

Reports on brown goods lines for 1969

The beauty (appliance) part of it: a healthy business

Preview of the Consumer Electronics Show

The business partner of 50,000 appliance/home electronics retailers

JUNE 15/68

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A Buttenheim Publication

Portable color TV: more models, bigger sales.



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Announcing the Leadership Line for 1969!

Admiral® gives

Featuring the longest, strongest picture tube warranty in the industry—3 full years!



The Acadia. Model 3L378 23" (diag.) Mediterranean style Pecan grained finish console. Admiral AFC and Instant Play. Tone control.



The Maplecrest. Model 2L135 20" (diag.) Early American style Maple grained finish. AFC and Instant Play. Tone control.

The Blanford. Model 2T101C 20" (diag.) color portable. Admiral AFC and Instant Play. Walnut grained vinyl finish. Built-in antenna.



Sonar full-function 7-button Remote Control, available with many models. Turns set on and off, adjusts color intensity, tint, changes channels and adjusts volume.



The Bordeaux. Model 3ST367 23" (diag.) French Provincial genuine Cherry veneer stereo theatre. Admiral AFC and Instant Play. Solid state FM/AM, FM Stereo radio and amplifiers. Separate bass, treble and loudness controls, eight speakers.



Completely restyled fine furniture cabinetry in a galaxy of stunning new woods and colors!

You've really got the selling edge! Completely restyled fine furniture cabinetry. An unprecedented 3-year warranty on color picture tubes! A range of screen sizes to cover your market like never before! That's the Admiral selling edge. Take advantage of it to make more color TV sales this year.

Compare warranties. Some other manufacturers have extended picture tube warranties. But nobody—not even the other two major manufacturers—delivers like Admiral with three full years on the tube. That means Admiral protects you fully during the critical third year of set ownership. That's very important if you hold your own financing paper.

Admiral's new 1969 TV line is completely restyled. Bold new contemporaries. Warm new Early Americans. Stunning Mediterraneans. Elegant Provincials. All crafted from lustrous hardwoods.

Fully featured, too. Admiral AFC tunes over a broader range, brings in a perfect color signal at the flick of a switch. Admiral Instant Play snaps sound on instantly, vivid color picture in seconds. Full-function 7-button Sonar Remote Control available with many models. Feature for feature, model for model, Admiral gives you the selling edge!

Three-year Admiral warranty on color picture tubes
Picture tube warranted to original owner to be free from defects for three years. Admiral will supply a replacement tube in exchange for the defective tube. Service and installation costs to be paid by owner. Warranty not effective unless registration card mailed within three days after delivery. Not transferable. All other tube warranties negated.

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in black & white TV

Reap the profits from impulse buying with the new Admiral Twin Playmates!

Stock both Admiral high volume Twin Playmates—9" (diag.) and 12" (diag.). Merchandise these sets in stacks where customers walk in... for big retail action. Maximum carry-in warranty, mini-priced to retail from \$75. Size for price, the Admiral Twin Playmates are hot impulse-buying items!



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The Playmate. Model 9P14 9" (diag.) b&w portable. Only 9 lbs. light. Durable plastic cabinet. Admiral Instant Play.



The Cambridge. Model C1917P 19" (diag.) Extended Screen b&w portable. Admiral advanced Nova II chassis. Admiral Instant Play. Stand included.

in console stereo

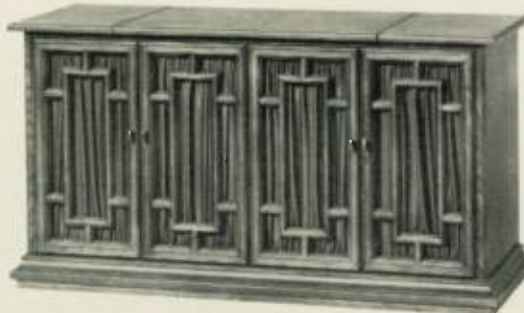
Introducing the new Admiral Bull Horn Sound System—greatest innovation in sound since stereo records!

The Bull Horn Sound System! So revolutionary, patent's applied for! These 48" wide fully featured consoles can, for the first time, generate real bass down to 30 cycles per second! High- and mid-range notes balance, too!

They're priced to retail at less than \$300! Stock! Demonstrate! Listen to them sell for full retail profit!



The Ramsey. Model Y1951SA. Dramatic contemporary styling in warm Walnut veneer cabinetry. Solid state FM/AM, FM Stereo radio and 20-watt amplifier.



The Monaco. Model Y1958SA. Stately Mediterranean styling in genuine Pecan veneers. Solid state FM/AM, FM Stereo radio and 20-watt amplifier.



The Parisian. Model Y1959SA. French Provincial styling heightened by rich Cherry veneers. Solid state FM/AM FM Stereo radio and 20-watt amplifier.

in radio and portable sound

Innovations in styling and sound give the selling edge to Admiral!

New styling. Beautiful wood finishes. Remarkable sound quality. And an elegant FM/AM, FM Stereo radio that's priced to move fast at full profit! From impulse-buying transistor to top quality FM stereo models, you can't stock and sell a better, more comprehensive radio or phono line than Admiral!



The Concert Master. Model Y621RA. Solid state FM/AM, FM Stereo radio. Genuine Walnut veneers. Remote enclosures for thrilling FM stereo separation and realism.



The Playmate IV. Model RP608 portable phono-radio. Plays 33 1/2 and 45 RPM records and AM radio. Uses batteries or house current with optional plug-in AC adapter.



The Spinet. Model YC511RA. Solid state FM/AM clock radio. "Wake to Music" control. Illuminated clock face. AFC.

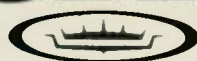


The Impresario. Model YF1361SA bookshelf stereo. Deep Profile 4-speaker system. Solid state FM/AM, FM Stereo chassis. Walnut cabinet. 4-speed changer.

Stock, sell and profit as never before!

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The business partner of 50,000 appliance/home electronics retailers

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mart

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cover

Artist's handiwork superimposes "live" a Mart magazine staff photo of John and Bill Fisher, of Bill Fisher's Appliance & TV Center, Cherry Valley, Ill., on screen of set undergoing analysis in RCA testing laboratory.

Mart magazine, including Electrical Dealer, June 15, 1968, Vol. 12, No. 11 • Buttenheim Publishing Corporation 1968. All rights reserved. Buttenheim Publishing Corporation, 757 Third Ave., New York, N.Y. 10017. Controlled circulation postage paid at Waseca, Minnesota. Subscription rates: United States \$10 per year, Canada and Foreign \$20 per year. Published on the 1st and 15th of every month.

RANGES • HOODS • AIR CONDITIONERS • REFRIGERATORS



4.6 cu. ft.

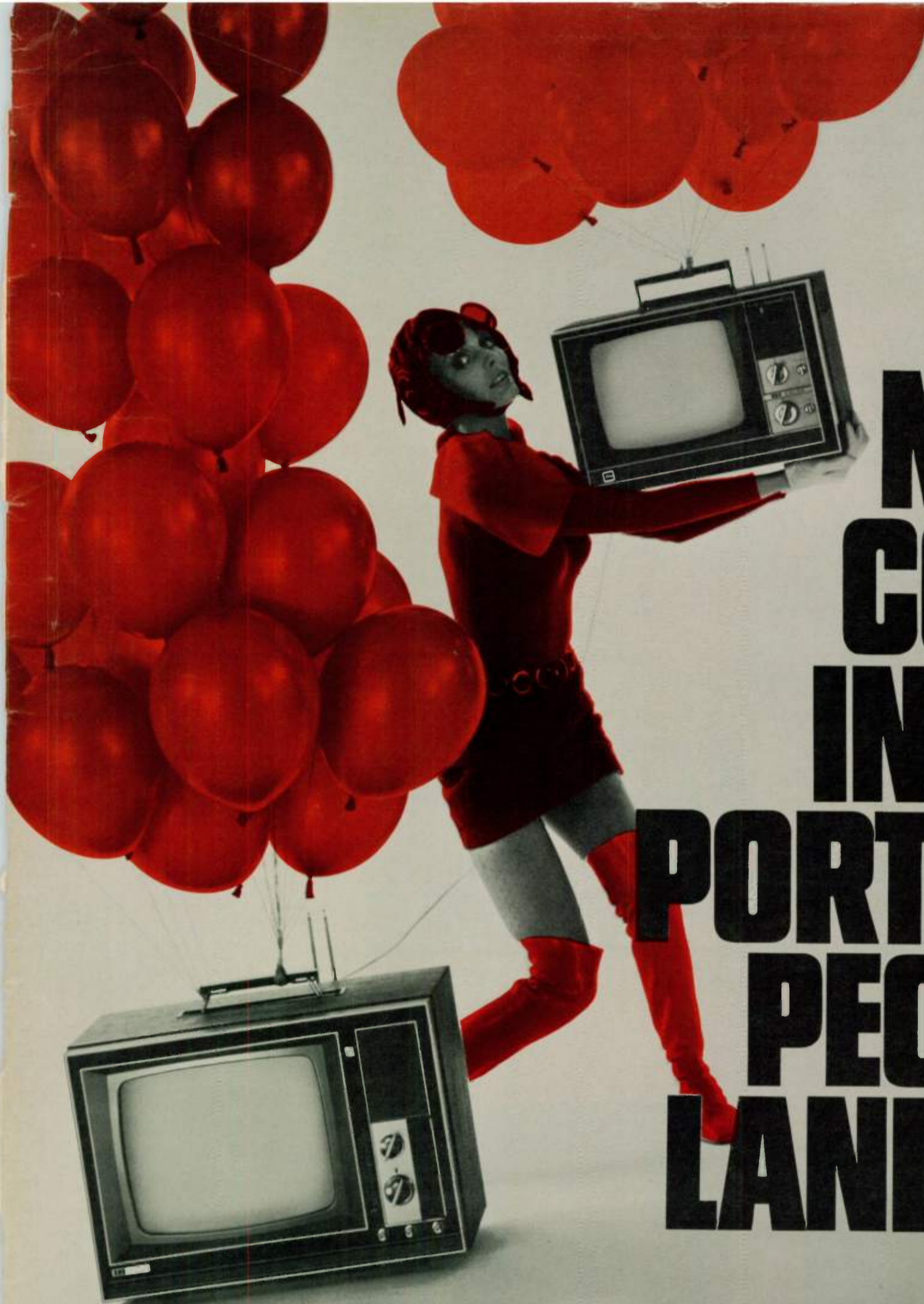
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WELBILT MAKES MONEY



NEW COLOR IN PORTABLE PEOPLE LAND

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styled and engineered for "the portable people." There's nothing like it! 44 new models including an all-new portable color TV line!

See them at the Consumer Electronic Show, Americana Hotel!

NEW COLOR PORTABLE

(69 sq. in. rectangular picture.)

It just flunks the balloon test. Only 38 lbs.

- 41 solid state devices... "Portabuilt" design ends service headaches.
- New Toshiba Spectronic Color Tube has almost twice the color dots PSI as similar screen sizes. Amazing picture detail and color fidelity.
- New Slide Rule Tint Control. Ends fumbling. Easiest tuning for the most natural colors.

Hottest truly portable color on the market! It's the **Spectrum III (C3A)**, above top.

NEW BIG SCREEN PORTABLE COLOR

(117 sq. in. rectangular picture)

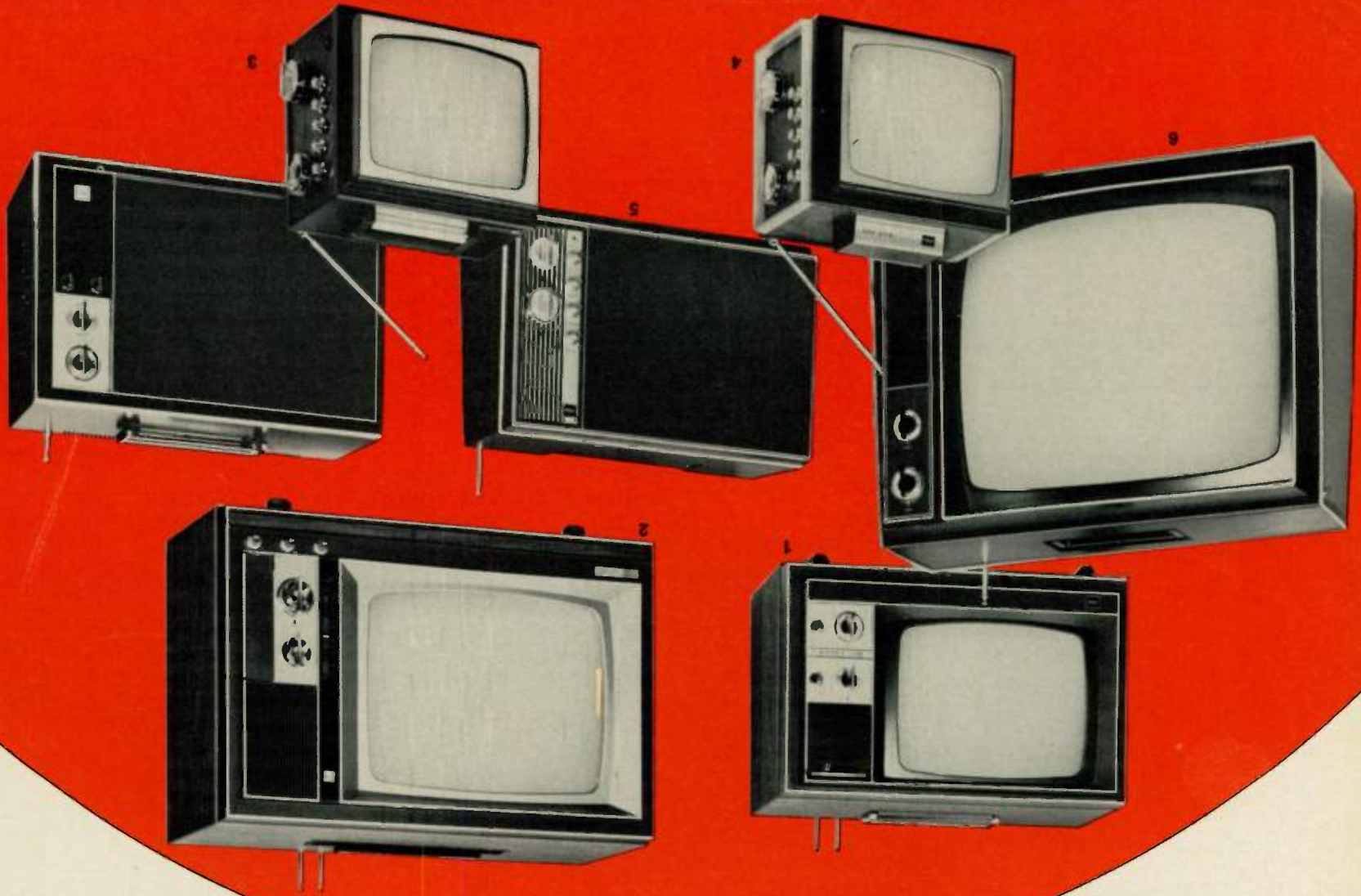
The fast-acting aspirin for service and profit headaches. Toshiba "Portabuilt" to take the jolts-and-jars use from the Portable People.

- New Toshiba "Steelguard" rectangular picture tube.
- 3 stage IF. Keyed AGC. Recessed handle.
- 21 Toshiba solid state devices.
- Rugged steel cabinet. Smart international styling.

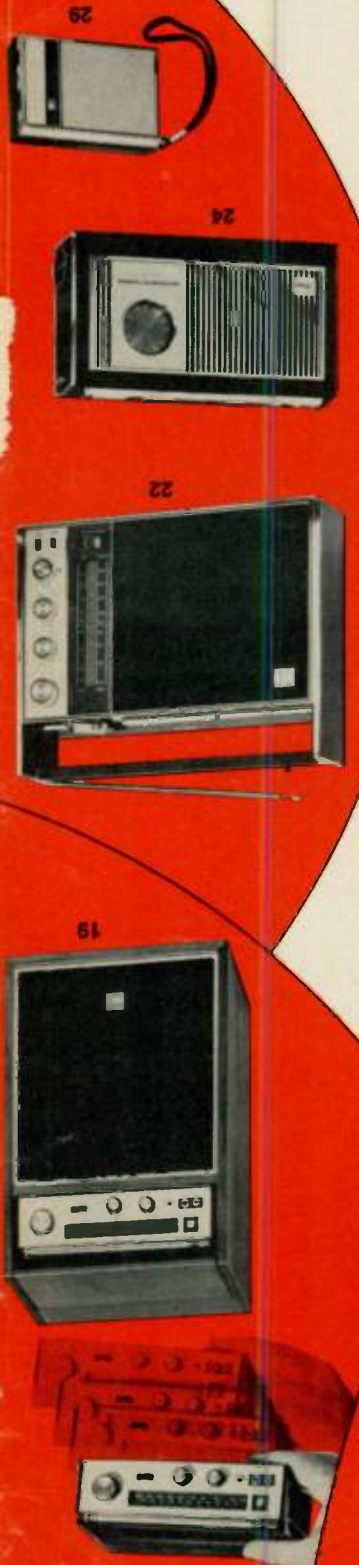
Best moving big screen portable around. It's **The Catalina (C5A)**, above bottom.



THE INTERNATIONAL ONE



MORE FOR THE PORTABLE PEOPLE



At the Consumer Electronics Show

(Americana Hotel.)

don't miss
**Toshiba Portable
People Land!**
(No passport needed.)

- See dramatic new color picture tube demo
- See the famous balloon test of portable color TV
- See the biggest advertising program in Toshiba history
- See 10 of the most beautiful girl guides in Portable People Land
- See . . . get a gift from Toshiba . . . and see the light!



1. All new Color Portable TV. 69 sq. in. rectangular picture, 38 lbs. New Spectronic picture tube. Slide rule tint controls. 42 solid state devices. Steel cabinet, linen-textured vinyl (Charcoal, C2A; Cocoa, C3A).

2. All new Color Portable TV. 117 sq. in. rectangular picture. New "Steelguard" picture tube. 3-stage IF, keyed AGC. Steel cabinet with linen-textured vinyl (Charcoal, C4A; walnut-grained vinyl, C5A).

3. New Solid State Portable TV. Battery/plug in. 37 sq. in. rectangular picture. 41 solid state devices. New "Steelguard" picture tube. Keyed AGC. T3.

4. Deluxe Solid State Portable TV. Battery/plug in. 37 sq. in. rectangular picture. 41 solid state devices. Turret grip handle. Earphone. 13 lbs. Walnut veneer, T2W; teak veneer, T2T.

5. New "Sun Screen" Portable TV. 69 sq. in. rectangular picture, removable "Sun Screen." New "Steelguard" picture tube. 3-stage IF amplifier, keyed AGC. V4.

6. New Big Screen Portable TV. 180 sq. in. rectangular picture. "Steelguard" picture tube. 3-stage IF amplifier, AGC. Earphone. V5.

7. New Solid State Portable TV. 69 sq. in. rectangular picture. Snap-on "Sun Screen." 46 solid state devices. T4.

8. New Solid State Battery/plug-in Cassette Recorder. Exclusive Toshiba pop in, pop out cartridge action. Push buttons. KT-20P.

9. New Solid State 8 Track Stereo Tape Cartridge Deck. Plays 80 minutes, automatically repeats. Illuminated Program Indicator. Walnut. KT-80.

10. New Solid State 8 Track Stereo Tape Cartridge Player. Push button Program Selector. Balance Control. 20 watts EIA. Walnut. KT-81.

11. Solid State 2 Track Portable 2-in-1 Tape Recorder. Battery, plug in. Push button controls. GT-611P.

12. New Solid State 2 Track Portable Tape Recorder. Cueing and live-pause edit control, fully transistorized amplifier. Wood-grained steel. GT-701V.

13. New Solid State 4 Track Stereo Tape Recorder. Exclusive Toshiba "Electro-Hinge" speakers play open or closed without cables. Professional features. Walnut veneer. GT-840S.

14. New Solid State Transceiver. Two Channels 100 mw. Die-cast housing. Battery condition indicator. Ebony chrome trim. ZS-7150A.

15. New Solid State Transceiver. Exclusive Baton styling. Designed to fit the hand. 100 mw. ZS-7210A.

16. New Solid State Transceiver. 2 channels, 2 watt. Adjustable squelch control. ZS-7172A.

17. New Solid State Transceiver. Exclusive new telephone design. Three channels. ZS-7222A.

New Solid State FM/AM Radios with new compact free air suspension speaker with infinite baffle (Fasib 400). In walnut. 18. Stereo Table Radio. 550C. 19. Combination Portable/Table Radio. Battery/plug in. 885W. 20. Table Radio. 11H-540F.

21. Solid State Push Button 7-Band. Battery/plug in. SW/LW/FM/AM for world-wide reception. Two speakers. 1.8 watts audio power. Teakwood. 19L-825F.

22. New Solid State FM/AM Portable. Battery/plug in. 1.2 watts audio power. Genuine teakwood paneling. 12L-828F.

23. New Touch-A-Tune FM/AM Automatic Portable. Push button signal seeking. No dialing. 21 solid state devices. 13M-927F.

24. New Touch-A-Tune AM Automatic Portable. 10M-908.

25. Solid State FM/AM Portable. Battery/plug in. Chrome plated die-cast frame. 11L-805F.

26. Trim 10 Transistor FM/AM. Battery/plug in. Switch operated AFC. Tone selector, volume level indicator window. 10M-890F.

27. World's Thinnest FM/AM. 3/4" deep. 8P-823F.

28. 8 Transistor FM/AM Pocketable. Battery/plug in. Private listening earphone. 8P-870F.

29. Solid State AM Pocketable. Features exclusive Toshiba "Duralignment." 6P-35.

30. New FM/AM Digital Clock Radio. Solid State. Switchable AFC. "Mono-Guard" AGC. 10C-873F.

31. New Solid State FM/AM Clock Radio. Toshiba "Touch 'n Snooze" and "Sleep Switch." Switchable AFC. Walnut. 7C-883F.

32. New Solid State AM Clock Radio. Turquoise, Avocado and White. 5C-877.

THE INTERNATIONAL ONE

477 Madison Avenue, New York, New York 10022

Caloric programs growth

... and plans 12 self-clean models for '69.

There are studied plans for growth underway at Caloric Corp., the Tipton, Pa., gas range producer which a year ago February took on a very public image when the then family owned firm was acquired by Raytheon Co.

The programs are implementations of Robert W. Curtis, vice president, marketing, who joined Caloric last July from General Electric Co., where he was district manager for Hotpoint in southern California.

In an interview with *Mart* magazine, Curtis told of plans for two-thirds of Caloric's retail product being self-clean oven ranges, in four models, by this fall — and 12 or more models by the first of the year. These all will employ the pyrolytic self-cleaning process.

"Geographically, we need growth, greater retail representation, in the midwest and west," said Curtis. "And that too we will achieve."

Curtis outlined some recently launched factory programs embracing products and employees, reaching into every aspect of Caloric's operation, and having ultimate consumer satisfaction as perhaps their most important single objective.

"We are aware of our responsibility to be people-oriented, consumer-concerned," he said, "and we are doing what we feel necessary to communicate the importance of this awareness. We are a growth company and must remain concerned about our day-to-day contact with our customers and our own people."

An informal panel of 40 housewives in the Tipton area currently are testing the firm's first self-clean ranges, Curtis reported. "We mentioned the self-cleaning feature to them almost casually," he said. "We're interested in hearing their reaction not only to that particular function, but in learning what they think of the range as a whole — how it cooks. These families are being given ample time to acquire experience with the range; then independent surveyors will question them about what they think of it."

Curtis said that similar field pre-testing of new products will be a continuing program. "What we're doing in this respect would have precluded problems in the past." To help assure that repair men know how to handle the units, Curtis noted that Caloric service agencies are being supplied with, among other things, a picture book manual on self-clean that gives detailed service procedures.

"Our quality control program has been completely revamped," he continued. "We've strengthened it with additional people and we are tracing any problems back to original sources — back to components and design, back to our own research and development, back to vendors."

"We are trying to achieve a 20-year product life as standard. In self-clean we're aiming for 200 cycles. This would be more than 20 years, actually, because women seem to have settled down to using the cycle six or

seven times a year."

Caloric supervisors — meaning in this context any employe who has any other person reporting to him — recently participated in a "management information seminar," a series of meetings designed to inform them of the duties, responsibilities and functions of all *other* parts of management. Objectives here, Curtis explained, were to assure better communications within the company as well as to help increase pride in

performance and product.

(Featured speaker at the final meeting of the seminar was a retailer, Sam Gordon, Madison, N.J., who is a member of the *Mart* magazine Dealer Advisory Board, whom Curtis had asked to address the group as a customer of Caloric. Gordon was asked by Curtis to tell the assembled administrative employes exactly what a customer, a dealer, expects from a supplier — "to tell them what they are in business for." Gordon did.)

Most of management also has been trained in the techniques of "value analysis," a program designed to achieve maximum value from each physical part of a product. A "value analysis" committee has been formed, Curtis noted, and the idea "is to de-

termine in group meetings what can or should be done to provide the greatest product value to the consumer. Each part of a range is studied carefully. Is it good? Does it serve the function as well as possible? Should it be re-designed? Should it be eliminated?"

Employe motivation is enhanced with through-the-day reminders to "Put yourself in the other fellow's shoes." These reminders are "silver shoes" — silver shoe tie clasps for the men and pins for the women.

"We must tune ourselves in to the other fellow's problems," said Curtis, "and orient ourselves to customer concern and product quality. Do those things, and what can go wrong?"



Room with a view.

The INTERNATIONAL® METRO® is really a "room on the move." Big. Strong. Safe. Convenient.

From his comfortable seat, your driver enjoys a picture-window view. (Even the maintenance man gets a better view—but different. A handy panel opens on the front to spread the service check points before him.)

The METRO offers you a lot of room for choice, too. All-steel or all-aluminum body. Three heights, three widths and three lengths. But whatever you need, and whether you need one or a hundred, there's only one man to talk to about the METRO: your INTERNATIONAL Truck Dealer.

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IH INTERNATIONAL TRUCKS

city by city trends

Slow is the key word in most markets this month, with sluggish air conditioning sales and lagging color TV sales contributing most.

Atlanta

Up is again the key word in Atlanta, with dealers reporting from 5 to 20 sales gains in May, the fifth successive month of good gains in 1968. Color

TV is a major factor in the gains, with portable sets doing very well. Dishwashers and refrigerators doing well also. Some complaints voiced about distributors helping to open too many new dealerships.

Billings, Mont.

White goods having exceptionally good movement, especially washers in singles. A few dryers being sold, but only an occasional pair. Refrigerators very good, with 14-cu.-ft. frost-free top-mounts best. Now and then a side-by-side. Decorator colors in coppertone and avocado still in demand, but little else other than white. Color TV tapered off in May to small trickle in black-and-white portables. Ranges slow due to few housing starts.

Chicago

Lots of action as dealers promote color TV in depth to stir business in an

otherwise slow month. But air conditioners are beginning to move as weather warms after a mild spring. Dealers beginning to recover after a slack sales period following the riots, but customers are getting out again as racial tensions ease. Refrigerators in the middle to high price groups also doing well, but housing starts are down, affecting range and laundry sales.

Cleveland

Market is slow, but beginning to move, with air conditioners leading the way. Refrigeration slow, but also showing up well in 15-cu.-ft. frost-free models. Some side-by-sides also moving. Black-and-white TV in models from 16 to 19 in. doing well, but color TV sales very slow. Laundry equipment tapering off after a good early May, but washers still doing well.

Des Moines

Slow is the word for business here as spring fever continues in cool and dry weather. Refrigerators in price range near \$275 doing best. Black-and-white portables slow, best in sizes from 12 to 18 in. Laundry also slow, but building starts increasing with immediate prospects looking up.

New York City

Movement here is reported as comparatively light. White goods in general are steady, with the exception of air conditioning, which is off to a poor start due to cool, wet weather. Color TV is reported to be slow, with the Motorola "Quasar" all-transistor set getting better response from consumers than some other sets.

Norfolk, Va.

Business is on the soft side, with most stores barely equaling or slightly under 1967 figures. End-of-month activity shows a pickup, giving May generally better figures than March and April. All product categories were mixed, depending on the store contacted, while some dealers cited warranty confusion as a contributing factor in color TV sales slowdown. Certified TV & Appliance Co. opened a third store, and derived sales increases from its promotion.

Providence

Average business conditions prevail, with the month about equal to 1967 and the consumer's mind generally on boating and recreation. Portable color TV was one of the brighter spots of the month, while laundry equipment was good. Color TV in general showed a slackening, while air conditioner sales were negligible.

Tulsa

Transition into summer selling of air conditioners slow due to mild weather, but color TV maintained its pace and a small increase. White goods, especially laundry pairs have dropped slightly, but washers are showing good movement. Refrigerators showing a good buildup to summer buying, but middle rather than deluxe units are most in demand.



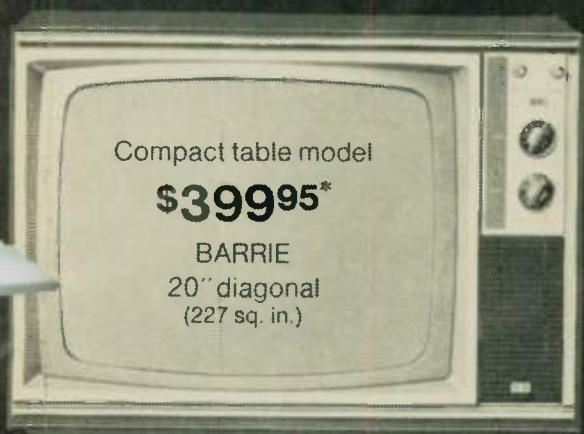
Born to lead...RCA



**Introducing an exciting
new line designed to keep
you first in color TV sales**

Now the color TV leader introduces the great news for 1969—to help you sell as never before! We've got a 14" diag., 102-sq. in. sportabout with a Daylight Picture Booster. We've got RCA's first 18" diag., 180-sq. in. family-size portable.

color TV for 1969



Compact table model

\$39995*

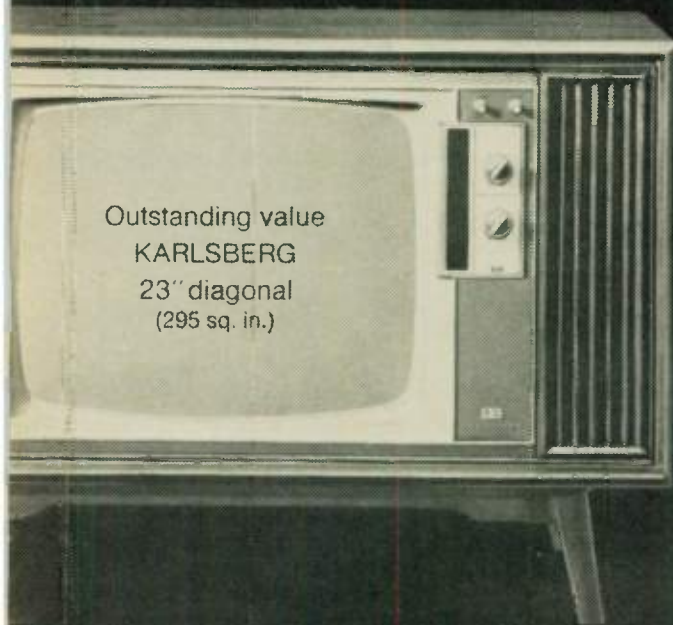
BARRIE
20" diagonal
(227 sq. in.)



New, low priced 23" console

\$49995*

HALIFAX
23" diagonal
(295 sq. in.)



Outstanding value

KARLSBERG
23" diagonal
(295 sq. in.)



Handsome cabinet styling

\$77500*

TORINO
23" diagonal
(295 sq. in.)

*Optional with dealer

And we've got new low prices for models with AFT (Automatic Fine Tuning), plus a Trans Vista® transistorized (one tube rectifier) chassis†. Many remote control models. Exciting new styling, too, in our many elegant consoles. See your RCA distributor for details.

†Available in the Fall

MEET US AT BOOTH A-201 A & B



CONSUMER ELECTRONICS SHOW

For the Trade Only

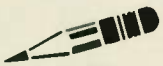
NEW YORK HILTON / AMERICANA / WARWICK HOTELS

JUNE 23-26, 1968

RCA

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industry briefs



Predicts cordless

Consumer products are going "from cord to cordless in the next generation," a General Electric executive predicts.

William D. Lee, general manager of GE's Electronic Components Sales Operation, made the forecast in a speech on trends in electronic marketing to the New York State Electronics Representatives Association.

Rechargeable battery powered equipment will take a dominant position in the consumer products field because of society's growing desire for mobility, which in turn requires portability, Lee said.

He pointed out that the trend has already started with such recently introduced products as battery powered television, hedge clippers, paint sprayers, cameras, lawn mowers and toothbrushes.

Hamilton Beach completes move to Waterbury, Conn.

Hamilton Beach Div., Scovill Mfg. Co. has opened new headquarters in Waterbury, Conn., according to Forrest W. Price, corporate vice president of Scovill and general manager of the Hamilton Beach Div.

Hamilton Beach's top management will be housed in Waterbury along with the financial, marketing, and engineering divisions of Hamilton Beach.

The Waterbury facilities will also contain experimental equipment for new product development. Engineering and testing of the firm's products for both the housewares and commercial lines will take place in Waterbury.

Hamilton Beach's national sales office under William F. O'Boyle, national sales manager, will be located at 733 Third Ave., New York City.

Fezell to head new magnavox subsidiary

Robert H. Platt, president of The Magnavox Co., has announced the formation of The Magnavox Consumer Electronics Co., and the appointment of George H. Fezell as president.

Fezell has been vice president-director of marketing, consumer products, for Magnavox. In his new post as president of the wholly-owned subsidiary he will be responsible for the design, engineering and marketing of all of the firm's consumer electronics products. The newly-formed company will headquarter in New York City.

Consumer electronics manufacturing will continue to be the function of The Magnavox Co. of Tennessee, headquartered in Greenville, Tenn., whose president is George L. Leinenweber.

Kelvinator sets up new U.S. sales regions

The realignment of Kelvinator's field organization to incorporate four new U.S. sales regions has been announced by Gerald FitzGerald, director of marketing for the American Motors Corp. appliance division.

Four zone managers have been promoted to the newly created positions of regional manager.

Harold S. Gough, formerly Philadelphia zone manager, becomes manager of the new Eastern Region which includes zones in Philadelphia, Buffalo, Boston and Charlotte, North Carolina. He will headquarter in Philadelphia.

John W. Hanrahan, formerly Chicago zone manager, becomes manager of the new Central Region, which includes zones in Chicago, Minneapolis, Detroit and Cleveland. He will headquarter in Chicago.

Max Harper, Jr., formerly Dallas zone manager, becomes manager of the new Southern Region, with headquarters in Dallas. Zones in Dallas, New Orleans, Atlanta and Louisville are included in the Southern Region.

Harley B. Freeman, formerly Denver zone manager, becomes manager of the new Western Region, with headquarters in Denver. The Western Region includes zones in Omaha, Denver, San Francisco, Los Angeles and Seattle.

EIA urges quick action on satellite system

The Satellite Telecommunications Subdivision of the Electronic Industries Ass'n has called for "aggressive pursuit and implementation" of a domestic telecommunications satellite system. In a policy statement adopted at a recent meeting, the group urged "all appropriate responsible governmental, legislative and industrial activities vigorously work toward this end without further delay. Problems of ownership, financing, frequency allocation, etc., must be resolved in a positive manner."

Four ways to dispose of disposers.

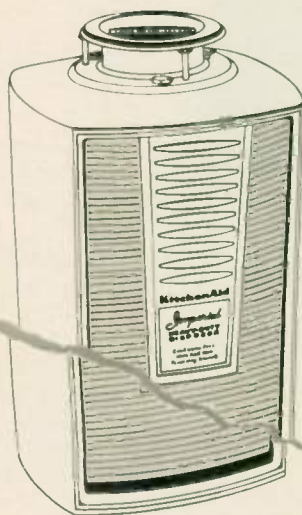
You want a disposer line that's going to sell. Right? Then you want the new KitchenAid disposer line. Four strong. All with automatic reversing action and Teflon-S*-coated drain chambers to eliminate odors. All with the famous KitchenAid name that stands for quality and dependability. Take a minute and look them over. If you'd like more details, see your KitchenAid distributor. Or write KitchenAid Disposers, Dept. 8GQ-3, The Hobart Manufacturing Company, Troy, Ohio 45373.

*DuPont's registered trademark.

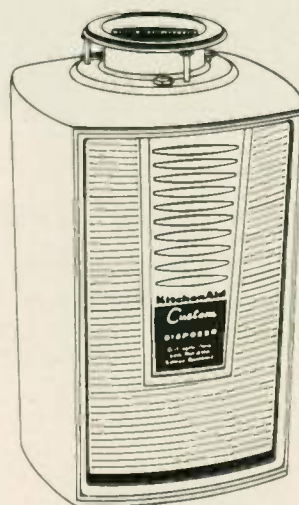


This is the top-of-the-line Superba batch feed model.

Outstanding in every way, with such exclusive features as Magnestart™ Cover Control, automatic Anti-Jam Control, ½ hp capacitor start motor, and cast stainless steel grinding elements.



To those who prefer a continuous feed disposer, sell this Imperial model. It has the same top-quality construction as the Superba. It's operated by a wall switch. If a jam occurs, just flip the switch on and off to eliminate it.



This brand-new Custom model, also a continuous feed model, gives your customers KitchenAid quality at a moderate price. It features a ½ hp capacitor start motor and sound-insulated casing.

Here's another brand-new continuous feed model, the Electra. It has a ½ hp capacitor start motor. It eliminates all jams electrically and also has a special insulated upper shell for quieter operation.



KitchenAid
Dishwashers and Disposers

By the makers of Hobart commercial dishwashers and food waste disposers.

SELLMATES



GE announces! A big GE battery-and-charger offer to power sales of 2 popular portables!

Be ready when the customers come charging into your store! They'll be after two of General Electric's most popular FM/AM portables and this exciting offer:

During June, July and August, any consumer who buys the P975 or P1820 will have an opportunity to buy four GE "AA" rechargeable nickel cadmium batteries and a GE charger unit for just \$9.95. With this outfit, he can recharge his own batteries 1,000 times or more!

To take advantage of the offer, he just sends in his check or money order with proof of purchase and an order form he gets from you,

the dealer, or clips out of the June 28 issue of LIFE.

So cash in! (1) On the timing. General Electric picked the big portable selling-season, summer, for this exciting offer. (2) On the radios! Two of your top-sellers even without the offer. (3) On our full-page national advertising. And (4) on all the tie-in materials you need: order forms, ad-mats, window banners and counter cards!

Stock up and cash in on an offer your customers are going to like. And like you for offering.

P.S. Hope to see you at the Consumer Electronics Show!

GENERAL  ELECTRIC

Radio Receiver Department, Utica, New York

No wonder GE radios outsell every other brand almost 2 to 1.



The famous Weigh-to-Save™ door is back on our brand-new Westinghouse Laundromat® washers.

All those Laundromat washer owners who wouldn't replace their old machines with anything less can now buy a brand-new Laundromat with the Weigh-to-Save door. And they can buy it from you.

We've added the most powerful selling story in the washer business, too:

Wash every third load free with the Westinghouse Weigh-to-Save door.

Because most women overestimate the size of their washloads, our Weigh-to-Save door tells them how big each

load really is. It ends the guesswork, lets them wash more clothes better, saves enough hot water and detergent to wash every third load free.

It's a powerful sales-closer and it's exclusive across the Westinghouse washer line, on tumblers, on agitators, and—for the first time—on the stacked pair, too.

See them at your distributor's open house this week.

You can be sure...if it's Westinghouse



Sony shows "Trinitron" TV for August availability . . .

General Electric gives equal management responsibility

to black-and-white and color TV . . . Liquid crystal breakthrough makes pocket TV possible — but it's still far off.

mart news & analysis

Philco-Ford convention sales point towards healthy increase

The first of six dealer groups to go on Philco-Ford's convention junket to Paradise Island in the Bahamas placed \$17.1 million worth of orders, according to a company spokesman. This figure, which did not include the orders of some Los Angeles dealers with the group, is well over quota, with the overall sales goal for the full convention being \$100 million.

He also stated this year's goal was 33-1/3 per cent over last year's target of \$75 million (which was, according to the company, exceeded with a total of \$83 million in orders) at the Las Vegas meeting.

The spokesman said, "We expect full availability on all products," excepting the new 15-in color TV set to be marketed this fall. Industry sources have stated that lack of product availability has hurt Philco-Ford in the past. Opening of its Connorsville, Ind., manufacturing plant, and expansion of its North Philadelphia facilities has licked this problem, Philco-Ford says.

GE TV Div. now in Hampton, Va.; includes four TV sections

Hampton, Va., is new headquarters of the General Electric Co. Television Div., established in January. According to Irving L. Griffin, vice president and general manager of the division, the Hampton offices are being staffed by about 30 people.

Some of the executives joining Griffin in Hampton will be Jack L. Hunter, manager, monochrome television business section; Donald F. Johnstone, manager, business and marketing planning operation; and Albert H. Kritzer, division legal counsel.

The division is responsible for all of the company's TV receiver business, including (1) the monochrome business section; (2) the portable color TV department (under General Manager Wesley A. Estabrook), in Portsmouth, Va.; (3) the major color television department (under General Manager Richard E. Christie), in Syracuse, N.Y.; and (4) the television components department (under General Manager Fred R. Wellner), also in Syracuse.

The components department replaces the former cathode ray tube operation. Wellner had been manager of the monochrome television operation, a part of the former major television department. In his new job, Griffin said, Wellner will be responsible for the division's components business, which for the time being will largely consist of producing TV picture tubes which it will sell to GE manufacturing on a basis competitive with other tube producers.

Manufacturing of black-and-white sets will continue in both the Portsmouth and Syracuse plants.

Idea behind the establishment of the various responsibilities is, according to Griffin, "to give full management attention" to each of the departments.

Griffin anticipated a doubling of the company's television business "in the future," as well as an eventual shortening of color set lines. Also, he said, "We will try to avoid annual model changes; that is, changes for the sake of change."

Sony demonstrates "Trinitron" system, shows new products

At a New York City press conference recently, Sony Corp. Executive Vice President Akio Morita demonstrated and explained Sony's new "Trinitron" system and presented new products, including two all-transistor portable color TV sets.

The color sets include a 7-in. model incorporating the "Trinitron" electron gun and the "Chromatron" grid. According to Sony, the set will be available for sale in this country in August. The set weighs 18 pounds and is called by Sony a "truly personal portable," allowing color to be easily viewed in any room of the house. No price has been established, but industry speculation sees it in the "under \$400" category.

The 12-in. set shown is a complete "Trinitron" set with Sony's new "aperture grill" for better color selection. The grill is said to be 30 per cent more transparent, due to the vertical strip construction, which is also said to make manufacturing easier. The combination of the aperture grill and the "Trinitron" tube is said to produce about twice as much brightness in the picture as conventional shadow mask sets.

Considerable discussion was devoted to the possible price of the 12-in. set, which will be introduced in Japan this fall, and in the U.S. next year. While Sony declined to give a definitive answer as to what the



"Trinitron" process is explained by Akio Morita, executive vice president, Sony Corp. A 7-in. color TV set, incorporating the new development, will be on the U.S. market in August.

retail price would be or whether it would be competitive with the GE "Porta-Color" 10-in. sets, it was emphasized that the "Trinitron" tube made manufacture simpler and less expensive than conventional color sets, and that a retail price could only be established once the production line was going.

Other new products introduced included a 23-band short wave radio, Model CRF-230, said to be capable of receiving broadcasts from throughout the world. Scheduled for fall delivery, it will carry a retail price of \$595. Shown also was a new pocket radio, Model ICR-100, which is about half the size of a pack of cigarettes and weighs slightly more than three ounces. The unit has an integrated circuit and will be available this summer, carrying a retail price of \$39.95. Also introduced were a digital-type clock radio, a stereo AM/FM receiver, and an electronic calculator.

The bulk of the session was taken up in an explanation of the new "Trinitron" system. Morita stated that it basically is a one-gun electron tube with three in-line beams, converged through a large diameter electron lens through the aperture grill on a conventional phosphor surface. Because of the single gun, Morita stated, the tube neck and yoke are significantly smaller and the convergence unit is much smaller and less complex than before. The single electron gun allows for a single large electron lens, resulting in a sharper picture with more brightness.

A side effect noted was the fact that greater brightness permits less set voltage, a culprit in the radiation problem. Morita stated that the set will use about 18,000 volts instead of the usual 24,000 to 25,000 volts.

Morita also noted that Sony had filed

news & analysis

over 100 patents on the "Trinitron" tube, that manufacturers will be given private showings, and licensing agreements with American manufacturers interested in the tube are being considered but no definite talks have been conducted.

From RCA research: a pocket TV set is in the far offing

Dealers will one day be stocking and selling "pocket-size television receivers that could be viewed in bright sunlight." But that day is in the far offing, because there's "a long road to travel between concept and product," said Dr. George Heilmeier, who led the RCA Laboratories' research scientists to a breakthrough in the liquid crystal field.

The new technology, said Dr. George H. Brown, executive vice president, research and engineering, at RCA, may have a "profound effect on many branches of the electronics industry" by altering many present techniques and opening the ways to entirely new ones.

"The liquid crystal display gives promise for the first time of a practical thin-screen competitor to such vacuum tube displays as the oscilloscope used in radar, the 'Nixie' tube used to display changing letters and numbers, and, perhaps eventually, the picture tube used in television sets," Dr. Brown said.

Dr. James Hillier, vice president, RCA Laboratories, said that liquid crystals are inherently cheap, they require very little power, and they lend themselves to use in conjunction with solid-state and integrated circuitry. He pointed out that these features can lead to a broad range of entirely new electronic display products. Among them: an all-electronic clock with no moving parts, an all-electronic wristwatch, automobile dashboard displays, scoreboards, stock tickers, and, ultimately, that pocket-size TV set.

Dr. Hillier added that since liquid crystal displays are read by reflected light, in the manner of a book, rather than emitting their own light, as in television, a picture on a liquid crystal television screen or other device would gain in brightness as its surroundings became brighter.

Dr. Heilmeier said that the new liquid crystal screen resulted from the application of two discoveries:

1. That certain liquid crystals can be made opalescent, and hence reflecting, by the application of an electric voltage;
2. That the temperature range over which this occurs — originally confined to only a few degrees at high temperature — can be expanded with new materials to cover a range from below freezing to the boiling point of water.

Now, what are liquid crystals? They're

organic compounds whose appearance and mechanical properties are those of a liquid — they can be poured — but whose molecules tend to form into large, orderly arrays akin to those that make up such solid crystals as mica, quartz, and diamonds.

Liquid crystals are classed according to the type of array into which they form: nematic (thread-like), smectic (soap-like), and cholesteric (in layers). The type used by RCA is nematic, in which the molecules form into parallel lengths like a bundle of sticks.

Dr. Heilmeier gave the following description of the new display technique:

A sandwich is formed of two clear glass



The brighter the better: Dr. George Heilmeier demonstrates RCA's new high-resolution liquid crystal display whose images are seen by reflection and, therefore, grow stronger as the light shining on them grows brighter. This contrasts with most electronically controlled displays, such as TV tubes, which "wash out" under bright light.

plates, separated by a thin layer of clear liquid crystal material only one-thousandth of an inch thick. A reflective mirror-like conductive coating is deposited on the inside face of one plate, in contact with the liquid. On the inside of the other is deposited a transparent, electrically conductive coating of tin oxide.

When an electric charge from a battery or wall outlet is applied between the two coatings, the liquid crystal molecules are disrupted and the sandwich looks like frosted glass. The frostiness disappears as soon as the charge is removed.

To display stationary patterns (letters, symbols, or still images), the coatings are shaped in the desired pattern. To display motion, the conductive coatings are laid down in the form of a fine mosaic whose individual elements can be charged independently, in accordance with a scanning signal such as is used for facsimile, television, and other electronic displays.

When the day comes that dealers are selling "pocket" TV sets, they can thank the research program at RCA's David Sarnoff Research Center, Princeton, N. J. The time it took to discover the new technology? Three years.

NARDA cites "Truth in Lending" bill "equality"

The recent passage of the "Truth in Lending" bill, which now awaits President Johnson's signature to become law, has been hailed in many areas as a victory for "consumerism," that vaguely defined force which is supposed to be pro-consumer and anti-unfair business practices.

While many businessmen are against government control in the consumer's name, Jules Steinberg, executive vice president of the National Appliance & Radio-TV Dealers Ass'n, cites some positive aspects of the lending bill, which retailers will have to live with.

"We're delighted the bill came out with a degree of equality," says Steinberg. "Both large and small dealers will have equal disclosure responsibility. I would say this is a result of many small dealers in different fields letting their congressmen know how they felt, under the direction of their trade associations. I would have to say the final wording of the bill is a victory for small dealers and their trade associations, many of which deserve equal credit."

More reasons are cited to keep an eye on the teen market

Total annual teen-age spending in the United States will cross the \$20 billion dollar mark in 1968, according to preliminary figures compiled by the Rand Youth Poll, youth market specialists.

Lester Rand, president, pointed out that this advance will represent a tripling in yearly expenditures in 15 years. Teens spent \$7 billion in 1953.

Rand went on to cite the numerical increase in the teen-age population, inflationary pressures, higher allowances and earnings, early marriages and general national affluence as the chief contributors to this economic development.

"Also, there is a snowballing effect as the more teens spend, the more manufacturers attempt to woo them via promotions and advertising which in turn causes young people to spend more," Rand said.

Teen-agers exercise a great deal of influence on parental household and food budgets — around \$60 billion — with companies increasingly suggesting that pre-adults be consulted before making a family purchase. This is particularly noticeable in the automobile industry.

"Youthful spending is not only much greater than in the past but is aimed at far more sophisticated targets," Rand finds.

"In 1953, teens were primarily considered candy, ice cream, soda pop and comic book prospects. Today they are also strong investors in motor vehicles and fuel, travel, clothing, cosmetics, radios, cameras, typewriters, TV sets, jewelry, and even stocks," he adds.

“Bad accounts?”

Messrs. Ernest E. Gertz and
Willard C. Colvin, Owners
Young American Furniture Company, Inc.
Johnstown, Pa.



18%
average annual
increase

“Practically nil!”

“We have a really effective collection device: S&H Green Stamps. You see most of our customers are 90-day charge accounts. The idea of getting S&H Green Stamps prompts them to pay within the 90-day time period. Only 5% of our customers do not pay their accounts on time, so by the end of the year we have practically no bad accounts.

We think S&H Green Stamps are a good help in the furniture business. In the years since we took on stamps, we've had good substantial increases.”

To find out more about the volume and profit building potential of a protected S&H franchise, fill in and mail the coupon today. We will give you prompt attention.

Please tell me how S&H Green Stamps can help build my business.



Name _____

Firm Name _____

Type of Business _____

Address _____

City, State & Zip _____

Mail to: The Sperry and Hutchinson Company, Dept. M-12
330 Madison Avenue, New York, New York 10017

We're showing something at our open house that'll make a lot of people very unhappy.



The people who don't sell Sylvania.

And maybe some who do, if they don't save enough of their budget for our new products.

Starting June 23rd, we're showing the most exciting new product to come along since color television hit the market.

It's a color TV that also shows slides. Right on the picture tube.

It's all electronic. No equipment to drag out. No inconvenient screens to set up. No turning lights on and off.

You just load slides in the circular tray, push a button, and the images go through the TV circuits and appear on the TV screen.

And you adjust color level, brightness and contrast the same way you adjust the color on the TV screen.

So now you can see yourself on TV.

But that's not all. It also has a built-in cassette tape recorder that automatically synchronizes sound and picture.

So now you can see and hear yourself on television.

But that's not all. We included the brightest picture tube we ever made. The finest chassis we ever designed. The most reliable circuits. And the most exquisite furniture.

And this is only one of the new things we'll show at our open house.

So if you're a Sylvania dealer, save some money for us and get ready for a lot of curious customers.

If you're not a Sylvania dealer, maybe it's time to switch.

To find out where and when, call your Sylvania representative, or contact William Boss, V.P.-Sales, Sylvania Entertainment Products, 700 Ellicott St., Batavia, N. Y. 14021. (716) 343-3480.

SYLVANIA
GENERAL TELEPHONE & ELECTRONICS

Dealer reaction mixed on state of color TV quality

Asking southern California dealers if the quality control situation in color TV is improving is like asking if the smog situation seems to be bothering them in the usual sense, or less, or more, or what. Nobody has the same answer.

"You've hit my sore spot," says A. C. Rhode of B. L. Russel & Co., Huntington Park. "It's almost as if someone had *arranged* for one color set in ten to be imperfect, straight across the board as far as brands go.

"Sometimes you can't believe what you're seeing," he adds. "I've got 26 service call cards on my desk right now, collected over the past 11 months on *just one set*. The owner has paid his \$59 insurance, and he is using it, you can bet your life!"

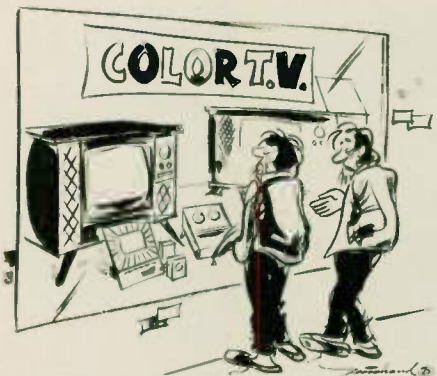
But the quality control situation seems to be easier to cope with up in Valley. Says Steve Lawlor of Waddt Appliance in Van Nuys: "At least we know what we can just about count on, both with American and Japanese sets. Five per cent are inoperative out of the carton."

Sid Stahl, of Van Nuys, buyer for Butler Bros, is happy to ask, "Problem? What problem? We haven't had any complaints on any of our lines, and that means Zenith, RCA, Packard Bell, and Philco. Now if you were asking how *business* is . . ." (As in most cases in southern California, business was down; for Stahl, about 15 per cent.)

A buyer for one of southern California's largest department store chains, who asked to be anonymous because of store policy, snapped out his reply. "Just you talk to my service manager, that's all. Just *talk* to him! It's rotten right across the line, that's what. It seems to do this every six months, like clockwork. And right now is the wrong time. The only exception is Packard Bell, and I'm not plugging them."

C. L. Bridges, manager of Cliff Swanson's in Studio City, also had a kudo: "We haven't had a bit of trouble with the quality control situation," he said. "Not for over a year. But then again, we had to toss out every brand in the store to get that way. Every brand except Magnavox. What's more, with color sales poor almost everywhere in southern California, we're up with Magnavox."

At Redondo Trading Post in Redondo Beach, Charles Czulegar said the quality control situation in color was "not really serious at all. Let's hope it stays that way."



"I don't know what all the flap is, man. I've always seen TV in color."

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Is there anything in the kitchen Tappan doesn't make?

We don't make you eat cold meals.
New Tappan Gallery range has a built-in electric warming shelf. Keeps food hot for gloupokes and second helpings. Warms plates, too.

We don't make you clean the oven.
Tappan self-cleaning oven removes spills and spatters automatically—far better than you could by hand. No stooping, no scraping. Just set the dial, close the latch. And forget it. Ask your Tappan dealer to show you this great new range, and our complete line of appliances.

Tappan Gallery Electric Range with Self-Cleaning Oven. Looks expensive but isn't.

TAPPAN makes convenience — by the kitchenful

250 Wayne Street, Mansfield, Ohio 44902

A lot of people are tearing out to buy this new Tappan range.

The last time we ran an ad in THE READER'S DIGEST, we were introducing a hot new idea — the Tappan Gallery Range with built-in warming shelf. And it broke all DIGEST readership records for major appliance advertising.

Now we've added something more: the Tappan Gallery Range with built-in warming

shelf and self-cleaning oven.

Two hot ideas, and we advertised them both in the April, 1968 issue of THE READER'S DIGEST.

Many people are tearing out our ad (above), then tearing out to a Tappan dealer.

Many more are sold on Tappan through our ads in LOOK, BETTER HOMES & GARDENS and other magazines. Millions see

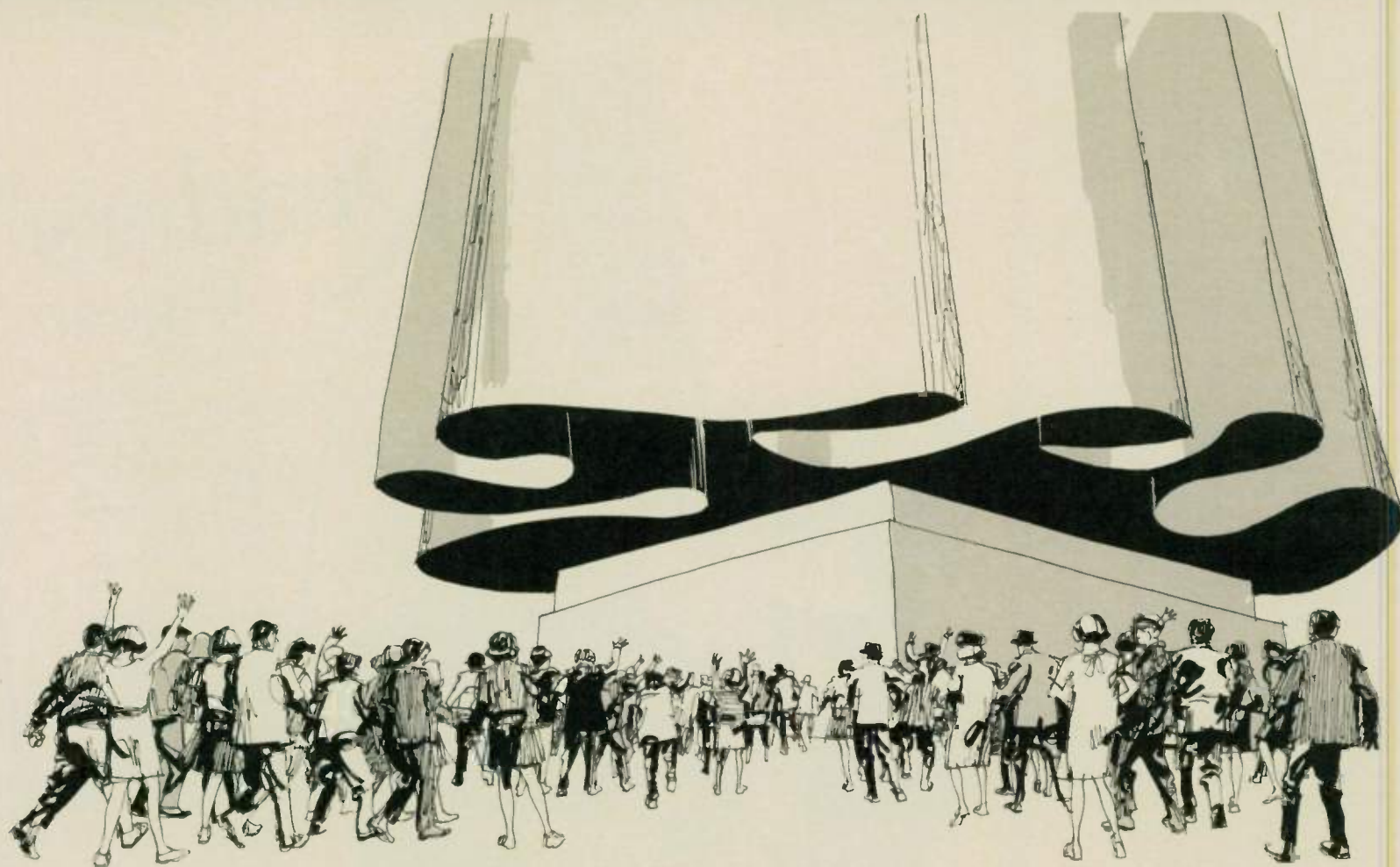
us on network TV.

And Tappan dealers use our local promotions, displays and literature to build store traffic and close sales.

Someone may bring one of our ads to your store before you take on the Tappan line. If so, will you please tell them where to go? Tappan, 250 Wayne Street, Mansfield, Ohio 44902.

TAPPAN makes everything in the kitchen your business.

SOON TO BE UNVEILED..



ZENITH SIGHTS & SOUNDS OF '69!

- SEE ZENITH'S NEW GOLDEN ANNIVERSARY LINE!
- GREATEST SALES-MAKING IDEAS EVER!

ASK YOUR ZENITH DISTRIBUTOR FOR PREMIERE SHOWING DATES!

BEST YEAR YET
TO SELL THE BEST



ZENITH[®]

*The quality goes in
before the name goes on*

PORTABLE COLOR TV: UP, UP, AND AWAY

Variety of models

available and dealer optimism are both soaring.

By Milton Gussow and Jon Twichell

Portable color TV, especially sets in 14 to 16-inch categories, seems to be in a bullish, soaring market these days. RCA, Zenith, and Panasonic have been joined by Magnavox, Philco-Ford, Emerson, General Electric (with a new 14-inch set in addition to its "Porta-Color"), Admiral, Motorola, and Sylvania. And, probably every other major manufacturer, by the time the 1969 line showings are over, will be in the field. The manufacturers are betting on a solid market for this screen size, and the comments of leading dealers around the country seem to back this up.

Between second set sales and smaller sets for apartment living, not to mention first-set color buyers able to spend \$300 instead of \$500 for a set, the market for the 14 to 16-inch sizes looks very good.

"Industry-wide figures since the start of the year indicate portable sets are accounting for a growing portion of the color receiver product mix, although the color TV business is, and will remain for some time

to come, basically a console or larger screen market," says B.S. Durant, president, RCA Sales Corp.

"It is not anticipated that models in the smaller and medium-size screen categories will achieve quickly the same position in color as in black-and-white. It should be recalled that in monochrome TV, the dominance of portable and table models did not come to pass for some ten years.

"However, a period of transition definitely is under way in color TV. RCA was first to introduce a lightweight 14-inch color set, followed by heavier and bulkier competing 14-inch receivers. It is obvious that the major producers have accepted the 14-inch receiver as the leading member of the color TV portable family over smaller screen sizes.

"At the same time," Durant continues, "RCA realized there was a demand for portable color in larger screen sizes.

"Hence, the introduction of the first portable 18-inch models with a highly attract-

ive price. RCA will expend an even greater effort on behalf of the 18-inch portable than was the case with the initial 14-inch set.

"The new 18-inch portable receiver is trim in size and weight. In overall horizontal and vertical dimensions, the RCA 18-inch model is comparable to the 18-inch black-and-white receivers. It weighs under 60 pounds, less than many competitive 14-inch color receivers.

"Together the 14-inch and 18-inch models now available promise to continue the steady rise in the market place role of portable color TV, particularly in the anticipated growth area of second color sets in the home," concludes Durant.

"Approximately 60 per cent of the color TV sets being sold today are the big 23-inch screen size and they will continue to dominate the market for the balance of 1968," says Walter C. Fisher, president, Zenith Sales Corp. "However, the 14-inch color TV portables have made, and will



Suitably attired for his Carnival of Values Sale **Bill Fisher**, Cherry Valley, Ill., dealer demonstrates ease of portability.

"Portable color TV has been a shot in the arm for low-end sales."

continue to make, a significant contribution to the expansion of the color market.

"In the coming months of this year," he adds, "we expect this new screen size with its move-about advantages, compactness, and its appeal to an important segment of the market to continue to help spark the growth of color TV as the total market expands."

Panasonic's television sales manager, Jack Pluckhan, voices similar sentiments. "Ultimately, the 'under 18' sets will be 25 to 33 per cent of the total color market, even though they now account for only about five per cent of sales," he says.

"More and more companies are coming into the marketplace, and I see a lowering of price. The present price range on 14 and 15-inch color sets is from \$279 to \$349. Starting with an average leader price of \$299 at the moment, I feel this will come down at a rate of about \$25 a year, until it averages out around \$225.

"Panasonic's plans for the future," continues Pluckhan, "include a leader-price 15-inch model, along with 12-inch and 18-inch sets. I might also add that I feel the 15-inch set has equal potential with the 18-inch set, especially in the second-set market. Sales of our present 15-inch portable and our 18-inch table model are virtually equal."

Magnavox, which recently introduced a 15-inch color portable at \$299.90 retail, stated through a company spokesman that "When the market was ready for a 15-inch set, we would bring it out. We felt the market is now ready, and Magnavox introduced the set."

Emerson has a leader 15-inch color model at \$279, and a step-up \$299 model. A



"Ultimately the 'under 18' sets will be 25 to 33 per cent of the total market."

— Jack Pluckhan, television sales manager, Matsushita Electric Corp. of America

spokesman stated, "Emerson this year and next will stick to 15 inches as a prime color set size, but we are as flexible as consumer interest shows itself. Other companies throughout the industry are going to the 16-inch size, and who knows what size consumer interest will ultimately fall on."

Few dealers contacted reported a lag in sales on the smaller sets, despite some softening of console TV movement in the first five months of 1968. All were optimistic for a good increase in the latter half of the year, especially with new fall models probably helping to spur sales.

"Portable color TV has been a surprise to us," says George Annoni, president of Johnston's Inc., Minneapolis, "as people are buying them as first sets, compared to the start of black-and-white when they bought consoles first. "We sell many to apartment dwellers in the 14-inch size, and the people say they are putting them in their bedrooms instead of living rooms. Perhaps in small apartments the TV is too distracting for company and visiting, so they buy a portable instead of a console. Since the viewing distance is fairly close, a smaller screen size is adequate."

"Industry-wide figures since the start of the year indicate portable sets are accounting for a growing portion of the color receiver product mix . . ."

— B.S. Durant, president, RCA Sales Corp.



Johnston's estimates that its portable business was about six per cent of total color TV sales last year, and in the first quarter of this year it jumped to almost 10 per cent. The firm expects the 18-inch market to go to 20 per cent by the end of the year.

A.J. "Tony" Campo, owner of Campo Appliance Co., New Orleans, La., sees the remainder of 1968 as holding good potential for portable color TV sales, especially for those who want a second set. First-half sales have been encouraged in spite of a slow-down in May.

"Eventually," says Campo, "it will turn into a volume market just as black-and-white small-screen did. It may take a couple of years, but probably will account for less than 20 per cent of the sets sold. The major portion of this volume will be centered around the 14 or 15-inch size, depending on who makes the set and what they call it. This is a good size for small room viewing, and makes sense. I see the smaller 10-12 inch screens phasing out because of their mini-size making them too small to view at anything like a respectable distance.

"Also, there will be a good market for screens up to 18-inch in table models, as an intermediate step-up for those who do not want to invest in a large console."

Dealer Louis Del Padre, Del Padre Music Shops-Appliances, Springfield, Mass., says, "The small 11-inch color sets are good, but too small to continue selling well. The 15-inch size is perfect for those going into a first color set, but who don't want to spend \$400 or \$500 for it. They will generate a lot of step-up sales in time; plus this size is perfect for second sets right now."

Jack Luskin, Luskin's, Baltimore, states, "Merchandise is short in the 14-and 15-inch sizes. We can't get enough of them, so I'd have to say those sizes are doing very well. It's difficult to say what will happen once the supply problem lessens, but right now this size is going well."

Dealer Bill Fisher, Bill Fisher's Appliance and TV Center, Cherry Valley, Ill., states, "Portable color TV has been a shot in the arm for low-end sales. The 14-inch size is easily viewed from a distance, and the price we advertise at, \$299.95, is low enough to show customers they can be watching color TV for less than \$500."

Fisher, who also appears in the cover of this issue, points out that weight now makes 14-and 15-inch sets truly portable.

The favorable comments of dealer and manufacturer alike all add up to "up" as the most descriptive word to describe the entire portable color TV situation. Most everyone is hopping on the portable bandwagon and looking to color TV portable sales to gain an increasing share of market in the next few years.



"In the coming months of this year we expect this new screen size . . . to continue to help spark the growth of color TV as the total market expands."

— Walter C. Fisher, president, Zenith Sales Corp.



NEW LINES, MERCHANDISING SEMINARS, GOV'T SPEAKERS— AND ENTERTAINMENT

There's a chance of a lifetime available to retailers this month to see at a single trade show the most complete array of new consumer electronics ever gathered together — and to speak at first hand with the top executives of possibly any electronics line they currently handle or would like to carry. The big event is the Consumer Electronics Show, to be held in New York City, June 23-26.

The show will occupy the New York Hilton (53rd Street and Avenue of the Americas), the Americana hotel (52nd Street and Seventh Avenue), and the Warwick hotel (54th Street and Avenue of the Americas).

The total available space for exhibits will be over 150,000 net square feet, and more than 150 exhibitors will be participating.

This inclusive industry coverage gives the show a key spot in the major product introductions of the industry. New lines, major changes, and significant introductions are timed to a large degree by many manufacturers to coincide with the show.

The knowledge that will be offered to dealers as a result of the Consumer Electronics Show and the industry's promotion program, will provide concentrated support for dealers and thereby can substantially increase the gross market for the entire consumer electronics industry.

Jules Steinberg, executive vice president of the National Appliance & Radio-TV Dealers Ass'n, announced that the show will hold three merchandising seminars that will be sponsored by EIA and NARDA. They will be held at the Versailles Terrace, Americana hotel, during the mornings of Monday, June 24, Tuesday, June 25, and Wednesday, June 26, from 9 to 10:30 a.m.

Each seminar will be preceded by a free continental breakfast at the Princess Ballroom of the Americana from 8:30 to 9, and the seminars will be conducted in the adjoining Versailles Terrace.

Monday, June 24, the merchandising seminar will deal with retail store planning, management, organization, personnel sales training, and advertising and sales promo-

tion. A leading consumer electronics authority will be the major speaker, and a panel discussion will follow. The panel will be staffed by leading retailers.

Tuesday, June 25, the merchandising seminar will be devoted to the servicing of consumer electronic products. A noted electronic service industry editor will be guest speaker whose comments will center on the development of electronic service technicians and service department management. It will be followed by industry trade association presentations showing what is being done and what can be done to develop future electronic service technicians.

On Wednesday, June 26, the merchandising seminar will zero-in on the development of sales techniques for the retail merchandising of speciality consumer electronics products. These include audio components as well as audio and video tape recording and playback equipment.

An all-day tape equipment conference will be held Saturday, June 22, at the Americana. This will be sponsored by the Magnetic Tape Equipment Subdivision of EIA's Consumer Products Div.

The conference will be retail oriented to give dealers a capsule view of this industry. The event will be divided into two segments: audio and video reel-to-reel tape equipment in the morning and tape cartridge systems in the afternoon.

Following a buffet luncheon for all participants, the afternoon session on tape cartridges will be for two hours covering continuous loop cartridge players, cassettes, and pre-recorded tape cartridges and cassettes. This, also, will be followed by a one-hour retail panel discussion.

Three government officials will be guest speakers at the show's government industries symposium Sunday, June 23. This will be held at the Americana hotel from 11 a.m. to noon.

Charles N. Hoffman, chairman of the executive committee, EIA Consumer Products Div., announced that the symposium will provide the industry with a comprehensive picture of current government activi-

ties pertaining to consumer electronics and will be free to all trade show visitors.

The Hon. Paul Rand Dixon, chairman of the Federal Trade Commission, will speak on "Cooperation and Consumer Electronics." Dixon will delve into some current FTC legislative activities and those which are under consideration.

The Hon. Robert E. Lee, Federal Communications Commissioner, will speak on "Communications and Consumer Electronics." Lee has always shown interest in the industry and will provide an insight into present and future broadcasting systems and the impact that they will have on consumer electronic sales.

"Consumerism and Consumer Electronics" will be the topic of Michael Pertschuk, general counsel of the Senate Committee on Commerce and a member of the National Commission on Product Safety. Pertschuk is an expert in the area of consumer protection legislation.

This symposium will be free to all trade show visitors and is expected to provide insight into the policies, purposes and intentions of government agencies as their activities relate to the industry.

The show's all-industry cocktail reception and banquet, "A Night At The Waldorf," will be held in the Grand Ballroom of the Waldorf Astoria hotel, Sunday, June 23.

The entertainment schedule for this evening event will include George Kirby, an internationally famous entertainer. Kirby is an impressionist, a dialectician, comic, singer and pianist. The Doodletown Pipers, a singing group, will also entertain. Music will be by Ray Bloch's orchestra.

The cocktail reception is scheduled for 7 p.m., dinner at 8. Over 1,500 trade show visitors from every segment of the industry — manufacturers, importers, distributors and retailers — are expected to attend.

The cost for the evening, including cocktail reception and banquet, is \$10 per person. Dress is informal. Tickets can be obtained by writing to the Consumer Electronics Show, 331 Madison Avenue, New York, N.Y.



The "Newport," 23-inch color console features automatic fine tuning and "Instant Play." In Contemporary, with walnut veneers, it is priced at \$599.95.

ADMIRAL enters small-screen color market with 3 models coming

14-inch set will be followed by a 16 and a 12.

Admiral Corp. is aiming for a 10 per cent share of the home entertainment market for the months of June, July and August with a "Target 10" campaign, more than 700 distributors and salesmen were told at its national distributors' meeting at the Diplomat hotel, near Miami, Fla., at the end of May.

Ross D. Siragusa, Sr., chairman of the board, told the distributors that this volume would clear the pipelines and set the selling stage for the 1969 line, which was shown at the convention.

For the 1969 model year, Admiral will join the portable color TV group with a series of new screen sizes: 12, 14, and 16-inch. Another new venture is in a "Bull Horn" speaker system, a high fidelity speaker for low wattage stereo based on an air suspension system.

Admiral will also offer an incentive plan giving free air travel miles based on sales of home entertainment products by dealers and distributor salesmen.

Siragusa reported that the home entertainment industry expects to surpass original estimates of color TV sales of 6,500,000 sets. He based the upward revision on current sales which are running 14 per cent ahead of last year through the end of May. Siragusa said a good part of the increase was due to the surge of small-screen color TV, which Siragusa anticipated will account for 25 per cent of all color TV sales soon. He also predicted black-and-white sales would be up at least 500,000 units to more than 5,200,000 for 1968.

The first entry of Admiral into the small-screen color TV market is a 14-inch set to be in the dealers' stores by August. The 16-inch set is due to be distributed by September, and the 12-inch set is to be available by December.

Also noted in the line showings is that Admiral is de-emphasizing the 300-watt stereo systems it introduced last year. A

couple of these will be available, but major emphasis will be on 125-watt peak power systems. The "Bull Horn" series will be included in a 20-watt peak music system, but can be used in sets up to 40 watts. This five-inch speaker is housed in a quarter wave length enclosure package.

Almost the entire new line of color TV features "Instant Play," providing sound instantly and a picture approximately six seconds later. Admiral's seven-button "Sonar" remote control, featured on 18, 20, and 23-inch models, has separate on-off volume control. The independent volume button allows the viewer to pre-set and change the volume to any of four levels. In addition, the wireless remote control system changes stations, and also adjusts tint and color intensities.

Basic features of the color TV line include a 26,000-volt chassis, three-stage IF amplifier, automatic degaussing, two-speed transistorized UHF tuner, and "Superscope" VHF tuner with pre-set fine tuning.

Included are three 23-inch consoles with fold-back doors. These have AFC, "Instant Play" and casters. Four 18-inch portables in the line are priced from \$349.95 to \$379.95, and two have open list. Two open list units come with remote control.

Ten 20-inch consoles range in price from \$399.95 to \$459.95 with five units with open list. Four 23-inch table and console models range from \$469.95 to \$499.95, one open listed. In the 23-inch offerings with AFC and "Instant Play" are 25 models, with suggested list prices from \$529.95 to \$669.95; twelve of these are open list.

Three 20-inch color TV solid state stereo theaters start at \$599.95 suggested list. Of these two are open listed. Five 23-inch solid state stereo theaters which range from \$850 to \$1,050 suggested list round out the color line.

Five 20,000-volt chassis black-and-white TVs with solid state signal circuits and



Nine-inch black-and-white portable features gated automatic gain control, unitized channel selector, high gain IF amplifier, front speaker, built-in jack for private listening and earphone. In walnut grained finish, it carries an open list.



Viewing 14-inch color TV: From left, Ed Whitaker, vice president, Canadian Admiral Corp.; Vincent Barreca, president, Admiral Corp.; and Stuart Brownlee, president, Canadian Admiral Corp.

"Instant Play" have been added. The 22-inch units include a table model listing at \$169.95 with roll-about stand, and two with open list.

Also, two nine-inch black-and-white portables have been added, one to sell at \$75, the other open list.

The "Bull Horn" speaker system will be included in three of the 1969 line of 12 solid state stereo radio-phonographs. Also included are two models with "Flight Deck" control panel. The "Bull Horn" systems are priced at \$229.95.

Three new solid state FM/AM portable transistors have been added, including a three-band shortwave set. These range from \$29.95 to \$75 for a model with power tuning.

Three table models in solid state FM/AM/FM stereo highlight the line. In addition to the three multiplex units, there are 13 FM/AM radios, six of these clock radios.



Lines for '69

RCA sets out to 'widen the gap' between it and competitors

"The world of No. 1 is challenging," says Sarnoff.

By Walter H. Hogan

With the theme of the meeting — "The Challenging World of No. 1" — emblazoned on the stage set behind him, Robert W. Sarnoff, president and chief executive officer of RCA, told distributors in Los Angeles that "the name of the game is selling" and that he wants RCA "to be as well known for its selling as for its technology."

"In making a product and selling it," said Sarnoff, "it makes a lot of difference how many lengths ahead you are. It's not how wide the gap, but how you make it wider."

Noting that RCA's market penetration in 1966 and 1967 had increased, Delbert L. Mills, senior executive vice president, consumer products and components, said, "The slope of that line will keep going up." He predicted an increase for RCA of eight points within the next five years, adding, "We'll pick up two points this year."

RCA, said Sarnoff, is creating a staff marketing group and is going "to beef up market research." He said, "We'll widen the gap to increase lengths between us and our competition. That's my guarantee to you." He added: "And take advantage of it, because without you we can't succeed."

To help its distributors and dealers succeed, RCA introduced its 1969 lines with "the most significant of the new introductions," said B. S. Durant, president, RCA Sales Corp., being the 18-inch "truly portable" color sets. "They're a third smaller and 20 per cent lighter — just 59-60 lbs." These sets are the "Candidate," Model EL-442, priced at \$359.95, and the "Adjutant," Model EL-448, open listed.

These are two in the line of 39 new color TV sets, including a new deluxe series of nine "Trans Vista" receivers with solid state chassis. The new color TV line includes 14 sets with prices ranging from \$10 to \$50 under similar models introduced a year ago. The line's price range: \$299.95 to \$1,400.

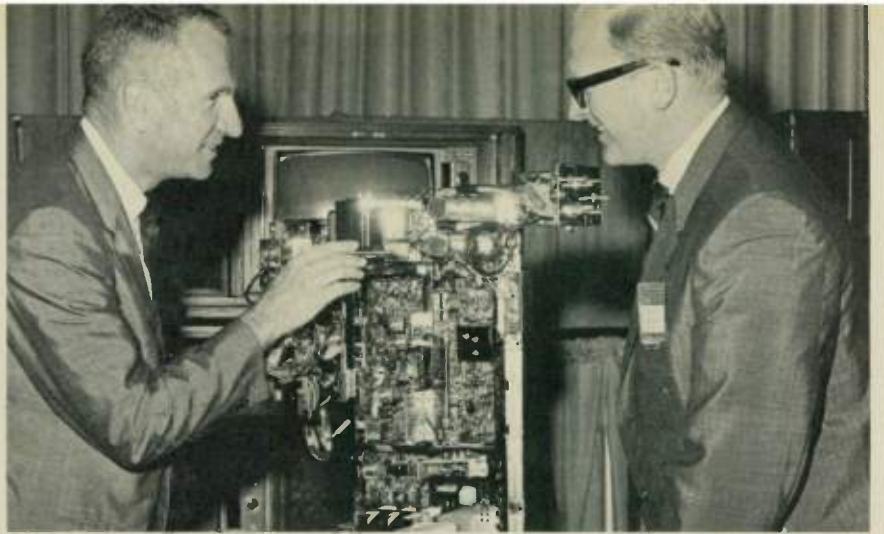
"Black-and-white 22-inch is not hit badly by color," said Durant. "It's worth going after." Five 22-inch black-and-white TV sets — two table models and three consoles — join 12 monochrome sets presented in March. "The 22-inch black-and-white consoles continue to go along," said Durant, "like the old wringer washer."

"The most unusual radio ever offered by RCA" is one of 35 new solid state radios. It's the "Floater," Model RZG-28, an AM, battery-operated portable which plays in or out of water. It has a white plastic case with vinyl trim and top-mounted controls. Suggested retail price: \$19.95.

"Phono console is a declining business but still interesting," said Richard W. Hanselman, vice president, product planning and development, RCA Sales Corp. RCA's 1969 console phonograph line of 28 models featuring upgraded instrumentation in stereo combinations ranges in price from \$129.95 to \$800. New this year are a "Pause Selector Control" (on seven models) and a touch-latch lid. "The credenza is the most popular upcoming trend in furniture styles," said Hanselman. RCA has three new credenzas this year.

Featuring the modular design concept, four models in the "Professional Series" are part of 14 new portable phonographs, ranging in price from \$19.95 to \$239.95. Six models are "youth-oriented."

The 14 new solid state tape recorders and players, the most comprehensive line in RCA's history, include "the major tape handling systems to cover the diverse segments of the consumer market," said Jack K. Sauter, executive vice president, sales operations for RCA Sales Corp. The line contains eight reel-to-reel models, two eight-track cartridge players, and four cassette models, ranging in price from \$39.95 to \$229.95. Two models priced \$22 for youth were introduced earlier this year. Three transceiver models range from under \$18 to \$69.95 per pair.



Discussion: B. S. Durant (left), president, RCA Sales Corp., tells Robert Klaus, general sales manager, Klaus Radio & Electric Co., Peoria, Ill., that RCA's solid state chassis and tuner "for the first time provides performance significantly better than vacuum tube designs."

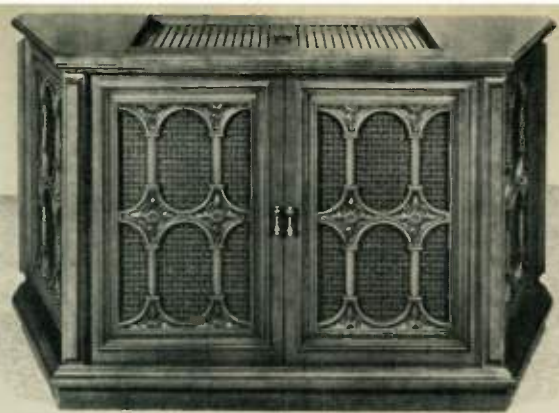


First: Called "industry's first truly portable color set" and named "Candidate," Model EL-442 is equipped with carrying handle, weighs 60 pounds.

Buoy and girl: It's "music to swim by" as model tunes with top-mounted controls RCA's new "Floater," buoy-shaped, battery-powered unit that plays in or out of water. Suggested retail price: \$19.95.



"Astro-Sonic" stereo phonograph, Model P3717, is only 19 in. deep. Thirty-watt speaker system projects sound from front and sides. In Pecan at \$398.50; in Fiesta Green, a decorator finish, at \$415.



MAGNAVOX consoles highlighted by 78-in.-tall color stereo theatre

Limited-space models, \$299.90 15-in. color set introduced.

The Magnavox Co. has introduced for 1969 a line of 55 color TV models, 21 color-stereo theatres, four black-and-white TV consoles and 32 solid-state stereo radio-phonos.

New in the line is an "FM Signal Sentry," an innovation designed to reject extraneous noise and make possible greater station selectivity.

Four monaural and two stereo cassettes are included in offerings of tape recorders, radios and an expanded line of solid-state stereo component systems.

A group of "Decorator Finishes" which uses accent color and painted finishes will be available on selected console color TV, stereo, and color stereo theatres.

A 15-in. color portable, Model C6000 has a 117-sq.-in. picture and is priced at \$299.90. As do all of the firm's color models, it carries a two-year picture tube warranty.

The company also unveiled a tall, slim console with 295-sq.-in. screen. Model C-6996 is designed both for limited wall space applications and for larger room arrangements. It measures 36½ in. high, 32½ in. wide, 21 in. deep. Controls and speaker are mounted above the screen. It is priced at \$650.

An "Astro-Sonic Color Stereo Theatre" is 78 in. tall and 36 in. wide. Model C7711 is priced at \$1,295.

An "Astro-Sonic" stereo phonograph, the Model P3717, is 19 in. deep and sharply angled back at the sides. A recessed tambour in the top rolls open to show the record player and FM/AM/FM-stereo tuner. Fifty inches long and 29 in. high, the credenza will be available in pecan at \$398.50 and in Fiesta Green at \$415.

Another idea for limited space is the Model P3321, a console stereo radio-phonograph, which is mounted directly on casters and stands 19 in. from the floor. It is finished on all four sides and is 36½ in. long, 17½ in. deep. It is available in contemporary natural walnut at \$229.50.

The "FM Signal Sentry" is expected by Magnavox to be especially effective in high-interference metropolitan areas. It will be available in the firm's 100-watt stereo radio-phonographs with FM/AM/FM-stereo tuners.

In table model color sets, there are five new models in the 176-sq. in. category, ranging from \$369.50 to \$449.50. In the 226-sq.-in. size, four models are priced at from \$429.50 to \$498.50. In the 295-sq.-in. table category, six models are offered, from \$479.50 to \$619.50.

There are 39 models in the 295-sq.-in. console line, 17 with gliding tambour doors. Prices range from \$559.50 to \$798.50. Instant automatic remote control is included on 17 models.

Eleven tape models range in price from \$34.90 to \$349.90. Included are monaural reel-to-reel, monaural cassette, stereo cassette and stereo reel-to-reel units. The \$349.90 model is a complete sound system in three-piece walnut cabinetry; five watts per channel.

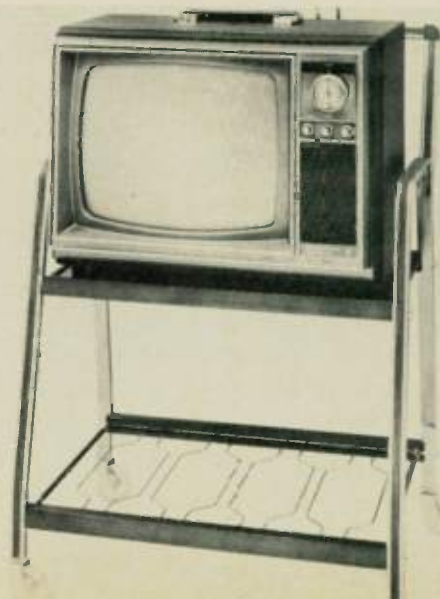
Magnavox has added six solid-state table and clock radios, all in a contemporary "book style" design and measuring 4 in. high, 10½ in. long and 7 in. deep. These range in price from \$20.95 to \$49.95.



Color stereo theatre is 78 in. tall. With doors open, disclosed are 295-sq.-in. screen, record changer, FM/AM/FM-stereo radio, and record storage library. Fifty-watt front and side-projecting speaker system is in base cabinet. With "instant automatic" remote control, Model C7711 is priced at \$1,295.



Solid-state 8-track tape cartridge player, Model K0886, can be used with all Magnavox instruments having accessible playback/input jacks. Unit is priced at \$89.90.



Portable color TV, Model C6000, has 117-sq.-in. picture and is priced at \$299.90. Cart shown is Model B8500, optional at \$15.

You'll like
the

DIRT HATERS

from



Whirlpool
CORPORATION





With this new line
of Dirt Haters,

the name of the game is clean clothes

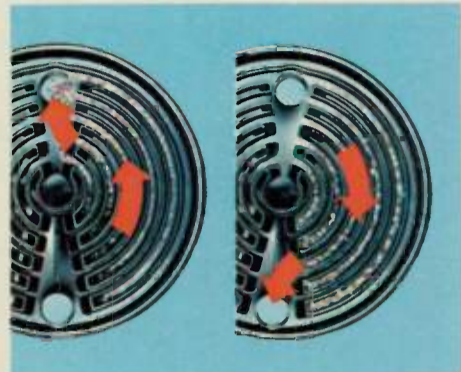
The new washers and dryers from Whirlpool Corporation do a better job than ever of getting rid of dirt, getting clothes dried exactly right. They're winners when it comes to providing really clean clothes...and that's what puts you ahead of the game! These new "Dirt Haters" are ideal for Permanent Press fabrics, too. They're excitingly styled and loaded with intriguing features. Some of their new sales points are pictured here...and there's a lot more to see at your Whirlpool distributor.



This pair in edged decorator colors . . . avocado (LTA/E 9920 A) or copper (LTA/E 9920 E) . . . comes with simulated walnut wood grain front. You can easily change fronts to match cabinets or walls.

New Super SURGILATOR® agitator

New, improved design. The undulated vanes have been extended so every movement of the agitator provides more "scrubbing" currents. Vanes are higher, too.



MAGIC CLEAN® filter

Not only does a thorough job of trapping lint automatically, but also cleans itself automatically. Ends the messy job of cleaning the lint filter.

Sizeable

For extra-large loads there's the Whopper. A model that washes up to 18-lb. loads. And it'll scrub normal-size and small loads, too. No gadgets or special attachments.



Hand Washable setting

Washes even one lonely slip. Provides the right amount of water for a small load, and gentle LOW speed as well. No special attachments, no gadgets.



The Mind Reader

Electronic solid state controls accurately sense moisture retention in articles being dried. They stop dryer automatically at degree of dryness chosen.



Every load CUSTOM DRIED

Every woman has her own ideas about how dry is dry. That's why the new Whirlpool automatic dryers are designed to suit individual preferences . . . exactly.



The Nagger

Finish Guard* control keeps wrinkles out of Permanent Press clothes if they're left in dryer by busy housewife. Every 5 minutes it tumbles clothes again, sounds buzzer.

*Tmk.



Two-Way door

This dryer door opens both ways! Dropped down it's a handy shelf. Opened from the side, it shortens the reach into the drum. Changes at a light touch.



Two speeds

Our new two-speed dryers give your customers greater choice. GENTLE for delicates. SUPER SPEED for hurry-up jobs or bulky, highly-absorbent loads.


Whirlpool
CORPORATION

Another Dirt Hater...

the forgettable oven

For women who hate the messy job of oven cleaning, the new Whirlpool CONNOISSEUR® ranges have a self-cleaning lower oven. For women who like eye-level convenience, they also have a large upper oven. And what other kinds of women are there? You can appeal to just about everybody with these new beauties from Whirlpool!



Model RTE9678



Eye-high upper oven There's double-oven convenience in this new Whirlpool CONNOISSEUR range. Upper oven has an extra-large screened-glass window for smart appearance, easy viewing.



Waist-high broiler

High-speed adjustable broiler ends the bother of adjusting pan height. Adjustable heats from High to Medium or Low. Porcelain enamel broiler pan and grid.



Ignore it...

The housewife can forget about stubborn spatters, spills and drips here. Never has cleaning been so easy as in the lower oven of this CONNOISSEUR range.



it'll go away by itself

Oven door is closed and locked. Timer clock is set for LIGHT SOIL or HEAVY SOIL. That's all there is to it! All that's left is a trace of ash.



Total meal-planning command!

Eye-level control panel puts dials and clocks where they're easy to see, reach, set. All dials recessed behind clear glass panel that cleans with just a swish.

Whirlpool
CORPORATION

See your Whirlpool distributor. He's the one with the happy smile. He'll be glad to show you why . . .

"It's easier to sell Whirlpool than sell against it!"





PHILCO-FORD features labor warranty, more wood, new color tuning

Portable 15-in. color set introduced; color and stereo console cabinetry stressed.

Dealers attending the Philco-Ford Corp. sales convention at Paradise Island in the Bahamas heard Robert O. Fickes, chairman of the board, state that the company had doubled its sales in the past four years, and expected to do so again in the next four years. An introduction of 180 models in the firm's 1969 home electronics line, encompassing color TV, black-and-white TV, console stereos, portable phonographs, radios, and tape recorders was then presented.

Prime innovations introduced at the conference, which will host more than 5,000 persons, with dealers arriving in six separate groups from May 27 through June 19, include: increased emphasis on wood styling in all six lines, with portable radios and tape recorders benefitting as well as console units; "Auto-Lock Channel Tuning," to be used in combination with the tuning eye to lock in both VHF and UHF stations on color sets; a 15-in. color TV portable, to be available this fall; expansion of the "Hip Pocket" record and phonograph line; a continuation of the low-priced, 267-sq.-in. round tube color TV line; and a variety of dealer aids, including floor plan insurance, guaranteed pricing through the fall, and a service contract to cover the cost of labor during the parts warranty period.

The big news centered on the color TV line. Shown were 26 new models, slightly fewer than last year's offerings. The line includes the 15-in. portable; two 18-in. portables, one with the tuning eye; one 20-in. table model; six 267-sq.-in. round tube models, including a combination unit; and 16 23-in. models. A total of 40 models, including hold-overs, was shown.

New features include the "Auto-Lock" tuning, available on 12 models, beginning at \$579.95, in combination with the tuning eye. The tuning eye alone is available in

Combination unit including 23-in. color set, solid-state stereo phonograph, and AM/FM radio, called the "Williamette," has Early American styling and carries a suggested list price of \$1025. Four other 23-in. combinations and one 267-sq.-in. combination are available.



First 15-in. color TV portable introduced by Philco-Ford is Model 5102WA, and features 3 IF stages, solid-state signal system, and a vinyl-clad metal cabinet. Unit is scheduled for fall availability, and will be priced at \$329.95.



22 other models. All of the 267-sq.-in. sets are open list, in a series of step-ups. A fall ad campaign based on the theme, "Philco gets the faces right, the rest is easy," stressing proper flesh tones, was unveiled.

Also announced was the availability of a service contract, which for \$25.95 would cover full labor costs during the first 90 days of the parts warranty and for two years on the picture tube warranty. Philco-Ford suggests that dealers include this cost in the retail price of the set, and estimates that 90 per cent of its color sets sold this year would include the coverage. Jules Steinberg, executive vice president of NARDA, stated the move was "A step in the right direction," and most dealers contacted at the convention stated they would use the contract.

The stereo console line features increased use of air-suspension speakers in models starting at \$499.95, with emphasis throughout the line on cabinetry and styling. The line ranges from the "El Camino," styled in Mediterranean, with 300 watts of peak power and 18-in. woofers, at \$995, to two phonograph-only leaders offered at an open list and \$169.95. Components were also included in the line.

Black-and-white TV saw an emphasis on new portable units, with nine new models being shown. The line ranges from 12-in. portables to console models, which Philco-Ford is stressing. New for 1969 is a "black glass" model, a "true" 19-in. portable, Model 3804WA, with a black viewing mask.

News in the portable phonograph line centers mainly on "Hip Pocket" phonos and records. Two new mini-phonos for playing the "Hip Pocket" records were introduced, one a leader (Model 1369) at \$14.95, the other a phono-AM radio unit (Model 1379) with the component look, at \$29.95.



Carl Lantz, Philco-Ford vice president, consumer product group, presides at speaker's rostrum at finale of stage presentation of entire line.

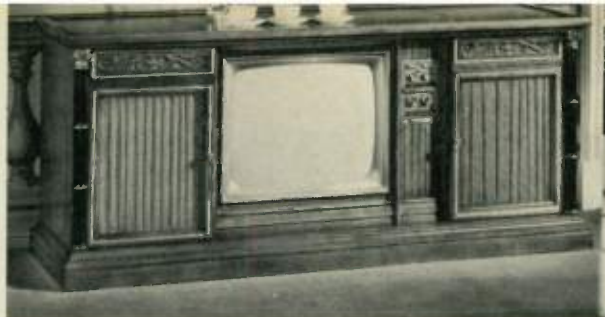


"Hip Pocket" phonograph and 39-cent record lines have been expanded. Shown here is top-line Model 1379, at \$29.95. A \$14.95 leader model has also been introduced.

It was announced that a new series of children's records will be released, plus 18 new pop titles, and that a major food company will heavily promote a "Hip Pocket" giveaway this fall.

The all-transistor radio line features 30 FM models out of 50 sets offered, and an emphasis on wood styling, even in some portables. A \$4.99 leader portable was announced, along with a \$10.95 table model, both AM radios. Step-up in AM and FM models both go into walnut and teak cabinets.

Finishing off the Philco-Ford lines, 11 tape recorder units emphasize reel-to-reel and cassette models, and step up to stereo units in walnut cabinets.



Color TV line includes nation's first color TV slide theater, a new series of models with 102 square inches of viewable area (14-in.)

Plug-in transistors in new color chassis are said to boast long life, high reliability, and easy service. Chassis is about 66 per cent solid-state.

SYLVANIA develops new TV chassis with plug-in transistors

59 stereo units also in new line include consoles under \$300.

The 1969 lines of Sylvania Electric Products Inc. include, in color TV, a color slide theater, 14-inch portables and a new TV chassis that features plug-in transistors.

In black-and-white, the line comprises 19 sets in four screen sizes. In stereo, there's a record number of models for the company: 59. One of the new series is the firm's first collection of consoles priced below \$300. A fully-transistorized radio line features "Bravissimo" sound systems (air suspension speakers in sealed enclosures) in compact AM/FM and FM stereo models.

There are 63 models in the color TV line. Each set features the "Color Bright 85" picture tube in 14, 18, 20, and 23-inch screen sizes.

All 23-inch sets in the line feature the firm's new "Gibraltar" chassis in which two-thirds of the active components are transistors. A new tube used in the chassis is Sylvania's "posted filament" tube. The chassis' transistors are the first designed as plug-in components which can be replaced as conveniently as conventional tubes.

This chassis also includes a "line voltage switch" which allows a service man to put the set at the power level that will best serve it in a particular geographic area and protects the set against local power surges.

The "Scanner Color Slide Theater," at \$995, is an entertainment product that presents color TV programs, color photography slides, or pre-recorded and home-made tapes on the same instrument.

The 23-inch color line begins with seven models in the "Deluxe Color" series, ranging from \$449.95 to \$559.95. Nine models in the "Custom Color" series range from \$499.95 to \$650.

Each color set, beginning with the "Custom Color" series, includes an automatic fine tuning control.

Fifteen models are in the "Custom Deluxe" color series which begins with a model housed in a vinyl-clad metal cabinet. Re-

maining units in the series are in cabinets made of hardwood veneers and select solids. Price range: \$599.95 to \$1,200.

The top of the 23-inch color line includes nine AFC-equipped home entertainment centers ranging from \$799.95 to \$1,600. Each includes all of the company's color features, including the "Gibraltar" chassis as well as a stereophonic phonograph and an AM/FM and FM stereo radio.

Four models are in the "Color TV-Entertainment Center" group. Each features a stereo unit with a power output of 25 watts (EIA standard). The "Conservatory" collection of home entertainment centers comprises four models.

The 1969 line inaugurates a 14-inch "Mini Personal" portable color TV with 102-square-inch screen, at \$299.95 and \$319.95. The units feature a chassis with plug-in transistors and posted filament receiving tubes. The sets are said to boast all the "key performance features" of the larger sets.

Four models are included in the "Roll-About" portable series, with 18-inch picture screens. Two are housed in wood-grained, vinyl-clad metal cabinets with carrying handles. One is finished in walnut, the other in maple. Each is available with an optional roll-about stand.

The "Dynamic America" series consists of two models with 20-inch screens. One is housed in a grained hardboard cabinet in Contemporary style finished in walnut. The other also has a grained hardboard cabinet, but it is in Early American style with a maple finish.

Sylvania's black-and-white line includes four portables having 74 square inches of viewable area. Two have 172-square-inch screens, and five have 184-square-inch screens. Eight models have tubes with 282 square inches of viewable area, including five consoles and three table-top or roll-about models.

Each console in the under-\$300 stereo



"Stereo Cube" consists of an AM/FM/FM stereo tuner and Garrard custom automatic changer. It features ball-type casters and sealed air suspension speaker systems.

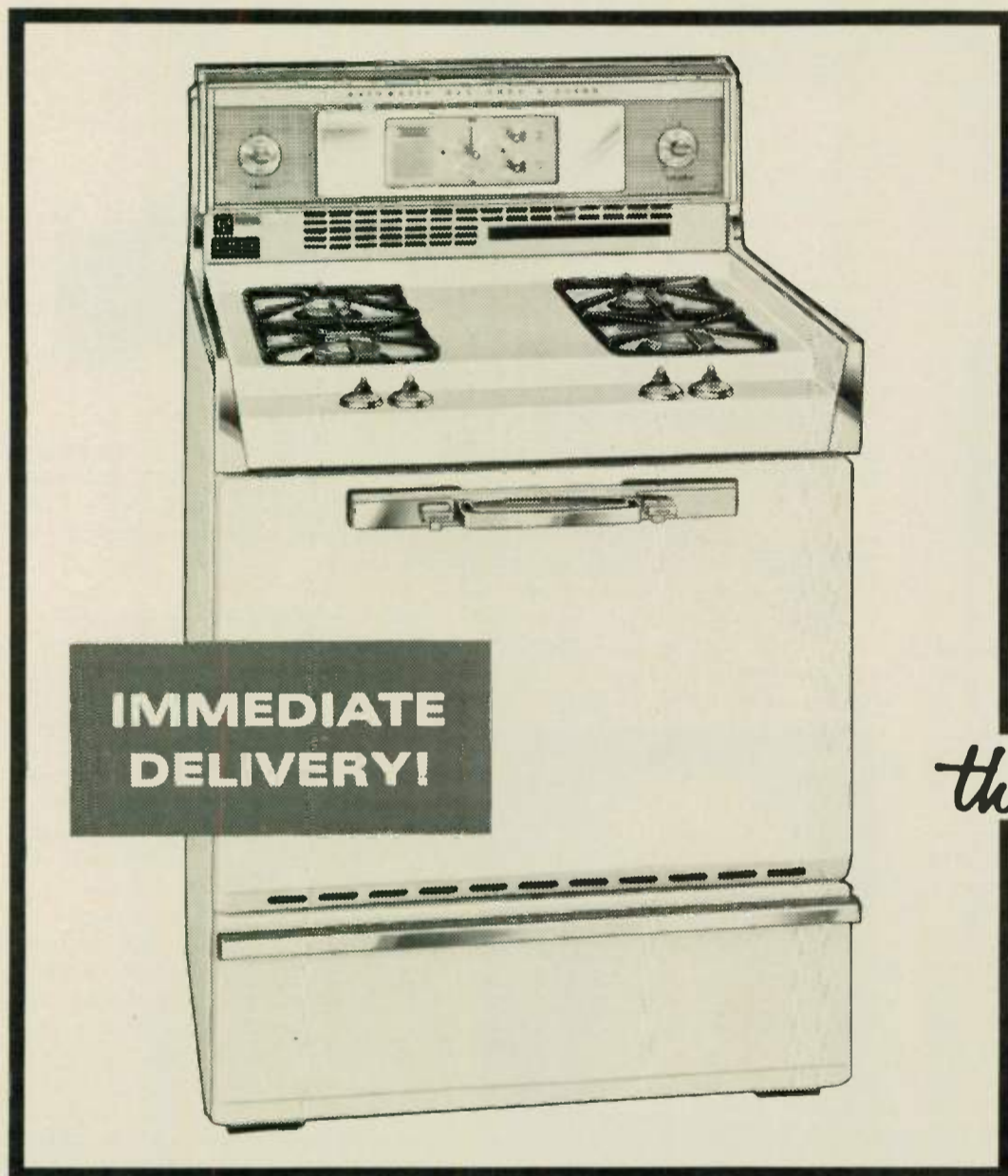
series features air suspension speaker systems and solid-state circuitry. The other new series has three models of the "Stereo Cubes," for flexibility in room design as well as space economy. The portable stereo series comprises 11 models. The component group features six modular systems complete with turntables; six different air suspension speaker systems, and a stereo amplifier-tuner that can accommodate separate speaker systems, turntable or tape components.

In the "Bravissimo" radio series, there are five models. Six are AM/FM portables, three AM table and clock models, and four AM/FM table and clock radios.

The air suspension system in sealed enclosures (in the "Bravissimo" series) produces an air cushion that is said to reinforce the acoustical properties of sound emanating from the speaker components. As a result, it is claimed, sound with exceptional fidelity can be produced by relatively small units. The electronic circuits and speaker components are sealed into a compact enclosure which also serves as the housing for the air suspension speaker systems.

no if's...maybe's...or next year!

Roper is ready right now:



**IMMEDIATE
DELIVERY!**

the Gas Self-Cleaner

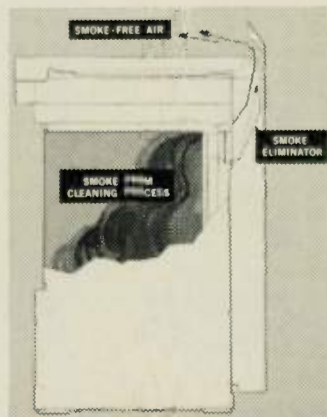
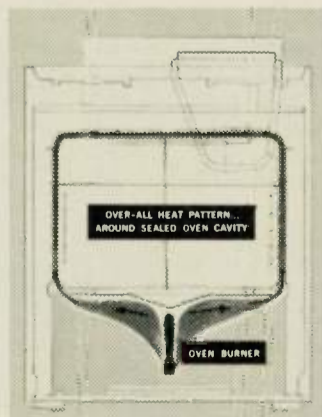
Ready right now for all your customers who have been waiting! The Roper gas self-cleaner is thoroughly field-tested, certified by the American Gas Association...it's ready, it's right! Roper provides fully automatic gas cleaning, fully automatic gas cooking! Choice of Avocado, Coppertone, or White.

AUTOMATIC GAS COOK & CLEAN®

ROPER

for 2¢ clean

Roper uses the tested and proved sealed cavity system to assure thorough cleaning at minimum temperatures required. Simple to operate: three seconds to set... just two cents to clean! Flexible timing—fit cycle to amount of oven soil.



no special venting

No smoke, no odor... kitchen stays fresh, clean, too. Remarkable Clean-Screen "absorbs" any smoke and odor developed in oven during cleaning process. No special venting is required with the Roper Automatic Gas Cook & Clean® Range.

GEO. D. ROPER SALES CORP. Kankakee, Illinois

new products



GE Side-by-Side

A new 33-in.-wide side-by-side refrigerator with a 21.4-cu.-ft. storage capacity has been added to the General Electric line. The full height freezer holds up to 232 pounds of food, and the fresh food compartment has one adjustable and three slide-out shelves, along with a three-level



GE Model TFF-21D

drawer arrangement in the bottom for meat, eggs, vegetables and fruit. Unit has automatic defrosting, wheels for easy moving, and door storage including butter and cheese compartments. Unit comes in white, avocado, coppertone, and "Harvest." *General Electric Co., Appliance Park, Louisville, Ky. 40225.*

Tonemaster 5-band Radio

Offering "versatility of function hitherto unavailable in a compact portable radio." Model TM-842 is a solid-state unit covering five popular bands: AM, FM, SW, Marine, and VHF/police/aircraft.

In addition, the unit can be used as an auxiliary amplifier-speaker with electric guitars; in public address applications with a microphone; with AM or FM multiplex tuners, with phonographs or tape decks. It also can be used with cassette-type recorders "to provide better playback sound" or to amplify phone calls for family or conference listing. With

auxiliary patch cord, the unit output can be fed into a tape recorder. For AM and marine bands, there's a ferrite antenna; for other bands, there's a 12-section, telescoping and swiveling 48-in. antenna.

The five band selectors and AFC are pushbutton controls.

The case is covered with simulated leather, with black metal lace speaker grille. The overall size is 7½ in. x 11 in. x 4 in. The unit features 22 transistors and diodes, a 4-in. dynamic speaker, color coded lamp for each band selector, gang tuning condenser, high-ratio tuning system, switchable dial light, and slide-rule dial. Power by four "D" cells is disconnected automatically when the 115-volt a-c



Tonemaster Model TM-842

cord is connected to a-c outlet. Should power fail, battery supply cuts in automatically. Suggested list price: \$69.96. *Broadmoor Industries, Ltd., 530 Santa Rose Dr., Des Plaines, Ill. 60018.*

Clarke Lawn Unit

Called the "Clarke-A-Thatcherx," Model CLT-18 is a new power-driven dethatching machine "designed to loosen and lift out the thatch of dead grass, leaves, etc., which clogs lawns, harbors insects and stifles new growth." Lawn treatment with this unit is said to loosen the soil surface, providing ease of aerating, fertilizing and re-seeding.

Model CLT-18 is a reel type machine with an 18-in. cutting path



Clarke Model CLT-18

provided by 38 hardened steel knives. It features large, easy-rolling wheels, a 5 h.p. single cylinder air-cooled engine, and a tubular steel handle which can be removed for storage and transporting. A depth of cut can be easily adjusted by the front two wheels with a proper setting provided for all types of lawns. Total weight of the unit is approximately 90 lbs. *Clarke Floor Machines, Div. of Studebaker Corp., 17 E. Clay Ave., Muskegon, Mich. 49443.*

Whirlpool Refrigerator

Produced to celebrate the two millionth refrigerator with automatic ice maker manufactured by Whirlpool, Model EST-15PM features top-



Whirlpool Model EST-15PM

mounted freezer, "IceMagic" automatic ice maker, two giant crispers, cantilever shelves, "Jet-Cold" meat pan. The refrigerator has a 15.1-cu.-ft. capacity with a 137-lb. freezer.

Packed in each celebration model will be a 14-piece mixing bowl set — a free gift for the consumer who purchases this special refrigerator. *Whirlpool Corp., Benton Harbor, Mich. 49022.*

Clairol Hairsetter

The "Swingsetter" is a mini-sized, featherweight addition to the "Kindness" line of electric instant hairsetters. Each of its five thermostatically controlled jumbo rollers has its own heating post, "permitting maximum heating speed and fast-setting action." The tiny unit (small enough to fit into a handbag) is simply plugged in and a red dot on the top of each roller turns black when it is ready for use. The compact, self-



Clairol "Swingsetter"

contained case has a compartment for clips and cord. Suggested retail price: \$14.99. *Clairol, Inc., 1290 Ave. of the Americas, New York, N. Y.*

Westinghouse Color TV

A new 14-in. size, diagonal measurement, has been added to the Westinghouse 1969 color TV line. Although the entire line has been shortened by 20 per cent, according to company sources, two 14-in. models have been added to the company's 18-, 20-, and 23-in. model sizes.

Model CP84A19 is expected to sell for about \$330, and features transistorized color control, memory fine tuning on the VHF circuit, up-front sound, and beige cabinet styling. Model CP84A49 has a two-year picture tube warranty "Instant-On" reception, walnut finish, recessed carrying handle on top, and earphone and jack. It is expected to retail at around \$350. *Westinghouse Electric Corp., Edison, N.J.*

Look what's popping up at Toastmaster these days.



We make a deluxe line of flavor-protecting, all stainless steel coffee makers and urns.

From 3-cup to 30-cup capacities. Nationally advertised, nationally acclaimed.

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TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS 60120

Arvin Show-How gives you your own "Talk Show." A team of transceivers that come on loud and clear, easily switch from talkers to listeners, and speak out on any subject, anywhere. *(Just wait till they sound off at your cash register!)*

Let her hear the big sound from this tiny unit—over 5 million portable radios will be sold this year.

She represents the 50 million young singles between 18 and 34 who are interested in seeing—and buying—miniature products like the one she holds.

Arvin 8-Transistor Miniature AM Portable Radio with compact styling. Arvin Model 28R29, Black with Spin Aluminum Trim. Sugg. retail \$12.95

Tell her about the quality features of Arvin products—Arvin Show-How will back you up.

2 1/4" Velvet Voice speaker delivers crisp, clear messages.

Molded plastic cabinet with chrome-plated plastic grille.

On-off variable volume control for easy operation.

Press-to-talk button.

9-volt battery operation. (Batteries not included.)



37" chrome whip antenna.

Bright, new self-selling display cartons like this are easily set up, make every product on display a featured one.

Some cartons, like this one, double as gift boxes for additional gift-giving convenience.

50-milliwatt output.

Vinyl wrist strap makes set easy to carry.

Crystal-controlled transmitter and receiver for operation on channel 13.

Arvin 6-Transistor Battery or AC Miniature AM Portable Radio with hidden storage space. Arvin Model 28R07, Antique Off-White. Sugg. retail \$12.95

Powerful Arvin chassis with 4 transistors for instant power, cool operation, and longer set life.

Arvin 4-Transistor Transceiver Set with variable volume control. Arvin Model 10Y11-PK, Black (two units). Sugg. retail \$14.95

The show starts on cue and the whole town's talking about—or over—Arvin transceivers. Big interest created by tiny products! The transceiver above features variable volume control, an exclusive on units in this price range, to permit adjustment of sound level depending upon distance and personal preference. It has a 37" chrome whip antenna for best reception and a Velvet Voice speaker for crisp, clear delivery of messages. More talk value—more Arvin innovations. Tiny novelty radios. One is an AM portable disguised as a jewel box.

The other, a compact-styled AM radio that may be worn on the wrist like a bracelet. Both miniature marvels are big hits with the ladies and excellent gift ideas for the best talkers in town. All three entertainers make their public debut in Arvin Show-How self-merchandising cartons that make every product on display a featured one and do much of your sales talking for you. Just a little talking to your Arvin Distributor will get you started on your own profit talkathon—the happy kind of cash register sound-off that never quits!

Arvin Show-How features great ideas in home entertainment

For complete information, write, wire or call: ARVIN INDUSTRIES, INC., Consumer Products Division, Dept. E-9, Columbus, Indiana. Visit these permanent show spaces: CHICAGO, Merchandise Mart • DALLAS, Trade Mart • COLUMBUS, INDIANA, Arvin Sales Department. See us at the National Housewares Show, International Amphitheatre, Chicago, and the EIA Show, Nassau Suite, New York Hilton.



new products

Zenith Radio

Three new transistor radios ranging in price from \$9.95 to \$19.95 have been introduced by Zenith Sales Corp. Including the company's first shirt-pocket sized portable radio, the three models are all part of the "Royal" series. Leading the introduction is the Royal 11-G, an 8-transistor model with a thermoplastic cabinet offered



Zenith "Royal 11-G"

in either yellow and white or white and brown color combinations. Other features include "easy-grip" tuning control, 100 milliwatts of audio output, five tuned circuits, and up to 75 hours of listening on two penlite batteries. Unit comes complete with carrying case, earphone attachment, and batteries. Suggested retail price, \$9.95. Zenith Sales Corp., 1900 N. Austin Ave., Chicago, Ill.

Magic Chef Gas Ranges

A removable oven door and a lift-up and removable cook top (embossed to reduce spillovers) are among the easy cleaning features of the "380 Series" of 30-inch gas ranges with slant front controls. Included in the series is a range with "AutoMagic" cook-and-keep-warm oven control that automatically turns the oven temperature down to 170 degrees when the pre-set cooking time is complete. The oven control can also be set manually to keep food warm when meals are delayed. The units are available in coppertone, avocado



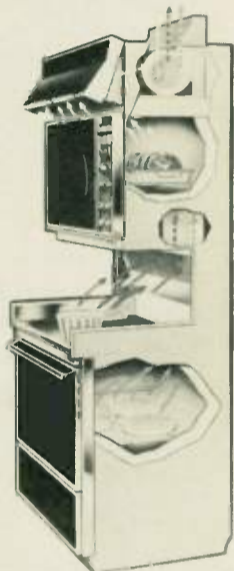
Magic Chef 30-in. gas range

and white.

A companion series of electric 30-in. ranges is also part of the 1968 line. *Magic Chef, Inc., Franklin, Tenn.*

Modern Maid "Vent-Pak"

A self-contained exhaust system called "Vent-Pak" is now being featured on Modern Maid eye-level oven ranges. Available in both gas and electric models, the system is said to keep cooking heat and odors from entering the kitchen by directly venting all cooking areas to the outside. The unit features venting over and under cooktop and ovens, and a discharge system at the rear of the range that pulls heat from the lower oven and cooktop through an exhaust fan



Modern Maid "Vent-Pak"

to the outside. The system prevents heat from being drawn up the face of the eye-level oven or into the face of the housewife. *Modern Maid, Inc., Chattanooga, Tenn.*

BSR Record Changer

A new replacement automatic record changer, Model 4500, is styled in black and silver, offers manual or



BSR Model 4500

automatic play at four record speeds, intermixes 10-in. and 12-in. records of the same speed, and has an automatic shut-off after the last record has been played. Unit comes complete with six-ft. a-c cord, twin four-ft. audio cables, and sapphire flip styli. Accessories available for the model include a walnut grain wood base with recessed top, 45 RPM adapter spindle, and a tinted dust cover. *BSR (USA) Ltd., Blauvelt, N. Y.*

Norge Dishwashers

Three new portable dishwashers have been added to the 1968 Norge line, joining two under-counter models already available. Top Model PDJ-1860 is an automatic front-loading machine, with a 1½-in. cutting board of natural maple on top. Capacity is 18 settings, with seven



Norge Model PDJ-1860

cycles offered for cleaning. Unit is available in white, coppertone, or avocado, with other features including indicator light, all procelain interior, and a removable utensil caddy. Unit carries a suggested retail price in the \$249-\$269 area.

Automatic front-loading Model PDJ-1220 is designed to retail at about \$199, and automatic top-loading Model PDJ-1210 is in the \$119-\$129 area. Both are available in white, have a 12-setting capacity, and removable silverware baskets. *Norge Div., Borg-Warner Corp., Chicago, Ill.*

Paragon Timer

"A sentry on duty every day of the year" — that's the new low-cost protective lighting timer designed to control up to 300 watts of light. The unit plugs into a standard electrical outlet, then the lamp is plugged into the timer. The compact "Ti Mite Timer" is easy to set. Protective lighting goes on at selected time and off five hours later. The unit repeats the on-off schedule daily without further adjustment. The unit is fully warranted



Paragon "Ti Mite Timer"

with UL approval. Suggested retail price: under \$8. *Consumer Products Div., Paragon Electric Co., Inc., Two Rivers, Wis. 54241.*

NuTone Blender

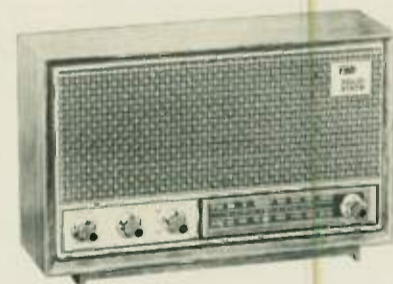
Model 172N is a new blender attachment, one of seven cordless appliances which are part of the "Built-In Food Center." The new blender features a 1½-qt. capacity, a non-breakable "Ultrathene" lid with a clear plastic center-funnel, and a specially contoured pouring-lip said to prevent spillage. The sides are clearly graduated in both cups and ounces. Blades are rust-free stainless steel, and the new internal design offers "smoother, more efficient blending of larger quantities than other blenders can accommodate." The blender, along with the ice crusher attachment and concealed power unit are called the "Party-Mates." The dial control has six speeds. *NuTone, Madison and Red Bank Rds., Cincinnati, O. 45227.*



NuTone "Party-Mates"

Arvin AM/FM Radio

An AM/FM table model radio has been added to the Arvin 1968 radio line. Model 39R88 has a walnut grain finish, 8 transistors, a 5-in.



Arvin Model 39R88

speaker, slide rule dial, AFC for FM stations, tone control, and built-in antennas for both AM and FM. Suggested retail price, \$62.95. *Arvin Industries, Inc., Columbus, Ind.*



"Well, finally — you've found a substitute for 'used appliance.'"

Sony invites you to an Off-Broadway Show.

One of the season's big shows is going on right now on Fifth Avenue. And you don't even need a ticket for it.

It's the Sony Show. Where you can see all the latest and newest Sony products.

32 in all.

(More than we've ever introduced before.)

Including 24 new radios. Ranging from tiny transistor sets to not-so-tiny communications sets.

And new stereos and televisions.

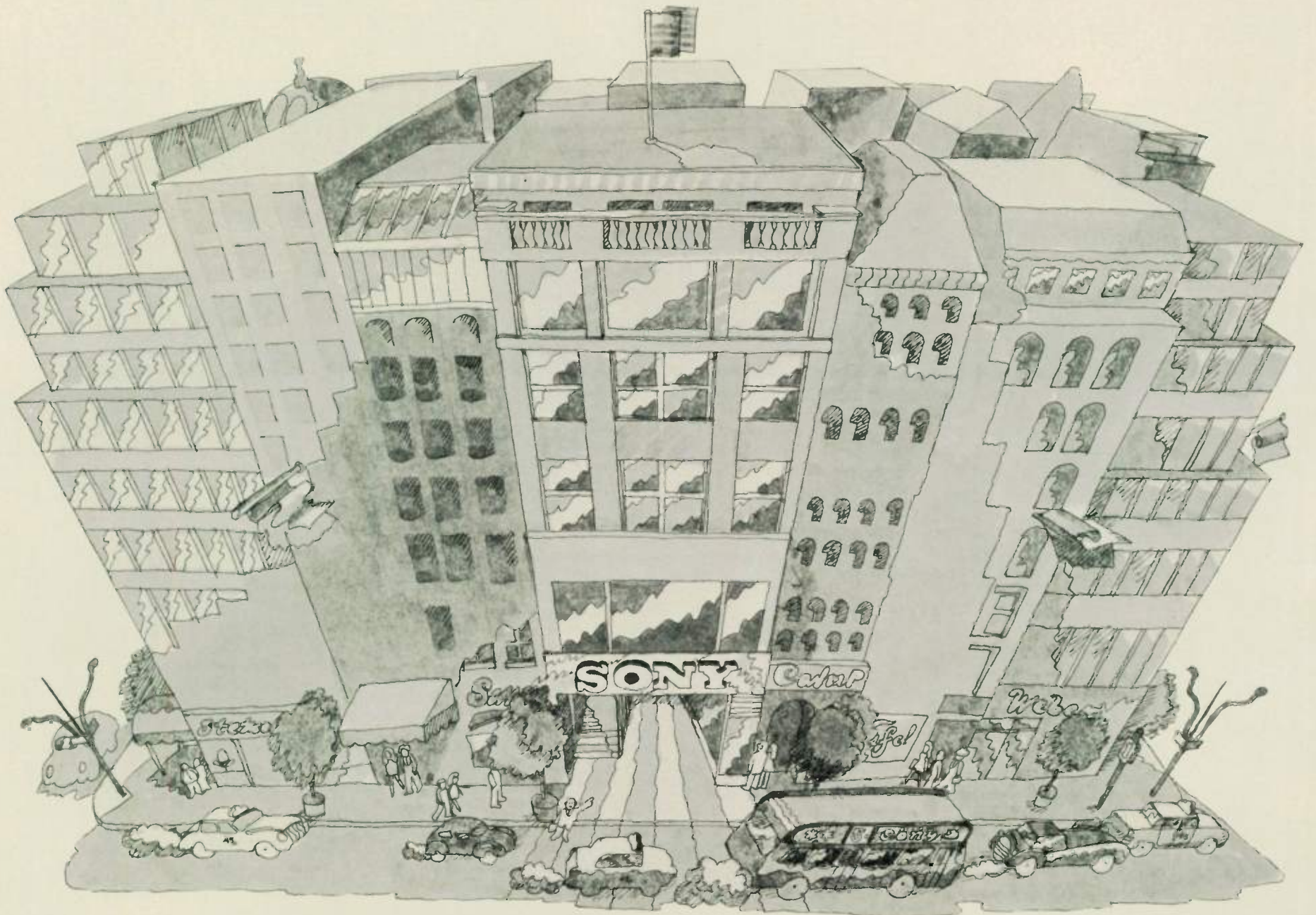
Featuring 2 new color TVs.

All these talented performers (and our current stars) are in action at the Sony Showroom, 585 Fifth Avenue. (Between 47th and 48th Streets.)


Show time: Monday, June 24 through Thursday, June 27, from 9:45 A.M. to 9:00 P.M.

After which we expect our new Sony profitmakers to show up in a new showroom:

Yours.







We're inviting a select
group of 40,000 people to lunch.
Can you make it?

Philco-Ford Distributors are about to have open house. And we'd like you to have lunch with them.

Of course, while you're there, we'd like you to take a look at our new lines of TV, radios, stereos, tape recorders and appliances for '69.

You'll see the best new color tuning system in the business—the combination of our Color Tuning Eye and ACT (Auto-lock Channel Tuning). And you'll see our Color Tuning Eye on many more models, giving you a range of sets with a tuning aid starting at a much lower price level than any of our competition.

There are 24 completely new models in our home-entertainment lines alone. One of them is "The Hipster"—a phonograph that weighs only 1 lb. 2 oz. It plays Hip Pocket Records as well as regular 45's and lists for only \$14.95.

Unfortunately, we just don't have room for all 40,000 of you at one time. So call your local Philco-Ford Distributor for dates and times.

Even if you're not a Philco-Ford dealer, you're invited to a nice quiet lunch. To see what you'll be up against in '69.

PHILCO

Ford

FAMOUS FOR QUALITY THE WORLD OVER
PHILCO FORD CORP., PHILA. PA. 19134

The beauty part of it: **A healthy business, ready to be demonstrated**

While department stores are fighting internally about which section should sell personal care electrics, and discounters are just letting them sit on their shelves, now is the time for major appliance dealers to move in on some of this health-and-beauty business.

Take electric hair curler kits, for example. Department stores are fussing about whether they belong in their small appliance or cosmetics departments.

And, the typical solution — to put the ones from housewares vendors, like GE, Merit and Roto-Broil, in the housewares department, and those from cosmetics manufacturers, like Clairol and Rayette, in their main floor sections, would only seem to serve to weaken the customer-impact of what could be a broad assortment at various price points.

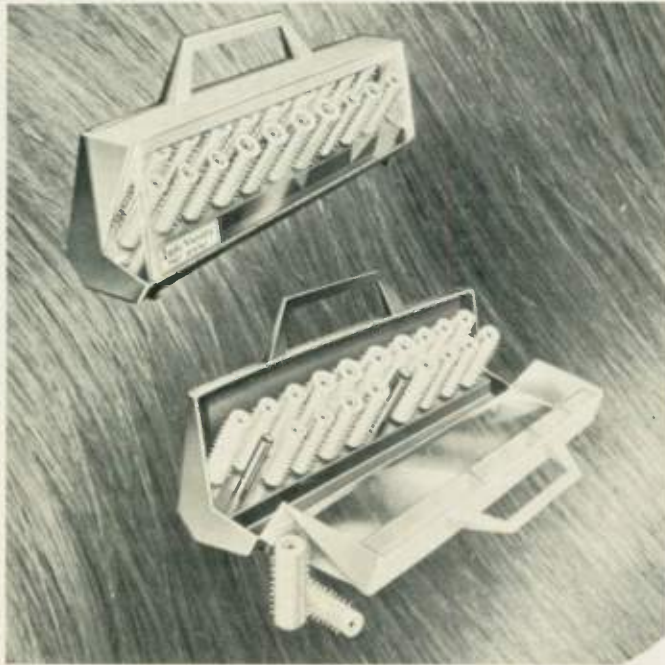
Demonstrations, by a real, live girl, are the key to curler sales, and probably the only place that has performed this service beautifully has been the cosmetics department. Both the discounter and the department store's small appliance section still have much to learn about the necessity of demonstrating beauty products.

The major appliance store can jump in where department stores and discounters drop out.

Nearly every appliance store is able to call on, for Saturday duty, a wholesome-looking young lady who could drum up hair curler business via in-store demonstration.

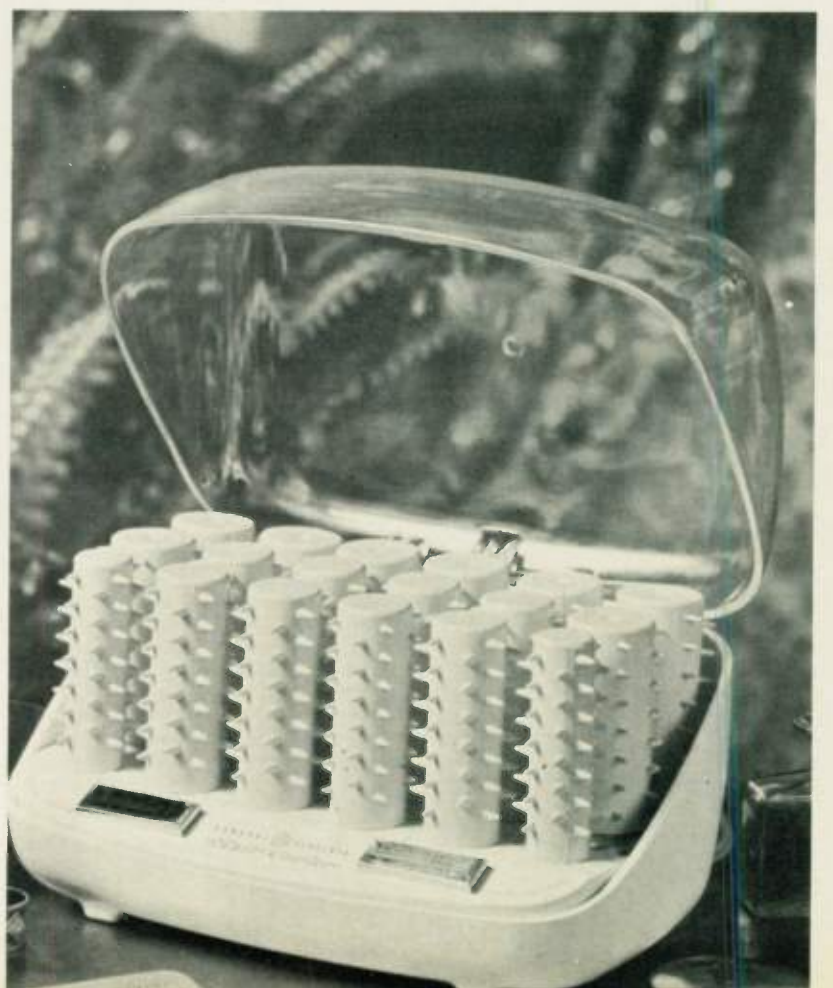
The young lady might be the typist or telephone operator, or the owner's teenage daughter or his wife's kid sister. She doesn't have to be a beauty; she just has to come across as a real person whose hair has been set with an electric curler kit. Give her a kit and tell her to take it home and practice a couple of times, so she can show potential customers how easy it is.

A small-space newspaper ad, picturing the demonstrator and the merchandise could be effective. Or, add a couple of lines, announcing the demonstration, to a regularly scheduled ad. Those who really want to go all out could hold a drawing on the day of the demonstration, offering as a prize a free hair curler kit. It all adds up to a beautiful way to sell on a Saturday.



A lock of the lucrative hair curler business can fall into the laps of major appliance dealers. Demonstrations hold the key.

Shown here, curlers from GE, Merit, Rayette and Heisel.





The electric blanket business ain't what it used to be.

It's better

Northern's made some heap big changes. How? By offering an even finer line of electric blankets. We've added a new series. New colors. New packaging. New

ad allowance. New built-in trade-up features. And new dollar sign language. That means profits.

Northern Electric is the world's oldest and largest manufacturer of electric blan-

kets. We like it on top. So will you and your customers.

For more information, call or write your Northern Distributor Salesman. He speaks with a very straight tongue.

Northern Electric Company

Executive Offices: 5224 N. Kedzie Ave., Chicago, Ill. 60625 / 267-5100
In Canada: George W. Endress Co., Ltd., Brantford, Ontario
New York Office: 2 Pennsylvania Plaza, New York, N.Y. 10001 / 695-7057



new products



Fedders Refrigerators

Five new refrigerators, including a 19-cu.-ft., frost-free model with a suggested retail price below \$300, have been added to the Fedders line. Four of the new models incorporate a new "Touch 'n Fill" ice maker, which enables the homemaker to fill ice trays at the touch of a button. A



Fedders "Touch 'n Fill"

special conversion kit, expected to retail around \$50, makes it simple to install the unit at any future date in a model bought now without the ice maker. The "Touch 'n Fill" is incorporated into four frost-free, top freezer models, two with 19-cu.-ft. capacities and two with 16-cu.-ft. capacities. *Fedders Corp., Edison, N.J.*

KitchenAid Dishwashers

In a "totally new" line of home dishwashers, the top model called "Superba" has seven specific pushbutton cycles to let the homemaker pick the exact washing and drying action required. Its new spacemaker racks are said to provide unlimited loading flexibility; fingertip rack controls allow easy adjustment of the upper rack to nine different positions — even when fully loaded.

Pushbutton "everyday use" cycles on the unit include: "Full Cycle" for normal loads; "Heavy Soil" for baked or dried-on foods; "Rinse Hold" for partial loads, "SaniCycle" final rinse in which the water is heated up



KitchenAid "Superba" model

to 180 degrees, and two "party cycles." A "Cancel Drain" button turns off the dishwasher and drains it at any point, in any cycle.

The "Imperial" model has two pushbutton cycles: "Full Cycle" and "Rinse Hold." The "Custom" model has one fully automatic cycle. Other cycles, such as "Rinse Hold" or "Plate Warm" can be achieved manually with an action indicator knob.

The new line includes built-ins, convertible-portables, free-standing units, and a dishwasher-sink combination.

The new "Golden Harvest" color leads off a wide selection of "Vari-Fronts" and side panels, including avocado, edged colonialtone, white, stainless steel, or brushed chrome. A stainless steel trim kit makes it possible to use any wood, metal or cloth with any kitchen decor. *Hobart Mfg. Co., Troy, O. 45373.*

Seth Thomas Clocks

Seth Thomas casts a vote for "flower power" with five new clock models featuring floral decorations. Two of the five models have "Dual-Jewel"



Seth Thomas "Middleton"

transistor movement. These are "Cor-sage" and "Middleton."

The "Corsage" is a modern round wall clock ringed with daisies. The diameter is 9 in.; the dial is 6 in., and the depth is 2 in. Colors: avocado, gold, white. Suggested retail price: \$15.

The "Middleton" is a tall oval wall clock with a distressed fruitwood finished solid wood case. It features Roman numerals and a floral bouquet on a linen background. Model No. 2430 is 30 in. high x 13 in. wide x 3 in. deep. The dial is 8 in. across. Suggested retail price: \$60. *Seth Thomas, division of General Time Corp., Thomaston, Conn.*

White Sewing Machine

Called the "first truly portable, portable sewing machine," the "Lotus" is a 14-lb. unit with a fold-away handle and its own carrying case. Three petal-like panels fold down from their protective carrying position to become an effective sewing surface.



"Lotus" portable sewing machine

All that's needed to sew is an electrical outlet. The unit's two-dial control system is said to be ideal for practically all sewing tasks: zigzag, buttonhole, or straight stitch. For most sewing, the Elna "Lotus" uses only one needle size, but it can, says the firm, handle anything from the thickest to the sheerest fabrics. The accessories ride piggy-back on the sewing head in a built-in case. The unit is engineered by Tavano S. A. of Geneva, Switzerland and marketed in the United States and Canada by: *White Sewing Machine Co., 11750 Berca Rd., Cleveland, O. 44111.*

Whirlpool Range

A new self-cleaning range with double oven capacity and a "Teflon"-coated griddle has been introduced by Whirlpool. The electric unit, Model RTE-9978, features adjustable oven racks, balanced-heat ovens, plug-in surface units, high-speed adjustable broiler "roast sentry" in both ovens to tell you when your meat is cooked to the degree of "doneness" you set on the indicator, and a self-cleaning oven with automatic door lock. *Whirlpool Corp., Benton Harbor, Mich. 49022.*



Whirlpool Model RTE-9978

Waste King Universal Broiler

"Char-Glo" broiler Model MG-29D-AP is a non-insulated, drop-in unit that can be used indoors or outdoors so long as it is installed in brick, block or stone. Self-cleaning "ceramic coals" that never need replacing are fired by gas and ready for barbecuing within 8-10 minutes. An easily accessible lever operates the unique tilting grill which drains

off fat. Features of the unit include five porcelainized cast-iron sectional grates, an outer casing of brushed chrome (easily wiped off after use), and a "Flame Control" said to eliminate flare-ups and excessive smoking. An added safety feature is the "Automatic Safety Pilot," which prevents the burner from going on when the pilot is out. *Waste King Universal, 3300 E. 50th St., Los Angeles, Cal. 90058.*



Waste King Universal Model MG-29D-AP

Panasonic TV/Radio

The "Silverlake" is a portable 9-in. TV with an FM/AM radio, offering 38 sq. in. of viewing area. Styled in charcoal with silver trim, the unit



Panasonic "Silverlake"

contains 51 solid state devices. It plays on a-c current. Model TR-339R weighs 12 lbs. 2 oz.; a snap-on battery is available on an optional basis. Suggested retail price: \$149.95. *Matsushita Electric Corp. of America, 200 Park Ave., New York, N. Y. 10017.*

Shetland Hand Vac

Called the "Pony Vac," a new hand vacuum cleaner is available in two models. Both are 425-watt units with a one-speed motor. Standard Model No. 3301 has a disposable bag, hang plate, and upholstery nozzle. Suggested retail price: \$14.99.

Model 3302, the de luxe model, adds the following attachments: two 18-in. wands, vinyl hose, carrying strap, crevice tool, and dusting brush. Suggested retail price: \$19.99.

Designed for quick cleaning and



Shetland "Pony Vac"

for hard to get at areas, the lightweight units (color: avocado) carry a one-year guarantee. *The Shetland Co., Shetland Industrial Park, Salem, Mass. 01970.*

customers are reading



Modern Bride

"Latest news on the washing line: wash day is dial day." That's the lead of a two-page article called "Setting You Right on Home Laundry" on page 182 of the June/July issue of *Modern Bride*.

"All you need today," says the article, "to get piles of laundry for two under control are a few golden rules and some help from your friendly washer/dryer."

The control panels of many makes of washers and dryers are sketched and described. The companies whose products are featured include: Maytag, Hotpoint, GE, Hoover, Frigidaire, Westinghouse, Norge, and Philco-Ford. A complete shopping guide for these washers and dryers is found on page 64 of the same issue.

Better Homes and Gardens

Photos and descriptions of products are featured in the column, "Good News for the Gals," on page 24 of the June issue of *Better Homes and Gardens*.

Among the products described by

Helen A. Dawson, kitchens and equipment editor, are: a "counter that cooks" (Corning Glass Works), a self-cleaning oven (GE), automatic ice cube maker (U-Line Corp.), 36-inch double decker gas range (Caloric), and a built-in ventilation system in the range top (Jenn-Air Corp.).

Woman's Day

"The Unruffled Traveler: How to look absolutely great all vacation long" is the title of a feature on page 26 of the June issue of *Woman's Day*. The six-page article features full-color illustrations of permanently-pressed clothes of which the article says, "They actually prefer machine washing and drying to hand laundering and drip drying."

"Tumble drying in an automatic dryer is probably the most important step in the whole laundering process for permanently-pressed fabric," says a companion article on page 45 entitled "How to lick the chore you hate the most." That chore? "When *Woman's Day* asked 1,147 housewives what chore they hated most, ironing won hands down."



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230 Fifth Avenue, New York, N.Y. 10011, Phone: (212) 989-7112
CHICAGO
501-509 E. Illinois St., Chicago, Ill. 60611, Phone: (312) 527-2192
LOS ANGELES
2201 South Yates Ave., Los Angeles, Calif. 90022, Phone: (213) 723-0766

In this article Carolyn Storm, the magazine's kitchen planning editor, comments on ironing and permanent press. Some of the questions she answers include: What is permanent press? How can I tell if an article is permanently pressed? How should I launder permanently-pressed clothes? And: What's the best way to dry permanently pressed clothes?

Good Housekeeping

"Home Appliances Have Come A Long Way" is the headline of a two-page feature in the June issue of *Good Housekeeping*.

This "special report on what's happening now and what's next"

covers six different categories — dishwashers, ranges, home entertainment, small appliances, washers and dryers, and refrigerators/freezers.

Some of the article's comments are:

Dishwashers: "Undoubtedly, dishwashers will be quieter and quicker someday (a load now takes close to an hour). And maybe we'll even have wash-and-store racks, so clean dishes can be transferred quickly from washer to cabinets."

Ranges: "Electronic (microwave) ovens are here, separate or as part of a range. We think they have a great future for superspeed cooking, thawing and warming."

Home entertainment: "The field is changing fast, so any important
(Continued on page 47)

Want a full-time salesman right in your customer's office?

Every time your customer reaches for his imprinted Sheaffer pen, he's reminded of your firm.

And he's reminded of something else, too. For when you give a Sheaffer desk set or ballpoint you're not just giving the customer something he'll use every day. You're showing him you only deal with quality. Quality, moreover, that's yours at economy prices.

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Next time somebody drops in for a cup of coffee, don't be surprised if you sell her a Hotpoint refrigerator.

People will buy our side-by-sides because they have more space inside yet take up less space outside. And because they've got features like wheels and no-frost. You don't need gimmicks to sell them.

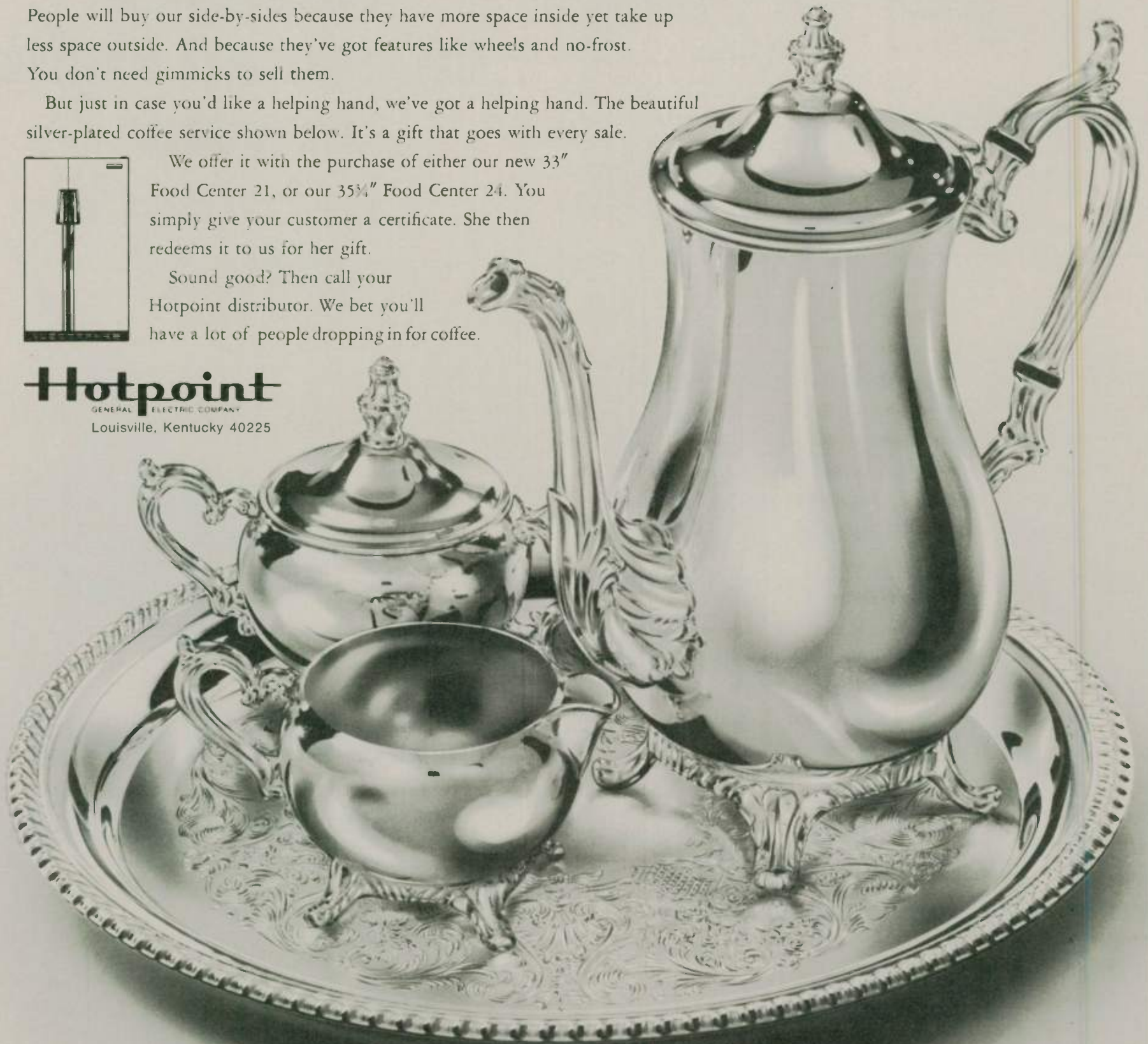
But just in case you'd like a helping hand, we've got a helping hand. The beautiful silver-plated coffee service shown below. It's a gift that goes with every sale.



We offer it with the purchase of either our new 33" Food Center 21, or our 35 1/4" Food Center 24. You simply give your customer a certificate. She then redeems it to us for her gift.

Sound good? Then call your Hotpoint distributor. We bet you'll have a lot of people dropping in for coffee.

Hotpoint
GENERAL ELECTRIC COMPANY
Louisville, Kentucky 40225



Sears promotes service facilities with varying approaches . . .

Some recent promotions are outlined . . .

mart private label report

Sears: "The most respected service organization anywhere"

Sears, Roebuck & Co. continues to build its service image in newspaper advertising throughout the U.S. Here are some examples noted in recent weeks:

In a nearly full-page ad devoted to a "Coldspot Carnival," **Sears-Los Angeles** includes a bold face box with the following wording: "Sears Appliances backed by . . . service the day you want it . . . assured by the most respected service organization anywhere . . . Sears nationwide expert service."

In a fractional "Coldspot Carnival" ad, **Sears-Pittsburgh**, advises "Sears care service . . . protects the value of your Coldspot freezer. Coldspot Sears highly trained service men offer professional, personalized care. We service what we sell wherever you live or move in the U.S.A. Phone Sears . . . If you can't come in we'll come to your home."

Sears-Seattle uses a large reverse type box at the bottom of a television ad to advise, "We service what we sell, wherever you live or move in the U.S.A."

A **Sears-Milwaukee** newspaper ad includes a cut of a uniformed service man standing hands on hips. Copy reads: "Sears care service protects the value of your appliance."

"Sears factory trained technicians assure you service satisfaction with personalized professional care . . . service when you want it, wherever you live or move in the U.S.A."

Sears-Dallas used nearly a third of a page of copy and illustrations to tell customers what happens when they telephone for service. Copy reads: "Your call for Sears care service sets This Chain of events in motion: (1) trained Sears service Operator takes your call, notes details, determines most convenient time for you to have your technician come; (2) Sears technician checks over his equipment and supply of spare parts. We try to make one service call do it all. (3) Sears technician arrives at your home to perform the repair job . . . at your convenience. We don't believe in wasting time. (4) He does the re-

pair work efficiently, professionally and respectfully. We service what we sell anywhere in the U.S.A. . . . just call us."

Recent Sears promotions

Sears-Boston advertised "Our lowest price ever" on a two-speed washer with three automatic cycles. Price listed was \$169. The same area stores offered consumers their choice of either a bottom-mount or top-mount-14-cu. ft. refrigerator for \$238.

Sears-Milwaukee tied in with a local auto dealer to offer a Buick as prize in a jingle writing contest. Official entry blanks were obtainable at any Sears store.

Sears-Seattle tied in with Safeway Stores to offer 74 packages of frozen foods with purchase of a freezer during a three-day period. The sale featured a 550-pound upright freezer for \$258.

Sears-Dallas and **Sears-Pittsburgh** invited husbands to have their wives try a dishwasher free for 10 days. Price featured on the Pittsburgh units was \$189, while in the Dallas unit the price was \$199.99.

Sears-Seattle offered a \$12.99 eight-transistor portable radio free with the purchase of a black-and-white TV set for \$138. A \$17.99 AM/FM portable was offered free of extra charge with a color portable TV set advertised for \$358.

Air conditioners have been popular in

Sears newspaper advertising in recent weeks. **Sears-Seattle** invited consumers to "Make your home your favorite resort" with purchase of a 20,000-BTU unit selling for \$377. **Sears-Atlanta** featured a "bed-room size" 115-volt 7,000-BTU unit for \$149 for two days only. **Sears-Dallas** devoted a large portion of a newspaper spread to explain why "Coldspot air conditioners perform so well and last so long." Features listed included four-way air direction control, comfort sensor, padded air passages, spring-mounted compressor, staggered coils, zinc-clad construction, and walnut-look panel front.

"Appliances that never need repair shop service!"

Montgomery Ward-Chicago featured a four-color rotogravure page ad inviting consumers to give "Gifts of lasting convenience for mom and bride-to-be." Said the ad: "Now at Wards! Proctor-Silex appliances that never need repair shop service!"

Your Call for Sears Care Service . . . HA8-1711 Set This Chain of Events in Motion

1. **Trained Sears Service Operator** takes your call, notes details, determines most convenient time for you to have your technician come.
2. **Sears Technician Checks** over his equipment and supply of spare parts. We try to make one service call do it all.
3. **Sears Technician Arrives** at your home to perform the repair job . . . at your convenience. We don't believe in wasting time.
4. **He Does the Repair Work** efficiently, professionally and respectfully. We service what we sell anywhere in the U.S.A. . . . just call us.

One, two, three, four . . . all claimed to be accomplished with one phone call.

electric housewares and floor care news

Hamilton Beach adds toasters, can openers, Fair Traded lines

What is claimed to be the strongest Fair Trade program in Hamilton Beach's history will be instituted by the Scovill Mfg. Co. division.

Forrest W. Price, corporate vice president of Scovill and general manager of the Hamilton Beach Div., said that the new program covers each product line and every price range within each line and allows a selective and flexible distribution pattern. The Fair Traded products will bear the Hamilton Beach name. The line includes electric knives, blenders, stand mixers, portable mixers, can openers, and toasters. The electric manicurist will join the Fair Trade program at \$15.99.

In addition to the Fair Traded line, the company will continue to offer a full line of products at suggested prices in all product categories.

Hamilton Beach this fall will add four new toasters and four new electric can openers. These will complement the blenders, electric knives, portable mixers and stand mixers that will be previewed at the Housewares Show in July. Price pointed out that toasters, for example, occupy the number five position in the electric housewares field with 5,200,000 units sold annually. Can openers fill the number six slot and account for 4,900,000 units. The company will introduce four toasters, two of which will be Fair Traded.

Four new can openers to complement two established models will be introduced at the Housewares Show. Three of these will be Fair Traded. New knives, which will continue to feature the hole in the handle, have cord storage and compact trays suitable for wall-mounting. A new feature makes blade handling safe.

The complete blender line offers a variety of features, including solid-state, pushbutton or slide control, and break-resistant tyrl containers. Many of these units are "Cookbook" blenders and come with a 208-page cookbook. Decorator colors, such as burnt orange and white, are incorporated in many new models.

New colors have also been added to the firm's line of portable mixers. They will be shown in golden yellow and avocado shades in addition to current colors.

GE's second-half plans include five consumer premiums

New marketing programs for the second half of 1968 including five consumer premium offers have been announced by William J. Pfeif, manager of General Electric

marketing for the company's Housewares Div.

Leading a list of consumer promotions is a "Better Summertime Living" premium, a Nappe-Smith Fashion Tote Bag. It will be offered free to consumers who send in proof of purchase before September of any of the following GE housewares: skillets, mixers, travel irons, hair dryers, the hairsetter, the manicure set, massagers or automatic toothbrushes. Advertising will publicize this offer in the July issues of "American Home" and "Ladies' Home Journal."

A new Breck Hair Beauty Kit will be offered free to consumers who buy any GE hair dryer or the hairsetter and send in proof of purchase during September and October. The kit will be advertised in full-color in September issues of "Ladies' Home Journal," "Saturday Evening Post" and "Seventeen," plus network TV spots.

A free animal bank will be given to consumers who purchase any "Heat'N Serve" baby dish and send in proof of purchase in September and October. The offer will be advertised in September issues of "American Home" and "Parents'" magazine.

A folding travel case will be offered to consumers who buy and submit proof of purchase between September 14 and October 19 of any of 11 floor care products.

The offer will be advertised in the September 21 issue of the "Saturday Evening Post" and the September 30 issue of "Life."

A free Springfield outdoor thermometer will be given to consumers purchasing and submitting proof of purchase of any GE portable heater during November and December.

Universal products are slated for heavy autumn promotion

Selective market advertising in seven consumer magazines highlights Universal by General Electric autumn and pre-Christmas marketing programs, reports James J. Slattery, manager of Universal marketing for GE's housewares division. The brand has been gaining good selective distribution, he said, since it became General Electric's fair-traded line in the electric housewares field less than three years ago.

In all, plans call for 22 full-page insertions in publications between the latter part of September and the middle of December. This type of continuous exposure at the most important time of the year for sales is designed to impress consumers that Universal is back in strength, Slattery said.

Dealer listing advertising of Universal products will appear in "Look" on October 15 and 29, November 12 and 26 and De-

cember 10 in Massachusetts, Connecticut, New York, New Jersey, and the Metropolitan areas of Philadelphia, Cincinnati, Chicago, Washington, D.C., Los Angeles and Detroit.

"Sunset," covering eight western states, and "Southern Living," covering 12 southern states, will carry dealer listing advertising in each of the October, November and December issues.

"Life," "Saturday Evening Post," "TV Guide" and "Reader's Digest" regional editions also will be scheduled in selected market areas.

Du Pont plans major program to tell about "Teflon II"

The Du Pont Co. has launched a broad "Teflon II" program to test, approve, and promote cookware with hard-based systems of non-stick finishes offering outstanding scratch resistance.

Literally, the term "Teflon II" designates a new Du Pont certification mark, not a coating. **This mark is a label for cookware telling the consumer that the coating system on the interior of a pan is non-stick, scratch-resistant, and approved by Du Pont.** The new seal will appear on many products at the Housewares Show in July.

S. E. Leighton, sales manager for all "Teflon" finishes of the Fabrics and Finishes Department, said that the program for "Teflon II" is expected to create excitement among retailers and revitalize consumer demand for cookware, especially non-stick pans suitable as gifts. **He projected a boost in sales of "Teflon" coated wares that might reach boom proportions in the fourth quarter of 1968.**

A coating system labeled "Teflon II" represents a combination of a special metal preparation, or hard base, and two coats of the same types of "Teflon" non-stick finishes that have been applied by most cookware manufacturers for several years. The substrate treatment may employ a fired vitreous enamel (ceramic frit), flame-sprayed metals, or other materials that enable the finish to meet new quality standards that include measurement of scratch resistance.

Only top-of-stove cookware and some small electrical appliances will be approved under the "Teflon II" certification program. Bakeware, utensils, and other housewares coated with either "Teflon" TFE non-stick finishes or the one-coat "Teflon" finish for bakeware introduced last year will continue to bear the same certification mark that has been used by the majority of Du Pont customers in the housewares industry since 1963.

Whirlpool puts decorator fronts on top model laundry pair

'69 line also features "Finish Guard Control" and a "convertible" washer.

Whirlpool Corp. has introduced five automatic washers and four gas and electric dryers in its 1969 line. Included is a simulated wood grain front on the top-of-the-line "Mark XII" washer and dryer. Standard equipment on the "Mark XII" washer is a hand-washable setting and on the "Mark XII" dryer an electronic custom dry system and a two way door that opens up and down or to the side.

Whirlpool also introduced a convertible automatic washer that is 24 in. wide and can be used either as a portable (with casters) or as a permanent unit. It features two wash speeds, two spin speeds, four washing cycles (including permanent press), five water temperature settings and three water level settings.

A new "Finish Guard Control" or "nagger" appears on the "Mark II" and "Imperial" dryers. If clothes have not been removed when the dryer buzzes at the end of the permanent press cycle, it restarts the dryer every five minutes, fluffs for ten seconds, then buzzes again. It repeats this "nagging" for 2½ hours or until turned off,

with a total running time of only five minutes.

Suggested prices in the washer line range from \$229 for the 6700 models including the compact convertible, through \$239.95 (for the 6800 models), \$249.95 (for the 7800 models), and \$279.95 (for the 8900 models) to \$309.95 (for the 9920 models). The "Mark XII" with decorator front carries a suggested price of \$339.95. Whirlpool's "Suds-miser" is available for \$10 additional except on the "Mark XII."

Prices in the dryer line range from \$169.95 for the 6700 models to \$179.95 and \$229.95 respectively for the 7800 and 8900 models to \$289.95 for the 9920 models. All prices are \$30 higher for gas.

Two other new dryer features that appear on all models (except the "Mark XII") are a "Custom Dry" system that eliminates guesswork by automatically stopping action when clothes have reached a desired degree of dryness and a "Custom Dry" control that allows for choosing preferred dryness from "less dry" to "very dry." On the "Mark XII," an electronic sensor senses the

clothes 60 times every second and automatically shuts off the dryer when clothes are dry. It is adjustable so that the preferred degree of dryness can be chosen, and its minute cycle also makes it possible to use the time drying cycle as well as the tumble press.

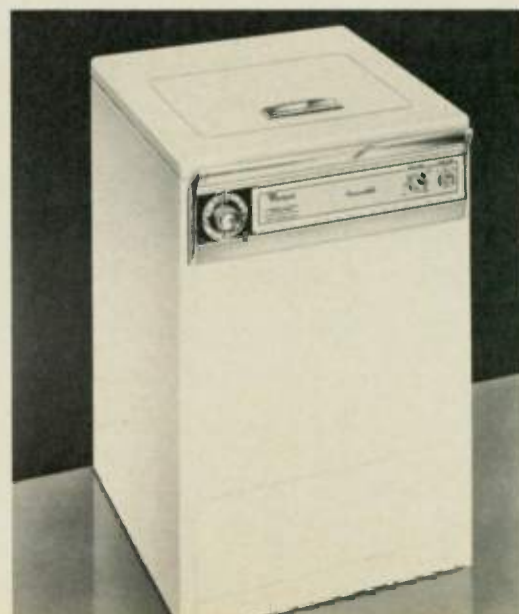
On the washer models, Whirlpool features a new "Super Surgilator" polypropylene agitator that increases currents of water within the washer ("million-current water action") for gentle and more thorough cleaning.

Whirlpool's hand-washable setting on the "Mark XX" is for wash basin-size loads; one setting gives correct water level (7 gallons) for both washing and rinsing and automatically provides low wash speed.

The firm's improved permanent press cycle includes a shortened spin time during the permanent press cycle that reduces compression and thus reduces wrinkles and retention of a "cool down" feature that allows for 10 minutes of cooling and fluffing at cycle's end (automatic or timed).



Top-of-the-line "Mark XII" features simulated wood grain front, hand-washable setting on washer and two-way door on dryer. Decorator front will accept other panels to match any desired decor.



A new convertible automatic washer can be rolled to sink and connected to the faucet with a special faucet adapter; it can later be installed as a conventional unit.

STANDARD. THE SOUND CHOICE AT THE N.Y. HILTON.

Consumer Electronics Show, Space H116 at the New York Hilton,
from June 23rd through June 26th.



STANDARD RADIO CORP.
... electronic years ahead!

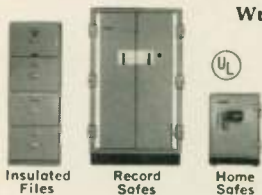
60-09 39th AVENUE, WOODSIDE, N. Y. 11377, 1934 COTNER AVENUE, LOS ANGELES 90025.



Last summer many companies learned their record protection lesson the hard way!

They suffered a fire. By an act of arson or accidentally. And records kept in ordinary steel files, and some old safes, went up in smoke. In view of current events, why gamble on

losing records and valuables? Keep them in a Meilink Safe and Hercules Fire-Fighting Files. Call your Meilink dealer for immediate delivery. Meilink warehouses across the country.



Write for "3 Minute Protection Quiz" to spot your danger spots.

MEILINK
STEEL SAFE COMPANY

Box 2567 Dept. M-6 Toledo, Ohio 43606

Sold by Most Office Equipment Dealers in U.S. and Canada. • See Yellow Pages Under "Safes."

industry events

Canadian Gas Ass'n Annual Meeting: Chateau Frontenac, Quebec City, Quebec, Canada, June 19-22.

Electronic Industries Ass'n 2nd Annual Consumer Electronics Show: Americana, New York Hilton, and Warwick Hotels, New York City, June 23-26.

National Ass'n of Music Merchants 67th Annual Music Show: Conrad Hilton Hotel, Chicago, June 23-27.

American Institute of Kitchen Dealers 6th Annual Summer Meeting and General Elections: Cherry Hill Inn, Cherry Hill, N. J., June 27-28.

National Housewares Mfrs. Ass'n National Housewares Exhibit: International Amphitheatre, Chicago, July 15-19.

National Merchandise Show, New York Coliseum, New York City, Sept. 8-11.

35th National Premium Show: Navy Pier, Chicago, Sept. 16-19.

International Ass'n of Electrical Leagues 33rd Annual Conference: Sheraton-Ritz Hotel, Minneapolis, Oct. 2-4.

AGA Annual Convention: Convention Hall, Philadelphia, Oct. 6-9.

22nd National Hardware Show: New York Coliseum, New York City, Oct. 7-10.

2nd National Home Appliance Conference: Denver Hilton, Denver, Oct. 23-25.

Atlanta Music and Home Entertainment Show: Civic Center, Atlanta, Nov. 21-24.

American Institute of Kitchen Dealers "Kitchen Showcase '69" and 6th Annual Convention: New York Coliseum, New York, Dec. 4-8.



"That's not our animated display! It's Johnson with his finger in the socket."



In appreciation...

of your acceptance and support of high quality Japanese electronics in the United States, you are cordially invited to celebrate the Tenth American Anniversary of the E.I.A.J. in our Hospitality Suite* at the Consumer Electronics Show.



*Refreshments and entertainment. BY INVITATION ONLY. Ask for yours at your Japanese Consumer Electronics supplier's exhibit.

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July 1968 will belong to Philco-Ford.

You can have a big part of it.

We're all set to go with the biggest summer appliance promotion in our history.

Big-space ads on Philco-Ford Feature Values will run every week in 81 major newspapers.

Your name can be on them. We're picking up the entire tab.

They'll be backed up by full-page ads in: *Life, Look, The Saturday Evening Post, American Home, Ladies' Home Journal.*

Get the details from your Philco-Ford distributor: the merchandise, the prices, the dates the ads will run and the great deals you get.

Contact him today and sign up for a big piece of July.



FAMOUS FOR QUALITY THE WORLD OVER
PHILCO-FORD CORP., PHILA., PA. 19134

Our biggest summer appliance event ever! Check these Philco-Ford Feature Values.

A choice of appliances, each with an unbeatable list of features.
All at genuinely outstanding prices.
See them now at your Philco-Ford dealers, while they last!



The only side-by-side
that fits in 4 out of 5 kitchens.

34 1/2 inches wide. Big 11 cu. ft. capacity. No defrosting ever. In either refrigerator or giant 24 1/2 lb. freezer. Fully adjustable and sliding shelves. Most longer holds up to 12 lbs. Philco can dispenser in freezer door. Full width vegetable crisper. "Thimulation" gives more room inside. Philco Power Save lamp running costs to a minimum. Model R11117.

Philco-Ford Feature Value:
\$000⁰⁰*



Electric range with self-cleaning oven.

Pre-set timer. Set and forget it. Turn the top and wipe away spills in seconds. Great 23-inch double oven. Model R100110.

Philco-Ford Feature Value:
\$000⁰⁰*



"Noteless" room air conditioner.

Engineered to a whisper. 5,000 BTU. By Cook and dehumidifier. Dual thermostat. Automatic thermostat. Washable air filter. Adjustable louvers. Model R1A110.

Philco-Ford Feature Value:
\$000⁰⁰*



Automatic washer.

Three automatic cycles including cold wash cycle. Best for all fabrics. Hot/cold pressure spray. Cold spray reduces wrinkling. Washable water gauge. Automatic filter-detergent dispenser. Full width load panel. Side-opening lid. Model W171. Matching dryer D18V2 only \$100.00*.

Philco-Ford Feature Value:
\$000⁰⁰*



*Based on the lowest available price. See your dealer for complete details. All models sold at \$100.00. Philco-Ford Corp., Philadelphia, PA.

Get Feature Values from these Philco-Ford dealers today.

Sign here.

Webcor proudly re-introduces Webcor



(Victor Reichenstein, Exec. Vice President)

Webcor is back. Once again it is a name to be reckoned with in the home entertainment market.

Acquired some months ago by CMC, Webcor is ready to take the spotlight at the upcoming Consumer Electronics Show. The new line could out-sell most of the others even without the glamorous Webcor label.

It's a long line. Longer than any Webcor line ever. Long on design, long on quality. Tape recorders. Cassette players. Phonographs. Stereo consoles. Radios. Television. Over 40 items in all.

We're not some imposter trying to make it big under an assumed name. We're Consolidated Merchandising Corporation. We've been in the electrical appliance business for more than 65 years.

What's in it for you? We'll answer that question with another question: what's in a name?

BOOTH A-117
Hotel Americana, June 23 - 26

Webcor Division, Consolidated Merchandising Corp., 520 West 34th Street, New York, N.Y. 10001

Branches: Los Angeles Chicago Atlanta Dallas Tokyo Factories: Hartsville, Tennessee Halls, Tennessee Taipei, Taiwan

Customers are reading . . .

(Continued from page 39)

purchase should be discussed with an experienced dealer. He may even carry the newest home item — a video tape recorder system, for do-it-yourself TV-program makers."

Small appliances: Calling the storage problem "serious," the article says, "Combination appliances are one space-saving answer. But future homes, new and remodeled, will have to be designed for easier use of appliances."

Washers and dryers: "For the future: water-saving equipment, more soil-resistant fabrics. Some say that, with disposable fabrics, we'll eliminate laundering altogether."

Refrigerators/freezers: "Future trend? Greater use of compact units (two to six cubic feet) in non-kitchen areas."

Farm Journal

In the "Keeping up to date" feature on page 58 of the June issue of *Farm Journal*, there's a headline that reads "Three automatic controls on this gas range" above a two-column-wide picture of a Caloric gas range.

"You can set ovens for different temperatures and times, use them simultaneously," says this article in "The Farmer's Wife" section of the magazine.

Ladies' Home Journal

"Efficiency is only one part of a good kitchen's assets," says Margaret Davidson, home management editor, in her article, "Kitchens Are For People," on page 72 of the June issue of *Ladies' Home Journal*. The three-page article is highlighted by large, full-color illustrations as well as a kitchen floor plan.

"Much of the enjoyment of kitchen for those who work and gather there," says the article, "is derived from the good basic planning that goes into it: organization of equipment, appliances and work areas, choosing materials that are decorative as well as practical, giving special attention to storage."

Among the photo credits are these: gas oven and cook top by Caloric; dishwasher by KitchenAid; refrigerator/freezer by Sub Zero; and laundry appliances by Maytag.

Redbook

It's safer to put fine glassware in the dishwasher than to do it by hand, according to Ann Arnott, home equipment editor of *Redbook* magazine. "If the glasses are carefully stacked, the danger of breakage is less than hand washing," she says.

In her article, "What's In It For You?" on page 48 of the June issue of *Redbook*, Miss Arnott contends that dishwashers don't use any more water than would be used for hand washing, because a dishwasher usually holds a full day's accumulation of dishes for a family of four. The article on automatic dishwashers discusses different items to be washed, preparation, loading, water and detergent, and types of dishwashers: built-in, portable, and convertible.

The Family Handyman

"Instantly . . . a new kitchen" is the title of a four-page, well-illustrated, how-to-do-it article, which starts on page 42 of the June issue of *The Family Handyman*. Lead photo for the article is on the cover, and blurb for the cover feature reads: "Not a full-scale remodeling, this astonishing new method of giving your kitchen a whole new look employs an unusual technique that gets the job done in two weekends or less. What is perhaps most surprising about it is that one of the major tools used to accomplish the job is your wife's pressing iron!" Photo four of the illustrations shows how the electric iron is used.



"Hey, mister, don't you want to put this back in? I'm through playing with it now."

Unbeatable Drums

Not just a new line for '69, but a whole new system from

Air King®

PORTABLE HUMIDIFIERS

This year, these are the humidifiers to beat. New Air King console style portables with all new deluxe drum filters. We call these portables The Quiet Beauties. Because our extra-thick polyurethane drums glide through the water supply with barely a ripple. No dripping. No running water. Just whisper-quiet performance that's trouble-free. Our Quiet Beauties come in 26½, 19 and 15-gal. capacity models with step-up features that let you serve all comers. And they're all in handsomely designed variations of Air King's trend-setting furniture styling. Write for specs. Berns Air King Corporation, 3050 N. Rockwell Street, Chicago, Illinois 60618.



the Quiet Beauties



Be our guest. See the
Air King Quiet Beauties at
Booth No. F 1300,
Housewares Show,
Chicago Amphitheatre
July 15-19

room at the top

Neil C. Talmage, now director of advertising and public relations, *Lear Jet Stereo Div., Lear Jet Industries.*

Edward F. LaChance, now in the newly created position of director, quality control in the appliance division, *Philco-Ford Corp.*

David A. Heneberry, now manager of RCA Record Club, *RCA Record Div.*

John R. Siragusa, now vice president and general manager of the contract sales division, *Admiral Corp.*

Joseph A. McHugh, now sales manager, *Channel Marketing, Inc.*

Allen J. Slattery, now sales representative for San Francisco territory, **Robert J. Lantrip**, now sales representative for Birmingham, Ala., territory, *The West Bend Co.*



M. D. Hennebry G. T. Stewart

Maurice D. Hennebry, now sales promotion specialist for the housewares division, *General Electric Co.*

George T. Stewart, now executive vice president, *Toshiba America, Inc.*



T. A. Ehninger S. L. DeWitt

Thomas A. Ehninger, now director of advertising and sales promotion, *Hamilton Beach Div., Scovill Mfg. Co.*

Stuart L. DeWitt, now product planning manager, *Amana Refrigeration, Inc.*

The V.I.P.'s are here

Hamilton's Very Important Products can mean Very Important Profits for you!

Meet the V.I.P.'s! The Very Important Products that have everybody talking. And buying.

And no wonder. These new Hamilton washers and dryers, with smart new styling, have all the Very Important Product features customers could want.

For example, the washers have special cycles for all kinds of fabrics. Even the new miracle blends.

There's even a special wash water cool down for de-wrinkling no-iron garments. Ten rinses assure the cleanest clothes possible. Automatic dispensers add the proper amount of bleach and fabric conditioner at just the right time.

A constant-balance suspension system automatically compensates for unbalanced loads. And insures smooth, quiet operation without vibration. And without interruption. And the less the vibration. The less the wear.

The matching dryers provide customers with all the temperatures and cycles needed for safe, gentle drying of all their washables. Even delicate things. A special cool-down period keeps permanent-press garments crisp and sharp.

An exclusive solid-state sensing device measures the moisture in clothes. And shuts the dryer off when clothes are dry enough.

The drum turns on a single point. An oversize, self-lubricating bearing. It doesn't touch the dryer anywhere else. This reduces noise. Wear. And repairs.

A Hamilton dryer is also the only dryer with a Sun-E-Day lamp. It gives clothes that fresh, outdoor smell, day or night, summer or winter, without the sun's harsh fading.

A new solid-state ignition on our gas dryers provides safe, dependable, quiet operation without electrical circuit interference.

These are but a few of the reasons why Hamilton washers and dryers mean business. For you. Matter of fact, the V.I.P.'s are just loaded with saleable features — and the kind of reliability that keeps them sold. For the complete story, see your Hamilton distributor.

Hamilton
HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN 54241
A Subsidiary of American Hospital Supply Corporation
"CELEBRATING OUR 30TH ANNIVERSARY"



G. MacDonald W. Sullivan

Gordon C. MacDonald, now in newly created position of vice president-marketing; **William Sullivan**, now sales promotion manager, Sylvania entertainment products, an operating group of *Sylvania Electric Products, Inc.*

Q. Arthur Link, Jr., now director of special sales; **Peter W. Orne**, now director of engineering; and **Louis Arma**, now manager of engineering laboratories, *Emerson Television and Radio Co.*



G. Leinenweber D. E. Horsford

George L. Leinenweber, now corporate vice president, *The Magnavox Co.*, as well as president, *The Magnavox Co. of Tennessee.*

Dennis E. Horsford, now marketing manager of Mincom division, *3M Co.*

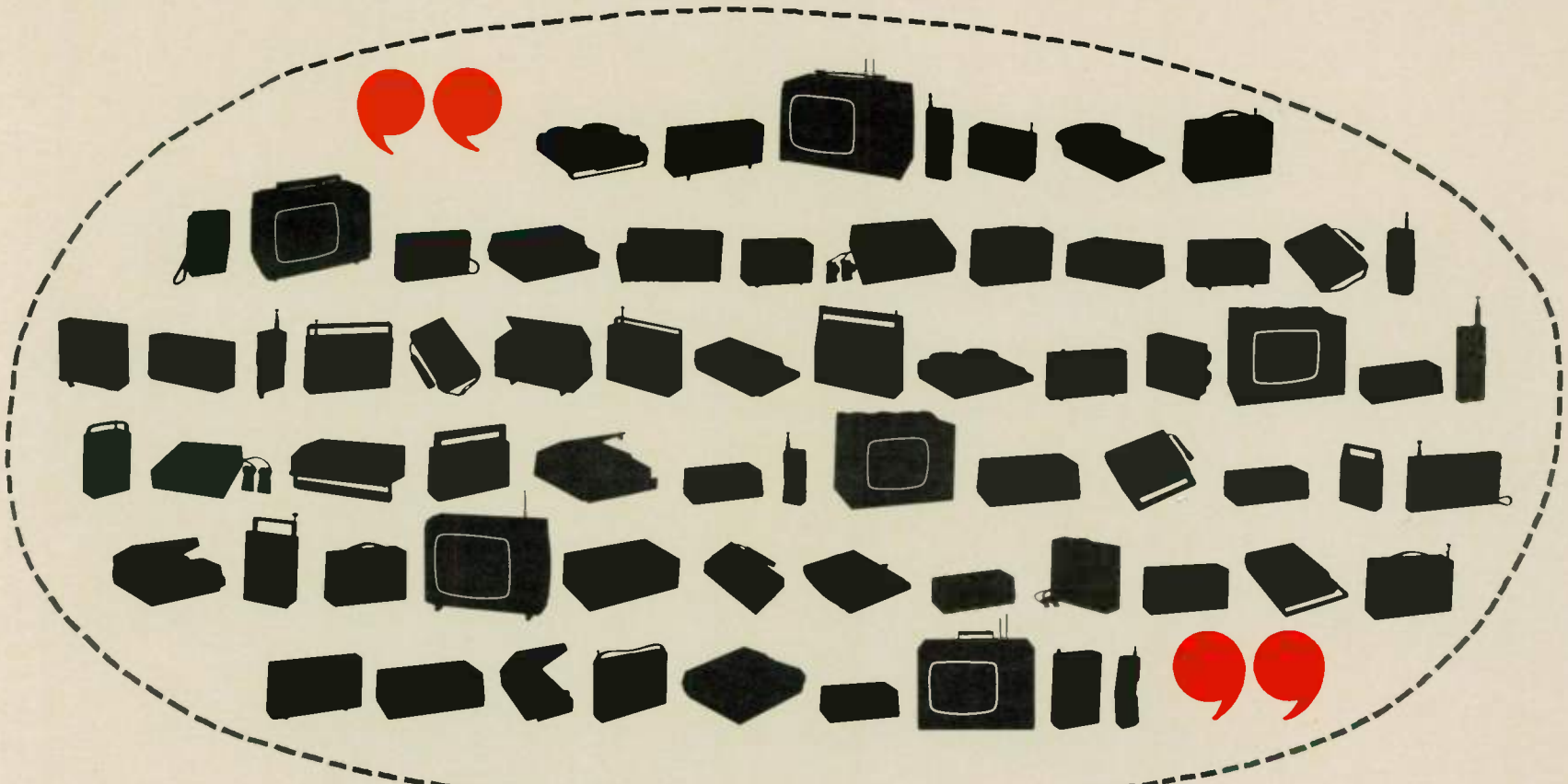
John Ross, now general sales manager for Hartford, Conn., district, *Westinghouse Appliance Sales and Service Co.*

Stephen R. Sizer, now in the newly created position of manager, public affairs research and writing, *Whirlpool Corp.*

Richard D. Levin, now sales planning manager for black-and-white television in consumer electronics division, *Philco-Ford Corp.*

Graham Courtney, now Pittsburgh district sales manager of the clock and watch division, *Ingraham Industries*, a division of *McGraw-Edison Co.*

On June 23, Midland will show you 68 new ways to make more profit!



This is NOT just

BIG TALK

Midland CAN TALK BIG and back it up with 68 NEW Home Entertainment Models!

Midland shows you how to make money with the biggest NEW line available in the promotional electronic field...68 new ways for you to make profitable sales:

36 NEW RADIOS—Stereo AM/FM Multiplex, Multi-band Portables, Table Models, Pocket Radios, Clock Radios. Any kind you want to sell.

ALL-NEW LINE OF TELEVISION—Black-and-White and color sets. Most popular picture sizes in portables and table models. All employ the latest engineering advances and make extensive use of efficient solid state components.

7 NEW CASSETTE TAPE RECORDERS—Ride the fast-growing demand for these exciting units to greater profits!

PLUS—Tremendous selection of new Portable Phonographs... Radio/Phonographs...Stereo Tape Recorders...AM/FM Stereo Receivers with matching speakers...

Walkie-Talkies and Transceivers...Home Intercoms.

AND MIDLAND OFFERS A BIG, LIBERAL CUSTOMER POLICY!

- Full margins even on promotional items
- Price protection
- Over-the-counter exchange during warranty period
- Prompt expert repair service
- Prepaid freight
- New, colorful self-sell packaging
- Sales promotion materials—catalogs, spec. sheets, displays, ad mats, etc.

SEE WHY MIDLAND IS TALKING BIG

Visit Booth A-109, Americana Hotel during the Consumer Electronics Show. Or write for our new Home Entertainment Catalogs, just off the press.

WE'RE TALKING BIG—LISTEN AND MAKE MONEY!

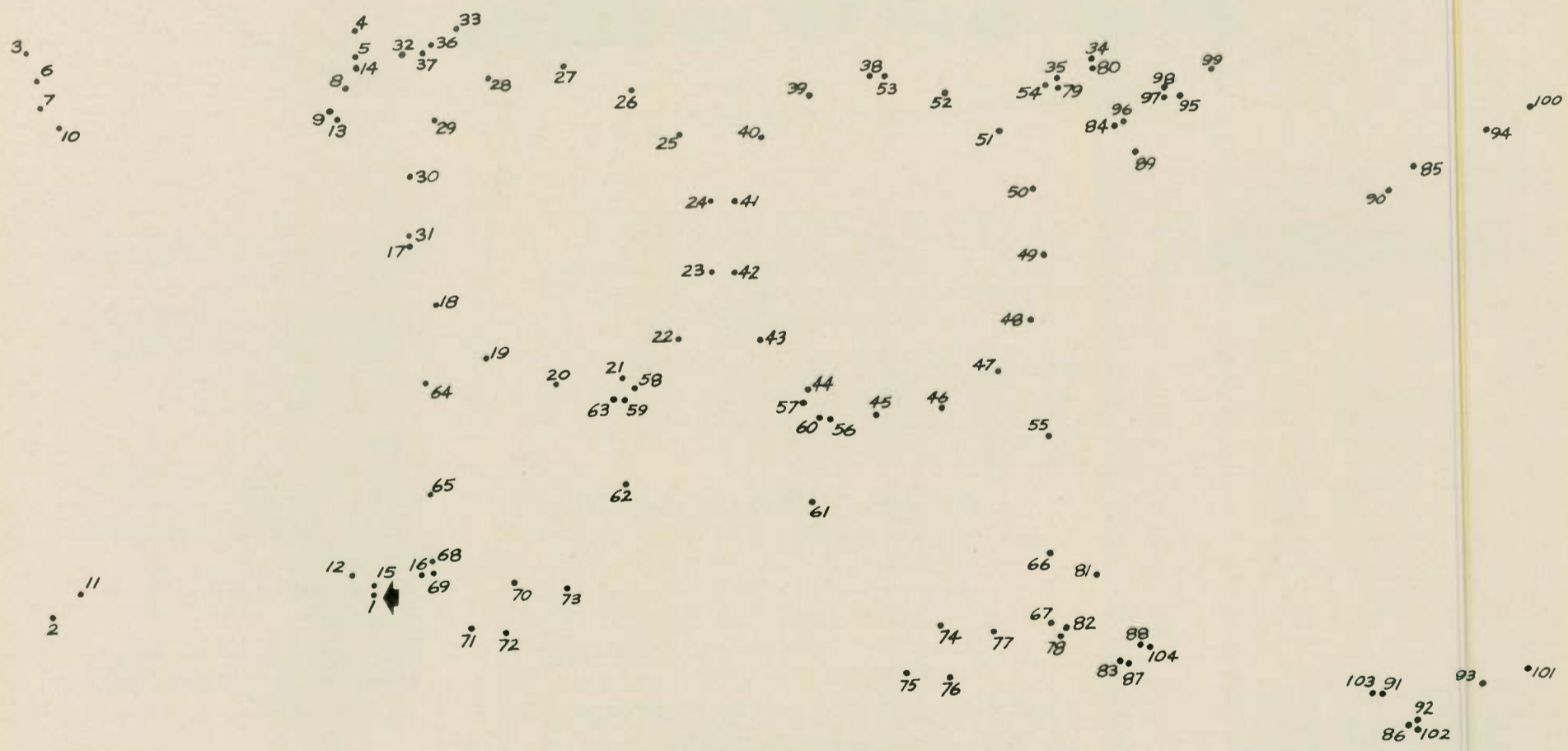
MIDLAND®

INTERNATIONAL CORPORATION

1909 Vernon St., North Kansas City, Mo. 64116
5055 Alcoa Ave., Vernon, California 90058

Phone 816-842-0511 Telex 04-2536
Phone 213-583-8851 Telex 67-7224

**From
the bold
new world of
Wollensak
Sound**



NEW!

Connect the dots. Get a hint of what Wollensak has in store for you. Then make a connection with us at the Consumer Electronics Show. June 23 through June 26. Find out why selling tape recorders doesn't have to be a puzzle.

Wollensak 3M
COMPANY

ST. PAUL, MINN. 55101



Wollensak packaging: Educational tapes come in book-like boxes

Several innovations have been incorporated in the packaging of new pre-recorded educational tapes to facilitate identification, handling, and storage, according to the 3M Co.

Each of the recently introduced Wollensak "Teaching Tape" kits includes a pre-recorded audio tape



Wollensak "Teaching Tape" boxes

spooled on a five-inch reel, 72 student worksheets, and a teacher's guide.

They are packaged in book-like boxes which fit on library shelves. The tape reel is held tightly in a plastic mold which is hinged to the bottom edge of the box.

Each tape has a pre-printed leader and trailer, a first in the field, says 3M. The title of the tape, playing time, and catalog number are printed on the tough, polyester leader and trailer. Additionally, the leader protects the tape from mishandling and rough usage, as well as serving as a starting cue by providing visual identification for the start of the lesson material.

The initial catalog of more than 250 Wollensak "Teaching Tapes" covers approximately 150 subjects in the first through the ninth grades. The tapes were authored by a team of 34 teachers.

Telex-Phonola's new line

Five tape recorders have been introduced as part of the firm's "longest product line in company history," which is topped by Model 9003TPR, a complete home audio system which contains a four-track stereo tape recorder, an AM/FM multiplex tuner, and stereo phonograph at a suggested list price of \$549.95.

The tape recorder offerings start with Model 9000, a cassette player priced at \$54.95. Model 9004 is a re-

chargeable battery /AC, voice-actuated solid state portable tape recorder, with a suggested price of \$89.95. Model 9005 is a solid state four-track stereo/mono tape recorder at \$199.95.

Model 9006 is a solid state four-track stereo record and playback system with a master cabinet, 16 in. wide x 15 in. high x 6 in. deep, and two remote speakers, 18 in. wide x 16 in. high x 7 1/4 in. deep. Features include a stereo amplifier of 40 watt peak power, automatic counter reset, pause control, function control,



Telex-Phonola Model 9006

record control, speed change control, two VU meters, two separate monitor switches, two separate tone controls, two separate loudness controls, selector control, and cabinetry of hand-rubbed walnut veneers and hardwoods. Suggested retail price: \$279.45 *Waters Conley Co., Inc., subsidiary of Telex Corp., 645 N. Michigan Ave., Chicago, Ill. 60611.*

Concord expands east coast offices

Concord Electronics Corp. has announced the expansion and move of its eastern offices, service and warehouse facilities to new and larger quarters: at 33 Randolph Ave., Avenel, N. J. 07001.

The new facility will continue to be headed by Larry Whittington, Concord's eastern operations manager.

Grundig offers display for new cassette model

A wire-rack and silk-screen display, prepared to merchandise the new cassette tape recorder/player, Model C-200, is designed to hold two sets (demonstrating the two positions in which the unit may be used), the microphone furnished with the unit, and a demonstration cassette cartridge.

Copy on the display emphasizes "great wall-to-wall sound," along with "instant-loading convenience"



Grundig C-200 display

and "reel-to-reel tape-abilities."

Model C-200 records live, from radio and phono. It features a single control knob for all mechanical operations, VU meter, and a full complement of input and output jacks. The microphone is a high-performance remote-control type with removable stand and clip. The display is offered with no charge to dealers carrying Model C-200. *Grundig Electronic Sales, Inc., 355 Lexington Ave., New York, N. Y. 10017.*

Roberts: Stereo tape deck

Designed for use with home stereo music systems, Model 450 is a new stereo tape deck featuring three separate tape heads (for record, play, and erase). The solid-state unit may be operated in horizontal or vertical position. The unit, enclosed in a grained-wood cabinet, incorporates pre-amplifier output presets, sound-with-sound, 3 3/4 and 7 1/2 ips speeds, built-in tape cleaner, equalization switch, three-digit counter, two VU meters, pause control, automatic



Roberts Model 450

stop, and tape source monitor. It also includes a padded dust cover. Suggested retail price: under \$200. *Roberts Div., Rheem Mfg. Co., 5922 Bowcroft St., Los Angeles, Cal. 90016.*

Ampex Corp. receives Army-Air Force contract

Ampex Corp. has received a one-year contract as principal supplier of blank consumer audio tapes to U. S. Army and Air Force post and base exchanges, it was announced by L. R. Sainsbury, vice president-general manager, Ampex magnetic tape division.

Under the contract Ampex will provide approximately 80 per cent of all audio tape sold at foreign and domestic base exchanges. Multi-purpose Ampex "301 Series" tape will be used to fulfill the contract.

Sainsbury forecast annual sales of more than \$2,750,000 under the agreement.

Hitachi designs double-duty display

Designed to feature either of two solid state tape recorders, Model TRQ-210 or Model TRQ-220, a new double-duty display of Hitachi Sales Corp. is compact enough (16 in. high x 12 in. wide) for use on a counter top, wall shelf or in a window. The display is printed in two colors on poster board.

When displaying Model TRQ-220, the dealer may use a die-cut arrow that pictures and describes the additional features of the unit: a-c or battery operation, pop-up cartridge release, and tone control.

The main display describes the features applicable to both models: the "level-matic" tone control, dynamic mike with remote switch, pushbutton operation, sold complete with leather



Hitachi display

carrying case, shoulder strap, batteries, earphone, blank cassette cartridge.

Morton M. Schwartz, director of marketing at Hitachi Sales Corp., said: "We designed this dual-purpose unit due to the 'neck and neck' sales figures of these two recorders since they were first offered to stores a few months ago. Despite the price differential, we find reorders running about even for both units at an increasingly accelerated rate."

Tomorrow's way to take exam: the compact cassette?

The day when schools will be using compact cassettes to deliver examination papers may not be too far off, according to one of the country's leading manufacturers of recording tape.

Irving B. Katz, president of Audio Magnetics Corp., Gardena, Cal., made the prediction with an eye on the growing boom in the magnetic tape cassette market.

"As a letter writing tool, the cassette is a natural," said Katz. "Let's face it, magnetic tape is faster, more efficient and much more intimate. And there's no reason in the world the cassette can't be adopted to a wider use in the education field, even to the point of replacing the dreaded examination paper."


With the introduction of portable cassette players in the under \$50 price range, correspondence tapes caught on quite readily, said Katz, as evidenced by the industry's production of magnetic tape.

For example, Audio Magnetics manufactured 6,000,000 three-inch reels of audio magnetic tape in 1967 and 50 per cent of the production went into correspondence tapes.



"You have to stop talking to hear the playback."



Keep Your Eye On 

AIWA

The World's Biggest Seller!

It's What's Happening! You just can't keep a good product down. Build a better tape recorder and the world beats a path to your door. AIWA by Selectron is indeed a better tape recorder, measurably superior in design, styling and performance. AIWA by Selectron sells more tape recorders for you, earns bigger profits for you. Why?

- **More Value—price tag-to-price tag!** Like our pop-up cassette, electric and battery, listing for only 59.95. (Minimum retail, \$10 less, yet with full mark-up for you! Ever see anything like it!)
- **More Buy-Me Appeal—feature-to-feature!** Like our 3-band push-button radio/cassette pop-up system, listing at \$109.95. (Minimum retail \$20 less, and full mark-up! No one else can touch this!)
- **More Performance—product-to-product!**
- **More for your customer's Dollar; More Dollars and Profits for you!**

Keep your eye on AIWA. You'll be seeing us more and more across the country at the fingertips of America. Let's work together! Now!

Keep Your Eye On 
AIWA
 *Say "Eye-Wah!"

Selectron International Co., Inc.
 4215 West 45th Street • Chicago, Illinois 60632 • (312) 254-7900

	<p>TP-736 Hottest cassette recorder around! Standard Phillips type. Single selector switch. AC converter optional extra. \$44.95</p>
<p>TP-1004 Enjoy stereo everywhere! 4-track stereo, 2-track monaural. Standard Phillips type cassette. Detachable 5" x 3" oval speakers. Output: 2 watts. Battery and electric built-in.</p>	 <p>\$139.95</p>
	<p>TP-1012 Professional-type portable 4-track stereo and 4-track monaural, 7" reel, 3 speed. Unique BATTERY AND ELECTRIC! 30 solid state devices. 2 uni-directional microphones included.</p> <p>\$169.95</p>
<p>TP-50R Ultra-compact, lightweight portable. DC bias. 3 1/4" reel, 2 motors, push-button control, variable speed. Battery operated.</p>	 <p>\$21.95</p>
	<p>TP-728 Compact stand-up recorder. Standard Phillips type cassette. Capstan drive, battery/electric built-in, "pop-up" system, push-button control, AVC, dynamic cardioid mike.</p> <p>\$69.95</p>

All AIWA Tape Recorders come complete with batteries; microphone; earphone; reel with tape and take-up reel or cartridge with tape on cassette-type recorders.

NARDA Service Management school draws bead on high service costs

The School of Service Management of the National Appliance Radio-TV Dealers Ass'n brought in a record 150 profit-minded service managers and dealers to the 10-year-old school held recently at the Knickerbocker Hotel in Chicago.

The three-day session included discussions of recent developments for in-warranty re-imbursement, extended warranties, and methods dealers are using to combat the spiraling cost of service.

"A major profit leak is in-warranty service," said John Betz, president of the National Electronic Associations Inc., and Northeast Service Supply Co., Waterloo, Iowa. These account for at least 50 per cent of his service calls. Betz contracts for service to many dealers in his area as well as accepting calls direct.

"You are paying the cost of in-warranty service," Betz told the service managers. He quoted Richard W. Terrell, of the Electronic Industries Ass'n as saying that "one manufacturer reported its costs for parts on in-warranty work as 50 cents per unit.

"What are your costs," Betz added, "to service that 50 cent part, besides filling out the necessary documentation in order to get your money back? Also, how do you collect for the many bad solder joints, the broken parts, or the tube you put in two days ago that failed?"

Betz told the group that the only way he sees out of an increasingly



Heads down, service men study case problems in advertising at the NARDA Service Management school.

worsening situation would be for the industry to offer a standardized warranty. "Take warranties off the sales floor, and stop penalizing the service dealer for the manufacturers' shortcomings," he said.

To spread the cost of service to as many units as possible led Jack Boring's, Kansas City, Mo., to get into selling service contracts on a major scale, according to Don Boring.

"If Sears thinks enough of service contracts to threaten a salesman's job if he does not push them," said Boring, "then it seemed a good enough idea for us to look into."

Boring's has been in the contract business since 1965. In 1968, the service department budgeted income is about \$240,000. Boring expects half to come from service contracts. Labor is budgeted to cost \$168,000 and parts another \$72,000.

Boring emphasized the need for anyone wanting to get into service contracting, to make it very attractive to all employees to sell service contracts. Not only does Boring's pay a commission to salesmen, but also to service men for new contracts. Customers are also aware of the service contract, as Boring's

gives priority for service calls to these customers over those not under contract.

Stephen E. Upton, chairman of the service committee of the Ass'n of Home Appliance Mfrs., and a vice president of Whirlpool Corp., speaking on "Consumerism in the Appliance Service Industry," told

the service men that "self preservation will dictate to the industry to face up to the task of training the vast numbers of service men to be needed to maintain the vast numbers of appliances now in use and those to be in use in the next few years."

"This positive action," he said, "would be needed to assure customer satisfaction and help to combat the growing cost of appliance servicing." It may also help to avoid new laws regulating the industry which are sure to result if the industry does not face its obligation.

JFD[®] Goes APE!

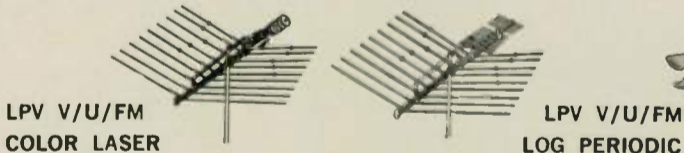
We're sweeping the rooftops clean of old, weatherworn TV antennas (so you can replace them with new JFD Color Log Periodic antennas)!

Visit our Booth W-204 (on Warwick Hotel mezzanine) during the Consumer Electronics Show, June 23-26.

See and hear about the gigantic JFD Gold Mine In The Sky antenna promotion that's going to—

- \$ Earn you more profit on antenna sales.
- \$ Generate more antenna sales for dealers.
- \$ Help each dealer sell more TV antennas with ready-to-use advertising campaigns.

From JFD—the originators of the world famous log periodic TV antenna!



JFD[®] ELECTRONICS CO.

15 Avenue at 62 Street, Brooklyn, N.Y. 11219



ADVERTISED IN
LIFE

DISTRIBUTORS! AT THE **1968 NEW** SHOW VISIT JFD IN THE AMERICAS SUITE ON FLOOR 44 OF THE N. Y. HILTON

better service

Norelco opens 13th service center

North American Philips Co. has broadened its national service program by opening the 13th Norelco Service Center, in Denver. Serving the mountain states area, the center will offer maintenance and replacement parts for all Norelco consumer products, including electric shavers,

tape recorders, radios, and hearing aids, along with serving as a product showcase.

Richard Q. Kress, vice president of



North American Philips Co. (center in photo), presided over the opening of the new center. Robert Person

(left), of Mel Person and Co., manufacturers representative for Norelco in the area, and Clay Longwell (right), manager of the center, appear in the photo also.

The center joins others in Atlanta, Boston, Chicago, Dallas, Kansas City, Mo., Los Angeles, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, and Washington, D.C.

Zenith receives NATESA service award

Zenith Radio Corp. has received the "Friends of Service Management" award from the National Alliance of Television and Electronics Service Associations for the sixth consecutive year, the only company to be so

honored. The new plaque, presented for "outstanding service in creating better customer relations," was presented during NATESA's Spring Delegate meeting in Chicago.



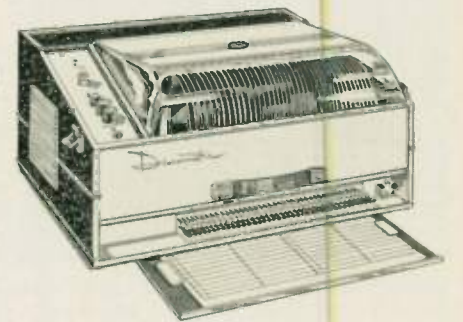
Brian J. Marohnic (center), Zenith national service manager, accepted the award from Harrol Eales (left), West Central NATESA vice president, and Frank Moch (right), executive director of NATESA.

Nebraska Service Ass'n elects officers

The Nebraska Electronic Service Ass'n has elected a new slate of officers for its coming year. Charles "Cap" Enyeart was re-elected president, while Leslie D. Sabalka was named vice president and Garry Zager re-elected secretary-treasurer. All are from Lincoln, as is Roger T. Brehm, who continues in the position of executive director.

NESA also played host to the quarterly board of directors meeting of the National Electronic Associations, May 11 and 12, at Lincoln, Neb.

THE SWISS HAVE A MONOPOLY



They make the only portable home jukebox on the market. It's called DISCOMATIC and it plays 40 records - 80 sides - which you pre-program by pushing buttons.

It weighs just 36 pounds and can be carried complete with records to the next party. In fact, we're carrying several to the Consumer Electronic's Show - A-329 - at the Americana. Come on over and heft one.

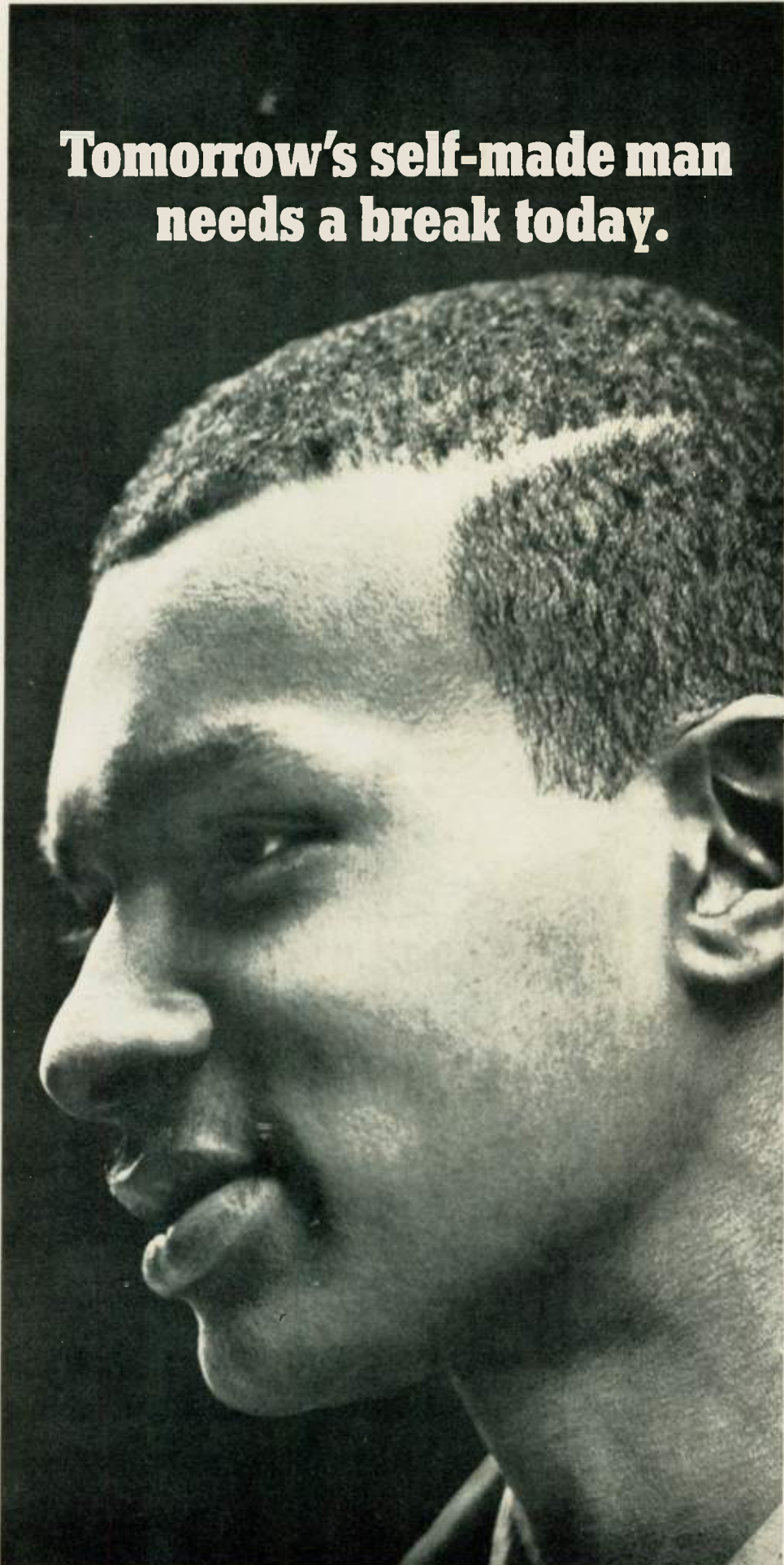
Push some buttons and watch it play. Don't bring money. There is no coin slot. Just a big monopolistic profit margin for you.

A-329

DISCOMATIC, INC.

640 SOUTH SECOND ST.
PLAINFIELD, N.J. 07060

Tomorrow's self-made man needs a break today.



And local businessmen can give it to him. Now.

This summer.

While there's still time.

Thousands of deserving youngsters are waiting for jobs. Waiting for a chance to work at becoming better citizens.

The corporate giants are already hiring. The Government is already helping.

But we need to reach Main Street. We need to reach you. Because without the support of every local businessman, we cannot succeed. What can you do?

Each one hire one.

Hire one young man or woman. Hire more if you can. But, at least hire one.

No business is too small to help. Think about an extra pair of hands for the summer. Think about a bright youngster filling in vacation gaps. Think about next summer—and the one after that—when you'll have an "experienced beginner" to call on for extra help.

Do yourself a favor. Give a kid a break this summer. Do it now. Call the National Alliance of Businessmen office in your city.

SUMMER
JOBS
NOW

National Alliance of Businessmen

advertising contributed for the public good.

America embraces the appliance that goes slurp.



In Wausaw, Wisconsin, one dealer sold 18 in two days.

In Cleveland, Ohio, a department store ad moved 40 in one week.

In Philadelphia, Pennsylvania, a utility reordered 16 times in 3 months.

Throughout the country, the story is the same.

What makes Hoover's new Floor-a-matic Rug and Floor Conditioner move?

Maybe it's the way it scrubs floors cleaner than a woman ever could by hand.

Or the way it applies wax and buffs and polishes to a gleaming hard shine.

Or the way it damp mops between waxing.

Or the way it shampoos carpets. Lifts the dirt out with a gentle, non-soaking foam.

But mostly it's because it does go slurp.

Vacuums up dirty scrub water. Leaves floors clean and dry.

Messing with dirty scrub water is something no woman wants to do.

And that's why the appliance that goes slurp is something no woman wants to do without.

The Hoover Company, North Canton, Ohio 44720.



DIAMOND JUBILEE
1908-1968



Model RQ-203S

Model RQ-121S

The world's largest tape recorder manufacturer has simplified things.

And come up with two new tape recorders for non-audio engineers who'd like to come out looking like one.

Four buttons became a single switch. For Recording, Playback, Stop, Re-wind. As you see above.

Both are solid state, AC-DC portables. One is a reel-to-reel model. The other is a cassette. Though they're child's play to operate, they're every inch the complex machines you'd expect from Panasonic. So don't underestimate them. They mean business. They're the latest money-makers in the most dynamic tape recorder line yet.

The RQ-121S is an AM radio and tape recorder combo. Press a button and record while you listen. Press another and listen to what you've just taped.



Big sell features are the Automatic Recording Level that maintains recording/playback levels; a DXL Switch (Distance and Local) that makes all broadcasts sound like they're coming from the next room. Design-wise, it says tomorrow.

The RQ-203S, our brand new pop-up cassette, is already a best seller. Like it says, you just pop the cartridge in and out. Has an Automatic Recording Level with separate tone control and 1½ of the sweetest watts you ever heard. And so compact, you've never seen an hour's recording time look so small.

Everybody knows Panasonic through hard-hitting national ads. So for the simpler solution to tape recorder sales, take it from Panasonic, the world's largest tape recorder maker.

Catch the excitement from the company that's making news! We'll be at Booths H-204A and H-202, Consumer Electronics Show, New York Hilton, June 23rd.-27th.

PANASONIC[®]
ALL OVER THE WORLD