteries. Radio also plugs into AC wall outlet and plays while batteries recharge. Complete with deluxe carry case, earphone attachment, batteries and AC battery recharger line cord in a handsome gift box. Royal 555-G, THE SUN CHARGER.

ZENITH

® The quality goes in before the name goes on
Specifications subject to change without notice

Conrad Hilton Hotel.

For more facts, use Request Card and circle No. 203



RCA solid state "Woosung"

RCA: Thirty-four solid state stereo models, all with the "sculptured look" ("less frill and more purposeful lines and definitely tomorrow's trend in furniture styling"), highlight the 1966 line of RCA Victor phonographs. Stereo phono prices range from \$69.95 for the "Caprice," model VGP-21, to \$795 for the top-of-the-line "Campobello," model VGT-75, a 300-watt peak power unit featuring parabolic-curved, walnut-finished panels across the front with slate-like pods on top. Line features include the new illuminated "Studio-Strobe" that allows adjustment of turntable rotation to compensate for line voltage variation, and the "Signal Sentry," which automatically switches to the stronger monophonic signal when noise intrudes on a weak FM-stereo broadcast.

RCA has also introduced its first full line of transistorized FM/AM table radios. FM is featured in more than half of the 28 models (only six sets are carried over from earlier introductions): 23 table, clock and portable receivers, and five solid state FM/AM table models, including the "Woosung," model RGC-43, priced \$89.95. Featuring AFC and 7-in. oval speaker, unit has Oriental-styled furniture cabinet in ebony or gold finishes. **RCA Sales Corp.**

Circle No. 141 on request card.



Philco model 1894LCH

PHILCO: The 1966 high-fidelity line of 27 models includes three phono-graph-only models, the balance being combination FM/AM/FM-stereo radio and stereo phonographs. Line ranges from the phono-only model 1708MB in Contemporary mahogany at \$139.95 to the top-of-the-line units in the "1890" series (feature: "Audio Dome" speakers for 180-deg. sound pattern for maximum stereo effect) at \$575. Model 1894LCH is an Early American cabinet in cherry veneers and solids, 60½ in. wide x 30½ in. high x 16 in. deep. This unit and eight other models offer 100 peak music watts output, "double the highest output of last year." Also introduced for 1966 were 38 radio models, including model 720, the first AM-Clock radio the firm has offered at a suggested price of \$13.95. Line includes: AM table, AM radio-clocks, FM/AM table, FM/AM radio-clocks as well as miniature, personal and standard portable models, including multi-bands. (Prices exclusive of excise taxes.) **Philco Corp.**

Circle No. 143 on request card.



Zenith 12-in. "Royal 1290"

ZENITH: Pacesetter for the new b&w portables in the 1966 20-model line is the Royal 1290, first American handcrafted 12-in. solid-state portable TV receiver. Unit, called the "Voyager," operates on 12-volt battery power or on standard household current. Features include the new, small-neck 90-deg. "Sunshine" picture tube with darkened "Cinelens" picture glass, new solid state "Video Range" 82-channel tuning system with slide-rule tuning dial scale for VHF and UHF. Unit has monopole antenna, top carry handle, and molded cabinet in beige or ebony colors. Suggested price is \$199.95. Optional extra-cost accessories include: rechargeable battery pack, light shield, car/boat battery cable, and earphone attachment. Prices for portable series start at \$99.95 for 12-in. "Jetlite" and range to \$249.95 for the "Acapulco" with "Space Command 300" VHF-TV tuning. Four of five new 23-in. table models have dipole antenna, range from \$179.95 for the "Winslow" to \$269.95 for the "Fulton." The 18 basic model consoles and combinations range from \$219.95 for the "Bensen" (model N2731), a Danish Modern styled lowboy, to \$469.95 for the "Winthrop" (model MN2782), combination in Early American styling. Prices: effective with effective date of repeal of excise tax. **Zenith Sales Corp.**

Circle No. 142 on request card.



Muntz 23-in. color TV

MUNTZ TV has introduced the second series of 23-in. rectangular color TV sets featuring lowboy styling in Early American and French Provincial decor. Cabinets are of natural hardwoods with maple and fruitwood veneers. Each set is equipped with a 26,000-volt power transformer chassis, automatic degaussing, memory tuner, pilot light, solid copper circuitry, and dual operating controls. Rare earth phosphors are on all picture tubes. Price, \$495. **Muntz TV, Inc.**

Circle No. 144 on request card.

1966
MARKET
EDITION
☆☆☆☆

PHILCO DEALER NEWS

STEREO
RADIO
☆☆☆☆

PUBLISHED BY PHILCO CORPORATION

A SUBSIDIARY OF Ford Motor Company.

NEW STEREO LINE GIVES TOP VALUE AT ALL PRICE LEVELS

***1966 Philco Stereo Gives Dealers Extra Profit Potential
...Gives Customers Built-In Extra Value***

—Story on Page 2



1966 PHILCO STEREO puts the emphasis on solid state with a beautiful, complete collection that presents the very finest in sound and style. Philco Master Craft cabinets give you a wide selection of beautifully designed furniture. One handsome example: the 1744 WA, styled in authentic Danish Modern in walnut veneers.

PHILCO LINE GIVES TOP STEREO VALUES

The 1966 Philco Stereo-line story is value—in every detail, every feature. More value, in fact, throughout the Philco line than anything the competition can offer. From the top of the line to the bottom, in all price categories, Philco Stereo is easier to sell, far

more logical in step-up selling.

There's value in Philco's furniture styling. Customers who want a fine piece of furniture don't have to buy the top of the line when they buy Philco.

The cabinet of every single Philco Stereo console is

made of genuine wood. Even at the \$199.95 price level, your customers don't have to settle for a hard-board cabinet!

Here's more evidence of Philco value. All solid-state amplifiers in the new Philco line have separate bass and treble controls and most have Philco's Background Music Control that gives natural, balanced sound at low listening levels.

Philco's solid-state amplifiers give clean, clear sound through the entire audible spectrum. Lots of reserve power, too.

Every Philco tuner receives all three types of broadcasts: AM, FM and Stereo Multiplex FM. Every Philco tuner has built-in Automatic Frequency Control (AFC). And every Philco tuner has a built-in Stereo Monitor that shows when FM Multiplex is being broadcast.

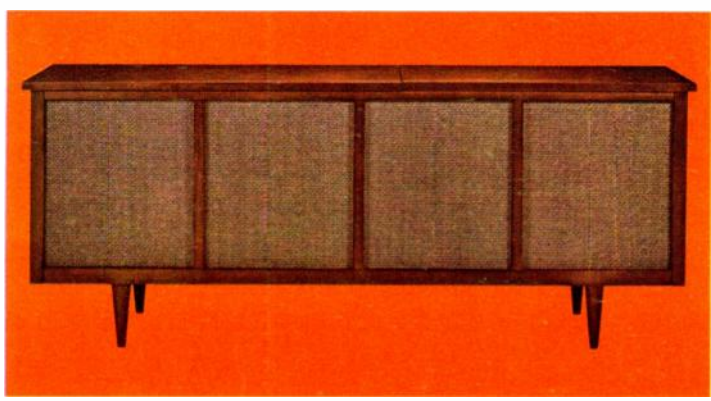
Philco speaker systems give your customers more for their money, too. As many as 12 separate speakers give realistic, room-filling stereo sound. And many models feature massive 12-inch woofers and advanced Audio Dome tweeters.

And every Philco Stereo has the amazing Scratch-Guard Tone Arm that can't scratch records. Many models feature a new, advanced version that's as thin as a pencil—and tracks at only two grams of weight!

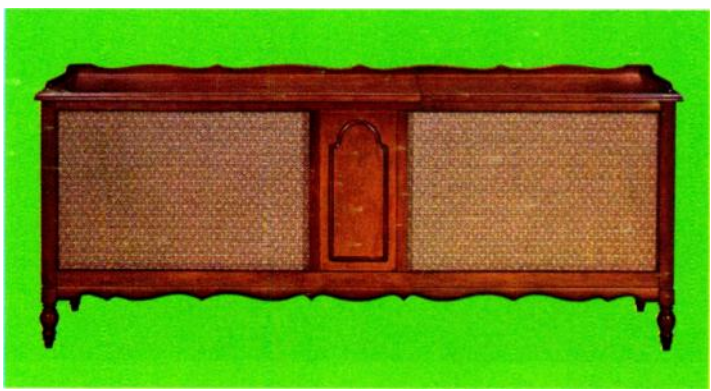
There's a remarkable new flexible stereo stylus, too. So flexible it's virtually impossible to damage. And every Philco solid-state stereo model with tuner comes with a diamond stylus for long-playing records—at no extra cost.

Put all the facts together and it's easy to see why Philco Stereo will mean more business for you in the coming year.

It all adds up to this: There's more value for your customers in 1966 Philco Stereo, and that's going to mean more volume for you!



VALUE AT \$199.95*. Philco 1714 is a complete stereo radio-phonograph in a cabinet that's a full 59 inches wide. All-wood cabinets in Mahogany and Maple veneers.



VALUE AT \$229.95*. Philco's 1718 series is a great buy in all solid-state stereo. Long, luxurious all-wood cabinet. In Early American, Danish or Contemporary.



VALUE AT \$289.95*. Philco's 1722 series has everything to make it a big value. Beautiful all-wood 60-inch furniture cabinet, all solid state with six separate speakers. Available in Mediterranean and Contemporary.

*Manufacturer's suggested starting retail price, plus applicable excise tax.

Stereo Styling Hits New High

In any home, a stereo console is an important piece of furniture. You can expect your customers to want a set that looks every bit as good as it sounds.

That's why Philco has put even greater emphasis on styling for 1966.

All-wood cabinets

There's fine-furniture quality in every single 1966 Philco. Philco makes all its own cabinets—and it's easy to see the pride that goes into them.

Cabinets are all-wood—fine veneers and hardwood solids—throughout the line. Even at the \$199.95 price level, Philco gives your customers the look of quality they can get only from wood.

Long, low lines

Most models have the

extra-long lines that add a look of importance to a stereo console—and give superior stereo separation.

Authentic detailing... even marble inlays

Philco's furniture craftsmen use Old World care to make Philco Stereo the finest in furniture. Rich marble inlays, authentically styled door pulls, lavishly carved woods. Woods are selected for choice grain and color, then painstakingly hand-rubbed and hand-polished.

And Philco's wide choice of models means furniture to blend with any décor. Danish Modern, French or Italian Provincial, Mediterranean, Early American, Contemporary or Traditional—name a style, and it's yours in the 1966 Philco line.



PHILCO SOLID STATE IS ALL SOLID STATE

Every dealer knows that the words "solid state" are magic in the stereo business today. To your customers, they mean the latest, the best, the clean sound and long-lasting performance that only transistors and diodes can deliver.

Yet many of the so-called "solid-state" units currently on the market are actually years behind the times. Their components are only partly solid state. One look at all the tubes inside the set will tell your customers exactly what kind of "solid state" they're getting.

But when Philco says "solid state," it means all solid state. Not just a solid-state amplifier section. Not just a solid-state tuner section. But solid state all the way through—in every solid-state stereo that Philco makes. Your customers get

the solid-state fidelity and dependability they expect.

Philco solid-state tuners and amplifiers deliver clean, powerful sound. And because they're all solid state, they start to play the second they're turned on, with none of the annoying waiting period of tube sets—or even of many so-called "solid-state" units.

The Philco sound is clean, crisp, clear—with the pure highs that are associated with any fine solid-state instrument. And, because Philco's transistors and diodes don't deteriorate with age, the sound won't begin to fade or distort even after years of use.

Here's real value for your customers—value that means you're giving them more for their money when you sell 1966 Philco Stereo.

NEW MERCHANDISING PROGRAM TO HELP YOU SELL PHILCO STEREO

New Promotion Idea—Original Oil Painting!



Now Philco brings you a beautiful collection of original European oil paintings that can help bring top stereo prospects into your store — and will help turn shoppers into customers.

People who appreciate fine paintings are the same people who appreciate fine music—and the fine Philco Stereos for 1966.

These fine Philco paint-

ings have enormous appeal. They're handsomely framed and ready to hang. You can use them as terrific sales builders and sales closers. Turn a section of your sales floor into a Philco Stereo Gallery.

Imagine the sales reaction you'll get when your customers learn they'll get the original canvas of their choice with the Philco Stereo they buy!

40 Top Names In New Philco Record Bonus

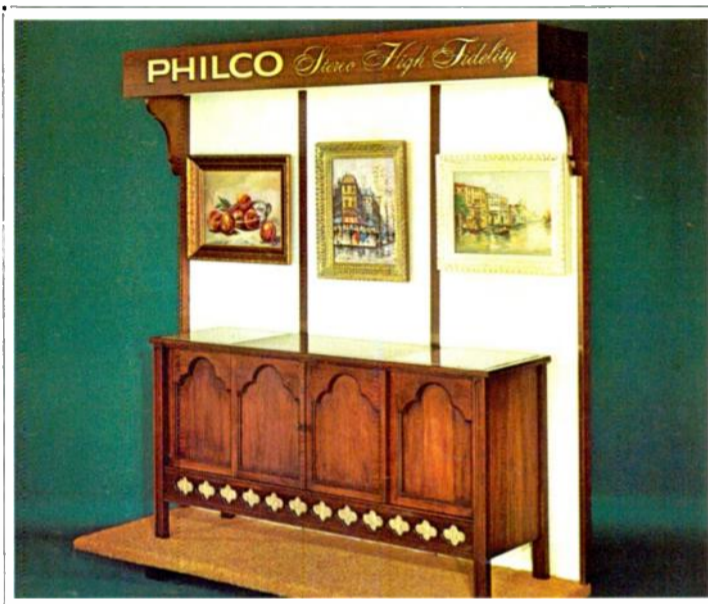
Philco has the most fabulous stereo record sets the industry has ever seen. Five complete stereo albums by 40 leading Columbia Records artists make this much more than just another record offer.

Imagine the most famous Columbia Records stars in one record collection!

Vocalists like Barbra Streisand, Robert Goulet, Eydie Gormé, Steve Lawrence and Tony Bennett singing their hits. Folk singers like Bob Dylan and The Clancy Brothers, jazz swingers like Brubeck and Ellington, the sounds of Glenn Miller, Lester Lanin, and André Kostelanetz.

Mood music, get-up-and-dance music, everything from pop to instrumental — to help you sell 1966 Philco Quality Stereo. Here's a complete stereo library for people who want the very best in stereo — your customers for Philco Stereo.

NOW PHILCO DISPLAY GIVES STEREO "AT HOME" SETTING



Here's a striking, room-like setting that will enhance the appearance of your store — and make it easy for your customers to visualize how beautiful Philco Stereo will look in their homes.

A carpeted platform adds to the "at home" décor. A wood-frame background with textured pan-

els accents Philco's fine-furniture craftsmanship. An illuminated, carved-wood overhead is framed to give it a rich, elegant furniture look.

Here's the perfect setting for Philco Master Craft Stereo cabinets, the setting that 1966 Philco Stereo deserves. And it can be yours at no cost!

Feature-Packed Philco Line Strong on Sales Appeal

If it's new, if it's important, if it's something your customers will want to have—you'll find it in the 1966 line of Philco Stereo.

Inside and out, 1966 Philco Stereo is packed with exciting features. Features that will make Philco Stereo a standout on your sales floor.

Philco keeps a step ahead in giving you the latest in stereo engineering and styling. New ideas in speaker design, innovations in amplifiers and tuners, improvements in changers, tone arms and cartridges.

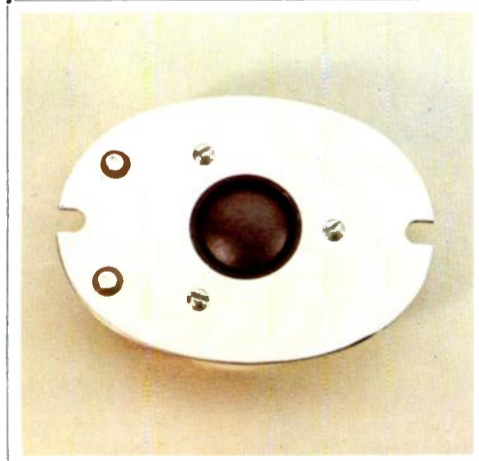
And never before has there been a Philco line with as many exciting features as 1966! Here's a line that gives you much more to talk about—much more to sell.



NEW PROFESSIONAL-TYPE CHANGER has an advanced component look that says quality — Philco quality — with top playing performance to match. New Floating-Touch Tone Arm has a sleek pencil-thin design. So light it tracks at two grams — and can't scratch records!



NEW "STUDIO SOUND" CONTROLS put the world of recorded and broadcast sound at your fingertips. Featuring the Philco Background Music Control that boosts bass tones, lets you enjoy natural, full-fidelity sound at lower "background music" listening levels!



PHILCO SPEAKER SYSTEMS have as many as 12 separate speakers for truly professional component sound. And with Philco Audio Dome Tweeters your customers get the most advanced high-frequency speaker designs on the market. They radiate wide-angle stereo sound!

'66 PHILCO RADIOS AND PHONOS PRICED FOR STRONG SALES ACTION



T807BK. 8-transistor model. Deluxe look, yet only \$15.95*



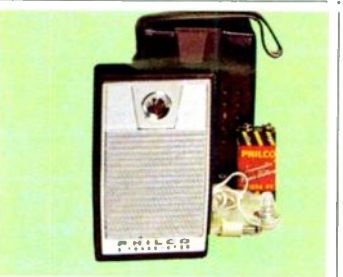
882WH. Modern styling, rich tone. Priced at just \$12.95*



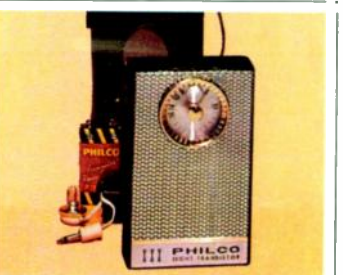
720WH. Imagine—a clock-radio you can sell for just \$13.95*



T600BKG. 6-transistor in complete gift pack, only \$8.95*



T602BKG. Deluxe 6-transistor model. Complete, \$11.95*



T802G. Powerful 8-transistor. Gift ensemble, \$13.95*

For 1966, Philco has gone all out to give your customers the best values of any top-name American brand on the market. The result is a new line of radios and portable phonographs that's going to stir up real excitement on your sales floor.

The models you need

What kind of radios mean big volume for you? Transistors? Clocks? AM-FMs? You'll find new Philco models that have all the features — at lower prices than ever before.

Need phonograph models that give you more to promote? Philco has them for 1966, priced to retail as low as \$39.95*!

Philco's new radios and phonographs make this the year you're going to do more radio-phono business than ever before—because now you can offer your customers greater radio and phonograph values than ever before!

*Manufacturer's suggested retail selling price, plus applicable excise tax.



1434 Stereo phono with swing-out speakers for just \$59.95*



1432. Monaural, with changer, sapphire needle. Just \$41.95*



1441. Monaural portable with automatic changer, only \$36.95*

Solid-State Table Models Have Custom-Component Look



726BK. Transistor clock-radio with slim-line look.



886BK. Table model. Rich, brushed-aluminum trim.



713BK. Handsome all-transistor AM-FM clock-radio.



935BK. Deluxe two-speaker AM-FM all-transistor model.

Don't let anybody tell you there's nothing new in radios. Philco proves that there is, with the most exciting series of table models the industry has seen in years.

Here's the quality look of professional audio components. Compact enough to fit anywhere — even on the smallest bookshelf. Just right for any style-conscious shopper.

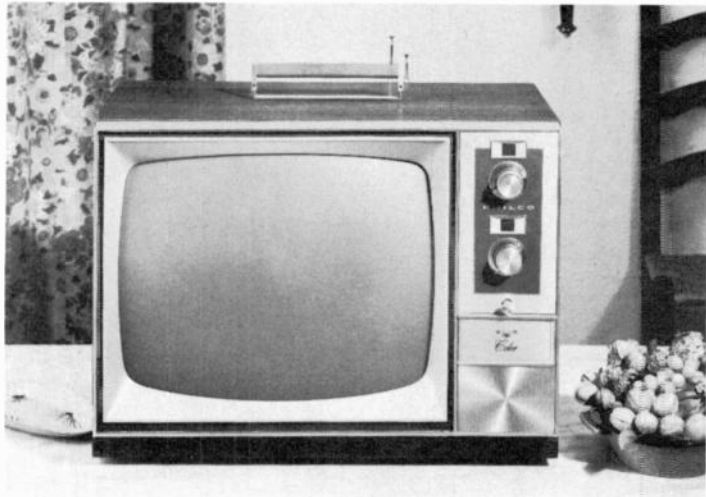
And here's the advanced design of all solid state. The very best in clean, smooth, realistic sound. And the dependability and long life that only an all solid-state radio can deliver!

These are the radios that can put more profit into your radio business. And only Philco has them!



GET MORE SALES AND PROFITS per square foot in your store with Philco's "Operation Exposure." Here's a complete display unit for Philco radios and portable phonographs. It can help you put wasted space to work. Be sure to ask your Philco distributor how it can be yours!

NEW Products



Philco 19-in. color TV model 5300WA

PHILCO: The 1966 TV line includes 27 new color models, all featuring "Color Lock" (automatic degaussing) in screen sizes of 19, 21, and 25-in. (19 and 25's are 90-deg. rectangular types) and 36 b&w models: 20 portables, four table models, and 12 consoles. Color TV line is spotlighted by 19-in model 5300WA, Contemporary-styled portable (23 $\frac{3}{8}$ in. wide x 18 $\frac{1}{4}$ in. high x 19 $\frac{1}{4}$ in. deep) in metal cabinet with wood-grain walnut finish. Features include "Super M Spectro" color tube, "Automatic Picture Pilot" (for picture contrast), "Memory-Matic" fine tuning, solid-state components, and "Color Pilot" cool chassis design. Price, open. Heaviest concentration of color TV models is in price range of \$400-600 retail. Line is topped by two custom color home-theatre combinations, in Danish Modern at \$1,150 and in Spanish Provincial at \$1,195. The black-and-white TV lines range from the 12-in. "Nomad" at \$149.95 to the top-of-the-line lowboy console models 4552MA (Early American) and 4552CH (French Provincial) at \$249.95. Line includes Philco's first solid-state signal system models, the "Stratus" and "Imperial" series. (Prices are exclusive of excise taxes.) Philco Corp.

Circle No. 145 on request card.

ADMIRAL: The 1966 color TV line, most extensive introduced by the company, includes: two 21-in. table models, two 21-in. consolettes, seven 21-in. consoles, four 21-in. consoles with tilt-out control center, five 23-in. consoles, four 23-in. consoles with tilt-out control center, three 25-in. consoles with tilt-out control center, three 21-in. stereo theatres, and three 23-in. stereo theatres. Prices range from \$369.95 for 21-in. table model "Kenton" (model TG 2200) to \$995 for the "Concord" (model SMG5311), a deluxe home entertainment center with rectangular 23-in. color picture tube, automatic 4-speed record changer, solid state FM/AM/FM stereo, and solid state stereo amplifiers with 80 watts peak output. Danish Modern cabinet in walnut veneers has vertical louvers over speaker enclosures (six speakers: two 12-in. and four 3 $\frac{1}{2}$ -in.).

The 1966 big screen b&w TV line is highlighted by a new SP-233 transformer-powered chassis, by 23 and 25-in. models with tilt-out control center, and by three 23-in. stereo theatres. Also introduced: industry's first portable TV sets with square-cornered, flat-faced 15-in. ("Country Club" at \$114.95) and 17-in. ("Suburban," \$124.95) picture tubes. Admiral Corp.

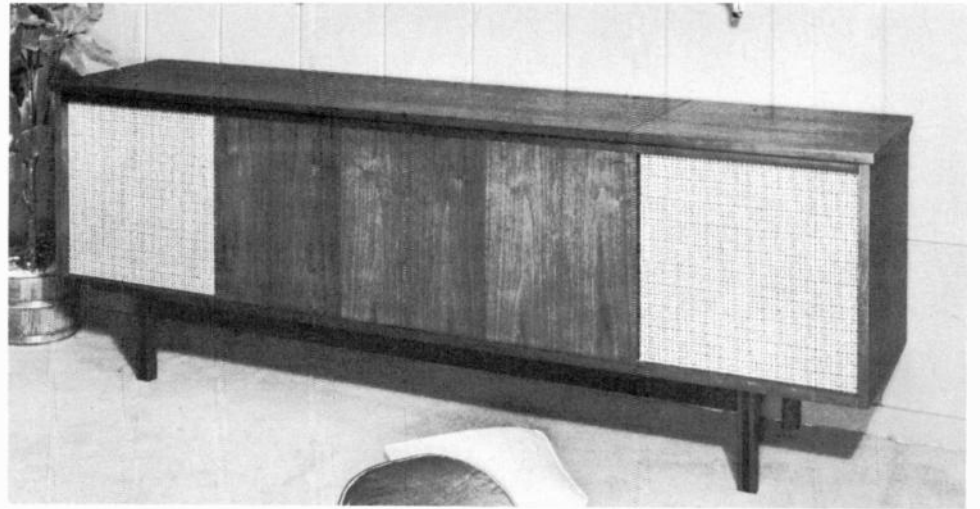
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Electrohome "Venetian"

ELECTROHOME: 19 stereo consoles, ranging in price from \$348.50 (for the "Esquire") to \$1,695 (for the "Clarendon MKI") make up the line. Every unit is equipped with an AM/FM stereo radio. Model TR25, the "Venetian" (shown) features solid state, 25-watts music power, six speakers (two 10-in., four 3 $\frac{1}{2}$ -in.), Garrard 3000 changer, ceramic micro track cartridge with diamond stylus, Italian Provincial styling, walnut, Swedish walnut, custom brown mahogany antique. It retails for \$469.50. Dominion Electrohome Industries, Ltd.

Circle No. 147 on request card.



Westinghouse Contemporary stereo phonograph

WESTINGHOUSE has introduced the largest stereo phonograph line in its history for 1966: 26 models, including 19 solid-state consoles. Cabinet stylings include Spanish, Traditional, Mediterranean, Contemporary, Early American, Italian Provincial and French Provincial in hand-rubbed veneers and hardwood solids of maple, walnut, pecan, and cherry. The new "Solid State Sixties" line of eight models, available in 44-, 50-, 60-, and 72-in. widths, have custom fabric padding throughout the interior master-control panel area, 60-watt peak stereo amplifiers, multiple front speakers, AM/FM radios capable of receiving FM-stereo, record storage space, deluxe four-speed changers with new lightweight tone arms; and simplified master control panels. Prices for the series start at under \$250. Westinghouse Electric Corp.

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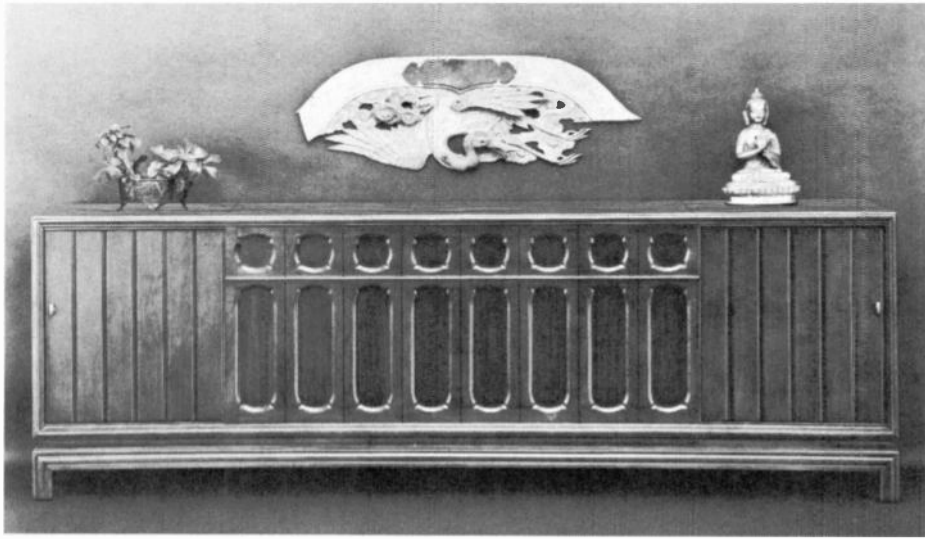
Admiral "Concord," model SMG5311



Sylvania b & w model 19T33

SYLVANIA: The 1966 TV line consists of 18 basic b&w sets, ranging from 19-in. portables to 23-in. consoles, and in color TV: two 19-in. portables, one 21-in. table model, eight 21-in. consoles, and 11 new 25-in. consoles, including the "Academy Collection" of four full-door models priced at \$895. Black-and-white line features a new transistorized table set, model 19T33, available in onyx or champagne finishes at \$199.50. This model has deluxe carrying handle, DC picture restoration, "Bonded Shield" picture tube, "Dura-Vista" solid state chassis, dipole VHF and loop UHF antennas. Roll-around stand and clock-timer are optional extras. Each color TV model contains the "Color Bright 85" picture tube and has automatic color purifying circuitry (degaussing). The 25-in. color consoles are styled in Contemporary, Early American, French Provincial, Italian Provincial, and Oriental. Finishes include mahogany, walnut, butternut, cherry, antique, Polynesian walnut, pecan, and maple. Sylvania Electric Products, Inc.

Circle No. 149 on request card.



Packard Bell "Trade Winds"

PACKARD BELL. Solid state transistorized systems throughout the line, increased power output (minimum power, 150 watts), and new styling mark the 1966 "40th anniversary" stereo line of six basic models, offered in a variety of styles and finishes. Price range: from \$249.95 for model RPC-42 in walnut to \$850 for model RPC-41, 7-ft.-long model in walnut with 300 watts peak power. This unit, 84 in. wide x 27 in. high x 20½ in. deep, is available in Contemporary as the "Bel-Air" or in the line's style highlight as the Far Eastern "Trade Winds," featuring vertical louvers which can be opened or closed (or left partially open) to adjust direction of sound. Features include two 15-in. woofers, two 6-in. mid-range speakers, and two exponential high frequency horns; also "Computer Control Panel" for precision tuning and Garrard 4-speed automatic turntable. All 1966 models have stereo tape jacks and speaker jacks for external speakers with a selector switch, allowing sound to be heard directly from set, the external speakers, or both. Packard Bell Sales Corp.

Circle No. 150 on request card.



RCA "Armoire," model HG-893

RCA has introduced the largest number of color TV models in its history: twenty-three 21-in. and fourteen 25-in. rectangular color receivers (six consoles and eight combination units), ranging in price from \$379.95 for the "Landis" table model to \$1,500 for the combination "Armoire." There are 15 models below \$600. "Providing significant improvement in daytime color viewing," the RCA "Hi-Lite" color kinescope is now used throughout the full line. One-knob tuning for both VHF and UHF reception is a feature on all models beginning with the \$449.95 price category. Styling highlights include more emphasis on specific furniture styles, including three Moorish styled sets. The Traditional-styled "Armoire," model HG-893, a 62¼-in.-tall home entertainment center with rectangular color TV, 300 peak watt solid state amplifier, eight speakers, and slide-out record changer. Doublefolded doors accent the antiqued bronze mahogany cabinet which includes sizeable record storage area. Included in the 31 b&w models, seven more than last year, are 14 portable sets, 13 consoles, and three home entertainment centers. Picture tube sizes include 12, 16, 19, 21 and 23-in. sizes. Line ranges from the 12-in. solid state portable "Gamin" at \$124.50 to the "Walpole," model DC-475, an all-wood Early American combination lowboy at \$499.95. RCA Sales Corp.

Circle No. 153 on request card.



GE "Hide and See" drop-down door

GENERAL ELECTRIC. Color TV line for 1965-66 includes 16 models: two consoles and one stereo theatre with 25-in. screens, 10 consoles and one stereo theatre with 21-in. screens, and "Porta-Color," first U. S. portable color TV set, which has 11-in. viewing screen, weighs 24 lbs. and has a suggested price of \$249.95. Key features of line: new color reference tuning system called "Magic Memory," picture tubes with "super-phosphor" screens, and an improved VHF/UHF tuning system using silver contacts. A "drop-down" door system called "Hide and See" — it fully covers viewing screen when set is off, but disappears from view (through hinge-slide mounting, door is swung up and slid back under console top) when set is in use — is a feature of two 25-in. "Park Avenue" consoles, in Danish Modern or American Provincial, at \$729.95. The "Kimberly" in walnut wood-grain metal cabinet with Danish Modern base (sold as unit at \$399.95) leads off the 21-in. category of 10 consoles topped by the "Beverly Hills" series at \$569.95. Other furniture styles: Contemporary, Traditional, and French Provincial. Cabinetry includes wood grained finishes veneers and hardwood solids of cherry, walnut, maple, and mahogany. General Electric Co.

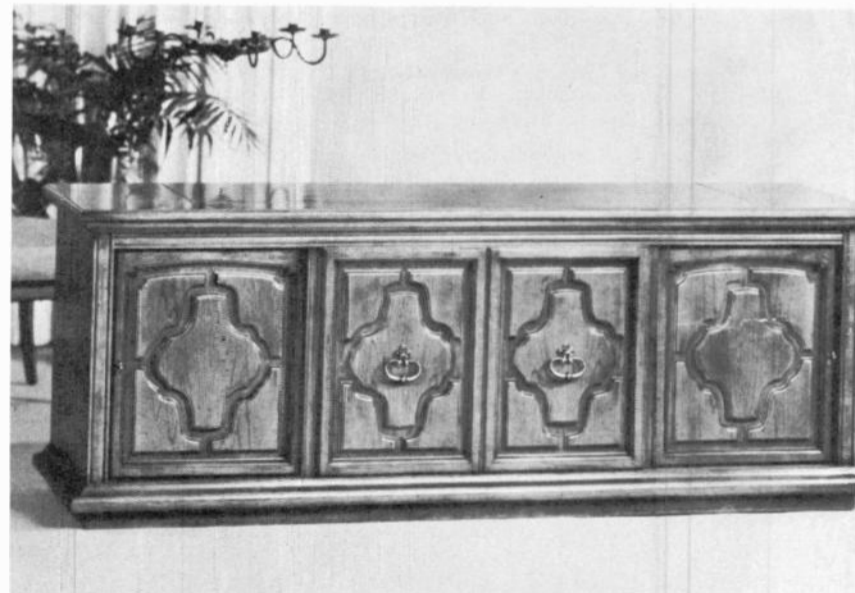
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ELECTROHOME. 31 color and b&w TV models are introduced by the firm. Ten color sets feature unique color chassis, which incorporates flip-down "Centurion" design (allows service men to easily adjust color convergence with accuracy). Five color units are 3-way combinations that utilize transistorized amplifier in conjunction with a quality record changer and AM/FM stereo radio. Seven color units have full doors on the front for "furniture look" when set is not in use. The 25-in. color tubes are rare earth phosphor-type, said to give 50 per cent brighter picture. There are ten 23-in. b&w consoles. The 19-in. portables also feature the "Centurion" chassis. The "Attache" is 11-in. fully transistorized b&w portable, priced at \$169.95. Weighing about 15 lbs., unit operates on a battery (12 to 16 volt) or a-c line (105 to 130 volt). Hand-wired chassis has "Centurion" design, 8-ft. a-c cord, and 10-ft. heavy duty battery cord with an adapter for an auto cigaret lighter. Deluxe unit in ebony or cranberry red plastic case is \$189.95. Dominion Electrohome Industries, Ltd.

Circle No. 152 on request card.



Electrohome's "Attache"



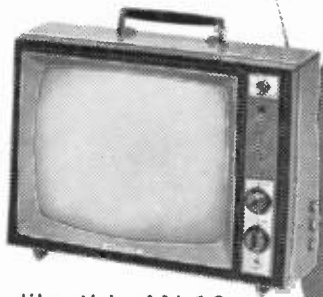
Sylvania stereo model SCT923

SYLVANIA. The 1966 line of completely transistorized stereo phonographs — largest in the firm's history — includes eight portables, 26 FM/AM/FM-stereo consoles, a modular component set, and eight color TV home entertainment centers. All consoles have air-suspension speaker systems "for full, rich tonal quality." Console cabinets of veneer and hardwood solids are available in Traditional, Scandinavian, French and Italian Provincial, Modern, Contemporary, Early American, Contemporary Oriental, and Mediterranean styling. Top model SCT923, from the "Maestro Collection," is styled in Italian Provincial and finished in hand distressed pecan. Featuring an "Ampex 1100" tape recorder with microphone and microphone stand, unit delivers 320 watts of peak power, 200 watts EIA, has Dual 1009 professional turntable, 12-position pushbutton function control center, flywheel tuning. Price, \$1,195. The 1966 radio line features new AM and AM/FM transistor portables, clock and table models. Sylvania Electric Products, Inc.

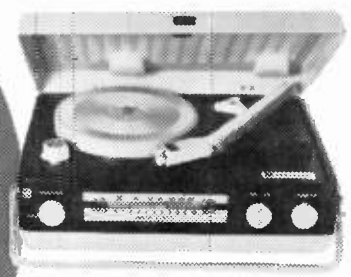
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The Most
Magnificent
New Line
in Our History

Featuring More
Exciting New
Products Than
Ever Before



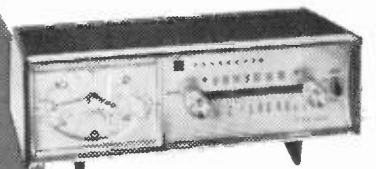
like this AN-19



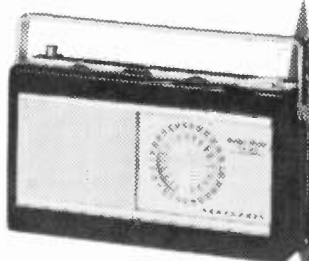
like this SG-550



like this RE-785



like this RC-605



like this RF-2000



like this RQ-152



like this R-132



See us at the Music Show,
Chicago, June 27-July 1
Conrad Hilton, Space 432-433

plus
most exciting
new accessory
ever introduced:
Audio-Matic
Microphone



PANASONIC

BY MATSUSHITA

29 Exciting New Products to be shown at the Music Show, Chicago, June 27-July 1-Conrad Hilton, Space 432-433 • By far the greatest and most exciting new-product introduction • All these are in addition to our great line of proven sellers now making big profits for you.



PANASONIC

BY MATSUSHITA

Executive Office: Matsushita Electric Corp. of America, Pan Am Bldg., 200 Park Ave., New York, N. Y. 10017

EASTERN SALES/PANASONIC NEW YORK, 636 Eleventh Ave., New York 36, N.Y. (212) 973-5700
MID-WEST SALES/PANASONIC CHICAGO, 4615 N. Clifton Avenue, Chicago, Ill. (312) 784-2200
WESTERN SALES/NEWCRAFT, INC., 8665 Wilshire Blvd., Beverly Hills, Calif. (213) OL 5-5160
HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC., 205 Kalihi St., Honolulu 17, Hawaii, 847-315

For more facts, use Request Card and circle No. 205





THIS IS CROSS FIELD! EXCLUSIVE from ROBERTS TAPE RECORDERS

Cross Field plays the new LP Stereo Speed of Tomorrow 1 7/8 ips. It helps you sell the full Roberts line.

Fair traded for FULL PROFIT.

Roberts
Tape
Recorders
from

\$169⁹⁵



ROBERTS

a division of Rheem Manufacturing,
an international company
with 75 plants around the world.

For more facts, use Request
Card and circle No. 206

Trends

IN THE MARTS OF TRADE

NEMA AND EEI make the earliest announcement of joint promotion programs ever in outlining its 1966 national promotions of electric ranges, refrigerator - freezers, and automatic dishwashers. Themes for 1966 are: "Buy an automatic electric range: the full range of cooking pleasure;" "No defrosting ever . . . change now to a no-frost refrigerator-freezer;" and "Be a health-wise mother . . . Get dishes really clean with an electric dishwasher." U. S. Steel will be a part of a three-way partnership with NEMA and EEI during the refrigerator-freezer promotion. Kits will be distributed to the 190 utilities in EEI by September 1, calculated to coincide with the time when most utilities are setting up promotion calendars and budgets for the following year.

PRICE CUTS in four models of its electric slicing knife are announced by General Electric's housewares division. Model EK-4, which formerly had a manufacturer's suggested retail price of \$22.95, now lists for \$18.98; EK-1 is reduced from \$27.95 to \$24.98; EK-2 from \$36.95 to \$32.98; and the EK-5 cordless knife from \$39.95 to \$38.98. Price of the EK-6 stays at \$60.

GERMAN ELECTRONICS industry readies a major sales drive into the Canadian market. Spearheading the push will be a mass display at the Television-Music Show at Montreal's Show Mart, September 28-October 3, at which the German Trade Commission in Montreal has contracted for 4,400 sq. ft. of exhibit space to show the German electronic products. Among companies expected to participate in the display are Pearl-sound, Korting, Kuba, Blaupunkt, Saba, Grundig, Telefunken, Nordmende, Dual, Graetz, and Braun.

A Shirt Tale



SWEAT SHIRTS with the message "My Mom Uses Maytag" are modeled by the daughters of Norris Mathison, Larsen Cooperative Co., Larsen, Wis. Mathison bought a gross of the shirts, had the message silk-screened on them, and gives one away with purchase of a Maytag appliance.

FOLLOWING FCC approval of a three-year extension of the Hartford, Conn., pay TV test, Zenith Radio Corp. is tooling up and preparing the "Phonevision" decoders needed to meet the expansion plans announced for the operation by RKO General, Inc., which said it would expand significantly its roster of subscribing homes in order to gain additional experience and information. Quantity shipments of new decoders are slated for early August from Zenith, according to Joseph S. Wright, Zenith president. Zenith is hopeful, Wright said, that its petition for nation-wide authorization of subscription TV, based on the results of 2 1/2 years of Hartford operations and filed in March with the FCC, would lead to early approval of regular supplemental subscription broadcast service in other communities.

A \$750,000 EXPANSION program is announced for the Gibson Refrigerator Div., Hupp Corp., by Hupp President Don H. Gearhart. Expansion is for extension of facilities for making air conditioners, refrigerator stampings, and components. Program is scheduled for early fall completion, and will enlarge Gibson plants in Greenville and Belding, Mich. The expenditure, says C. J. Gibson, Jr., division president, will enable Gibson to increase the facilities for making more of its own components.

THE NUMBER AND TYPE of retail outlets now carrying home care appliances is fast expanding, says Earl W. Seitz, marketing vice president, The Regina Corp. "Last year," Seitz adds, "for instance, among our new accounts were a number of national drug chains, credit jewelry stores, hardware dealers, and variety stores, with no discernible geographic pattern." The trend to selling electric housewares in non-traditional outlets is likely to require new types of packing, new displays, and even new products designed to encourage the impulse buyer, Seitz says.

ADVANCED CONSUMER PRODUCT development department is formed by Westinghouse at its research and development center in Pittsburgh. Robert E. LaCroix, formerly manager of the applied physics department at the research labs, is named director of the new department. The new organization will probably be the source of new Westinghouse products of the late 1960's, says Douglas D. Danforth, vice president in charge of Westinghouse's consumer group, but he adds, "We have every expectation of seeing some contributions from the laboratory within the next year to 18 months."

DUNFEE

Lease Purchase Financing Puts Cash In Your Pocket

Newest Thing In Finance —

Lease purchase contracting has been growing every year—NOW it is available for consumer customer purchases. Collection procedures on rental lease installments are much more successful than with note and mortgage financing. Actually opens the door to many lost credit sales.

Immediate Cash Advance —

You (the dealer) get between 80% and 100% cash advance with the balance put into recourse reserve. When your reserve reaches 100% of the guaranteed outstanding balances you receive surplus cash paid monthly. You receive a weekly report on any delinquent account.

Here's How Dunfee Works For You —

Dunfee Savings & Lease has combined the standard recourse reserve notes and mortgage financing with lease financing. It is the leasing function that minimizes losses and allows you to sell higher credit risk customers more profitably. We do not deal in homes, improvements or autos.

No Interest or Handling Charge —

Rental payments are set at whatever the customer wants. You add whatever finance rate you wish to the selling price, divide that by the length of the lease and you have the monthly rental installment. For \$1 at the end of the contract your customer may purchase our merchandise.

Here's How The Plan Works —

Dunfee Savings & Lease will discount the lease equivalent to 9% per annum add on and purchase the property from you. By your adding 2% per month to your cash sale price, when discounted at our actual rate, your 80% cash advance is approximately the same in dollars as your cash sale price. All contracts are processed in the Kansas City office and your check is forwarded to you usually within the week.

You Approve Customer's Credit —

Dunfee Savings & Lease buys deals that you approve. Our approval is not necessary. We verify delivery and satisfaction on initial contracts. After that we just spot check your contracts. Your checks are forwarded to you within a few days.

Only Dunfee Savings & Lease Offers You This Profit Making Service

Lease Purchase financing is our only business. To our knowledge, no other company handles consumer goods with dealer approved lease contracts. Only Dunfee has the leasing experience to offer such a high dealer profit-making opportunity. A Dunfee Lease Purchase contract actually opens the door to normally lost credit business volume.

Write today for a customer
Lease Purchase Finance Contract.

DUNFEE Savings
& Lease

8113 Troost, Kansas City, Mo.

For more facts, use Request
Card and circle No. 207

Video tape recorders

(Continued from page 30)

He would not disclose the price or technique Ampex would employ in its home video unit.

Minnesota Mining and Manufacturing Co., which introduced video tape in 1956 under the "Scotch" brand name, has a vital interest in the consumer development of tape recorders.

According to Charles L. Alden, merchandising manager for 3M, "While the better video tape systems will find their immediate market in the educational and industrial fields, in athletic coaching and newsgather-

ing, much of the ultimate use will be in the home. Eventually, these tape systems will be used to record and play back television programs, to monitor nurseries or yard play, to capture special family gatherings, and to record and play back the sight and sounds of our children as they grow.

"The day is not far off when we'll be able to rent or borrow from tape libraries full-length features, entertaining comedies, magnificent musicals, great orchestras in stereo sound, and see the best Broadway plays with their original casts. We'll see the major dramas and documentaries of the world, eventually in color, on video tape played back through these units that are being developed.

"Because of this new and greater

concept, business growth is inevitable and the retail dealers of America will be playing perhaps the most important part, just as they did in marketing television to the general public.

"There will be growth in the theater and in fields that support the theater, growth in the recording business, in sales of pre-recorded tape productions, in the manufacture and sales of home camera systems and light industrial cameras, in the electronics manufacturing fields as well as in the manufacture of the recording and playback machines and the video tape itself."

Jules Steinberg, executive vice president of the National Appliance & Radio-TV Dealers Assn., feels that

while video tape recorders will eventually offer dealers another excellent home entertainment sales tool, retailers shouldn't let themselves become experimental grounds for the manufacturers.

The NARDA executive believes that the product should be carefully tested prior to its appearing in dealers' stores. "I hope that this will not be a case of a retailer doing the pioneering while the mass merchandisers sit back and wait to grab the volume," comments Steinberg.

He urges that the manufacturers build safeguards into their franchises from the day the product is first offered. This, he feels, will insure a much more enthusiastic reception from the dealers themselves. ■

Sales vistas . . .

(Continued from page 15)

said to maintain reduced temperatures for a period of several hours when disconnected from its power source.

Scheduled for near-future introduction in the American market are a 12-inch transistorized truly portable TV set; two AM-FM auto radios, three new personal portable radios, and three new tape recorders.

The 12-inch TV set, scheduled to go on the market the first week in September, will retail for \$149.95, Hirata notes. The unit weighs 16½-pounds.

One of the new auto radios is an under-the-dash pull-out type set, while the other is an in-dash radio equipped with push-buttons. Both units will retail for around \$79.95.

A transistorized battery-operated tape recorder for \$49.95 is another addition to the Hitachi line. Previously the company's tape recorder line started at \$69.95, but this does not indicate that Hitachi is going after the low-end of the tape recorder market, Hirata stresses.

Top price in the tape recorder line is \$99.95.

A cartridge tape unit that plays up to two hours is also being introduced.

Tape recorders is the product area in which Hitachi will perhaps have its greatest growth in the U. S., Hirata and Otter say, but both add that transistorized TV holds forth tremendous sales possibilities.

Hitachi makes its own transistors and is experimenting with both 16 and 19-inch transistorized receivers in Japan.

Hitachi, Ltd. in Japan has some 350 persons engaged in research on radio and TV alone, Hirata points out.

While Hitachi's sales of home electronics items are gradually increasing in the U. S., gross profit is decreasing, Hirata admits.

U. S. competition is tough, and the parent firm (which also manufactures such diverse items as locomotives and electrical appliances) will concentrate on home electronics in its American advertising this year. Through newspapers and magazines Hitachi will stress to U. S. consumers that it makes a quality product, Hirata said. ■

Do You Believe in Fairy Tales?

"Living happily ever after" is now the delightful experience of KOYO dealers throughout the land. Like nothing they have known before, this NEW BREED of transistor radios are being sold to quality-conscious customers...and they stay sold!

KOYO radios are precision instruments that recreate broadcast sound and tone comparable to a fine hi-fi system. Here is the NEW BREED—combining the skill of Japan's finest technicians with rigid quality control of uniform parts. The KOYO radio is a beautiful radio that proudly carries a "Made in Japan" message.

KOYO de-luxe quality features include luxurious padded case... internal AC adapter compartment and built-in jacks... vernier tuning... oversized full fidelity P.M. speakers... automatic gain control... automatic frequency control... super sensitive tuning... telescoping antenna... and the look of the future.

You simply must see and hear a KOYO radio to believe...you will!

There's a happy ending to the KOYO story if you Call or Write:

KOYO

KOYO Electronics, 330 Madison Avenue, N. Y. 10017
Visit Booth 113 East Hall—Music Show—June 27-July 1

For more facts, use Request Card and circle No. 208

Spotlight on tape recorders . . .

(Continued from page 42)

and tone controls, earphone. Price, with batteries and 600-ft. reel of pre-recorded tape, \$49.95. Realtone Electronics Corp. Circle No. 127 on request card.



Realtone "Governor"

HITACHI Transistorized portable tape recorder model TRQ-510 is a 2-speed unit (3 3/4 and 1 7/8 ips) which operates on batteries or house current. The 7.7-lb. unit features "levelmatic" automatic recording level controls, pushbutton func-

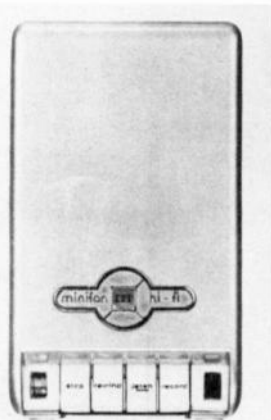


Hitachi model TRQ-510

tion selector, tape counter, speaker monitor, mixing for two sources, dynamic microphone with remote control switch, 5-in. reel size, and monaural track system. Hitachi Sales Corp.

Circle No. 128 on request card.

ITT Called the "dwarf with the frequency response of a giant," the "Minifon Hi-Fi" model 978H is a recorder only unit made by Protona in West Germany. Weighing 1 lb., 12 oz., the unit, 3-15/16 in. x 6-11/16 in. x 1-9/16 in., operates on self-contained battery, car battery, re-



ITT recorder model 978H

chargeable accumulator, or a-c current (with transformer/rectifier), records up to 60 min. on dual track tape—at 1 7/8 ips. Distributor Products Div., International Telephone and Telegraph Corp.

Circle No. 129 on request card.

MERCURY Weighing 8 lbs., including batteries, transistor portable model TR-3500, 12 in. x 9 in. x 4 1/2 in., records up to 4 hours on one tape. Features include: 4 watts peak output, capstan drive, 2 speeds (3 3/4 and 1 7/8 ips), half track recording, remote control on-off switch, solid state circuitry. Battery-



Mercury model TR-3500

powered unit in high-impact poly case comes with 5-in. reel, tape, dynamic microphone, magnetic earphone. Mercury Record Corp.

Circle No. 130 on request card.

ARVIN Model 86L29 is a deluxe solid state 2-speed (3 3/4 and 1 7/8 ips) monaural tape recorder in black high impact plastic cabinet with woodgrained grille. The 11-lb. unit, 11 in. wide x 5 in. high x 8 in. deep, has new capstan drive operation, full fidelity recording head, stick level control, 3-in.-x-7-in. "Velvet Voice" speaker, two 5-in. reels (1 full, 1 empty), 1 roll of splicing tape, 1 patch cord. \$69.95. Arvin Corp.

Circle No. 131 on request card.



Arvin model 86L29

DOKORDER Made in Japan, model PT-36B is capstan drive, 2 speed (1 7/8 and 3 3/4 ips), all transistor unit. Dry cells or a-c can be used as power source.

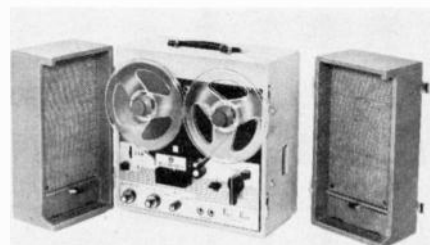


Dokorder model PT-36B

The 3.3-lb. unit in polypropylene case measures 10.2 in. x 8.3 in. x 3.9 in., can be operated while being transported, takes up to standard 3-in. reels. Accessories include earphone, dynamic microphone. Price, \$29.95. Rengo Traders, Inc.

Circle No. 132 on request card.

DELMONICO Model PTR-55 is a 4-track, 2-speed (7 1/2, 3 3/4 ips) stereo portable equipped for stereo recording and

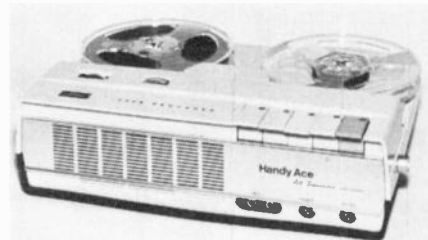


Delmonico model PTR-55

stereo playback. Grey unit, 13 1/2 in. wide x 13 3/8 in. high x 10 7/8 in. deep, will operate in vertical or horizontal positions. Features: self-contained stereo amplifier, full range tone control, two 4-in.-x-6-in. oval speakers, swing-away speaker baffles, 2 microphones, one full and one empty 7-in. reel. Delmonico International.

Circle No. 133 on request card.

TOSHIBA Model GT-500P operates at 3 3/4 and 1 7/8 ips. Features remote control, input jacks for radio receiver and a-c adaptor, flickering level meter, capstan drive, and 2 1/2-x-4 1/8 in. dynamic



Toshiba model GT-500P

speaker. Measures 11 x 8 1/4 x 3 1/4 in. Weighs 6.8 lbs. Runs on 6 dry batteries, can be operated with cover closed. Other models: GT-620 "College Ace" weighs 11 lbs.; model GT-710 weighs 20 lbs. Toshiba America, Inc.

Circle No. 134 on request card.

EMERSON Model SS544, the "Professional," is a solid state, 4-track, 4-speed (15/16, 1 7/8, 3 3/4, and 7 1/2 ips) stereo record/stereo play tape recorder with simul-track operation and public address system. Unit, in ebony leatherette cover with silver overlays and trim, 16-13/16 in. high x 10-1/16 in. deep, and 16-1/8 in. wide, has two 7-in. oval wide

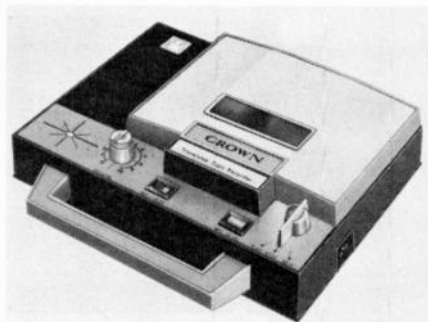


Emerson model SS544

range speakers, two illuminated VU meters, digital tape counter, two dynamic microphones, takes up to 7-in. reel. Emerson Radio, Inc.

Circle No. 135 on request card.

CROWN Model CTR-5300 is an all-transistor, 2-speed, capstan drive tape



Crown model CTR-5300

recorder in a two-tone cabinet of unbreakable polypropylene, 10-11/16 in. x 7-15/16 in. x 3-13/16 in. Weight with batteries, 5 1/2 lbs. Unit, with recording

level indicator, 2 1/2 in. x 4 in. oval speaker, DC erasure, remote control operation, can be operated while user is walking. With a-c adaptor, can be used with home power source. Accessories: magnetic microphone, magnetic earphone, 3-in. tape, and empty reel. Crown Radio Corp.

Circle No. 136 on request card.

FI-CORD Model 202 portable tape recorder operates at 7 1/2 and 3 3/4 ips, measures 9 x 6 1/2 x 4 1/2 in. Weighs 6 3/4 lbs., including batteries. Features: built-in speaker and amplifier, two inputs and two outputs, sensitive VU meter, remote control, telephone adapter, built-in bat-

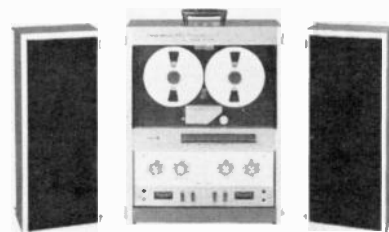


Fi-Cord model 202

tery tester. Playing time: up to 96 minutes at 3 3/4 ips, up to 48 minutes at 7 1/2 ips with triple play tape. Price, \$339. Karl Heitz, Inc.

Circle No. 137 on request card.

WEBCOR Completely solid state, "Professional" stereophonic tape recorder model 2650 has 22 transistors, 2 thermistors, and 2 diodes. Unit, in char-brown and beige, measures 27 1/4 in. x 21 in. x 18 in.; carrying weight, 72 lbs. Features: self-contained detachable speaker wings, 2 dynamic wide-range pencil-type microphones, VU meter for each channel, and

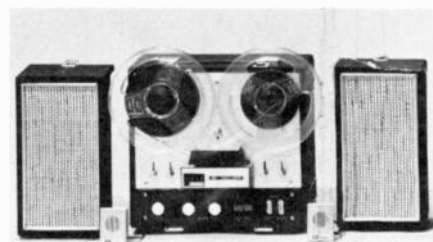


Webcor model 2650

lucite enclosure that keeps tape and heads dust-free. Reel size: up to 7 in. Webcor/Dormeyer.

Circle No. 138 on request card.

OKI Three new solid state tape recorders and a special NPC (non-paper-cone) speaker system are in a new line featuring model OKI 300, all in one 4-track full stereo unit with two detachable acoustically engineered speaker systems at \$189.90. Model 300 D is a 4-track stereo tape deck with solid state record/playback amplifier in oiled walnut case,

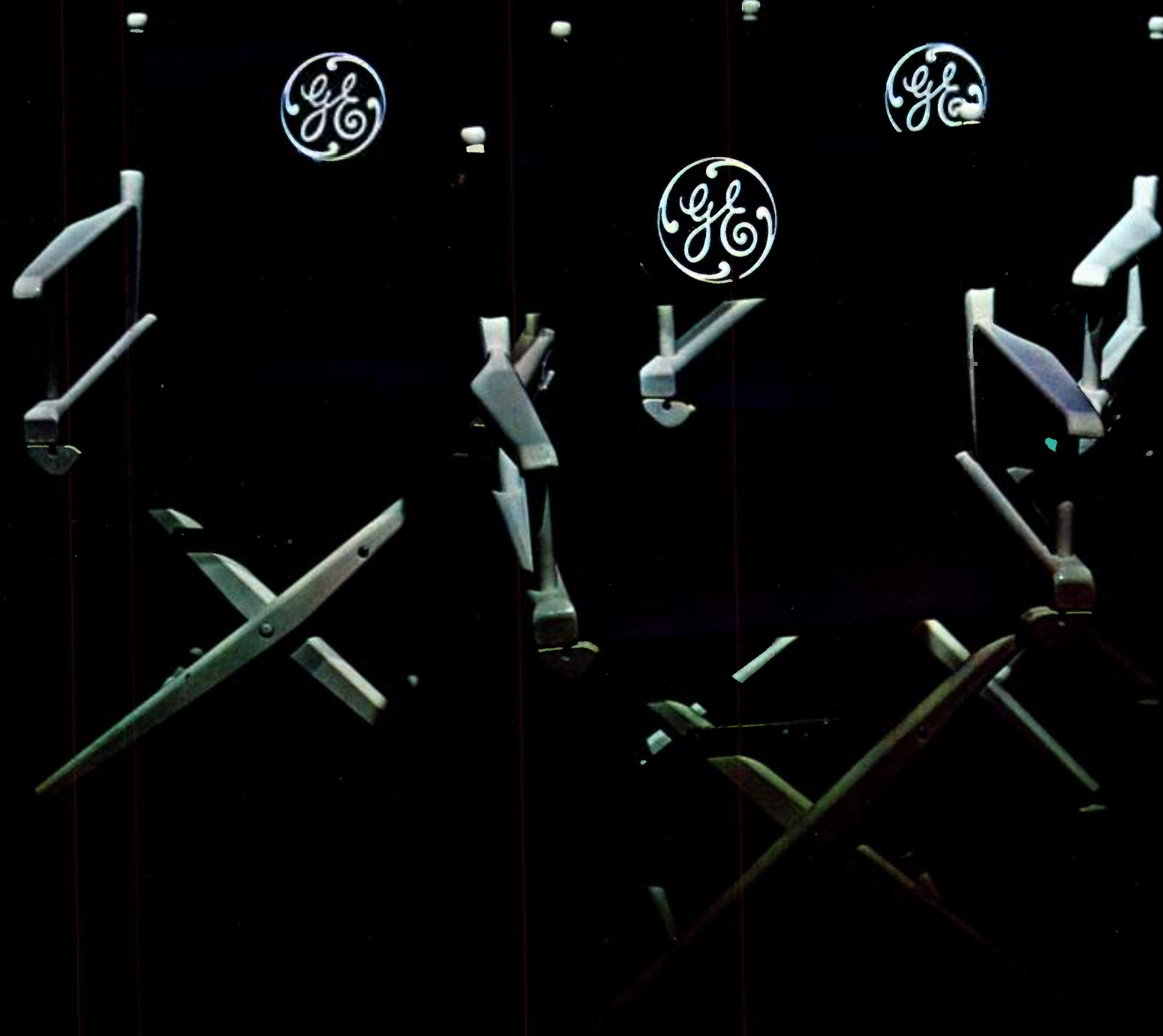


OKI model 300

(Continued on page 64)



THE GREAT ENTERTAINERS ARE HERE!





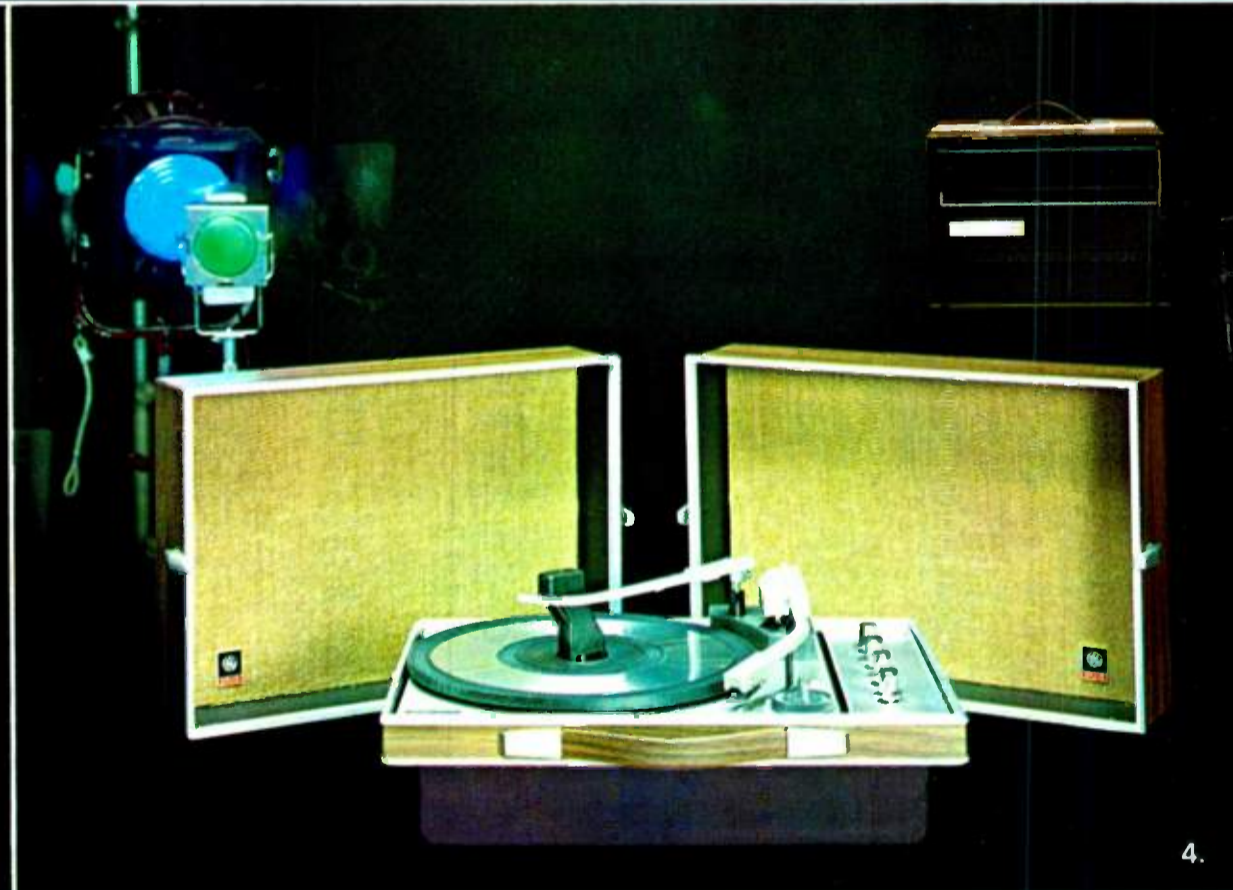
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4.

**GREAT NEW
SOUND AND STYLE
FOR STEREO**

1. New: Continental Styling — the elegant Spanish Provincial Sutton in a handcrafted pecan veneer cabinet. Solid-State amplifier and FM Stereo tuner. 226 watts peak music power (113 watts EIA music power), super woofers, super tweeters, and 1000 cycle horns front mounted in acoustically lined, enclosed speaker chambers. (RC-7836BPN).

2. New: Custom Tape Decorator. Provides concert-hall realism plus fine furniture styling. Solid-State 4-track, 3-speed stereo recorder, two dynamic microphones, easy selection controls. Solid-State amplifier with 40 watts peak music power (20 watts EIA music power), two swing-out speakers. (TC-5261BWD).

3. New: Stereo Mustang. Jet-styled compact portable for the young crowd. Twin 5 1/4" speakers, remarkable sound. Plays with speakers attached or extended. 4-speed automatic changer. Hi-impact case has chrome, padded-vinyl touches. 45 RPM spindle. (Model RP-2321BN), \$69.95.* Also a monaural model (RP-1836) \$49.95.*

4. New: Portable Components. The first fine high-style components that really pack up and go. Deluxe changer, turntable, tone arm. Solid-State Stereo amplifier. Each speaker component contains one eight-inch and one three-inch Dynapower speaker. Superbly priced at \$139.95* (RP-2346WD).

*Mfr's suggested retail price.



1.



2.



3.

**GREAT NEW
ADDITIONS TO RADIO'S
NO. 1 LINE!**

1. New: 6 Big Stars—from a lineup of 56 winners. (Top Row) The Jetstream, biggest news in Shortwave Portables. FM, AM, too. 17 transistors. (Model P-1910). FM/AM Clock Radio with new Vue-Alarm control, full-feature timer, dual-speaker sound. (C-1530). Solid-State FM-Stereo Radio with removable wing speakers, fine furniture styling.

(T-1040). (Bottom Row) Twin-speaker FM/AM with AFC at a popular price. Dual-speaker sound. (T-1230). AM Clock Radio with new Vue-Alarm, lighted dial. (C-1410). Miniature FM/AM Portable, 10 transistors, fits in the palm of your hand. Gift-pack includes earphone, batteries and a handsome carry case (P-1720).

2. New: Show 'n Tell Phone-Viewer. G.E.'s bright new world of entertainment for children. 4-speed record player with full-color slidefilm projector. 11" picture screen, 4-inch dynamic speaker, built-in cooling system, 6' line cord. Over 100 picture-sound programs available. Simple to operate, rugged. \$29.95* (Model A-601).

3. New: Battery-Powered Tape Recorder. 4½ pounds of adventure in sound. "Soundtracker" capstan drive, dual tape speeds, instant double-reel braking, sensitive neon level indicator, remote-control mike, Alnico V magnet speaker, push-button operation. Great sound, great performance, great price! \$39.95* (Model M-8000).

*Suggested Zone 2 Retail Price.

GENERAL  ELECTRIC

WRH



1.



2.



3.

GREAT INNOVATIONS IN COLOR TV

1. New G-E PortaColor. Biggest breakthrough in color-TV history. America's first portable color TV. Only 25 lbs. light. Takes color upstairs, downstairs, everywhere in the house. Means extra floor traffic for every G-E TV dealer. Priced for profit at \$249.95.*

2. New "Hide and See" Door. Turns color consoles into fine furniture. G.E.'s exclusive "Hide and See" door lifts and slides completely out of view when set is in use. Available in Contemporary or Provincial in the new 25-inch** rectangular screen models.

3. New "Magic Memory" Tuning. Takes the guesswork out of color tuning. You'll want every prospect to see it. Easy to demonstrate and a surefire sales closer. Ask your salesman about the exclusive "10-Second Sales Opener" for G-E Color TV.

4. Plus... New Coaxial Antenna. All G-E color consoles are equipped to take 75 ohm, shielded coaxial antenna cable without modification. Guards against picture distortions caused by electric motors, aluminum siding, even wind and rain. New and demonstrable.

*Mfr's suggested retail price, except where fair trade applies.

**Overall diagonal measurement.

Merchandising color TV . . .

(Continued from page 27)

maybe they would be able to maintain the profit that they need to continue to operate their businesses profitably for themselves, and to give the customers the services that they are looking for when they buy something from us.

HANNAH: I think your comment about the percentage being down, the profit on color being down for a number of dealers, stems from the very fact that they do nothing but carry the very lowest end of the line. Maybe they have a half dozen, but every model that they carry is at the lowest end, so they have geared themselves for no profit actually; whereas, our particular store does lead with price just as Mel's does. I have noticed the advertising. We could lead with either the low cost or cost leader, but when the customers come into our store they are able to find the full line from the \$1,500 job right down to the bottom. And it is amazing how many people today are interested in fashion. And I never cease to be amazed at the number of French provincials that we are selling.

LANDRES: Or Early American.

HANNAH: This is a high end in furniture styling. Well, for example, the store, in our particular area, who handles nothing but contemporary, but in several lines, he hasn't got a chance to make any money not that he is looking for it, but he hasn't got a chance to.

DONALDSON: I stopped at a Kaymart store on the way out. They had color TV on display. They did not have many. They had a lot of portables. Their color TV in RCA was their little table model on the cart wheels, and the lowboy TV. In their whole TV department they had these two sets on display — no low-end, no style, no furniture.

I think in our particular market we are over the price barrier. The price is no barrier any more. If they want the set they are going to pay six, seven, eight, nine hundred or a thousand dollars, whatever the price is going to be, they are going to pay it.

HANNAH: If they don't want the metal box, what do they want? And if you don't have what they want, then you have had it. Then there is no profit.

CHARLES KRAUSS: Speaking about not having the merchandise, how serious is this shortage thing? Several of you mentioned it.

HANNAH: It is not getting any better.

ADAMS: Is it a constant thing?

DONALDSON: Mine is critical.

As an example, you all sell RCA-Victor color TV. In my market area, small town, rural and all that, to sell the real top end of the line we don't have much success in most products in selling. They stick to the middle. We don't sell the lowest price either. But it is usually the middle.

Recently, I have taken orders for such sets as the 25-inch HHF-870, this new big job with the doors, which

is Italian provincial. I had some of the 868s and 870 on display, but I didn't have Italian. Well, both of these sets I sold about three weeks ago, the 870s, and the distributor told me approximately six weeks for delivery. And the other one he couldn't give me a delivery date on, none whatsoever.

KRAUSS: Does this apply only to the 25?

DONALDSON: I have taken a comparatively low-priced set, which is the vinyl-covered metal cabinet, the GF-613, which you may have had in your market area, the console model, and I could have sold several of those in early March had I been able to get them. I can't get them.

LANDRES: Mel, are you having any merchandise problem in the big city markets?

LANDOW: There are problems. We seem to buy a little bit more, and we seem to generally sell what we have in inventory, so we are not as aware of the problem as you would be. Our warehouse inventory right now would be close to \$1.3 million in color TV. It would probably be lower than normal because we are not at the height of the season. All of the merchandise we own in color would constitute maybe 90 per cent of the sales that we make and, therefore, we can deliver what we sell. Ten per cent or less would be stuff that would be back ordered, and then we would have the same problem that Dick mentioned, that there would be a lag of six weeks or so.

DONALDSON: I don't want to order stuff. I want to sell what I have, the 15 or 20 sets in my store on display.

LANDOW: They want what they can get anyway.

DONALDSON: So on these 25-inch combinations, they both stated they were willing to wait. In most cases if you can't get it in the day they come in, or a day or two later, they don't want it. These people, I told them before I took the order, this may take three weeks to a month, and in both cases they actually said they would wait.

ADAMS: Was it a problem of tube



"They appear to react favorably to that model. Now let's try them on our No. 66160616."

size, or cabinet? Was it more of a problem getting the style?

DONALDSON: It is the distributor. I can't buy a 21-inch. The only thing they will offer me is a 25.

LANDOW: Dick, let me ask you this question. If you had a 21-inch in the combo you mentioned, would you be able to sell that right now if the customer came in and wanted the cabinet style?

DONALDSON: If they were a fresh customer. I would say not if it was a customer I had talked to. They would know the difference. I don't run 25-inch advertising at all. I advertise the 21-inch. I have got the 25 in stock, but I don't believe I have got enough to advertise. If I start running those sets everybody is going to want a 25 and forget the 21. I promote the 21.

LANDRES: We have got 15 or 20 sets out on loan so the customer will wait. We send out something — in fact this is something we use this no-profit merchandise for. When we get an order for something that we don't have, and the customer insists upon buying we normally send out some color set for them to use until we get the piece in. We have a slightly different problem from Dick. We anticipated this.

We use electronic data processing. And we knew from what happened in October, November and December we were not going to be able to get merchandise in February, March and April. And as a result we made a big buy in December, when we were still able to get some stock. In fact we bought — it scared me what we bought, but the machine said we were going to sell them, and the machine was right, and we have not really experienced it until just recently where we have not been able to get anything we want.

ADAMS: This mention of tube sizes brings up another question. There are currently four different tube sizes being offered in color in the U. S. There is going to be a fifth one very soon, and possibly a sixth one according to General Electric's statement. (The conference was conducted before GE announced its 11-inch color set.) What affect if any is this going to have on the color market? Is this going to have an effect on consumers buying a color set? Will they know there are six sizes? Does this make any difference? Does it confuse them?

LANDRES: I don't know if anything confusing helps the business. It is our feeling that the standard is going to be the 21-inch set. It so happens that with the three lines we handle right now, they only make 21s and 25s. Our experience has been that we sell very few 25s as compared to the 21s we are selling, not because the customer is not familiar with the 25 because we display seven or eight 25s on our floor, but because they do not, I don't think, realize, or they don't feel the value is there for the 25-inch set which is considerably more expensive than the 21.

Whether or not the 12½-inch color set, or whatever size the bulb maker is going to make at \$249.95, which seems to be the price that is going around, is going to help us any is a moot question with me. It may

interest a lot of people in a low-price color set, but I think we are going to get ourselves into the same position that we found locally in our market when everybody started to say when the '65 lines came out that the prices were going to be drastically reduced, and of course they did that. The \$449.95 box dropped to \$379.95. That is as far as they were reduced, that is, the color merchandise. Everything else remained at the same prices. So it may be a little more difficult for us. Fortunately, the box is ugly, and the customer, if he comes in for the three — we run it at even less than \$379.95 — but if the customer comes in for this low price set, it is a little difficult to step up \$100 to \$150 to the nice furniture, but he will go the difference once he is convinced. He will go the difference from \$400 to \$500. Whether or not he is going to go from \$250 to \$500 is a moot question with me. I don't know whether he will or not. I think it could confuse it somewhat.

ADAMS: Do you have both rare earth and non-rare earth color tubes?

LANDRES: I don't think the customer knows what that is.

ADAMS: Do they see them side by side on your floor?

LANDRES: Actually I really don't know the difference. I have been selling both. I have still got some six or seven-month-old Victors on the floor. They don't seem to be any brighter or dimmer than the brand new ones that have just come in.

LANDOW: Sylvania was the pioneer in what they call the color-bright tube, and it has been our number one line. It is a demonstrable feature.

LANDRES: You mentioned that your salesman managed to sell what you have got in stock, and I assume you stocked these Sylvania's.

(Continued on page 65)

New products . . .

BULOVA Stereo Phonograph

BULOVA has introduced model S-920 transistorized stereo phonograph rated at 40 watts. Master unit includes push-pull two channel amplifier and deluxe record changer. Separate speaker enclosures house two matched Jensen speakers. Flip-



Bulova stereo phonograph

over cartridge has diamond and sapphire needles. Auxiliary jacks permit use of amplifier with outside electronic equipment such as AM-FM tuners, tape recorders, etc. Other features: bass, treble, balance and volume controls, pilot light. Price, \$169.95. Bulova Watch Co.

Circle No. 156 on request card.

Tape recorders . . .

(Continued from page 58)

\$139.90. OKI 888 is 4-track, 3-head stereo tape audio center with brushed gold front panel and oiled walnut case, with 2 SP 888 speaker systems, \$419. Speakers, with 5-year guarantee, are \$59.90 each. Chancellor Electronics.

Circle No. 139 on request card.

PANASONIC In a line of 5 new tape recorders, model RQ-152 operates on 6 flashlight batteries or ordinary house current, with a "sure-fire" feature: if power should fail while set is in use, batteries take over automatically. The capstan drive, 2-speed (3¾ and 7½ ips) unit, 11-3/5 in. wide x 3-1/3 in. high x 10¼ in. deep, weighs approx. 7½ lbs. with batteries. Features single lever operation, digital tape counter, continuous tone control, reel size up to 5 in. \$99.95. Matsushita Electric Corp. of America.

Circle No. 140 on request card.

ZENITH Custom 4-track tape recorder operates at 7½ and 3¾ ips, is standard equipment in "Sibelius" home entertainment console. Records stereo FM, FM, AM or phono by using console and tape recorder controls. Has 7-in. reels, double-length tape, at 3¾ ips, records monaural



Zenith Custom tape recorder

up to 8 hrs.—4 hrs. each side. Records stereo up to 4 hrs.—2 hrs. each side. Features: 4 finger-tip tabs for On/Off, tape speed, forward tape travel and record/playback functions. Zenith Sales Corp.

Circle No. 155 on request card.

Dishwasher selling . . .

(Continued from page 45)

In fact, Martin points out, a dishwasher will work better if there is a little soil on the dishes. It makes the detergent and the water action work that much more effectively.

Martin points out that there is only a 10 to 11 per cent market saturation which leaves 90 per cent of the market still available for aggressive salesmen. The replacement market is going up, too, according to Martin. He is convinced that dealers who learn how to display and demonstrate can sell dishwashers as never before.

Martin stresses that now is the time for dealers to get on the sales bandwagon because more and more Americans are becoming used to the benefits and advantages of automatic home dishwashers, and companies are constantly doing more to provide dealer salesmen with the tools to do a better sales job. ■

MRIA And EIA Agree To Merge Organizations

The Magnetic Recording Industry Ass'n and the Electronic Industries Ass'n have agreed to merge under a plan adopted by members of both associations.

Approval of the merger plan was announced jointly by W. G. Paradis, MRIA president, and James D. Secrest, EIA executive vice president, following a proxy meeting of EIA members. MRIA members had previously approved the proposal following affirmative action by both boards of directors. Paradis is vice president and general manager of the radio products division of Warwick Electronics Inc., Chicago.

"We believe this merger will be beneficial to members of both associations and will enable EIA to strengthen its representation in an important sector of the electronics industry," Paradis and Secrest said in a joint statement.

"The combined organization will operate under the name of EIA because of its comprehensive character, representing manufacturers of all electronic products. However, members of MRIA will have a 'home' in EIA which will adapt its organization and services to meet the requirements of the producers of magnetic recording equipments and components."

MRIA was formed in 1952 in New York City. It later moved its headquarters to Chicago.

MRIA had more than thirty members of which eight have also belonged to EIA. Most of the new members will be assigned either to the Consumer Products Division or the Parts Division.

The MRIA-EIA merger will become effective on issuance of a certificate by the state of Illinois in which both associations were incorporated.

Fair Trip Sewed Up



KIMONO-CLAD winners of a sewing machine sew-off sponsored by Brother International Corp. in Japan won a 12-day tour of the United States culminating in their visit to the New York World's Fair, where they visited the Brother exhibit of sewing machines and typewriters in the Transportation and Travel Pavilion. Winners of the dealer phase of same contest visited the U. S.



RETAIL ROUNDUP

DAYTON — Sales of both brown and white goods are running ahead of last year in this Ohio city. Best movers include refrigerators and portable TV sets. Dealers questioned stated that the proposed excise tax removal has not been responsible for any slowdown in consumer purchasing. Electric housewares sales were described as good, largely due to Fathers Day with knives the most sought after gift.

HOUSTON — Air conditioner sales here are excellent. Dealers attribute this not only to the weather but to the fact that second and third units are becoming standard in most homes down here. However, one dealer expressed fear that the emergence of low cost central air conditioning is beginning to have an effect on room unit sales in the Houston area. Transistor radio sales here are also said to be good. Other products that are moving well include washers and dryers, and small screen TV sets.

KANSAS CITY — Air conditioner sales here lag somewhat due to cooler weather than usual for this time of the year. Retailers report that sales will have to spurt within the next few weeks in order to match last year's record figures. Business in general has been fair with color TV the only bright spot. Housewares sales are running slightly behind a similar period last year.

NEW YORK — Cool weather, combined with confusion over the Federal excise tax cut, are slowing sales at the retail level. Air conditioners are not moving at their usual rate, and dealers say consumers are forestalling major purchases until the excise tax situation is ironed out. Re-

frigerators, for some unknown reason, are especially slow. Only low-end washers are selling. Freezers are moving, and a promotion by Long Island Lighting Co. is given the credit. Color TV is "spotty."

PHILADELPHIA — Dealers report lively sales of many appliances and brown goods, and credit the Federal excise tax cut. There is, however, some discontent related to rebates which dealers must give to consumers. One reason is the "red tape" involved. One dealer notes that the rebates may leave a sour taste in some consumer's mouths "because it may give them an idea of how much we make on a sale."

PORTLAND — Lively but not fantastic is the way retailers describe business in this West Coast city. Best movers include color TV and refrigerators. Freezer sales are running a little ahead of last year but washer sales are about the same.

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Color TV . . .

(Continued from page 63)

LANDOW: We own them and we sell them, and when you put them on the floor side-by-side with, let's say, the RCA of the pre-color bright vintage, you find that it is a demonstrable feature that you can demonstrate a better, brighter picture with the color bright tube. Now that RCA has it, of course, that advantage has been negated. Up until that time it was very easy to sell, let's say, the Sylvania.

LANDRES: It is fine to do that if he is making better margins on the Sylvania.

LANDOW: If we did not have the color bright picture tube, then the idea would be, just as Zeke mentioned before, the 21-inch sales would constitute the overwhelming majority of our business because the 21-inch is a superior performing picture tube over the 25, not because the 25 can't be housed in a more attractive cabinet, which it can. But he happens to have it. It is available to him and it is a good value for him. So the customers end up with whatever is of good value to him. Now, in the long pull, however, a year or two from now, I believe anyway that you will find the gradual emergence of the 25-inch tube as the majority of sales.

LANDRES: I agree.

LANDOW: And price-wise because of manufacturers being able to produce it on a mass production basis and not being a scarce item it will compare favorably with the 21-inch tube price and therefore it will offer advantages without any substantial difference in cost to the consumer and, therefore it is obvious that it will become the popular size tube.

Now you can look at the parallel in the black-and-white business when we had all different sizes. It stabilized itself to the 23-inch tube. The 21, 24 and 27 all came out, but the 23 became the picture tube, and I believe the 25 or the 23 will be the size, let's say, the overwhelming majority of people will buy.

DONALDSON: You talk about display, Mel. Do you display more than one operating color set in the store at the same time. Do you automatically turn sets on and let them operate all through the day?

LANDOW: I would say most of them are plugged in and tuned in.

DONALDSON: How many are operating?

LANDOW: I would say probably about 40 per cent of them are operating all day long.

DONALDSON: What I usually do is, I have them all plugged in, but I will pick out maybe three, four, or five sets in separate areas and tune them in, but I try to arrange it so that I don't have two color sets right next to each other operating because it is awfully hard to get those two tuned identically and get the same color picture. If you separate them they can't compare them too closely as they would if they were next to each other.

I have them playing. But what I wanted to bring up was, before this

meeting I was down to Macy's and they have a lot of television sets on display, and a lot of color TV sets on display, and there wasn't one single set operating in that store except one of a group of portables on one counter. There was no exposure of color TV operating whatsoever.

ADAMS: Is it dangerous to let color be on in your store?

DONALDSON: It had better be good color.

ADAMS: Do you gentlemen have somebody who is responsible for seeing that this color is good?

LANDOW: Our color is good on our floor.

LANDRES: It has got to be working right. We have them plugged in,

but we don't turn too many sets on in the store. We have some on. I don't like to turn them on. The ones we have got have to be in a different area. We don't have antennas in the middle of our floor. Our floor is loaded with color. I don't like to sell it as something in the back room or special color room. I think the whole secret is to show a lot of them all mixed up with color stuff and sell it like you sell anything else. As a result you can't always plug them in, but with practically every sale we say we guarantee the customer if he isn't satisfied with the performance, we will take the set back and as a result of that we eliminate the problem of having to turn the thing on the floor.

(Continued on next page)



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Color TV . . .

(Continued from page 65)

LANDOW: Why don't you turn them on?

LANDRES: The way we are set up we pick it up and move it if we have to, if they insist, but we have 10 of them plugged in in a different area from where our sales area is. We don't have the physical set-up where we can hook up any set and show a proper picture on it.

LANDOW: I think you can overcome that, and I feel it would help you to overcome the problem that most people have with color TV that I found which is the non-belief that this thing is actually able to work in their home all of the time. We all have sets in our homes and we know that once it is tuned it is like a black-and-white set.

LANDRES: Only better.

LANDOW: So infinitely more dramatic and enjoyable. We took all our color TV and we moved it right up to the front of the store, and we put a little bit of a drop to the ceiling so that we can, let's say, shield some of the light, so that when the customer looks into the store he will see a color TV. He sees it playing and it plays all day long, and there is no use in trying to hide from it. We are proud of it. We want them to see it. We want them to have confidence in it because we have confidence in it, and seeing is believing. They see it. And they identify color television with Kelly and Cohen. They can't ask the question, does it work?

LANDRES: I am in partial agreement with Dick. You see, I don't want to turn that thing on unless I can show them the right picture on the set.

LANDOW: Hugh, do you have color sets tuned in?

HANNAH: We have color out in the brightly lighted area such as he speaks of, but our color that is playing is playing in a housed area, a special room.

LANDRES: The same for us.

HANNAH: It is perfectly visible to everyone standing on the sales floor when they look into this area.

Say, it is 75 feet down, but you can see it playing. And we always have a black-and-white portable sitting on top playing on the same channel so they can see the difference between black and white and color.

LANDRES: We do the same.

HANNAH: I never let them play color without the black and white right beside it on the same program, playing at the same time.

LANDOW: It is a big investment to get these things to operate properly, but once you make the investment and you have made it all the way up to the last quarter of a mile — it is the last quarter of a mile which will make a big difference. You go into those mass merchandisers, you go into those department stores, they are not big in color TV because they have not made the investment in color TV that you have. And I think you should follow it through and make it so that it is first class all the way.

ADAMS: Let me touch on something else here. What is the difference in the attitude of the consumer today as opposed to four or five years ago.

It's 10 years old

LANDRES: I think there has been enough reaction both by us and our competition, both by NBC with the peacock and everything else that goes along with it. Let's face it. This is not a new thing any more. This is 10 years old. We have been selling these for ten years.

And, of course, the attitude on the floor of the salesman, when anybody comes in and says he wants to look at a set, we don't say color or black-and-white like we used to a year or a year and a half ago. We take them right to the color set. At this point they drop dead or we move them to a portable or whatever they are interested in. I think there has been enough impact at this point where I think anybody who has been involved in color over the years feels this. I think most, or half of the people who come in today are interested in buying a color set. If they don't want to buy it, fine. If they want to look at one, you have got it. Maybe they won't buy that \$150 or \$180 portable if they can afford to buy the color set once they get to know it. So I don't think we have the problem of the new product any more . . .

HANNAH: I think the difference in the attitude of the customer stems from the fact that there is so much programming as compared to what it was five years ago.

ADAMS: You mean even if they see it in black-and-white?

HANNAH: They know they are missing something and it isn't a matter of having an expensive set for very few programs. The thing is on there and they realize it is good. They have so many neighbors who tell them that it is good. They have co-workers and things of that nature. There is a completely different attitude toward color than there was five years ago.

LANDOW: There are many people still who are somewhat reticent about making an investment of \$500 because they are not convinced that it has been perfected.

LANDRES: Or are they convinced

that it is worthwhile.

HANNAH: They say that with tongue in cheek really.

LANDOW: They want you to convince them. You have to be convinced yourself, but once you do you can make a sale.

We have taken and recorded in each store all of the color TV sales that we have made and placed them in the customer book which is prominently displayed. And after our follow-up phone call, after the merchandise is delivered — on any equipment, including color TV we call up and find out if the customer is satisfied and happy — we write their comments in the book so that whenever a customer asks a question we are able to go to the comments made by people in their general locality, sometimes on their specific street and show them several people who have color TV and what their comments are, and this is worth more than 10,000 words.

ADAMS: What effect, if any, has color had on your sales of black-and-white and stereo? Who would like to comment on that?

DONALDSON: On black and white, it has just about killed our consolettes. We have a few now and then maybe in the \$225 or \$250 area, but the high-end black and white in our market has been killed. And also because of the fact there are so many dollars put out for color we have experienced a considerable drop in stereo console sales. They feel that they are going to invest just so much money in home entertainment this year. And in the past where perhaps they would have bought a separate console and separate stereo or combination in black and white for the dollars they are putting out for color, now they are going to color so our stereo sales are way down and our console TV sales are way down. Our portable black-and-white has maintained what it was before because it is a second or third set. But console and big ticket black-and-white is really down in our store.

LANDRES: Our stereo business hasn't dropped off. We figured it might. As a result we spent some extra money last fall in the stereo business. We felt, as Dick mentioned, that people have so much money to spend, and they are budgeted, most of them, in our market specifically, because we have a big naval population and they are limited in their income. As a result we promoted very heavily in stereo in the fall, and we were able to maintain our percentage of business in units of stereo. But our console TV business has dropped dead because we just won't let the customer buy a \$225 or \$250 black-and-white set. We just pull them right up there into color. We won't sell them the other.

ADAMS: You mentioned free home trials, Mel. Have you always been in free home trials?

LANDOW: Only with color TV.

KRAUSS: Do you still have them?

LANDOW: Yes

LANDRES: We don't call them that. We guarantee them if they are not satisfied we will take it back.

DONALDSON: We advertise a three or five-day home trial.

ADAMS: Do your distributors work with you on this?

LANDOW: They work with you. They say, "Lots of luck!"

LANDRES: I agree.

LANDRES: For our financial outfit we get a little ticket signed that this set is on trial, so when they come around to check the floor plan we flip them a ticket and that is good for 30 days anyway.

KRAUSS: All of you obviously sell a lot of color. I was just wondering, of all the color sets you sell in a given year, how many of these people came in asking for color? Do you have any idea? I assume they came in looking for a TV in the first place.

LANDRES: I would say lately, the last six months, since September or October, about 75 per cent of the people we have sold have specifically come in for color.

DONALDSON: Our percentage would be quite high. People are coming in now surprisingly to me anyway. I have never seen such a dramatic change for the better. For five years I gave them away to get rid of them. A year ago I started selling them to make some money, and now I am selling them to make good money. I had to give them away to get rid of them. Well, a year ago all of a sudden it turned around. It was dramatic. Almost overnight people are coming in and asking for color, whereas before when they came in and you tried to talk to them about color — well, it was something that people were experimenting with, you know. Now they come in. They come in and say, "I want to see color. Where is your color? Let me see your color." ■



"If your TV picture's shaky, get a brand-new set today!"

Sell the New Tape Recorder that Sells Itself Profitably

For as low as
\$29.95



Self
Selling
Display

Features: • Capstan Drive • Two Speeds • Single Knob Control • Pause Control • Dynamic Speaker • Remote Dynamic Microphone • AC or Battery • 3 1/4" Reel — 2 Hr. Play

MUSIC SHOW
Space #418, International Room
Dokorder
Pioneer in Quality Electronics
Rengo Traders Inc.
234 Fifth Avenue
New York, N. Y.

Formula for tape recorders . . .

(Continued from page 31)

is standing next to a counter in and behind which miniature recorders are displayed in depth.

A few console stereo combinations which include tape recorders are displayed on the large sales floor, but by far the bulk of higher priced units which the store stocks are displayed in an acoustically-treated demonstration room in the Hollywood store as well as the other two Denels outlets.

The units are located on a long shelf that runs along one wall of the room at a convenient height. All are hooked up. Here, free of distracting influences, the salesman can demonstrate the features of various models and allow the prospect to make sample recordings to her heart's content.

Most of the people whom the stores sell tape recorders are in the 23 to 40 age bracket. Some purchase a unit for professional use, but by far the bulk of customers intend to use their recorder to provide music, Denels advises.

Some of this music they will tape themselves from radio programs, but

much of it will be provided by pre-recorded tapes. Denels carries some 500 different pre-recorded tapes in his recordings department.

This has proven a good traffic builder, he notes, and also has emphasized to people that the stores are in the tape recorder business with both feet.

The stores also offer to install tape decks in certain console stereo sets which they display (See cover photo.)

The tape deck which generally is installed carries a \$200 price tag.

Some 70 such installations were made in 1964.

The salesman's approach in suggesting the tape deck installation is that the consumer will enjoy greater benefits from the console. Most often the installation is made at the time a consumer purchases the console, but it may also be suggested to her after she has paid off a portion of the sales contract on the console.

To make doubly certain that consumers are aware that Denels Music Shops is in the tape recorder business, salesman try to mention this product to every one who comes into the stores.

Denels does some newspaper advertising of tape recorders, but most-

ly recorders are advertised on a classical music program which is aired by station KFAC. The stores advertise on this show every day.

William J. Denels has been selling recording instruments since 1929. At that time he was working for large appliance operation which handled a machine that played aluminum disc recordings.

He has been in his own business since 1935.

At one time his stores included appliance departments, but now the only appliance sold by Denels is the Norcold spot refrigerator. He notes that sales of this product have been especially good in Hollywood where there are many apartments. ■

Revised "Buyer's Manual" Is Published By NRMA

Forty-three of the nation's best known retailers contributed chapters covering every phase of retailing in the newly revised edition of "The Buyer's Manual," published by the merchandising division of the National Retail Merchants Ass'n.

Five new chapters added cover such topics as: "The Buyer and Federal Trade Regulations," "Merchandising by Classification," "Working with the Branch Store," "What the Buyer Should Know About Credit," and "You're the New Buyer—What Now?"

"The Buyer's Manual" will sell to NRMA members for \$5 a copy; to non-members, \$10 a copy. On quantity orders of ten or more copies a quantity discount of 20 per cent will be given. Write: NRMA, 100 W. 31st St., New York, N. Y. 10001.

Excise tax . . .

(Continued from page 17)

where the tax ran as high as \$30 to \$50. On the other hand, consumers won't realize as much of a savings in refrigeration where the tax ranged in the \$5 to \$10 bracket. But regardless of whether the savings to the consumer is \$5 or \$50, it's bound to be a real sales stimulant."

Bob Fudge, Tennessee Appliance Sales, Nashville, Tenn: "The buying public is a little confused right now. However, the repeal can't help but sell more merchandise as it will bring retail prices down.

"We in the South welcome the abolishment of the tax and feel this will be an added stimulant to an already healthy economy." ■



OLYMPIC 3-AT-ONCE COLOR COMBO



Sell this exclusive Olympic Houseful-of-fun: Color TV, hi-fi, radio...all in one, and all at once! 21" Color TV*...4-speed Stereo Phonograph...AM/FM Radio...Multi-Sonic speaker system, "Color On" signal light! Add remote speakers for sales-clinching action demos! To retail profitably at

\$549⁹⁵ *DIAG. MEAS.

See the Olympic line of "3-at-Once" combo profit makers...21", 23", 25" Color, or B/W TV*...decorator styled cabinets!

THE MUSIC SHOW ■ CONRAD HILTON HOTEL CHICAGO ■ JUNE 27 THROUGH JULY 1

LSI / Olympic

LEAR SIEGLER, INC./OLYMPIC RADIO & TELEVISION DIVISION
LONG ISLAND CITY 1, N. Y.

For more facts, use Request Card and circle No. 213

Tape recorders' "bright future" . . .

(Continued from page 32)

Mincom Div., 3M Co., "is in first gaining mass consumer interest in the concept and inherent benefits of the medium of tape recording, before we can start talking specific machines."

Noting that "the responsibility rests not only with the dealers, but with the industry as a whole," Boyd says, "The dealer's job is to display the equipment attractively, know what he is selling, and most important, demonstrate the product. We in the industry must aid the dealer by

providing means to display our equipment, as well as providing the proper training of sales personnel. We can also make the tape recorder a more attractive product through sound pricing, good profit margins, and by offering him a good product to begin with."

Boyd also points out that "a well designed product that will stimulate consumer's interest, then sales, will be of benefit to the dealer and the industry as well. The overall problem is much like the old adage of

selling the sizzle before the steak."

To whom should this "sizzle" be directed?

First men, then teenagers are the potential buyers of a tape recorder, according to a MART Magazine survey in which 52 per cent of 577 respondents said they sold the units.

To the question, "Which member of the family first shops for a tape recorder?" answers ran: Man, 177; teenager, 116, and woman, 21. To "Which member of the family is most interested in buying a tape recorder?" replies said: Man, 177; teenager, 123, and woman, 16.

To "Do your salesmen demonstrate tape recorders?" 260 dealers said yes, — 34 said no. But only

20 said yes, and 275 said no to "Do you demonstrate tape recorders at your local high school and college?"

"As tape recorders in general become easier to operate and there is more standardization in the industry, the entire market will open up," says Burke of Westinghouse. "In the under \$100 area, there is a particular potential for educational purposes, voice communication, and such things as use in relation to correspondence, a tremendous potential. Further, this will make these purchasers prospects for higher-priced units at a later time."

Agreeing that the "opportunity is present for step-up selling," R. W. Hanselman, vice president, consumer products merchandising, RCA Sales Corp., notes that "consumers who have bought the less expensive toy-type units in the past are now familiar with tape recording and certainly should be more receptive to better models with additional features."

Says Hanselman: "Steady growth is predicted for the full tape recorder industry, which is why we strongly recommend that TV-radio dealers are in an excellent position to broaden their home entertainment business with the addition of a tape recorder line.

"We anticipate that tape recorder sales will show an average increase of 600,000 units each year, and by 1969, will be at the 6,500,000 level. As the industry grows, greater interest will be shown in more expensive machines with more than half of all domestic recorders sold next year expected to be in the above-\$50 category."

RCA is planning a major introduction in August of tape recorder models, "which," says Hanselman, "we expect will give us the most diversified line of tape recorders in the home entertainment industry."

"The demand for tape recorders is progressively stimulated," notes Richard L. Morris, sales manager, Viking of Minneapolis, Inc., "as package sound systems find their way into more and more homes." Noting that "tape recorders are used by virtually all audiophiles," Morris says, "We are also watching an increasing interest in the standard cartridge tape player used in conjunction with existing music systems. This market has developed through the distribution of the automotive tape players, which has shown a strong acceptance in recent months. Additional exposure and expanding libraries make the standard cartridge player a desirable means of quality sound at a reasonable price." He also points out that the "coming holiday season should show some significant advances in tape systems and associated equipment." ■

Delmonico Nivico



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279⁹⁵

Model CTV-440



Model CTV-440UHF—23" TV, Hi-Fi, AM/FM Multiplex Ready Radio. Self-contained Stereo Phono. Another excellent reason why 'Delmonico-Nivico' is synonymous with 'value'. 44" WIDE, 31" HIGH, 17 3/4" DEEP.

Model illustrated above: Delmonico-Nivico CTV-239UHF—Reflecting the best in contemporary furniture trends, this stunning family entertainment center will adapt to a variety of room settings. 23" TV, Hi-Fi, AM/FM Multiplex Ready Radio. Self-Contained Stereo Phono, 28 tubes plus Rectifier and 5 diodes. 3 stages of picture IF. Diamond needle. FM Multiplex jacks; Remote speaker terminals; Adjacent channel traps; High-Gain push-pull output Audio Circuit; 4-speed automatic intermix stereo record changer with automatic 'shut-off'; Stereo balance control; 6 speakers. 53 1/2" WIDE, 31" HIGH, 17" DEEP. Finished in Mahogany or Walnut.

Made by Victor Co. of Japan Ltd., Exclusively for Delmonico Nivico

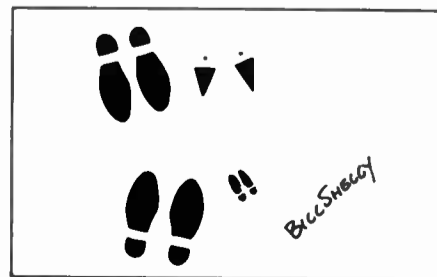
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HIGH POINT, NO. CAR. — TEL. 919-888-7987
For more facts, use Request Card and circle No. 214



"This is Mr. Winton. He handles our transistor radio sales."

The Balance Sheet

by JACK ADAMS



Who Decides Who Buys What?

Thirty minutes after a manufacturer recently introduced a new home electronics item to the press in New York, a dealer in another part of the U. S. (who must maintain a remarkable intelligence network) telephoned the president of the manufacturing concern to ask that the first shipment of this product be made to his store.

Fifteen seconds after a wildly cheering group of dealers (egged on by factory skills) had applauded the introduction of a new model of a TV set, a retailer sitting next to us turned and shook his head sadly. "Boy, I hope this doesn't foul up our market even more," he muttered.

Even though the products referred to were somewhat different, we're reasonably certain that the reaction of the two dealers would have been approximately the same had they been exposed to either of the two products at the same time.

We've known both of these dealers for quite a few years. Both have been successful in building substantial business volumes.

If you wanted to deal in strictly surface descriptions, you would probably call one an optimist and the other a pessimist. Or, perhaps one could be termed a Pollyanna and the other a realist.

But this would really not even be scratching the surface. And if you followed up on the manner in which the two dealers handled either item, it would probably evolve something like this: Mr. Optimist would launch the new model with a big campaign in his market. He'd magnify its benefits until the product sounded even better than it did when it was presented at the manufacturer line showing.

His dollar gross on each unit might not be much, but he'd sell an awful lot of them. He'd cause a lot of excitement in his market. He'd maintain his image of being first. And tomorrow, next week, a month from now, everybody in his market (except the people who had bought one) would have pretty much forgotten about this particular model, because by that time Mr. O. would be applying the same technique to something else.

Mr. Pessimist for one or more reasons obviously looks upon the new product as muddying up his branch of industry waters. Maybe he thinks it will confuse consumers as to what to buy, and as a result they will postpone a planned purchase. Perhaps, his gross from this product category has not been all he would like it to be, and he sees the new model contributing to its further decline.

So perhaps Mr. P. will not even purchase the new model, or maybe if he does, he'll hide it in his store so he'll have one handy to sell against if a prospect mentions it. There are many ways he could handle it.

And maybe how he handles the model will be determined by whether he has a Mr. O. in his market and also whether or not this is a Mr. Capital O.

All of the foregoing is pretty much generalization, we'll admit, but we've gotten on this kick because at the moment we're caught up in the annual parade of manufacturer brown goods line introductions.

Maybe it's because memory is short, but it seems to us this year we've seen a wider variety of home electronics items for dealers to sell and sell against than we've ever seen before.

And after attending line showings for 20 years, we still find ourselves musing over what really decides a factory to say, "This is the number we're going with."

And then we wonder what in the year ahead will be the major determinant as to whether a specific model succeeds or fails. And maybe the debaters of "push-pull" techniques would dispute

it, but we're still convinced that the good independent dealer is far more the master of his destiny than some of them realize.

And whether he has a hard core of 300 or 30,000 customers, the question of whether or not those core members buy a particular model, we believe, can largely be determined by the dealer.

As many readers know, there are studies that touch on this area. One that comes to mind is a study conducted by a research staff at Indiana University that shows that between 60 and 77 per cent of consumers included in a market survey did not shop in any other store besides the one from which they purchased an appliance.

Also, the study showed that except in the case of automatic washers the vast majority of purchasers had not decided upon a brand before buying.

What prompted the customers finally to make the purchase they did is another part of the study. The two factors mentioned above do indicate, however, a degree of pliability in the prospect who enters the store.

And while it is not our mission here to quarrel with the tactics of either Mr. O. or Mr. P., we think Mr. O. so quickly adopts the attitude he does towards many things new, because he probably is more aware of the degree of control he exercises over his business.

Things are moving at a fast clip in the home electronics business, both product- and price-wise. We sense that many dealers are concerned how they will adapt their businesses to all that's new.

And doggone it, call us "Mr. Pollyanna" if you wish, but we say if they realize they're a lot more powerful than they think, they can instead very fruitfully adapt all that's new to their businesses.

A Pleasure To Plug — We'll admit that from time to time we feel compelled to plug various industry activities either out of courtesy or perhaps because there's a chance the industry will somehow benefit from the activity being plugged.

Such is not the case when it comes to the NARDA Institute of Management.

If we ever reach a stage where some august body rules that a man must fulfill certain requirements before he be permitted to practice appliance retailing, we recommend that completion of a course such as that offered by the NARDA Institute be made mandatory.

In the past we have taken a dim view of the increase in the number of scholarships to the Institute being offered by manufacturers. For one thing, we were afraid these scholarships would go to those who least needed and could best afford attending the week-long school.

We still feel that a man should have to earn the right to be exposed to such a tremendous experience as the NARDA Institute. But maybe we're mellowing in our old age, and now we believe that the most important thing is to get as many dealers and salesmen as possible "Institute-trained."

MART Magazine is again offering a scholarship with all expenses paid. How to compete for it is explained on page 15 of this issue, and you'll note it's open only to those who have never before attended one of the schools.

The dates for the 11th Annual NARDA Institute of Management in Washington, D. C., this year are August 8-14. Here's hoping you win a scholarship, but if you don't, still try to go.

It's an investment that will return dividends for many, many years. ■

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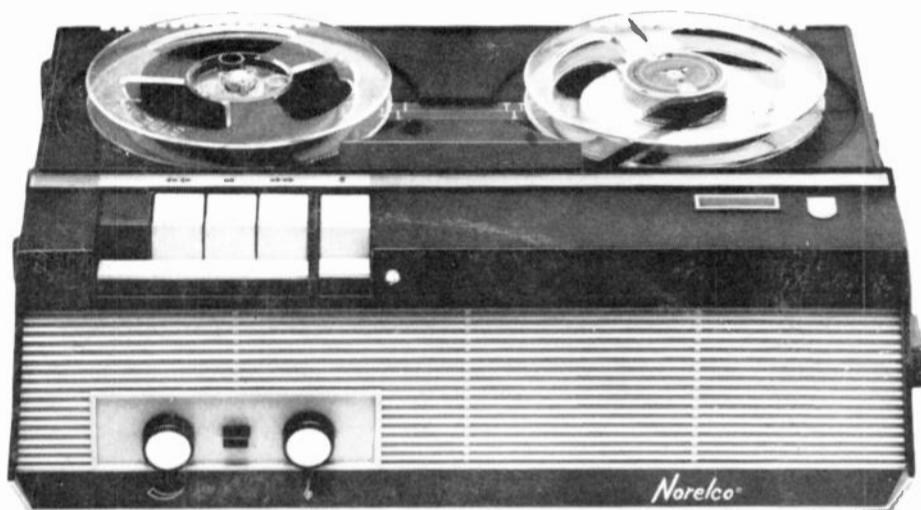
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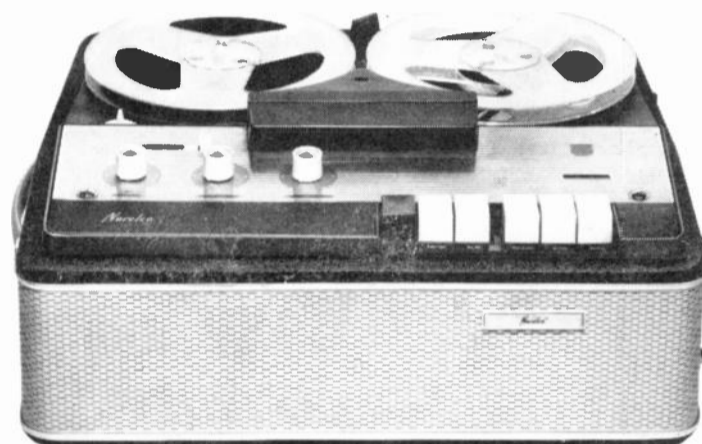
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Looking for an easy way to sell Tape Recorders? It's this simple...



NEW! The Norelco Continental "95"
Unbeatable Norelco Quality At An Unbeatable Price...\$79.50*!

Makes any beginner feel like an expert—and it's as simple as pushing a button! The secret? The Norelco exclusive AUTOMATIC RECORD CONTROL that electronically adjusts the recording level to guarantee a *perfect recording every time!* This smart, low-profile "95" will break open the popular price market for you. How can you beat it? Quality and simplicity—all for \$79.50*!



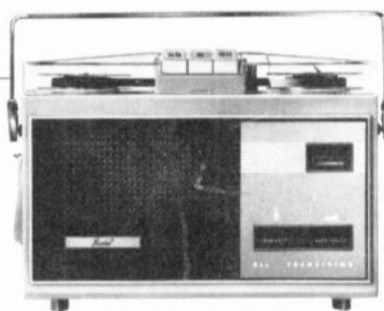
**NEW! The Norelco
Continental "201"**

At last, a simple-to-operate, sophisticated tape recorder! Provides every built-in feature needed for professional-type home recording and playback. A truly impressive *quality* tape recorder that's simple enough to sell itself! A tremendous value at \$149.50*!



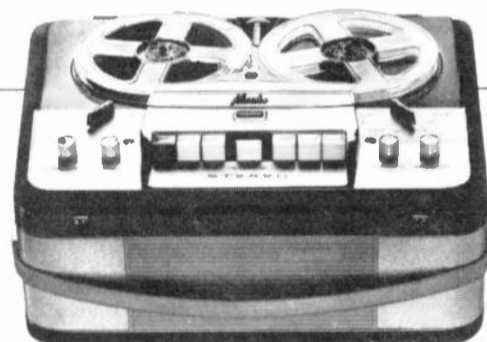
The Norelco Carry-Corder® "150"

The simple, cordless Carry-Corder goes anywhere! Loads cartridges in seconds . . . records for an hour. And you won't believe how great it sounds 'til you demonstrate it! There's nothing like it on the market. Comes pre-packed with 4 tape cartridges, patchcord, carrying case, pouch, and tape mailer. A real cordless wonder at \$119.50*!



The Norelco Continental "101"

This cordless tape recorder looks simple, and *is* simple—but wait 'til they hear it! The "101" weighs only 7 lbs., works on 6 ordinary flashlight batteries. Simple three-button control. People on the go will really go for this, priced at only \$99.50*!



The Norelco Continental "401"

Open the lid, and you've opened a whole world of brilliant stereo recording! Here's everything a real pro could ask for in a quality stereo machine—and it's still the simplest stereo recorder on the market! Does everything all the complicated makes do, but you don't have to be an engineer to demonstrate it. Priced right at \$219.50*!

The big idea behind every Norelco tape recorder is simplicity. Simple to operate. Simple to demonstrate. Simple to sell. (And once they're sold, they *stay sold!*)

Norelco gives every one of your customers, from beginner to pro, top quality machines and accessories. And Norelco gives *you* the most generous and exciting coop-merchandising and sales promotion programs in the industry. So make it simple for yourself . . . stock, display and sell the Norelco tape recorder line.

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With 5 transistors, 2 speeds, Capstan drive, remote microphone and super engineering thruout for positive response, improved sound and user convenience.



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Excellent design and unusually fine reception make this the fastest selling 10 transistor radio on the market. Vernier tuning and automatic volume control are special features.



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This remarkably powerful 10 transistor radio brings in 3 broadcast bands - AM, FM and Marine. Improved tone control and distortion eliminator provide superb listening. In rugged leatherette carrying case with shoulder strap for convenience.



TR-4597 "ROYAL" FOUR-BAND RADIO

Covers Short Wave as well as AM, FM and Marine Band. 15 transistors plus the very finest of precision engineering make for sensitivity, driftless reception, powerful coverage and unexcelled tone. Set includes magnetic earphone, 4 batteries, external wire antenna.

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For more facts, use Request Card and circle No. 215