

Consumer and dealer views on tape units
Score card for selling different tape systems
Report on the summer Housewares Show

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

AUG 1/68

mart

A Bittenheim Publication

1968 Tape Supplement

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WRH

Announcing **Admiral**[®] **Bull Horns** **Sound System**

The greatest innovation in sound since the stereo record. And only Admiral has it!

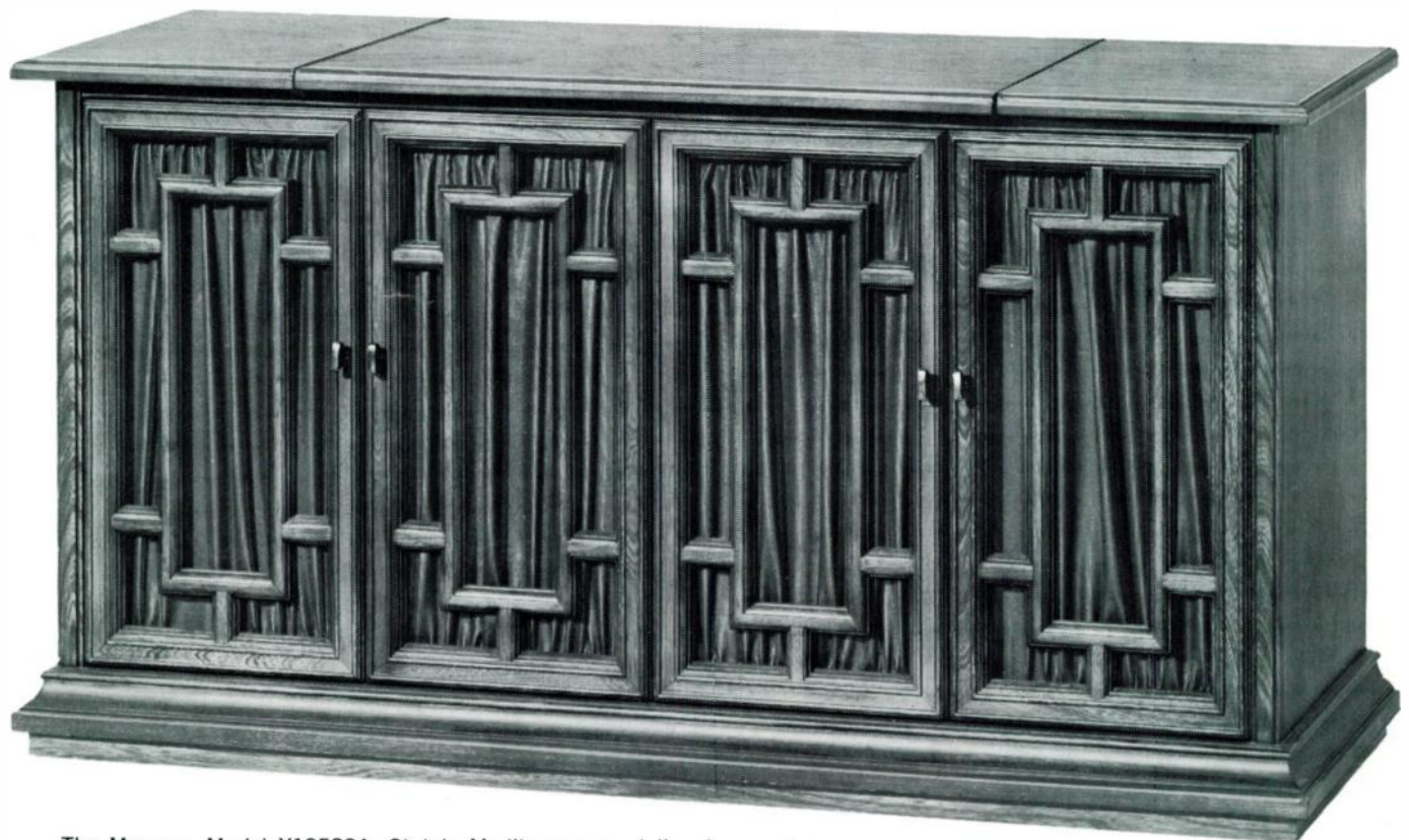
The exclusive new Admiral Bull Horns Sound System is like nothing you've ever before seen or heard in console stereo! It combines the most beautiful 48" wide cabinets you've ever seen with a sound so new, so revolutionary that Admiral has applied for a patent on the design!

Now, for the first time, a 48" wide console can generate real bass right down to 30 cycles per second! High notes and mid-range tone balance with brilliance, too.

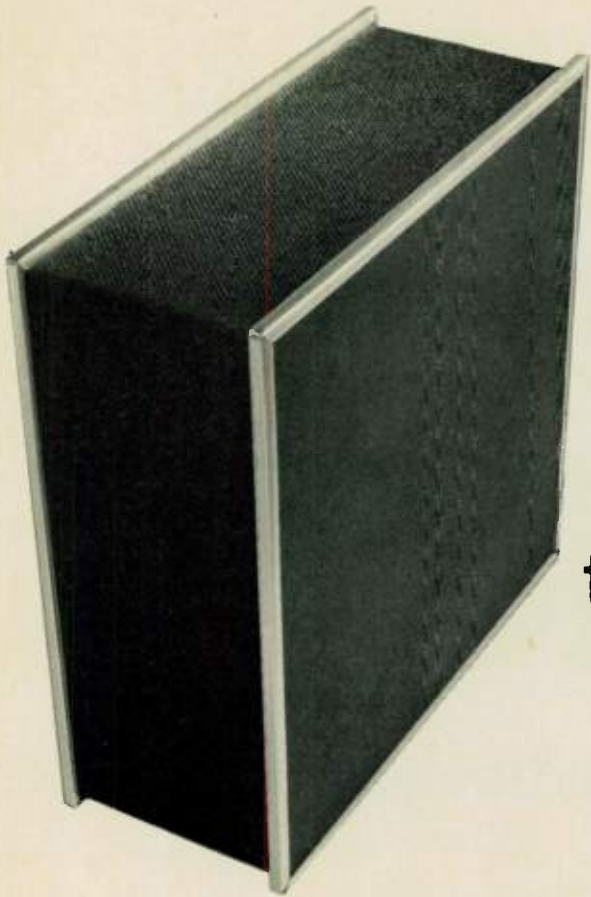
And yet this great new Admiral sound—found only in these luxurious, full-featured new Admiral consoles—retails for less than \$300! Easy-roll casters on all models.

There's absolutely nothing else in the \$200-\$450 range to touch these new consoles for sound. Or styling. Or size.

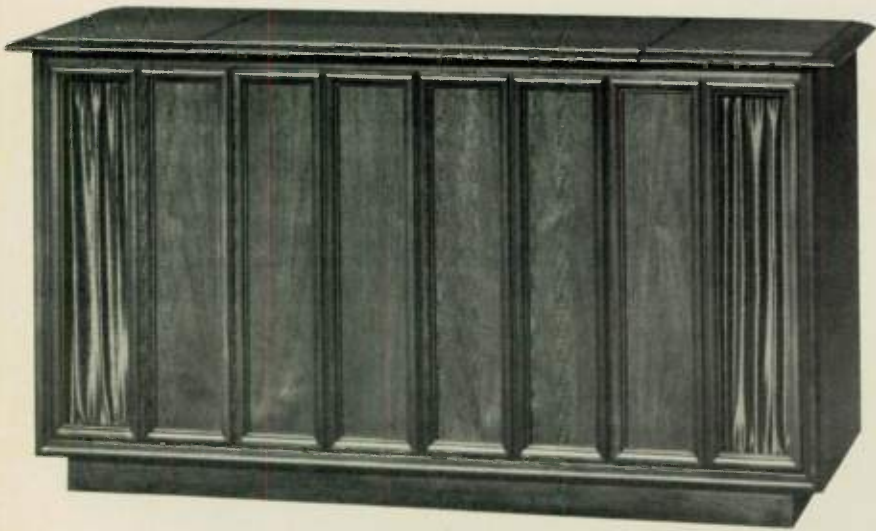
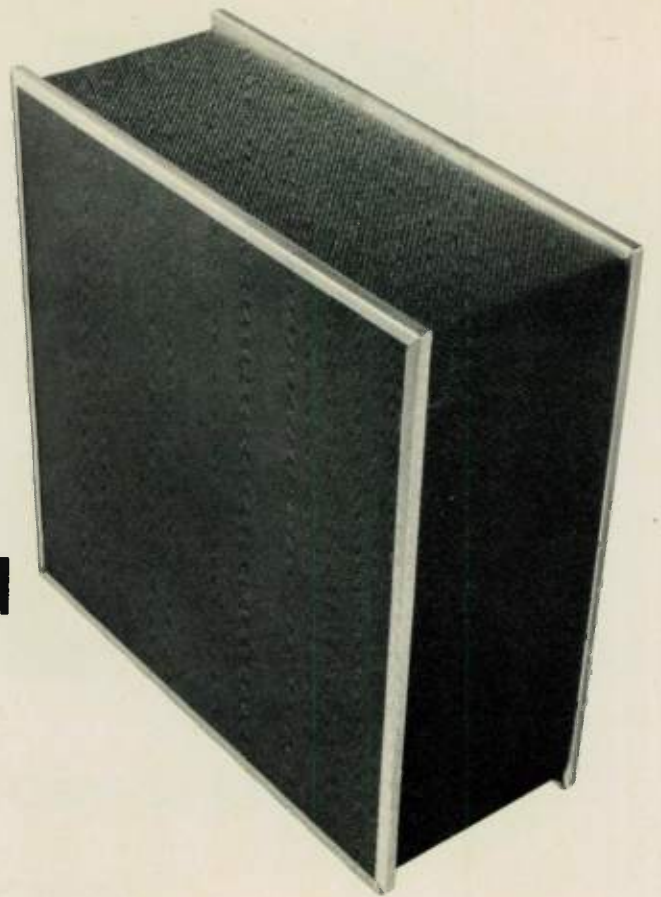
Be sure to demonstrate Admiral Bull Horns Sound System console stereo. Its fantastic sound, new credenza size and magnificent styling are bound to make it a high-volume seller!



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



**These exclusive
sound chambers
are changing
the size and sound
of stereo.**



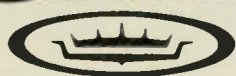
The Ramsey, Model Y1951SA. Dramatic contemporary styling in warm Walnut veneer cabinetry. Solid state FM/AM, FM Stereo radio and 20-watt amplifier.



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

**Exclusive Admiral Bull Horns Sound System
gives you the selling edge!
Compare with costlier consoles!
Demonstrate how it outperforms
all others at lower costs!
Stock and sell for full retail profit!**

Admiral®



Mark of Quality

6 hours non-stop

The first stereo cassette non-stop playback deck.

The new Norelco '2502' automatic stereo changer holds 6 cassettes at one time. You get up to 6 hours of continuous music.* Flip them over and there are 6 more.

Just plug the Norelco Cassette Changer into any existing system—console or component—and you can enjoy pre-recorded cassettes along with everything else.

Stock it right away. There are a lot of people who have their own systems and will want the Norelco Cassette Changer to join it.

*Using the new Norelco C-120 cassette

New Norelco '2502.' Automatic stereo cassette changer deck. Plays back 6 pre-recorded cassettes. Automatic cassette ejector. Automatic stop after last cassette. Push button controls. 60-10,000 Hz. Teakwood cabinet. Under \$130.



Norelco[®] 
The Re-inventor of Tape Recording

Consumer and dealer views on tape units
 Score card for selling different tape systems
 Report on the summer Housewares Show

mart



Cover: Artist's design symbolically represents the world of tape to herald the special section on tape recorders and players in this issue. Midwest Editor Milton Gussow headed Mart magazine's marketing study in the Twin Cities area of Minneapolis-St. Paul, Minn. His report begins on page 13, part of a seven-story section, which includes a Mart magazine consumer study on why they buy tape units, on page 17; Eastern Editor Jon Twichell's report on the tape seminar ("argument as usual"), on page 22, and West Coast Editor Walter Browder's story on how tape recorder sales come "naturally" to a California dealer, on page 31.

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

August 1, 1968

mart

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ABP Member, Business Publications Audit of Circulation, Inc. **BPA**
American Business Press, Inc.

The slim styling on our new portable dishwashers could be copied



Top-loading model STF-100

...but who can match our 2-speed washing action?

If you sold dishwashers strictly on the basis of styling, you could stack up the new Whirlpool portables against the handsomest competition. Whirlpool dishwashers now have today's new slim look that appeals to every woman.

But when it comes to the all-important washing action, these machines are in a class by themselves. And, that is why we call them "the Potscrubbers, successors to the dishwasher."

They provide two speeds for better care and cleaner results. When "take-it-easy" action is needed, either the CHINA-CRYSTAL or GENTLE WASH cycles slow down water speed and pressure for gentle, yet thorough washing. But for the "tough stuff," the SUPER WASH cycle speeds up the action to remove heavy soil. And for total washability, there are two full-size revolving spray arms with narrow jet

nozzles that literally peel the food from every dish.

There are many other deluxe features to sell. Every Whirlpool dishwasher has an extra-large self-cleaning filter and is lined with gleaming white porcelain enamel. Top-loaders feature double-wall construction to retain heat and reduce sound. They provide dual automatic swing-up racks, too. And dealers can sell Whirlpool dishwashers with confidence because every unit is thoroughly tested before it leaves the factory.

Your distributor can show you many more reasons why it's easier to sell Whirlpool than sell against it!


Whirlpool
CORPORATION



There's a complete line of front-loading dishwashers, too. They offer such deluxe features as the maple work top shown here on Model STF-100.

Norge label will adorn two lines made by Fedders . . . What some young girls like: electricity . . . NARDA members report on quality of new color TV sets.

mart news & trends

Fedders to make heating, central AC units for Norge

Fedders Corp. will shortly begin production of central air conditioning and heating equipment for its recently acquired Norge division, Salvatore Giordiano, Jr., executive vice president of Fedders, has told *Mart* magazine. These are two product areas in which Norge has not been involved.

Fedders will introduce a washer and dryer within 12 months, Giordiano said.

A former division of Borg-Warner Corp., Norge was purchased recently by Fedders for \$45 million. It is estimated by Giordiano that sales for Fedders and Norge in 1969 will total \$250 million.

Movement of Norge appliance headquarters personnel from Chicago to Fedders' base in Edison, N.J., is scheduled to be completed by October 1. It is estimated that only slightly more than 400 of the approximately 3,600 Norge employees, including office workers, will not shift to the Fedders' payroll. Personnel who choose not to move to Edison but remain on the job until September 30 will receive a 20 per cent salary bonus. Severance pay based on length of service also is being granted to employees who do not join Fedders.

Headquarters for Norge's commercial laundry division are being moved to Elk Grove, Ill.

Fedders currently operates an 855,000-sq.-ft. facility in New Jersey, where refrigerators and air conditioners are manufactured. A 300,000-sq.-ft. addition to this facility is now under construction. Fedders shortly will begin production of refrigerators for Norge in New Jersey and will eventually also make room air conditioners for Norge there.

Two Norge plants in Herrin and Effingham, Ill., will continue to operate. The Herrin plant at present manufactures washers, while dryers, room air conditioners, and ranges are produced in Effingham. Dishwashers and water heaters are purchased from other sources.

Fedders currently has 60 distributors, while Norge has 80, with only nine carrying both brands. According to Giordiano, 40 of the Fedders' distributors are now selling the company's refrigerators.

Separate sales and distribution arms will be maintained for the two brands. Stuart Zent, recently named vice president and director of sales for Norge, will headquarter in Edison.

The Norge marketing effort has been reorganized to conform to the product planner approach used by Fedders. Under this approach, Giordiano noted, product planning, with the guidance of the marketing department, decides what has to be produced and at what cost.

Giordiano said that the Norge acquisition was prompted by the belief that to continue to be an acceptable source in the appliance industry, Fedders would have to have a full line. Fedders had announced plans three years ago to eventually market a full line of white goods that would be produced by a private label source.

According to Giordiano, other products may eventually be added to both the Norge and Fedders lines through development or acquisition.

Meanwhile, in July, Kelvinator, which was acquired recently by White Consolidated Industries, Inc., named David W. Jones, Jr., president. Jones formerly served as assistant general manager of Kelvinator, when it was a division of American Motors. Headquarters of Kelvinator, Inc. are being moved to Grand Rapids, Mich., where the organization's main manufacturing facility is located.

Edmund B. Barnes, formerly vice president and general manager of Kelvinator, when it was a division of American Motors, has been retained by Kelvinator, as a consultant.

Girls favor electric home equipment, "Co-ed Magazine" reports

On the basis of one survey, at least, it appears that the gas industry might do well to promote gas appliances among teenage girls who, a few years hence, may be making the decisive choice of one fuel over the other. A survey made by "Co-ed Magazine" indicates that they'd now buy electric equipment.

The publication queried four-thousand girls between the ages of 13 and 19 (median age 15.8), of whom 85 per cent responded.

The following percentages chose electricity over gas: 55 per cent for home heating; 76 for a clothes dryer; 53 for a water heater; and 64 for a range.

One question asked was: "Pretend that you are planning a kitchen (either in your present home or in a future home of your own) and answer the following . . . Which of the following major appliances would you consider a necessity in your kitchen?" Thirty-five per cent indicated a gas range; 63 per cent an electric range; 99 per cent a refrigerator; 21 per cent a "freezer chest;" 21 per cent a dishwasher; 35 per cent a wall oven.

The girls also indicated their feelings about electric housewares, specifically "whether the appliance is a necessity or not" (in the kitchen).

Fifty per cent or more of the respondents indicated they thought the following were not necessities in the kitchen: waffle iron, rotisserie, juicer, meat grinder, and knife. Television also appeared on the checklist, and 56 per cent of the girls thought TV was not a necessity in the kitchen.

NARDA members report on quality of new color TV sets

Results of a recent National Appliance and Radio-TV Dealers Ass'n survey on malfunctioning new color TV sets received by member stores showed that almost half the dealers found more than 10 per cent of the new sets seriously malfunctioning on receipt by the store.

Thirty-nine per cent of the dealers found sets with defective picture tubes or circuit problems in less than four per cent of the sets; 18 per cent found from five to nine per cent of the sets defective; 28 per cent found from 10 to 15 per cent of the sets defective; and 15 per cent found faulty sets in more than 15 per cent of arrivals.

The survey also showed that 37 per cent of the dealers had picture tube problems in at least 10 per cent of the sets the first two years of operation.

(Continued on page 8)

mart private label report

Apathy marks private label treatment of tape products

One would have to view the interest of the major private label outlets in tape recorders and players, based on a quick shopping survey of northern New Jersey stores, as apathetic. Only one of the stores surveyed offered a low-priced, easily-portable cassette recorder; only one store offered any music cartridges for sale; only one store . . . a Penney's . . . was pushing its own brand.

Sears, Roebuck stores were all either "out of" tape recorders or pushing the Ampex brand. Without exception any Sears merchandise on display was beat up, dirty, and unattractive.

The Sears outlet in Paterson, N.J., had no tape recorders on display. The salesman stated they "should have some in, in the future." A display card in front of a blank space on the shelf touted a mono reel-to-reel unit, no price mentioned.

The Sears branch in Passaic, N.J., (both of these Sears outlets are older, average-size stores) had a limited amount of merchandise on display, even though extensive color TV, radio and phonograph displays were directly adjacent. Ampex was featured at the end of a display, with a \$200 cassette deck and a \$340 reel-to-reel unit prominent. No lower-price merchandise was evident.

Sears merchandise was all of the older, bulkier style of unit, with some dirty units and one with broken tape. The salesman, on qualifying the shopper as interested in the recording aspect of tapes (no pre-recorded music cartridges were on view in either of these Sears stores) attempted to sell a bulky reel-to-reel unit for \$79.95. In response to a query about a smaller, more really portable unit, he replied, "Yes, we have one for \$69.95, but you have to order it through the catalog."

A large Sears store in Union City offered the only pre-recorded tapes seen at any of the stores shopped, a display of Ampex cassettes. Some portable Sears merchandise was on display, in a locked case, but the majority of units displayed and promotional material was from Ampex.

The salesman, on qualifying the shopper as being interested in both recording and music playback, immediately went to an Ampex cassette portable unit, priced at \$99.95. He explained the features, played a sample music cassette, and made no attempt to push the Sears merchandise displayed.

In response to a query about having a brand name in Sears, he replied, "Sears has a limited tape recorder line, and most of the customers coming in here always mentioned Ampex, so that's why we added them."

Here, as with the other stores, the larger Sears units on display were generally dirty and older, bulkier models. In none of the three stores were any portable, low-priced

recorders or players pushed or prominently displayed.

Two W. T. Grant outlets, one at the Packanack/Wayne shopping center and one in Union City, had no tape recorders at all on display, despite the fact that "Grant Maid" electric housewares, and typewriters were shown.

Penney's was the only one of the three private label operations surveyed to actively promote its own line, "Penncrest." The Penney's store at Garden State Plaza, Paramus, N. J., had a large combination display of tape recorders, phonographs, radios, and electric clocks.

While no pre-recorded cartridges were on display, a stereo 8 player deck for \$69.95 was shown, along with several reel-to-reel models and portable cassette units.

Their salesman, who was also covering the air conditioner and furniture departments, took the time to completely show a \$49.95 cassette portable recorder. The literature on the unit, interestingly, insisted on calling it a "cartridge" unit rather than cassette, and the word "cassette" appeared only on the cassette itself.

All units shown were "Penncrest" branded, as were the cassettes themselves. "Made in Japan" was also prominent on the product.

Taken all together, this small sampling would seem to indicate that private label organizations are not as enthusiastic as the brand name manufacturers about the future interest and sales of both tape recorders and players.

news & trends

(Continued from page 7)

Dealers responding to the survey reported quality control in the period generally had improved over past experience; also, that most problems were in larger screen sizes.

NRMA: waiting for the government to pass the ball

The National Retail Merchants Ass'n has warned retailers against moving too fast in complying with anticipated requirements of the new Federal law on consumer credit.

Robert R. Theil, NRMA vice president, noted that "No changes in forms or contracts can be considered until the Federal Reserve board of governors issues regulations." He added, "Unless they move on this quickly, the retail industry will have extreme difficulty in meeting the July 1st, 1969, deadline when the act becomes effective. In order to comply with whatever rules are forthcoming, it is expected that major retailers will be faced with program changes relating to their computer operations. This cannot be done overnight."

Theil went on to say that, "As soon as something tangible is available, NRMA will conduct workshops across the country in order to facilitate a better understanding of the law and insure compliance. We're ready to go as soon as the Federal Reserve passes us the ball."

Hamilton Beach will stress "cookbook" theme in fall advertising

Hamilton Beach is emphasizing its "Cookbook line" identity with its blender and electric carving knife lines in its second-half advertising. The Scovill Mfg. Co. division notes that it is the only company in the industry with complete cookbooks covering two product lines. **Five knives and eight blenders in the firm's line come with pre-packed cookbooks. Full-color point-of-sale pieces also will be available.**

The company also plans to intensify its tour of its "culinary consultant," Rene Verdon, former White House chef.

Using the cookbook theme, full-page ads are scheduled to run in such publications as "Ladies' Home Journal," "American Home," "House and Garden," "House Beautiful," and "Good Housekeeping." Also, to appeal to the male gift buyer, Hamilton Beach for the first time is advertising in "Playboy." Television advertising in key metropolitan and major markets also is planned.

Hingepower,



crazy!

IT plays through the hinges.

Unique Toshiba "Electro-Hinge" speaker mountings permit play in open or closed position without cables. Everything about it is just as unusual. ToshibaMatic single knob tape control for sure, one-handed operation. Live pause-edit control. Has all professional studio quality features. Walnut veneer. It's the really new Toshiba solid state 4-track stereo tape recorder. (GT-840S).

Crazy. Crazy like a fox. It gives Toshiba dealers a great

demonstration device.

Check out a small portion of the red hot Toshiba tape line shown below. And remember the quality is surpassed only by the dealer profit margins.

Take a good look and listen. Call your Toshiba rep/distributor now or contact Mr. George Stewart, Executive Vice President, Toshiba America, Inc., 477 Madison Avenue, New York, New York 10022.



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



Solid State 2 Track Portable 2-in-1 Tape Recorder. Battery/plug-in. Keyboard controls. GT-611P.



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



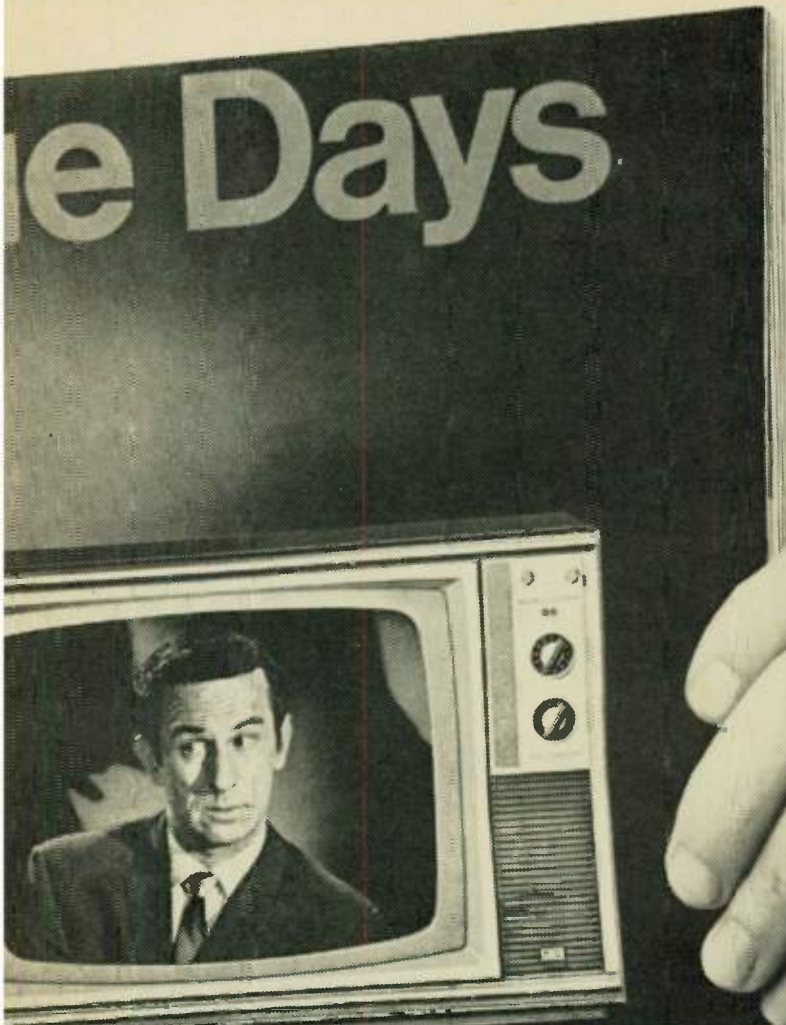
New Solid State 8 Track Stereo Tape Cartridge Deck. Plays 80 minutes, automatically repeats. Illuminated Program Indicator. Walnut. KT-80.



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



THE INTERNATIONAL ONE



ment until February 1

atures—a new 14" diag. color port-
ly-size portable, only \$359.95*...
onsolettes and consoles... new
ew, Improved Automatic Fine Tuning
on the set—it fine-tunes itself!

RCA

The Kariborg
The Barstow

Bigger! Better! Stronger!

Last year RCA introduced its great Watch Now/Pay Later promotion. And it was a record success. This year it's even better, bigger, stronger. So call your distributor now—and get ready for another new high in color sales!

New products, more of them, broader pricing. Your customers choose the set they want for no money down—and don't have to begin payments until February 1, 1969. We'll kick off this big repeat promotion on August 23 with a spread in Life, followed by a 4-page ad in TV Guide on August 31 that dealers can tie in with locally. Support includes:

- 11 exciting network TV commercials—starting August 18.
- 60 radio commercials—starting August 19.
- An exciting local newspaper campaign in your own market.
- In-store displays—complete kit to decorate your store.
- Outdoor boards and Co-op ads for local support.

That's it! So get set! Cash in on this big new promotion timed just right to take advantage of the new color TV promotion. Sell RCA color TV for 1969 during RCA Color Prevue Days!

RCA

The shortest distance between a prospect and a customer is our full line.



This year you can get everything you need in eight-track tape players in a single package. From the people who invented it. Lear Jet Stereo eight.

It's a whole Lear Jet eight-track department by itself. Fifteen models deep. Six for cars. Five for homes. Four portables for everywhere else.

And the entire Lear Jet Stereo eight line's been completely restyled from top to bottom. With more exclusive sales features than any other line. And backed up with the strongest national advertising program in the industry.

Give us a call sometime soon. We'll both be richer for it.

Lear Jet stereo 8

it pays happily ever after.



A Mart magazine market study

Dealers jump back on tape unit band wagon as easy-load magazines supplant reel-to-reel under \$100 units

Minneapolis-St. Paul survey shows even appliance salesmen find new units easy to demonstrate without a "bobble."

By Milton Gussow

Tape recorders are beginning to find their way back into the "traditional" appliance store, but most dealers still remember the problems they had several years ago, when many cheap imports popped up in stores at under \$20 and caused them nothing but grief when they failed to perform after the sale.

In a marketing study by **Mart** magazine in the Twin Cities area of Minneapolis-St. Paul, Minn., the lowest priced tape recorder found in any store was a reel-to-reel unit at \$29.95, and this was a unit which the dealer admitted had been around for some time.

In the course of the survey, more than 36 national brands of tape recorders were found in the stores, but no one manufacturer predominated across-the-board. In general, individual retailers who stocked a

variety of makes were the most aggressive in promoting tape units and in moving a greater share of the machines sold.

Another important point brought out in the survey was that dealers are beginning to realize that the \$10 bill to be made from an under-\$50 unit represents a much better gross margin than many color TV sales, considering that a TV set has to be delivered, set up, and maintained free for 90 days or more. Even the most troublesome tape recorders needed only a minimum of service compared to color TV, and these were taken care of in the shop.

This, coupled with the new, easier-to-use cassette tape players and recorders, is beginning to break down the resistance most appliance salesmen have had about selling these units in the past. Also, many are being sold in appliance stores as gifts,

during the day, when relatively few major appliance deals are closed.

Manufacturers, it was also learned in this **Mart** survey, are making it very easy and painless for appliance dealers to stock tape units, offering generous buy-back programs to encourage depth stocking of the units for the fall and Christmas selling season. No dealer contacted reported having had to return unsold units from last year's merchandise. But, ironically, few appliance stores carried tape units in depth during the survey.

The 1968 **Mart** magazine tape recorder survey in the Twin Cities area was made just after most major manufacturers had introduced their 1969 lines in home entertainment — but before the manufacturers' representatives returned from the second annual Consumer Electronics Show in New

Richard Schaak, Schaak Electronics, Inc., Minneapolis

"... Many systems give our salesmen much to talk about, and a chance to up the sale."



Sidney Zweig, Hi-Fi Sound-Electronics

"... Easy load and easy operation make every customer a pro."



Ray Heinz, Gluck's TV and Hi-Fi, St. Paul

"... Low cost radio-recorder will make inroads on record singles."





York to show dealers the new lines. Questions asked were based on the 1968 model year's exposure to tape recorders, and retail experience with them.

Of particular note was the dealers' enthusiastic attitude toward cassette tape units, compared to a similar survey made in Milwaukee in 1967 when these units were first breaking into the tape recorder market. Less confusion exists now among most dealers when talking to customers about cartridges and cassettes.

But one astute merchandiser — Sears, Roebuck — could be faced with a dilemma in a unit being displayed at one of its St. Paul stores.

The \$39.95 unit is prominently marked "Sears Cartridge Recorder," but is in fact what the industry calls a cassette unit.

Adjacent to the unit are cassettes in blank and pre-recorded forms, and marked as such. Instant confusion ensues, especially if the customer is lured by a cartridge sale ad by someone other than Sears and upon buying the cartridge finds that it doesn't fit the machine.

The salesman covering the department glossed over the confusion by saying that cartridge and cassette were the same, and he could show the customer that the cassette would fit into the Sears cartridge machine.

The Mart survey included a cross-section of many types of stores, but did concentrate on dealers who advertise to the public that they are in the tape recorder business. It did not include strictly "white goods" dealers who shy away from radio and TV.

John Picha, Electronic Market, St. Paul, "... only confusion in various methods in use. Will system be available for new tapes and accessories 10 years from now?"



Of stores contacted, over 70 per cent were in the tape recorder business. Of the remainder, only one store owner said she definitely would not be back in tape recorders for the new home entertainment season. She said, "I've been burned before on those junky imports and do not intend to get back in again. I have enough other products to sell without tape recorders."

Among those who would again stock tape recorders was a dealer who had not

originally planned to go back to the units. He had changed his mind after seeing the new offerings of his major supplier.

"Many of my customers are rather old," he said, "and not easily convinced to buy complicated gadgets. But with the new cassette recorders, they may just want to buy a tape recorder to use instead of writing letters to their children and grandchildren. I plan to use tape machines as a gift-giving promotion and traffic builder. With the deal the distributor is offering, how can I lose?"

Although no attempt was made in this survey to determine which type of outlet was moving the largest volume of tape recorders, it is noteworthy that the mix of outlets has changed in recent years. Few camera stores stock tape units in depth now.

Automobile stereo tape players have also become a major factor in cartridge players, both four and eight-track.

These units selling for as little as \$49.95, installed with four speakers, helped in moving a tremendous volume of pre-recorded tapes in 1967 — over \$75 million in both types. Reel-to-reel, pre-recorded on the other hand sold about \$20 million, according to the Record Industry Ass'n of America.

Ray Skinnemoen, Vangen-Anderson Appliance Co., Minneapolis "... with buy-back plans offered by makers, it's hardly a gamble now."



Al Kempf, Audio King, Minneapolis "... Tape clinics by factory reps are the biggest boost to new tape recorder sales."

Table 1

Incidence of Brands Found in Dealers' Stores

Admiral	3
Ampex	5
Audio Stereo	1
Automatic Radio	2
Borg Warner	2
Channel Master	1
Concord	3
Craig	3
Duo-Vex	1
Electrohome	1
General Electric	3
Hitachi	1
Lear Jet	3
Lloyds	1
Magnavox	1
Masterworks	1
Mayfair	1
Mercury	3
Midland	2
Motorola	3
Muntz	3
Norelco	2
Panasonic	4
Philco	1
Ranger	1
RCA	7
Roberts	3
Sharp	1
Sony	5
Telefunken	1
TEAC	1
Tenna	2
Viking	2
V-M	3
Wollensak	1
Zenith	4
Miscellaneous and other import brands	3



Table 2:
Who's doing what in the tape unit business?

TYPE OF OUTLET	Average Number of Brands of Tape Rec. and/or Players stocked	Per Cent of Total Volume Contributed By Tape Machines and Tapes	Type & Popular Price Cartridge Cassette Reel-to-Reel	Pre-Recorded Tapes	Service F — Factory O — Own Shop C — Contract	Average Gross Margin	Choice Advertising Media — First Second Third	Best Selling Period
Radio-TV-Stereo	2-5	Small up to 15%	Car. \$79.95 Cas. \$49.95 R-R \$39.95	55% Yes 45% No	O — 70% F — 30%	25-29 90% 30-33 10%	Newspaper Yellow Pgs. Radio	Fall — Holiday
Audio-TV Specialists	4	17%	Car. \$69.95 Cas. \$59.95 R-R \$250.00	Yes	O — 100%	33-40	Newspaper Dir. Mail FM Radio	Fall — Spring
Tape Only — Auto and Home	3	90-100%	Car. \$50.00 Cas. \$150.00*	Yes	O — 100%	30	Newspaper Yellow Pgs. Radio	Summer — Fall
Furniture	2	-1%	Cas. \$49.95 R-R \$198.00	No	O — 30% F — 70%	27	Newspaper	Fall — Holiday
Music/Record Shops	5	18%	Car. \$59.95 Cas. \$39.95 R-R \$169.95	Yes	O — 100%	31-33	Radio TV Newspaper	November — December
Mass Merchandisers	3	Small	Car. \$99.95 Cas. \$39.95	Yes	Contract	25-30	Newspaper Radio	Fall — Holiday
Full Line Department Stores	4	Small	Car. \$79.95 Cas. \$49.95 R-R \$198.00	Yes	O — 50% F — 50%	28	Newspaper Radio	Fall — Holiday
Automobile Dealership	1	under 5%	Cas. \$59.95	Yes	Contract	25	Newspaper Dir. Mail	Fall — Holiday
Electronic Parts and Access.	6	15-20%	Car. \$79.95 Cas. \$49.95 R-R \$200.00	Yes	O — 100%	25-30	Newspaper Yellow Pgs. TV	Fall — Holiday
Audio Visual Specialist	2	12	Cas. \$199.95 R-R \$175.00	No	O — 100%	25-30	Yellow Pgs.	Summer Fall — Holiday

*Cassette Unit Is a Record-Playback

The very people who have recently voiced concern over the PlayTape and cassette recorders — the record makers — have ironically made an aggressive entry into the Twin Cities area.

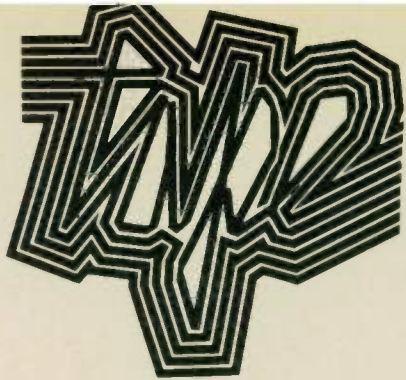
Heilicher Bros., a multi-division operation with over \$20 million in sales in rack-jobbing records, and producing some budget records under its own "Soma" label, which also operates 15 Musicland stores, in the Twin Cities and three other states, estimates that about 18 per cent of its sales volume in these stores comes from tape recorders, bulk and pre-recorded tapes and tape accessories.

One Musicland store visited in St. Paul had no less than eight familiar brands of tape players and recorders on its shelves, including automobile systems. These were not discounted, reportedly returning from

Angus Grant, Grant's Central Station, Inc., Minneapolis "... A good middle-priced auto cassette player-recorder will upset the auto tape business."



Jim and Art Niemeyer, Niemeyer's Hi-Fi, TV and Records "... Small tape recorders sell best before the holidays, the big ones after."



31 to 33 per cent margin, which was considerably higher than most "traditional" home electronic dealers were getting, or asking.

According to Jerry Canfield, supervisor of the Musicland retail operation, the various systems of tape present no problem to his salespeople. Each type has its place in the kind of sound reproduction it does, and is easily explained to the customer. His salespeople attend regular distributor training sessions to learn features when the new lines are shown, and learn selling on the sales floor.

"The biggest thing," Canfield said, "is that they must not be afraid of the units. It's no more difficult than selling record players."

Mass merchandisers also vary in their approach to tape recorders. An Arlan's store visited in the Twin Cities area had but one three-inch reel-to-reel unit in the store, while a Shopper's City store, a division of Zayre Co., had two separate departments well stocked with tape recorders and players. One was in the record section, the other in the automotive section. Both had pre-recorded tapes in cassette as well as in car-

tridge. The Arlan's store did have a pre-recorded tape display stocked sparsely with cartridges only.

Among the unique locations **Mart** found home entertainment products, including tape players, was in two Ford automobile agencies. These agencies carry a full line of Philco products and have a separate sales staff for the Philco line. Automotive and home tape recorders and players are sold and serviced in separate departments.

Electronics parts houses have proved to be a good outlet for tape recorders, both at the high and low-end. Many customers at these stores are hobbyists, and "tinkerers" and the many hi-fi buffs who like to talk about the technical side of home entertainment.

According to Richard Schaak, owner of four Schaak Electronics, Inc., stores, the variety of tape recorder systems "gives us something to talk to this customer about, and gives us a chance to move the hi-fi fan to the high end."

Lon Foote, vice president of Team Electronics, in St. Paul, finds that his tape recorder sales have increased at least 10 per cent a year, and he looks for the cassette system to be the factor that will make tape recorders "take off" in a big way this Christmas.

Another dealer, John Picha, of Electronic Market, St. Paul, has been following the various systems brought out by manu-

facturers in the past 10 years. Picha feels there is no problem in the number of different systems, except the ability of the customer to be able to buy tapes for his machine 10 years from now.

But what are the customers who buy these tape recorders and players using them for? Once they leave the store, few dealers know what happens to them. In selling tape recorders, the general reason given by consumers in recent months has been for "talk" purposes. Some want the units for business, or for corresponding with a serviceman or another member of the family away from home. Doctors, lawyers, and other professional people also are using the machines.

Few people in the past have been truly interested in "pirating" music from radio broadcasts, but with the ease of operation and low cost of the blank cassette compared to pre-recorded tape, plus erasability, this may change according to many dealers.

A buyer for a Federated Department Store, in another city, notes they will be offering a unit, under the AMC label, which will include for \$39.95 an AM/FM portable radio and cassette recorder-player, with built in a-c adapter. This is well within the teenager's budget, and can easily supplant her dollars which were spent for 45 r.p.m. singles which soon fall from the top 40 lists.



Robert Sparks, Robert Paul TV Co., St. Paul "... Doctors are my biggest tape recorder customers."



Robert Wasmund, Muntz Stereopac, St. Paul "... We want good sounding music wherever we go."



Lon Foote, Team Electronics, St. Paul "... Cassettes will make the big difference for home units this Christmas."



Edward Raverty, Roxy Furniture and Appliance, St. Paul "... The new units have convinced me that now my salesmen can handle tape sales."

Mart magazine study tells

Why consumers buy tape units and what they like about them

Nearly 50 per cent of tape units owned by consumers in a recent survey conducted by Mart magazine were portable reel-to-reel machines. Slightly more than 17 per cent were portable cassette units, and a slight percentage were table-top reel-to-reel units.

Answers in the survey were obtained between June 10 and July 16 from 35 consumers in 11 states. All units were purchased from appliance-home electronics dealers or home electronics specialists. Some consumers purchased more than one unit during a two-year period.

Nearly 60 per cent of the sales were made during the first six months of '68.

Four of the consumers who participated in the survey purchased a tape deck during 1967 and '68. One bought an auto tape unit, and one purchased a combination cassette player and radio.

For what uses did consumers make their purchases of tape units?

This question received multiple answers. Here are the tallies:

To record from radio, 14; to play pre-recorded tapes, 11; family events, 11; use in school, 10; piano and organ lessons, 2; recording phono records, 2; business, 1; group recording sessions, 1; meetings, 1; letter writing, 1; recording TV programs, 1; church services, 1; composing music, 1.

Eleven of the survey participants find that they are now employing their tape units for additional uses. Here is a breakdown of these uses:

Recording music, 3; language, 2; radio, records, and TV, 3; improve speaking, 1; teach children to talk, 1; and party conversations, 1.

What did these customers pay for their tape recorders and tape players?

Three buyers paid between \$25 and \$50. Five paid between \$50 and \$75. Seven found their purchase price to be between \$75 and \$100. Ten said the cost was between \$100 and \$150. Seven paid between \$150 and \$200. Five were in the \$200 to \$300 range. Two paid between \$300 and \$500, and two paid over \$500.

(Totals in the above compilations exceed the number of survey participants, because some customers bought more than one machine.)

What first aroused the interest of the survey participants in buying a tape unit?

Seventeen said they received the impetus from hearing a unit in a friend or neighbor's home or car. Six parted with their money to purchase a tape unit because of the desire to record music. Six were attracted by advertising. Store demos were the reason given by three survey participants for their purchase, and three others said they were led to make their purchase through reading about tape units in magazine or newspaper articles.

Seven of the consumers say they visited two stores before making their purchase. Six went to four outlets. Four visited three stores before coming to a decision. Two went to five outlets, and the same number visited only one store before making up their minds.

Other survey participants say only that they visited "several" or "many" stores before consummating a purchase.

What was the determining factor in the customer making her purchase where she did? (Again, some consumers gave more than one reason.)

Eighteen said "price" was the compelling factor. Eleven named "store reputation", and the same number named "brand." Seven cited "confidence in the dealer or salesman." Five named "confidence in the store's service." Two named "certain features" found in a unit offered by the store where they made their purchase, and only one said he bought on "impulse."

Are these consumers satisfied with the performance of their tape unit to date? Twenty-nine say "yes," and six reply "no."

Why are some of the consumers who were surveyed dissatisfied with their tape units? Two charge the units are "poorly made." One complains about "poor speed regulation," and another cites "slow service" as a source of dissatisfaction.

One survey participant, R. Bundus, of Riverside, Ill., suggests that manufacturers and dealers stop selling "looks."

He notes, "the recorder I bought a few months ago was looked upon by a friend of mine as *nothing* compared to his. After comparing the wow, flutter, A/N ratio output, and fidelity of the two units, it turned out he had paid about \$100 more for looks alone. My machine out-performs his by an uncomparable amount."

Few of the tape unit owners report requiring service in the time they have owned

their machines, and a majority have been satisfied with the service received. Twenty two owners report having no service calls. Seven have required one call. Four have needed two service man visits, and four calls and five calls have been required by one each.

Nine of those who have needed service say they have been satisfied. Only two, report dissatisfaction.

How many hours a month do these people use their units?

Only one participant reports less than five hours use monthly. Three say their machines get a workout of from five to 10 hours a month. Six report 10 to 20 hours use. Four employ their unit 20 to 40 hours monthly, and two use the machine 40 to 60 hours per month. One user says his tape unit is in use from 60 to 100 hours a month and three report using their units over 100 hours monthly. Other respondents say the amount of usage varies.

Survey respondents are evenly divided as to whether they are using their machines more or less than shortly after they bought them. Nine of those who answered the question say they are now using their unit more than shortly after they purchased it. Nine report using it less, and seven say usage is about the "same."

"Slip-in" cartridges are named as the best feature found in their tape unit by six of the respondents. Four name "compactness and portability," while the same number report "tone and quality." "Automatic reverse" is the choice of three respondents as the best feature. Single votes went to "multiple speeds," "channel selector," "tape counter," "cheapness of recording," and "automatic volume control."

What are features not found in their tape units that consumers would like to see there?

Floyd Mellum, of Richmond, Va., says, "I would like to see incorporated a timer you could set with music and volume going down at the end of an allotted time if that is possible." Two other respondents agree with Mellum's choice.

Mrs. William Stuefbergen, of Portage, Mich., asks, "Are there any machines with retractable cords? They (manufacturers) always provide a space for a cord that's all wound up. Why not fasten the cord permanently on one end and then pull it out like a tape measure. You could use the space for storing extra tapes."

Two survey respondents say they would like to have a unit that holds more tape. One participant in the survey calls for longer playing cassettes. A cartridge changer is the desire of a single respondent, while higher quality cassettes are called for by another survey participant. "Better speakers" and "more volume" also received single votes. Bearing in mind that several respondents already own more than one

(Continued on page 30)



Here's a score card for selling different tape systems

Variety available can be confusing even to dealers and salesmen.

There are so many different tape systems on the market these days, that any dealer who wants to sell effectively needs a score card. Here's a basic one:

- Open-reel, two-track and four-track, mono and stereo
- Cassette, two-track and four-track, mono and stereo
- Eight-track stereo cartridges
- Four-track stereo cartridges
- Two-track mono Playtape cartridges

Knowing the basic differences can be a big help in making a sales presentation, and in helping the customer decide on the best system for him.

Open reel has been around long enough that little explanation is necessary. Members of the all-thumbs set may still regard this format as the *only* way that tape can be used, it's up to the salesman to set them straight.

If the prospect just wants playback, there are the continuous-loop four- and eight-track cartridges. Both are stereo formats and play continuously until the machine is shut off. They're bulky compared to the compact cassette, and some industry experts believe that these cartridges are already on the way out. Some authorities note they're good for cars, but that home players leave something to be desired, since there's no highway noise to mask the often poor fidelity and background noise. They are also said to be very susceptible to wow. But they're easy to use. The consumer pushes an eight-track cartridge into the machine, and it plays. He pulls it out, and it's off.

There are many companies making cartridge players in a variety of price ranges. One of the newer features in some of these machines is two-system compatibility

—the same machines can play four- or eight-track cartridges. But they're still difficult to record at home. Equipment to do this can be fairly expensive, and there still aren't many sources for blank endless-loop cartridges for the retail market. Also, there's no really effective method for fast forward or rewind. If the customer wants more versatility, it is suggested the salesman soft-pedal the cartridge. He'll thank you for it later.

There's one other endless-loop cartridge on the market — the Playtape — a small, skinny monophonic 2-track cartridge that's aimed strictly at the teenage set. It's a play-only system, and you switch tracks with a front-panel knob on the player. Prices vary, but the basic player is tagged at \$19.95 retail, and this indicates the kind of market it's intended for.

The Philips-type cassette is the system that offers numerous features for prospects; compactness, recording capability and versatility. The tape cassette itself — it's actually a cartridge, but it's called "cassette" to distinguish between the two — works like a reel-to-reel tape, enclosed in a no-threading plastic case. It's tiny, and the tape is about half the width of other audio tapes — roughly 1/7-inch.

The basic unit is a two-track mono battery portable recorder — originally developed by Philips (Norelco) and now made under license by about 60 companies in Europe, Japan and the U.S. Quality varies widely. The price tag for a reasonably good portable is about \$50 retail. New playback-only units are tagged at \$30.

Also on the scene are four-track stereo cassettes. These are fully compatible with the two-track mono units, since the tracks are side-by-side instead of alternating as with other tapes. A consumer can play a stereo cassette on either a stereo or a mono machine and it will work just fine.

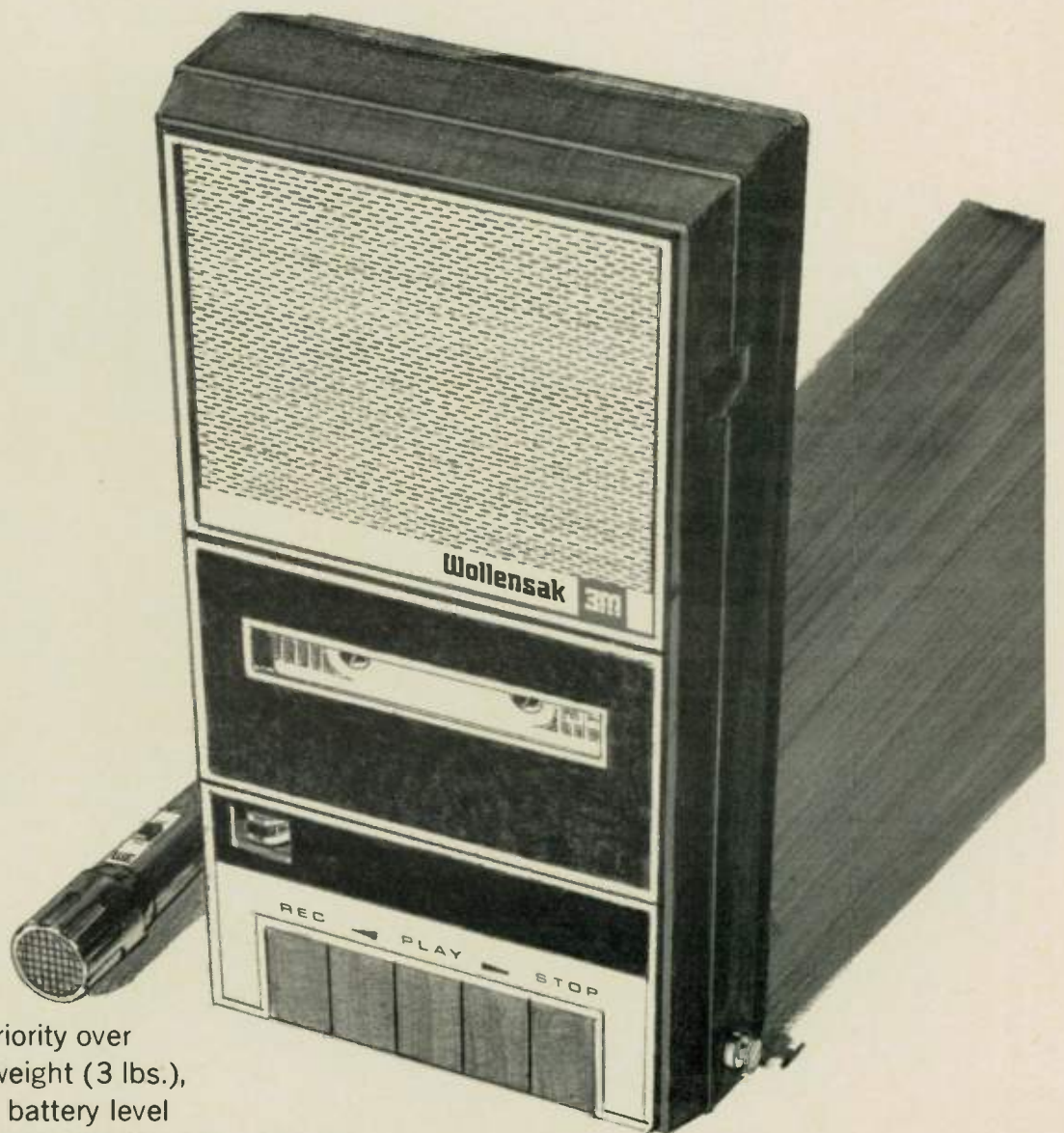
There are two or three companies making automobile stereo cassette units. These machines play back stereo and will record mono — great for highway listening or dictation on the go. The cassette has an interlock in the tape's plastic case that prevents accidentally erasing any tapes the user wants to keep — a safeguard no other tape system has. The tape itself is usually a low-noise type.



Cutaway views show relative size and complexity of two cartridge systems and cassette. Shown (1. to r.) are Lear eight-track cartridge, four-track "Fidelipac," and Philips cassette.

*From
the bold
new world of
Wollensak
SOUND*

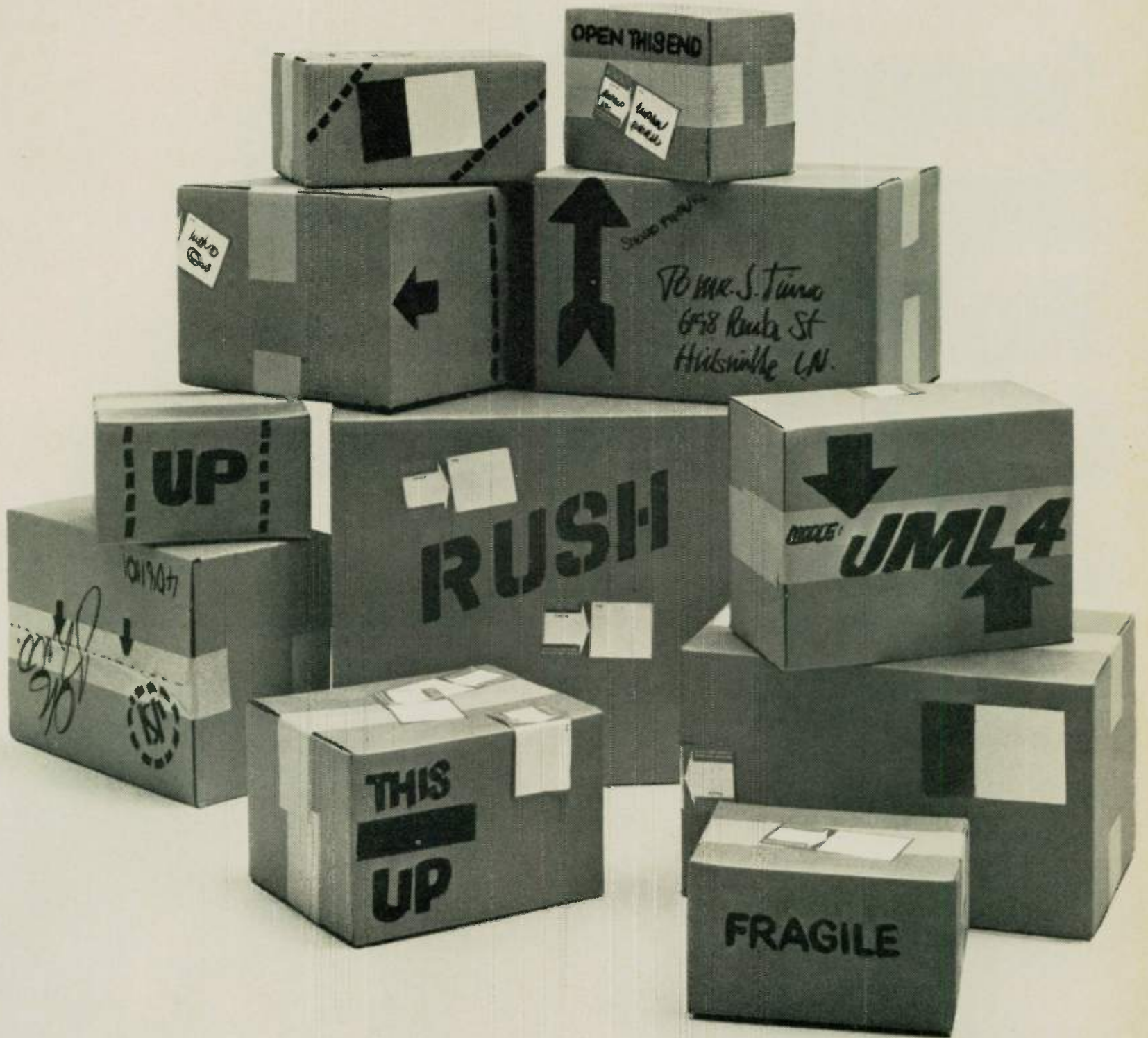
Announcing the lowest priced Wollensak Cassette Recorder ever!



Now you can offer your customers traditional Wollensak quality and performance in an economy-priced cassette recorder! New Wollensak 4000 has the same kind of demonstrable superiority over competition as the fast-moving Wollensak 4200. It's lightweight (3 lbs.), battery powered. Includes pushbutton controls, VU meter, battery level indicator, external input and output jacks. Comes complete with dynamic microphone, microphone pouch, recorder carrying strap, earphone, "Scotch" Brand Tape Cassette. There's never been a better value at the price! Check it out now.

Wollensak 3M
SAINT PAUL, MINNESOTA 55101

Others box 'em.



We gift wrap 'em.



We don't believe in sticking something beautiful inside a plain brown box that you have to hide in a stock room.

So we "package" our radios. In bright, white cartons. With bright color printing on them. (Different colors represent different styles of radio inside.)

You don't have to hide these cartons. You can stack 'em right on your salesfloor for all the world to see. Make counter or floor displays out of them.

A line drawing of the product is right on the box. So is a list of the radio's features. Result: the packaging helps out with the selling chore,

freeing your salesmen to handle more customers.

And inside the gift wrap... you might even find another gift wrap!

Our around-the-house portable, for example, comes fitted into a house-shaped display that stands on your counter and sells the radio's versatility.

Our new little Micro-Mod comes mounted like a jewel on a flocked base inside its own ornamental gift case.

It's nice to know that America's best-selling radios are also America's best dressed.



Radio Receiver Department, Utica, New York

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



TAPE SEMINAR: argument as usual

Adherents of four different cartridge configurations spend their time feuding and calling for standardization . . . with their own respective systems as the standard.

By Jon Twichell

As consumer interest in tape cartridges heats up, so does the multi-system war within the cartridge field. If comment at the recent tape seminar, as a prelude to the Consumer Electronics Show, is any indication, it's going to be warfare as usual for quite some time.

Every cartridge system seems to see the others dying on the vine and passing out of existence, despite evidence of healthy life and valid consumer features for all the various configurations.

After a morning session ostensibly devoted to the reel-to-reel tape recorder (during which as much time was devoted to cassette as reel-to-reel) the afternoon's participants squared away for battle.

The morning preliminaries were not without some verbal punching, with retailers complaining about VTR profit margins and manufacturer co-operation. However, the afternoon session again saw the various tape spokesmen touting their systems to the exclusion of the others.

After moderator Oscar Kusisto of Motorola made introductory remarks, James Gall of Lear Jet Industries, Inc., led off, presenting the case for eight-track and Lear. After the usual appraisal of eight-track as the giant in the field, Gall mentioned several possible future features, such as track erase and visual indexing of the tape.

Todd Faulkner of Muntz Stereo-Pak argued for four-track, pointing out that the Muntz is strong in California and Florida, areas where their marketing is strong, and that four-track still is a basic, reliable system.

Frank Stanton of PlayTape put forth a call for standardization — with eight-track and PlayTape being the standards — and announced his firm will have a video tape cartridge adaptor for conventional TV sets "within two years" that will play low-

cost video cartridges.

Wybo Semmelink of Norelco discussed the cassette success story and pointed out that about 90 of the 150 exhibitors at the show had cassette models. Semmelink also discussed the cassette's high fidelity problems, saying some lab experiment models had produced higher fidelity on a par with the other systems.

Don Hall of Ampex Stereo Tapes, which produces reel-to-reel, four-track, eight-track, and cassette cartridges, had several comments of interest. He announced a four-record cartridge at \$1.98, in cassette (PlayTape's Stanton earlier had announced a four-record cartridge at a lower price), asserted that this month will be the best ever in four-track sales, and stated he felt general tape cartridge pricing will not fall much in the next two years.

The rosy picture each man had painted for his particular system dimmed a bit in questioning from the audience. Four-track, the seeming loser in the propaganda battle, was a winner with the retailers, it seemed. Several retailers questioned quality control and customer satisfaction on eight-track units, especially, and PlayTape also. The dealers contrasted this with the

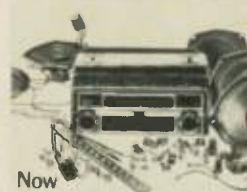
relatively trouble-free four-track operation. Another dealer commented that advertising monies could be better spent in quality control. Also mentioned was a four-track cartridge increase of 51 per cent in 1967 (versus an eight-track rise of 148 per cent, according to the Record Industry Ass'n of America. Cassette and PlayTape figures were not available), and a survey by "Car and Driver" magazine showing Muntz as the number one brand purchased.

Dealers, including Harold Wally of Wally's Stereo Tape City in New York, took manufacturers to task a bit on advertising, and another dealer suggested big national ad money could be more effectively spent on local radio spots.

One observer noted a general air of dissatisfaction among retailers with the tape cartridge war, despite all the predictions of sensational tape business. As one industry figure said "It seems to me the retailer and the consumer are the casualties in all this fighting. If they would take all the energy and money they put into fighting each other and knocking four-track, and use that to improve their own products and get the proper message out to the consumer, then we'd all be a lot better off."

Effective Tape Cartridge Advertising

One dealer who does a good job by stocking all four systems and letting the customer decide is Wally's Stereo Tape City, in New York City. Guaranteed satisfaction on car installation is stressed in its advertising (as contrasted to dealers who sell a unit without installation), as well as the firm's library of 30,000 cartridges, claimed to be the largest in the east.



Now that you've got your car stereo tape player, what are you going to do with it?

Wally's Stereo Tape City, 550 W 54 St. NY. We install

Why buy your car stereo tape player at a run-down crummy looking joint like this out in the middle of nowhere?



Because we install what we sell. Nobody else does. A track 2 speaker tape cartridge players for cars. From \$60, installed in 1 day. Wally's Stereo Tape City, 550 W 54 St. NY. Between 10th and 11th Avenue.

retail ad clips

Latest reports from the front indicate the west coast warranty war is continuing. Some examples:

"Best guarantee . . ."
Next to a little old lady examining a refrigerator, the copy reads, "Don't worry, dear lady, when you buy your appliance from The Bon Marche, you get the best guarantee in town." The

ad goes on to outline a three-year picture tube warranty on color and black-and-white TV sets, and a two-year parts and labor warranty on all major appliances. **The Bon Marche, Seattle, Wash.**

Warranty extension
"Now! White Front gives you extra protection by adding our own extension to manufacturer's original war-


to outline a three-year picture tube warranty on both black-and-white and color TV sets, and a two-year parts and labor warranty on all major appliances. **White Front, Seattle, Wash.**

Free warranty
"Mr. Dependable's Sale" includes a free color antenna installed or one year free service labor, plus a three-year picture tube warranty on Zenith and RCA Victor sets, both color and black-and-white. Other items such as same-day delivery, instant credit, and large selection are listed as incentives to buy. **Dependable TV and Appliance Co., San Diego, Cal.**

An Ampex cassette player for under \$30. It's sort of like Cadillac coming out with a compact.

Bet you thought Ampex would never come out with a low-cost traffic builder. That sells on impulse. To the mass market.
But we have. And now, the name that's in virtually every professional studio around the country is also on a portable cassette player for less than \$30. The Ampex MusicMate Micro I.
Our battery-powered MusicMate goes only 10 inches high. So it goes anywhere. There's a single lever control for play, stop or fast forward. And a carrying handle. And solid-state electronics. And capstan drive. And Ampex professional quality.

Sure, you can sell "similar" cassette players with those funny sounding foreign names for a few bucks less. But don't kid yourself. 'Cause you'll also sell less of a cassette player.
We told you just about everything's new at Ampex. And our new cassette player is just the beginning. No brag. Just fact.

AMPEX: 
The Sound Idea People.
AMPEX CORPORATION
CONSUMER & EDUCATIONAL PRODUCTS DIVISION
2201 LUNT AVENUE
ELK GROVE, ILLINOIS 60007



It's a sound idea to join the Sound Idea People. Now. Turn the page, please.

Panasonic aims to give service confidence to dealers

better service

Some independent dealers who rely on service as a strong selling point have indicated they are reluctant to handle foreign-made brands, due to the uncertainty of getting replacement parts and service assistance from the manufacturer.

Matsushita Electric Corp., makers

of Panasonic brand merchandise, is one Japan-based company that says it is working hard to alleviate these worries. Its parts headquarters, in Long Island City, N.Y., houses 20,000 different parts and 2,500,000 total pieces, and it has put its entire parts system under data processing.

Sol Fields, general manager of Matsushita's service and parts division, says, "We want our service dealers to stock parts in depth. Pushing a good supply of parts is our key to success, for obviously service centers can't work without parts. Putting all our parts movement on data process-

ing, with thorough monthly read-outs, gives us the information we need for really intelligent parts planning.

"Our old system was not sufficient," Fields continues. "Since starting this new system at the end of 1967, we have seen several very positive results: There has been a steady decline of back orders; we are better able to have intelligent parts planning for the future, and, simply, nothing's frantic any more. And, this is in the face of parts movement of almost 265,000 pieces in a three-month period this spring.

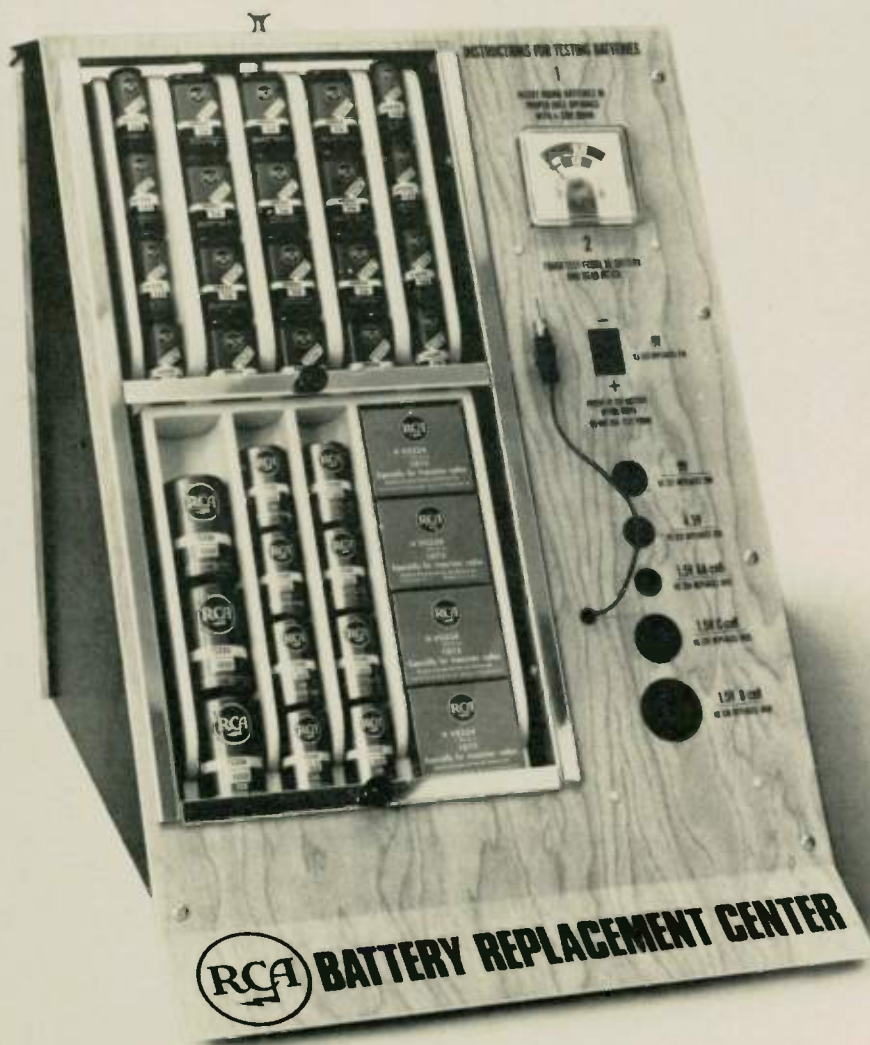
\$72.96* profit on every turn... and the "Drop-In Tester" merchandiser is free!

Designed to gravity-feed the six fastest-moving RCA radio battery types, this unique merchandiser has a built-in tester that's the easiest to use you've ever seen. Simply drop a battery into the appropriate hole in the tester panel and read the meter.

And, this sturdy wood and metal merchandiser with handsome, durable vinyl maple finish is yours free with the purchase of the VS3213 Dealer Package. Call your RCA Battery Distributor today, or write RCA Electronic Components, Harrison, N.J. 07029. This attractive eye-catcher can be your key to battery profits for a long time to come.

*Based on suggested Dealer and List prices.

SUGGESTED DEALER PACKAGE VS3213 INCLUDES:			
QUANTITY	TYPE NO.	SUGGESTED DEALER COST	SUGGESTED LIST PRICE
84	VS323	\$ 40.32	\$ 57.96
12	VS332	8.16	11.76
12	VS327	7.44	10.68
288	VS334	44.64	72.00
48	VS336	9.12	14.40
144	VS335	27.36	43.20
		<u>\$137.04</u>	<u>\$210.00</u>
DEALER PROFIT: \$72.96			



RCA



Matsushita service manager Sol Fields points out location of newly-opened factory service center in Minneapolis.

"In addition, we have changed our order form, which we provide our service dealers, making it as simple and as effective as possible. We have a complete parts book, in alpha-numerical order, something that wasn't possible before data processing."

"We are also stepping up our overall service coverage," says Fields. "We have, as of June 1, 563 independent servicers, an increase of 157 in one year. Secondly, we are opening factory service centers, as a supplement to independent dealers, in major areas. We have factory centers in the New York City area, Chicago, Minneapolis, Dallas, and Atlanta. We have regional parts depots, controlled by this office, in the Los Angeles and Chicago areas, in addition to our main parts warehouse here."

Fields indicated that reduction of back ordering of parts from Matsushita's Japanese headquarters is a prime concern, as standard shipping takes generally a month to land the parts on the west coast. Emergencies are handled via air freight, but this is expensive. Fields feels the new data processing system will enable him to estimate parts needs much more accurately before they arise, both for specific parts and for specific areas of the country. If a large amount of sets are sold, then parts that are anticipated as necessary will be stocked in the regional parts depot or service center.

In addition, Matsushita is starting a combination of service and merchandising seminars around the country for its dealers, a first for the company.

room at the top

Charles S. Dolk, now director of distributor sales; **Oral Evans**, now manager, systems and applications, consumer and educational products division, *Ampex Corp.*

Samuel P. Achtzehn, now manager, distribution; **David M. Briggs**, now manager, traffic and warehousing, *Caloric Corp.*

John J. Garofoli, now west coast regional sales manager, for television and stereo products, *Westinghouse Appliance Sales and Service Co.*

Guy Turner, now general manager, physical distribution, *Whirlpool Corp.*

Robert J. Eggert, now staff vice president, economic and market research, *RCA.*

Now in managerial positions in the plastics operation of Kelvinator appliance division: **William Chaldekas**, now manager, plastics applications development; **Edward Schindler**, now manager, Evert manufacturing; **Bernard Van Ark**, now manager, plastics laboratory; and **Bob Ross**, now operations manager, electrical plant at Evert, *Kelvinator Div., American Motors Corp.*



E. P. Hart

T. P. Madawick

Edwin P. Hart, now vice president and director of marketing, *Fedders Corp.*

Tucker P. Madawick, now in the new position of vice president, industrial design, *RCA Sales Corp.*

Richard Dreazen, now regional sales manager covering New Jersey, Connecticut, and Newburgh, N. Y. areas, *Symphonic Radio and Electronic Corp.*

Paul S. Gates, now field service supervisor, *In-Sink-Erator Mfg. Co.*

Lowell G. Holder, now general manager of St. Paul (Minn.) division, *Whirlpool Corp.*

Thomas W. Hafer, now director of manufacturing, planning, *Raytheon Co.*

Richard J. Conklin, now Philadelphia zone manager; **L. M. (Roy) Nordby**, now Denver zone manager; **Robert O. Moran**, now Omaha zone manager; **K. G. Lambeth**, now Chicago zone manager; and **Stanley Jackson**, now Dallas zone manager, *Kelvinator Div., American Motors Corp.*

Stephen H. Morrall, now product planning manager for television; **John D. Shannon**, now central zone operations manager, *Admiral Corp.*

David A. Cole, now vice president in charge of national sales, and **Joseph H. Lamm**, now executive vice president, finance, administration, and new business acquisitions, *Morse Electro Products Corp.*



J. J. Torpey



S. D. Zent



P. B. Nelson Jr.



J. G. Ruberti

John J. Torpey, now general sales manager, *Regina Corp.*

Stuart D. Zent, now vice president and director of sales, *Norge Consumer Products Div., Fedders Corp.*

Paul B. Nelson, Jr., now director of advertising, *North American Philips Co., Inc.*

James G. Ruberti, now vice president, *Frost Queen Corp.*

Everybody bulls, bluffs and brags about their tape recorders.

This new Ampex will clear the air.

Our friendly competitors chatter about all sorts of features.

One talks automatic threading. Others boast automatic reverse. Still more hit you with 4 heads, sound-with-sound, echo, dual capstan drive, automatic tape lifters, 3-speed operation and on and on.

It makes the mind boggle.

Because the fact is that no one has all these features on *one* stereo machine. Except us. Ampex.

Our new model 1461 has automatic threading. And automatic reverse. And 4 deep-gap heads. And sound-with-sound. And echo. And dual capstan drive. And tape monitoring. And automatic tape lifters. And 3-speed operation.

And lots more. Like full-dimensional stereo cube speakers that nest inside the unit for portable use

and separate up to 20 feet. A 1-year overall warranty and 3-year head warranty. Automatic shut-off. Even stereo headphone output.

Just one great selling point after another.

Sure, you can find some of these features on other machines. But not all on *one* machine. Except ours. So call an Ampex Sound Idea Man today. He has the outfit that has it all.

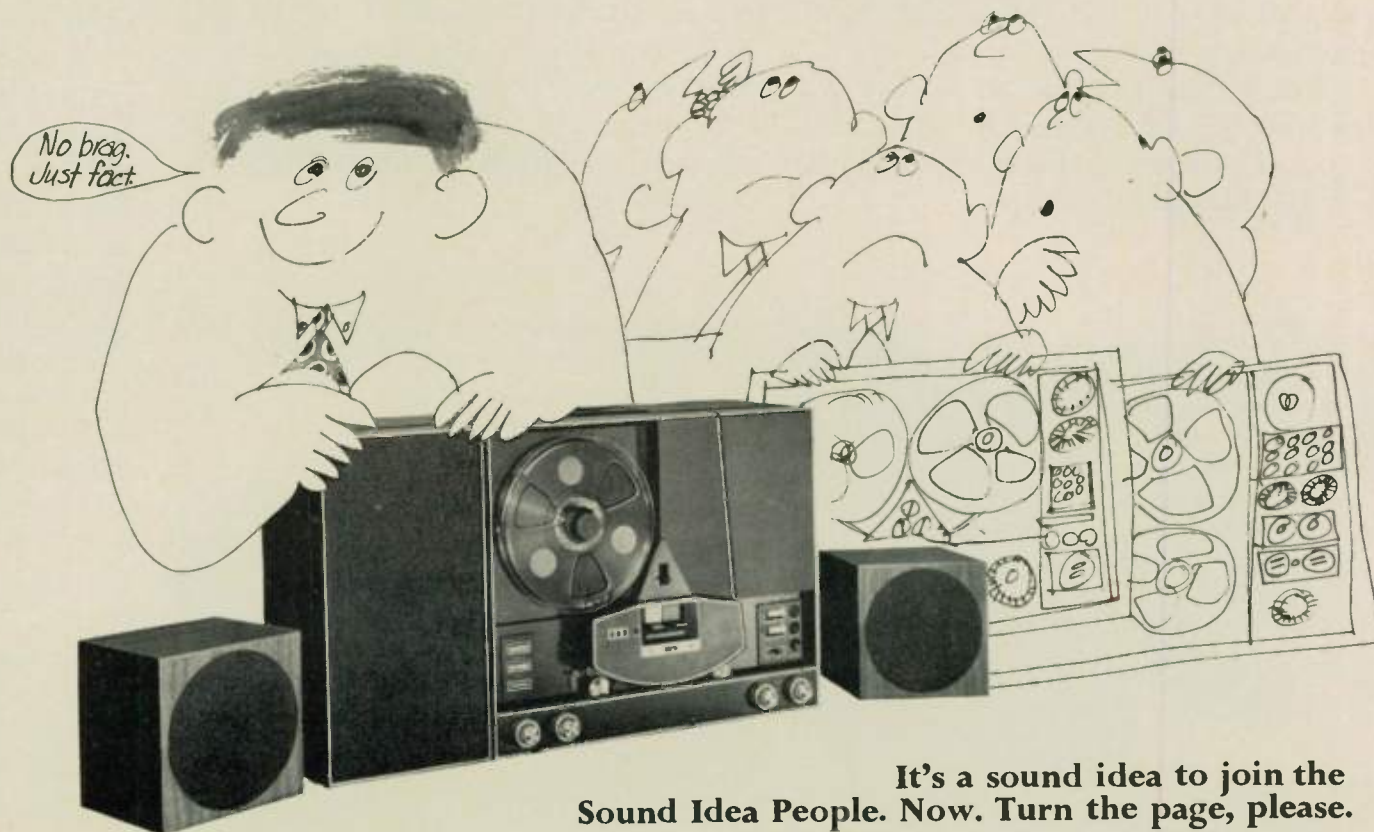
We told you just about everything's new at Ampex. No brag. Just fact.



AMPEX:
The
Sound
Idea
People.

AMPEX

AMPEX CORPORATION
CONSUMER & EDUCATIONAL PRODUCTS DIVISION
2201 LUNT AVENUE
ELK GROVE, ILLINOIS 60007



It's a sound idea to join the Sound Idea People. Now. Turn the page, please.



For Detroit dealer

Sales girls give tape unit buyers 'music wherever they go'

And he provides trouble-free service.



Home tape player is demonstrated to John Nicoll, by Claudia Wissmueller, while tape player is being installed in Cartridge City shop.

It doesn't take a technical mind to sell stereo tape players for home and auto, all it takes is a good sound, and simple trouble-free operation. Given these qualities, almost anyone can sell this growing home (and auto, and boat, and vacation trailer, and walk-around, and almost any place) entertainment item.

"People want music wherever they go, and today's tape players are filling that need," says Robert T. Haney, who operates Muntz Cartridge City, Detroit.

"But most of all, we have to avoid gimmicks and pressure in selling tape players," Haney continued. "A good portion of our profit comes from pre-recorded cartridges. If the customer feels he has been 'had' we lose a good prospect for future sales of tapes and accessories, which sustains our business in slow months."

The Detroit store uses a unique selling approach, with its entire sales force made up of vibrant young girls, in abbreviated uniforms complete with fishnet stockings. The sales force varies from eight to 11 girls, depending on the time of the year.

"And just as I insist on no pressure on the customers, I also insist on no 'hanky-panky' with the girls. Guys who are on-the-make, are advised to either get down to business, or leave the store. This is a business establishment, in spite of the costumes," said Haney.

Haney's customers are mostly in an 18 to 25 age group, with one thing in common. They like music on the go. With so many people addicted to their automobiles, tape players have enjoyed a fantastic growth in this motor-minded city.

The Muntz store advertises a package stereo player deal which includes a \$29.95 player, \$10 for the speakers, and another \$10 for installation. Installations can go to \$99.50 or more depending on the desires of the customer. But again, Haney insists that the girls not pressure the customer to increase the sale.

Once the tape player sale is made, and the automobile is in the shop for installation, the customer is required to wait in the display room. Aside from insurance restrictions, keeping the customer out of the work area, being exposed to the store's stock of pre-recorded tapes results in about three tapes being sold with each machine. Some of Haney's customers have collections of up to 100 tapes.

The sales girls have a \$60 guarantee, plus a five per cent commission on all products sold. A good sales girl can make up to \$150 for a 40-hour week, when volume is up in the main summer selling period.

"In addition to the musical environment which the girls like, we furnish the uniforms," Haney reports. "If a girl will buy a sportscar, we also will give her a \$50 per month allowance if she lets us put Muntz advertising decals on the auto. Also, we provide a free stereo player installation. We get the advertising at all the 'in' places, and she gets a good share of the monthly car payment."

Every unit is pre-tested before the installer gets the package, a day's supply of units being un-boxed and ready in a special rack. Pre-testing eliminates having to remove for repair a set that has been installed.

Cartridge City offers a 90-day free warranty on parts and labor. Depending on the length of time the unit has been in operation, and the type of malfunction or damage, Haney has a flat \$3 free for repairing any Muntz set installed in an auto. Other brands are also serviced, but on a time and materials basis.

"We provide the service at a minimum cost to the customer," said Haney, "because if the unit isn't working they aren't using our product, namely tapes. We also repair tape cartridges free if they are ours, and make a minimum charge for other makes. Cartridge malfunctions are usually spills or breaks."

Pleasure boats have been an increasing market for tape players, mostly in cabin cruisers. Haney offers generally the same deal on boat installations, depending on how far his installer has to travel to the marina.



Neat displays well marked with prices are as necessary as well-stocked tape cartridge library, according to R. T. Haney

Installing tape players is an art, and to earn top pay, installer must be able to complete work in auto in one hour, alone.



industry briefs

Price hikes:

GE, Westinghouse, Whirlpool, Philco

Prices of General Electric and Hotpoint major appliances are being increased up to five per cent, with the exception, at least for now, of air conditioners whose new prices will be announced in the fall. A spokesman says the increases will vary somewhat by product line and by model.

Westinghouse is raising prices on its majors from three and one-half to five per cent with the exception of room air conditioners, whose prices, it was reported, will be raised with the September line introductions.

Whirlpool also announced price increases on its majors — they're up two per cent. And, Philco reported that it is hiking prices on most major appliance lines upwards of four per cent.

Westinghouse puts some electrics on Fair Trade

Westinghouse has put on Fair Trade some of its electric housewares and personal care products. Products affected include "Fabricscope" irons, "Pressure-Flo" coffeemakers, the "Steam Press Valet," and the entire line of "Royal Lady" items.

Pfeif joins AHAM board of directors

William J. Pfeif, manager of marketing and distribution, General Electric housewares div., has been elected to the board of directors of the Ass'n of Home Appliance Mfrs. Pfeif, who is a member of AHAM's portable appliance executive board and portable traffic committee, also serves as the GE housewares div. AHAM representative. The board of directors is the governing body of AHAM and is under the control of its 59 regular members. The terms of the 21 directors are staggered, with seven elected each year for three-year terms.

NARDA calls for social action and law enforcement

Members of the National Appliance & Radio-TV Dealers Ass'n are being urged to immediately become involved in the problems of their communities.

NARDA President George H. Johnston, of Minneapolis, in commenting on the group's board of directors approval of a resolution calling for social action said, "Anyone who has been a part of the changing scene which has taken place in this country in the past few years regarding the helpless frustrations of some segments of the public and the in-

clination towards lawlessness on the part of others must surely recognize that these twin factors have a definite bearing on the future of retailing.

"As citizens first and retailers second," he continued, "our responsibility is clear. First, each of us must strive within our localities to make certain that legitimate causes for discontent are eliminated. . . Second, with the full knowledge that we our-

selves, by word and deed, are setting the right example, we must look for our elected officials and law enforcement agencies to perform their functions without fear and without partiality."

Father's Day volume reaches record high

Retail sales volume for 1968 Father's Day totaled \$2,209,000,000, or 7.75 per cent more than for 1967. This, says the Father's Day Council, is the greatest volume for that day in history. The figure emerged as the result of a confidential survey among "several thousand retailers," the council reports. (Next Father's Day falls on June 15.)

Caloric hits the road with "Ultra-Clean" gas range line

Caloric Corp. is staging a series of meetings in 21 cities to introduce its new "Ultra-Clean" line of self-cleaning oven gas ranges. Most of the presentations are being held at gas utilities for utility and dealer personnel. Robert Curtis, vice president, marketing, said four models of the six-unit line are being shown. The presentation includes a demonstration of the "Ultra-Clean" process, an explanation of its operation, and a discussion of marketing and sales plans. Each presentation is followed by a product service seminar.

And now, our Grand Finale.

A cassette promotion so good we can't talk about it. Yet.

You know how this business is. A loose word here, a slip of the tongue there. And suddenly, your great promotion plan is someone else's great promotion.

That's why we can't tell you about our big cassette promotion. Not on this page, anyway.

But we'd love to spill the beans in person. An Ampex Sound Idea Man talking straight to you.

Not that we don't trust our competitors. But the last time we introduced something—a brand new tape recorder at the E.I.A. Show—

our prototypes were "borrowed." Permanently.

Here are 4 clues, though. Our plan involves cassette units that are already breaking sales records. And ideas that'll really move product off your shelves. And money. And you.

We keep telling you just about everything's new at Ampex. So mail the coupon today. Because you won't hear about it anywhere else. Yet. No brag. Just fact.


AMPEX:
THE
SOUND
IDEA
PEOPLE.

Ampex Corporation
205 West Touhy Avenue
Park Ridge, Illinois 60068
Attn: J. W. Lantz
National Sales Manager
*I want to make lots of money
selling Ampex. Tell me your
plans. I can keep a secret.*

Name _____
Store _____
Address _____
City, State _____
Phone _____ Zip _____

AMPEX





new products

Metalaire Humidifiers

Two low-priced automatic "Travel-Aire" humidifiers have been introduced, both of which have built-in adjustable Honeywell humidistats and decorator-styled walnut vinyl-clad steel cabinets. Model 7H38, a table top unit, carries a suggested price of

\$34.95. It has an 8-gal. evaporating capacity, 3-gal. capacity water tank, recessed water-level indicator, and washable reusable polyfoam filter. Model 9H38 is a larger two-speed automatic console humidifier with 12-gal. evaporating capacity. Suggested retail: \$49.95. *Metalaire Products Div., McGraw-Edison Co., 560 S. 15th St., Phoenix, Ariz.*



"TravelAire" Model 7H38

Infra-Broil Portable Broiler

A portable broiler-oven, operating with throw-away LP gas bottles, has been introduced by the Infratherm Co. The unit has a convenient carry-

ing handle for indoor use, removable broiler pan and tray for easy cleaning, oven door window and thermometer for temperature control, and comes with propane cylinder and recipe booklet. Unit is 11 in. x 15 in. x 14 in., has no moving parts to wear, and



"Infra-Broil"

is packed in a self-display carry carton. Suggested retail price, \$54.95. *Infratherm Co., P.O. Box 928, Alhambra, Cal. 91802.*

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.*

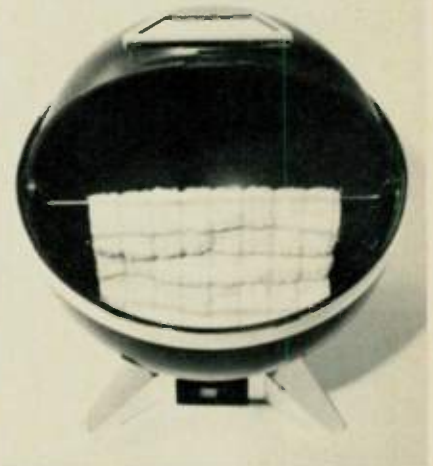


the Quiet Beauties



Westminster Steam Unit

"Hot Treat" is the name of a towel-steaming globe that comes in glistening black and assorted colors. In the bathroom, it mounts on a wall bracket. In the office or on the table, it rests on a chrome-plated stand. The unit



Westminster "Hot Treat"

turns a jigger of water into steam almost immediately, says the firm, and the steam will saturate as many as four Oshiboki towels in a matter of seconds. Suggested retail price: about \$14.75. *Westminster Industries, Inc., 167 E. 56th St., New York, N. Y. 10022.*

Crown Phone "Valet"

Model 4400, a telephone-answering device featuring a built-in cassette tape recorder, answers incoming telephone calls by lifting the receiver and playing into it a message in the user's voice, recorded on an endless loop cartridge. The unit then receives — and records on a cassette — the caller's message, after which it shuts off, ready to take the next call. The telephone "valet" functions with all standard table/desk model telephones.

The unit, which can operate as a table model auxiliary recorder, is voice-activated, and can be set into operation by even a quiet voice. It features digital tape counter, push-reset counter button, tone and volume controls, and three lamp indicators for power, start and record functions. It uses 20 transistors and four diodes.



Crown Model 4400

The cabinet is of walnut. Suggested retail price (which includes microphone and small accessories) is \$199.95. *Crown-Industrial Suppliers Co., 755 Folsom St., San Francisco, Cal. 94107.*

Arvin Portable Cassette

Model 10L11-16 is a cassette cartridge tape player which operates on "C" batteries and plays up to 200 hours before replacement is needed, says the firm. The unit, 9½ in. wide x just over 5 in. high x 2½ in. deep, plays and records up to one hour at



Arvin Model 10L11-16

1⅞ ips. The two-track monaural unit features a six-transistor chassis with thermistor, capstan drive, and a "Velvet Voice" speaker. It has an ear-phone jack and an a-c adapter jack. Suggested retail price: \$24.95. *Arvin Industries, Inc., 1531 13th St., Columbus, Ind. 47201*

Fisher Stereo Phono

Described as a "compact home music center," a three-piece unit, Model 125, consists of AM/FM/FM stereo tuner-phonograph and two matched speakers. The four-speed changer has cue control, balanced tone arm, magnetic cartridge, and automatic shut-off. The tuner has IC's, a variety of preamplifier controls, and main/remote speaker switches. Suggested retail price, including speakers, is \$329.95. *Fisher Radio Corp., 11-40 45th Rd., Long Island City, N.Y. 11101.*



Fisher Model 125

Craig Tape Recorder

Portable cassette tape recorder Model 2603 is an instant-loading battery-operated unit that also can be used on house current. Features include

snap-in loading, automatic level control, and auxiliary jacks. Dimensions are 5¼ in. x 9 in. x 2¾ in.; weight is 3.5 lbs. Suggested retail price, \$59.95. *Craig Corp., 2302 E. 15th St., Los Angeles, Cal. 90021.*



Craig Model 2603

Winegard Tape File

Designed to file and protect both four-track and eight-track tape cartridges, a portable cabinet for home and auto is called the "Tape-Case." The unit measures 11⅝ in. x 6 in. x 5¾ in. and will hold as many as nine cartridges. The cabinet is molded of high-impact polystyrene, and the roll-back doors are of a tough yet flexible polypropylene in off-white to coordinate with the walnut-grain vinyl top and bottom. The unit sits on side, end or bottom, and, says the firm, "is so lightweight, it can easily be carried with just one hand even when



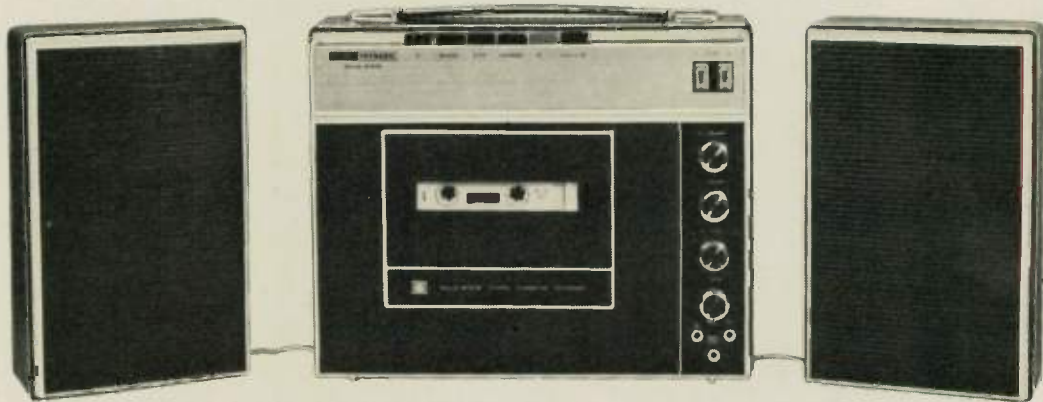
Winegard "Tape-Case"

full." Suggested retail price: \$5.59. *Winegard Co., 3000 Kirkwood St., Burlington, Ia. 52601.*

DEALER PROFIT FILE

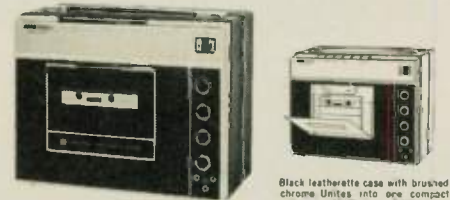
there's *Excitement* in new tape recorders from Hitachi

EXCITEMENT THAT WILL BE SO CONTAGIOUS ... IT'S GOING TO SWEEP THE COUNTRY



Presenting the World's First Portable MINI STEREO CASSETTE TAPE RECORDER

2 swing-out detachable speaker enclosures. Operates on batteries and AC. Model TRQ-222: Hitachi again proves its leadership in creative engineering with this exciting new sales maker. Records and plays back in stereo Solid state. 4 track. Two 5" speakers, one in each enclosure. Cassette pop-up system. Adjustable tone control. Mixing input. 2 VU meters. Operates on 6 "D" cell batteries or AC. With batteries, 2 microphones, 2 earphones, blank cartridge and splicing tape. Suggested list \$129.95.



Black leatherette case with brushed chrome. Unites into one compact unit only 6½" D x 8½" H x 10½" W 7 lbs. light



AC/Battery Cassette Model TRQ-220: Double track 3" speaker. Push button controls. Tone control. Pop up cartridge release. Operates on 4 "C" cell batteries and AC. With remote microphone, batteries, blank cartridge and leather case with shoulder strap. Sug. list \$79.95.



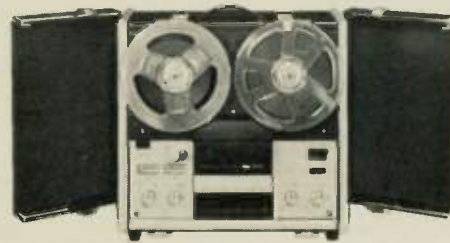
Cassette Model TRQ-210: Double track 3" speaker. Push button controls. Operates on 4 "C" cell batteries or AC electric with optional adaptor. With remote microphone, batteries, blank cartridge and leather case with shoulder strap. Suggested list \$59.95.



Playback Cassette Model TPQ-200: Special rewind feature. 3" speaker. Operates on 4 "C" cell batteries or AC electric with optional adaptor. Push button controls. Hi-impact plastic case with self handle. Complete with accessories. Suggested list \$24.95.



Model TRQ-710: Solid state. 7" reels. 3 speeds. 7½, 3¾, 1½. 6" x 4" speaker. Push-button controls. Tape counter. Adjustable tone control. Speaker monitor. Complete with accessories. Suggested list \$99.95.



Stereo Model TRQ-717: Dual deflectors disperse the sound of its two 6" x 4" speakers to achieve perfect stereo realism. Solid state. 3 speeds: 7½, 3¾ and 1½. 7" reels. 2 VU meters. Tone control. Tape counter. Pause switch. Mixing input. Suggested list \$169.95.

All Hitachi tape recorders are engineered with "Levelmatic" AUTOMATIC LEVEL CONTROL

HITACHI SALES CORP. 48-50 34th Street Long Island City, N.Y. 11101

Gentlemen You've got me! Please send complete information about your new line.

Dealer Name _____
 Address _____
 City _____ State _____ Zip _____
 Signature _____

HITACHI Quality always comes first at Hitachi
 HITACHI SALES CORP. 48-50 34th Street Long Island City, N.Y. 11101

HITACHI TAPE RECORDER PROFIT FILE ...

Cut out and insert in your file!

by the way ↗

Sinatra's sound wins a special shape

The 1968 winner of the annual Ampex "Artistry in Sound" award is a Reprise Records recording artist by the name of Frank Sinatra. It was announced by Don V. Hall, vice president of the consumer and educational products division of Ampex Corp.

Presented annually to performers who have made outstanding contributions in the field of recorded sound, the award is designed each year to match the individual and his achievements in the musical world.

This year's award is a "shape." It consists of two spheres, one within the other, rotating in opposite directions. The inner sphere has three oil-on-



Sculptor Felipe Fabregat designed this two-sphere "shape" as the 1968 Ampex "Artistry in Sound" award for Frank Sinatra.

metal portraits depicting Sinatra the actor, the singer, and the man. The outer sphere, symbolic of the world, is handbuffed on the inside to reflect the portraits as the spheres move. The award was designed by sculptor Felipe Fabregat to depict Sinatra's timeless style.

Sinatra is the third winner of the award. Others were Mantovani and Herb Alpert and the Tijuana Brass.

"Market place" is set as theme of National Merchandise Show

"The Merchandisers' Market Place" is the theme of the National Merchandise Show, which will be held at the New York Coliseum September 8-11, according to an announcement by Jay Thalheim, president of the event.

The comprehensive show will provide, under one roof, a myriad



QUEEN FOR FOUR DAYS: Carolyn Kenmore, a model and actress in New York, has been chosen as queen of the National Merchandise Show. The exposition over which she will reign will feature more than 400 name-brand exhibitors of merchandise in 42 major categories.

of items ranging from soft goods to small appliances, housewares, linens, notions, toys, sports equipment, electronic items, small home furnishings and photographic equipment to mention only some categories.

Thalheim pointed out that the show's timing is keyed to the fall and holiday buying patterns, and more than 400 exhibitors are expected to participate at the '68 show, and some 10,000 buyers are expected to attend.

Tape units . . .

(Continued from page 17)

unit, only six survey participants report that they plan to buy another machine within the next year. Twenty seven say they do not. Two of those planning another purchase seek a stereo tape unit while single votes went for "portable," "home cartridge player," "table top reel-to-reel," and "business type unit."

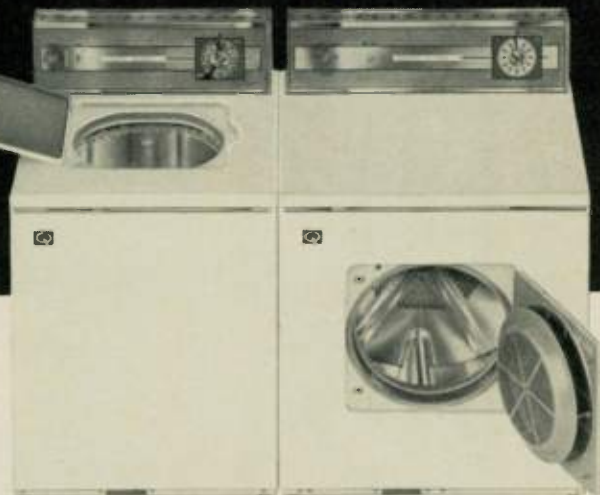
Only 12 of the respondents report purchasing pre-recorded tape, and only one says that he buys more than 15 such units in a year. Four respondents purchase less than five pre-recorded tapes a year while six report buying between 10 and 15 a year.

Consumers who participated in the survey live in metropolitan areas in the following states: Arizona, California, Illinois, Indiana, Michigan, Massachusetts, New Jersey, Ohio, Tennessee, Virginia, and Wisconsin.

ONCE IN 60 YEARS WASHER and DRYER SALE

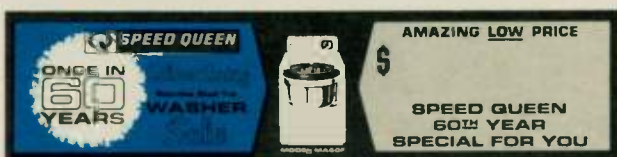
SPEED QUEEN Silver Lining PROMOTION

The Washer and Dryer with the Lifetime Stainless Steel Tub and Drum



Giant Banner

Giant 6 foot three color banner featuring the "Silver Lining" washer. Pricing is left open for your own personalized sale prices.



Matching 6 Foot Dryer Banner



Retail Ad Mats
Hard hitting, attention getting ad mats sell the promotion theme and the "Silver Lining" feature.

National Ad Reprints
These consumer ads, enlarged three times, add more excitement and authenticity.

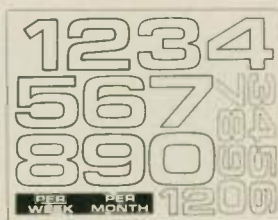
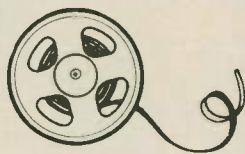


Radio Tapes

Testimonial style radio tapes selling the "Silver Lining" and stainless steel theme. 60-second tapes with 10-second dealer tag.

Price Tags

Separate dryer and washer price tags spotlight your "Once in 60 Years" on-sale "Silver Lining" models. There is room to write in your own prices.



Price Sheet

Set your own sale prices by using these die-cut gummed back numbers.



Salemsmen Lapel Stick-On Badges
These badges are a good "conversation-starter" for both your salesmen and the customer.



SPEED QUEEN
Quality and Dependability Since 1908

A Division of McGraw-Edison Company,
Ripon, Wisconsin 54971

California dealer's experience indicates that

After stereo, tape recorder sales come "naturally"

... and the profits can be greater.

By Walter Browder

Every stereo salesman should be a salesman for tape recorders," says Terry Dixon, 30 year-old manager of Cal-Tec, a leading retailer of television, stereo, components and appliances in Whittier, Cal.

"It's as simple as starting with the fact that almost every stereo has a plug-in provision for tape recorders. The extra sale comes almost naturally, once you qualify your customer."

Dixon, who was asked to come to Cal-Tec as a components and tape recorder specialist in 1965, by Russ Nall, owner, qualifies customers simply enough: neophyte or audiophile.

"True, the audiophile requires a salesman with a specialized knowledge of components," says Dixon, "but the neophyte requires little more technical know-how than a good salesman can pick up in a day or so from a good tape recorder representative.

"The trouble with most salesmen, when it comes to tape recorders, is that they either shy away from them because they think most customers are more knowledgeable than they or they simply won't take the time to learn. What a costly mistake!

"There's a 33 1/3 to 40 per cent profit in these lines — price protected — compared to 20 to 25 per cent profit on package goods, with no protection.

"And at Cal-Tec, we've averaged over \$100,000 in volume since our every second year with the department. In our first year, we hit \$80,000.

"But back to tape recorders alone. They're not merely bought by components buffs. Once I qualify a customer for stereo as a neophyte, I try to develop his interest not only in buying 'sound' but in buying 'communications.'

"I sell the tape recorder's usefulness in business, for any kind of meeting that should be preserved, or as a gift for college students, who find it a boon for taking lecture notes, or merely for letter writing, where the sale of 'twin' tape recorders is not unusual — particularly where the customer has a son in the service.

"A good thing about gift sales, of course, is that the recipient invariably becomes a customer for a more sophisticated unit, and very often a customer for components."

Dixon doesn't confuse the new customer for tape recorders with too many lines (Cal-

Tec carries a full line of Sony, in addition to models from Wollensak, Ampex and Dokorder), making it easy for the store and for the customer when it comes to parts.

His "favorite sale" to neophytes is Sony's Model TC-250-A "because it records and plays back on any stereo the customer has in mind or for any components system he may want to buy, at a good price." (The TC-250 A records at 7 1/2 and 3 3/4 i.p.s for good sound fidelity, has a seven-inch reel capacity for up to six hours of recording; and a four-inch track for stereo and for "two passes" on the reel. It sells for \$119.50.)

But Dixon's full line allows him to start a customer for under \$40 or to trade him up to \$400 (for a Dokorder self-contained stereo tape deck) if he seems to be a "buff."

If a customer shows more than a casual interest in sound, Dixon introduces him to Cal-Tec's extensive lines of components.

"The biggest thing I pitch on components — and I'm a components 'buff' myself, with over \$6,000 worth of equipment — is dollar-for-dollar value comparisons.

"The furniture in components is generally better made. The equipment is more sophisticated, and there's a lot more variety and flexibility in components than in run-of-the-mill package goods.

"This figures. Each manufacturer specializes in a particular type of equipment and polishes it to perfection."

Dixon usually demonstrates a relatively "budget-priced" components system to neophytes — about \$250 for a tuner, amplifier and a pair of speakers — to show that inexpensive components can "outperform" in sound very high-priced package goods.

But he also tells the neophyte that Cal-Tec has a trade-back plan that allows him to build up the quality of his system at a later date.

"You'd think that selling inexpensive components to start with is the wrong way to go about it," he says, "but customers invariably wind up in a bigger way on components than they ever dreamed of. For example, some of my customers are now on their fourth trade-back on speakers."

Cal-Tec set out to make itself an authority on tape recorders and components from the beginning, and has widely promoted Dixon as its specialist ever since.

Shortly after the department was set up, Cal-Tec introduced a series of "Hi Fidelity seminars" and invited potential customers to attend at nights to hear manufacturers' representatives describe the sound potential of various lines and to ask Dixon questions about components and tape recorders.

Since then, the store has followed up with full-page, back cover advertisements in "TV Week", a supplement published by the Whittier *Daily News*, which often features Dixon's photograph with "soft sell" illustrations of components for the budget minded as well as connoisseur.

Tape recorder specialist Terry Dixon demonstrates his "favorite" model for selling tape recorders to customers for stereo sets. It's a record-and-playback unit that retails for \$119.50.



EMERSON aims at youth with four "mini-mod" items

One is the "Groove Tube" 7-inch square screen black-and-white TV at \$125.

By Ken Lilienthal

Emerson Television Sales Corp. was in a distinctly "under-thirty" frame of mind for at least part of its recent distributor convention held in Miami Beach.

Geared to appeal to the fast-growing youth market, some of the new products borrowed their names from lingo of that generation.

Four "mini-mod" products introduced by the National Union Electric Corp. subsidiary were a stereo tape recorder called the "Sound Scene"; a portable phonograph called the "Beat Box"; the "Groove Tube," a 7-inch monochrome portable TV; and an "On-The Go" travel clock-radio.

The "Sound Scene" (Model 32M01, at \$125) cassette tape recorder weighs only about 9 pounds. It plays both stereo and monaural tapes and records stereophonically. When its speakers are attached, no cords are visible. An electronic control prevents accidental erasing of the tape, and the battery shuts off automatically when the recorder is being powered by house current.

The "Beat Box" (from \$17.95) mon-



"Beat Box" monaural phonograph is also available with AM or with AM/FM. Shown is Model 32P18, with AM/FM. Suggested: \$34.95.



aural phonograph is available in three models: phonograph alone; or with AM radio; or with AM/FM. Each comes in a tote bag. It plays 33-1/3 and 45 r.p.m. records. When the needle arm of the phonograph is moved, the turntable spins; when the arm is returned to rest position, the turntable stops.

The solid state, all transistor "Groove Tube" (Model 7P50, at \$125) has a 7-inch square screen and the shape of a table clock-radio (screen on the left, controls in the middle, and speaker on the right). It can be played from any of three power sources: house current, optional battery pack, or auto cigarette receptacle (or any other 12-volt source).

The "On-The Go" (Model 31P70, at \$39.95) travel clock-radio can automatically turn the radio on at a predetermined time. The 5-inch square top of the leather textured case opens to show a clock that has transistorized, shock-proof, Swiss movement and operates on one long-life mercury cell battery. The lower portion of the case contains a 9-transistor AM/FM

"Sound Scene" cassette recorder plays both stereo and monaural tapes and records stereophonically. Suggested: \$125.

"Groove Tube" all-transistor TV has 7-inch square screen, can be played from house current, battery pack or car cigarette receptacle. Suggested: \$125.



At product showing, following slide presentation of new line, Joseph V. McKee, Jr. (left, facing camera), executive vice president, National Union Electric Corp., and distributors view some new radio offerings.

radio which operates on penlight batteries. The FM antenna folds away neatly into the case.

Following are other product highlights of the 1969 line:

A home entertainment center in Spanish Mediterranean, Model 26K15, at \$750.

A 15-inch color portable TV, Model 35P03, at \$279.95.

A 15-inch black-and-white TV, Model 15P23, at \$99.95, with a step-up (15P24) to \$109.95.

A lightweight personal 12-inch portable TV, Model 12P60, at \$89.95.

The "Torino," a DuMont 23-inch color console with an "original cabinetry design of Italian influence," at \$675.

Also shown were 15 other models in DuMont's "Custom Series" of 23-inch color TV and 26 Pilot "Golden Anniversary" stereo series.

Included in the Pilot line (Pilot also is a National Union Electric Corp. subsidiary), are eight credenzas, 14 consoles, and four compact modular sets. Each compact consists of two speaker enclosures and a central unit containing a record changer with amplifier and, in two models, an AM/FM tuner.

Pilot, which had been sold on a direct-to-dealer basis, was offered to the Emerson distributors with the proviso that, though the number of dealers carrying the line would be up to them, distribution must be limited to the minimum necessary for market coverage.

C. Russell Feldmann, chairman and president of National Union Electric, told the distributors that in the first five months of this year Emerson color TV factory sales were up 36.4 per cent, "compared to an increase of only 0.4 per cent for the industry; and in black-and-white we have a 24.3 per cent increase over last year's first five months. This compares with an increase of 11.5 per cent for the industry . . ."

CURLERS SET PACE, "STICKS" CLICK FOR FALL

By Ken Lilienthal, Walter H. Hogan, and Milton Gussow

Merchandising ideas were exchanged, products (some 300,000 of them in all) were shown and bought, and a record 1,167 exhibitors manned their booths in the relative cool of Chicago's International Amphitheatre. The scene was the 49th NHMA National Housewares Exhibit which ran five days last month amid a more or less normal Windy City heat wave.

It was not quite the "buying" type of show that many manufacturer personnel had hoped for. Some of those who were disappointed in their order writing reported that an increasing number of buyers seemed to expect factory reps to make personal calls on them back home at the store. An impressive number of buyers contacted at the show had already bought or committed themselves to their major suppliers before the show.

Hot as it was in Chicago (or around the country for that matter) during the Housewares Show, there was one thing hotter: the electric hair curler, currently the rising star in the personal care field.

"Very definitely the hottest product is our 'Hairsetter,'" said Tony Forni, manager of advertising and sales promotion, General Electric Co., which introduced its unit at the January show this year. "And it's going to get hotter."

"Nobody has seemed to get enough of them," said Walter Ryberg, general sales manager, National Presto, Inc. "It's the hot item for the year obviously."

"No question about it," said L. L. Johnson, sales manager, Northern Electric Co. "This is going to be the hottest appliance since the toothbrush."

Said Ron Vedder, product manager,

John Oster Mfg. Co.: "It's a hot item at the show. Everybody's hair curler is a hot item at the show."

But then the item isn't all THAT new. Northern Electric first introduced its electric hair curler, Model 39, in 1918. And the unit, with three roller attachments (small, medium, and large) is still available at \$4.95.

The electric hair curler made quite a stir at the January show. Just how much of a stir is shown by the number of companies introducing the units for the first time at the July show. These include: Presto, Dominion, Northern Electric, Merit Enterprises (Lady Vanity), Remington, Sunbeam, and Westinghouse.

Before introducing its unit, Westinghouse held a number of consumer panels and research surveys, said Walter R. B. Hall, product manager of personal care and electric housewares, and learned that women desired these features: style, cord storage ("most important to the girls"), handle, storage for pins and foam pads, all spindles to heat, and the interchangeability of the sizes of curlers with spindles. Result: the "Hair Styler," Model PHC 20, at \$21.95, and "the only round unit at the show."

Styles of the units varied. Oster's Model 27701, is "two appliances in one," a "Beauty Salon" hair dryer with an electric hair curler (16 curlers, eight heat at one time). Clairol's Model KM-1 has 20 rollers and a lighted mirror in a streamlined package with a recessed handle. And Rayette's "Cinderella Deluxe 22" has 22 heat-at-once curlers.

"The electric hair curler business is going to be a staple business," said George

Schlosser, national sales manager, Beauty-matic Div., Songrand Corp. Their "Teen-ager" model with 10 jumbo rollers at \$14.95 was the only one at the show with rollers in various colors (blue, yellow, orange, white, pink).

There were other models for teen-agers. Rayette's "Beauty Bug" with eight curlers is priced \$18.95. And Clairol has a unit "in the price category for every teen-ager" at \$14.99.

With the spotlight on electric hair curlers, there was a new Beautymatic product that also got lots of attention: Model 1021, the "Strait'n Style," an electric hair straightener.

Hard-top hair dryers were in the news, too. Westinghouse introduced three new models; GE brought out Model HD-53, the "Fashion Mist" with the "spot mist" feature. And Dominion cut prices (about \$4) on each of its two models.

Other personal care products getting attention were Dominion's "Miniswinger" hair dryer, Oster's "Aquasage" massager, and Sunbeam's complexion care kit, the "Facemaker."

Waiting in the wings in the personal care field: lighted vanity mirrors. These new products came from Casco, Saunda, and Clairol. "In the beauty appliance field mirrors are becoming important," said Irv Gozonsky, senior product manager, Clairol, which introduced, he said, "the single greatest innovation at the show." This is the "True-To-Light," make-up mirror, which allows a woman to dial the light she is going to be seen in. Delivery on this item: late September.

In floor care, star performer at the show

Cutting head comes off to clean. At Iona Mfg. Co. booth, from left: A. Epting, Graybar Electric Co., Long Island City, N.Y.; Carla Westphal, Iona home economist, and Margaret Roncone, Times Squares Corp., N.Y.C.

If a buyer kept his eyes open he'd have noticed that color of girls' dresses matched those of Regina's cleaner bags. Leon Markman, merchandiser, small appliances, E.J. Korvette, New York, says that's what primarily attracted him.



A show special at \$9.95. From left, Barry Snyder, of Carson Pirie Scott, Co., Chicago; Ron Krasneck, sales representative, Proctor-Silex, Inc., and Kenneth D. Hollis, also of Carson Pirie Scott.

Spot curl: Ann O'Brien, Chicago regional sales rep for GE, demonstrates for GE's John Shields the "Porta-Mist" attachment, exclusive feature of GE's new "Fashion Mist" hair dryer, Model HD-53, which comes in lavender and has a "hat-like look"



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



(Continued from page 33)

was the lightweight stick or broom type cleaner, sometimes called "sweeper."

Earl W. Seitz, vice president, marketing, Regina Corp., reports a 22 per cent increase in stick cleaner industry sales (1967 vs. '66), describes them as "hot," and notes that shipments of his own firm's "Elektrik-broom" are running more than 50 per cent ahead of last year. He estimates that market saturation is 12 to 15 per cent and notes that the industry expects to sell more than two million units next year (which would be about half a million more than probably will move this year).

A free folding travel case is being offered to purchasers of any General Electric floor care product from mid-September through about mid-October. Advertising support on the offer includes use of "House and Garden" and "Life" magazines.

A GE vacuum cleaner demonstration unit at the show drew considerable attention. This device has a seat in which a person is lifted off the floor as vacuum is applied by a canister cleaner. John Brawley, manager of marketing, home care and comfort products, said that three of the demo units will be sent around the country as itinerant retail displays later this year.

Harry McDavitt, marketing manager, Eureka Williams Co., expects total vacuum sales this year to hit about six million units — despite a saturation of 92 per cent — and industry price rises of four to six per cent, "which will not necessarily prevail on the retail sales floor." McDavitt cites a 42 per cent replacement factor, plus new family formations and a growing trend toward multi-vac families as accounting for the sales rise.

New at the show from Eureka was what McDavitt described as the "first indoor-outdoor vacuum." This is the upright Model 210 "Easy Glide," at \$39.95. Its chief features are that it can clean patios and deep rugs equally well, and its light weight (12½ pounds).

Shop Vac Corp. introduced its "Hippo" portable vac Model 999, priced at \$39.95. It is claimed to be the first portable designed for bulk pickup adapting to all standard

accessories. It boasts 52-inch static pressure.

Sunbeam Corp. has added two uprights to its cleaner line, increasing the line to four models now priced from \$49.95 to \$84.95. At the low end, there's now the Model VC580; at the top, Model VC230 includes a cord-reel, previously a canister-only feature.

The company is offering a program to dealers whereby they can buy any two of four foam generator rug cleaner models and purchase one Model FV628 cleaner at \$10.50 off. Purchase of a case of shampoo, as part of the package, gives the dealer a second case free. "This allows the dealer," a Sunbeam spokesman said, "to sell the rug cleaner at \$5 less than list and offer, free, enough shampoo to do an average room."

Toastmaster appeared at the show with an additional vac (its third) in the line — the "Zoom Broom," a stick-type, at \$29.95. Designated Model 6350, the new cleaner offers 15 feet of cord, and weighs 6¼ pounds. A spokesman said that Toastmaster decided to enter the "broom" field because of that category's "striking sales gain in the last four years."

September, October, and November will see Shetland Floorcare Div., SCM Corp., running three full-color roto newspaper ads in 28 cities in support of its "Classic" vac line, according to Robert Guerriero, advertising manager. Sixty-one stores, in all, will benefit and the ads will run on a co-op basis, he said.

A "one-free-for-three" floor polisher promotion also is offered to Shetland dealers, Guerriero noted. This applies to the Model 6771, which carries a \$39.99 suggested price, and thereby permits the dealer to sell it for about \$29.

Buyers who went to the show to seek something new in kitchen electrics found little to get excited about, as few dramatic changes made their debut there last month.

But kitchen electrics did blossom out in many colors, perhaps as an anti-climax to the sea of avocado which inundated the January show. Almost every maker joined the color parade, with models available in varied shades of avocado, "harvest gold",



Up, up and away goes S. David Feir, of BSR McDonald, as GE Marketing Manager John Brawley demonstrates vacuum power of Model MV2 canister vac.



Demonstrator Sylvia Hauser at the Westinghouse booth points out the features of the new "Hair Styler," Model PHC20, which is priced at \$21.95.

red-orange, beige, plus, of course, white.

More manufacturers also have come up with multi-purpose, or combination, appliances. Noteworthy among these is a Dormeyer hand mixer-electric knife, which at \$19.95 comes with cutting board (which doubles as a storage peg for the blade), beaters and motor unit.

"The real test for small electrics this fall," said a major department store buyer, "will be when we feel the impact on buying after the first few paychecks after the tax increase."

Safety and convenience are being stressed in the new lines. More durable scabbards are being featured on electric knives. Detachable electric cords are on many hand mixers, as are new schemes for storage of the beaters on the handle to preclude damage in the utility drawer. Nylon beaters are on a mixer by Club Aluminum. They are flexible and also can be used for dough mixing. Two can openers, from Udicco and Rival, have detachable cutting assemblies for easy cleaning.

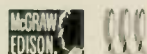
Look what's popping up at Toastmaster these days.



We make "fun" appliances like these. Teflon® corn poppers, 32 oz. "Mixstir," soda fountain drink mixer, festive, 3-pattern Teflon® waffle baker. All make great gifts.

TOASTMASTER®

...where one good thing leads to another



TOASTMASTER DIVISION • MCGRAW EDISON COMPANY • ELGIN, ILLINOIS 60120

by the way ↘

Information on hiring hard-core unemployed now available

Facts and figures about some of the better-known hard-core unemployed job training programs being operated around the country by business, industry, and community organizations is now available from the National Chamber of Commerce. Two pamphlets on training and hiring hard-core unemployed are featured, along with a complete kit of information on organizing local campaigns, research statistics on urban poor potential, and study papers on the problem in general. The entire kit is available for \$6, from the Chamber of Commerce of the United States, 1615 H St., N.W., Washington, D.C. 20006. Specify kit no. 1402.

Sight of sound

The Institute of High Fidelity is continuing its "Decorating with components" promotion in 1968. Using IHF brand mock-up components in room settings created by fine furni-



ture manufacturers, these photographs were recently taken by home furnishings photographer Herbert Bennett, and supervised by IHF public relations agency executive Tom DeBow.

Growing companies look to new buildings — even a new city

General Electric Co. has taken an option on 1,000 acres in the new city of Columbia, Md., and plans to build a park-like major appliance regional warehouse and manufacturing facility, according to W. D. Dance, vice president and group executive of the appliance and television group. The Columbia site was chosen partly for its location and partly because of the

environment offered by the new city itself, which was open to the public a year ago. Columbia is situated on 14,000 acres in Howard county, Maryland, between Baltimore and Washington. Land on which GE has taken an option is in the eastern end of the Columbia property, near areas already zoned for manufactur-

ing.

Connecticut Air Conditioning Co., the state's largest wholesale distributor of air conditioning and refrigeration equipment, has announced plans to construct a new headquarters building in Orange, Conn. Stanley S. Bronski, president, said the 24,000-square-foot office and warehouse building will be located on a 4.2-acre site near Connecticut Turnpike exit 41. The site parallels the New Haven Railroad lines.

The growth of the Thomas Organ Co. has necessitated a major addition to the 300,000-square-foot plant, the first of several additions scheduled as part of a master plan designed to meet the company's expanding needs at its plant in Sepulveda, Cal. Ground

has been broken for an addition of over 9,000 square feet, costing \$152,000 at the northeast corner of the plant. A unique portion of the new construction will be an underground testing area for speakers.

Consolidated Merchandising Corp., New York, has plans to construct a new U. S. headquarters for the company at 59-50 Queens Midtown Expressway, Maspeth, Queens, it was announced by Victor Reichenstein, executive vice president. The building, which will comprise 50,000 square feet, is scheduled for completion the latter part of this year. It will house the Webcor and Viscount divisions of the corporation, each of which manufactures a line of home electronics products.

"Scotch" Brand Magnetic Tape leads the way to bigger sales... better profits for you!

"Scotch" Brand "Dynarange" Magnetic Tape is the number one tape with customers. The reasons: it's the finest quality recording tape you can buy and it's backed by better advertising, better promotion, better merchandising and better displays. Look at this lineup:



Cassette Free Bonus Offer. July 1 thru September 30, 1968 you receive one dozen C-60 "Living Letter" packaged Cassettes free with each single purchase of 1 gross of new "Dynarange" C-120 Cassettes in "album box" packages.



Free Merchandising Aids. Colorful mobile, poster and counter card feature Sweepstakes, Cassettes and Premium offers. Highlight your Recording Tape Center to spur impulse sales. Help you sell more tape and accessories.



Customer Premiums. Customers can save up to 50% on tape storage cabinet, bulk tape eraser, "sound effects" tape and tape index book. You don't stock premium items. Customers get order forms from you . . . and they buy magnetic tape from you. A sure sales builder.

Mr. Zip Says:

Zip code is for everyone. Use it for both business and personal letters.

traffic builders

Free parking plan

Called a "revitalizer to downtown shopping," the "Golden Circle" free parking meter plan is of possible interest to any merchant in a downtown or parking meter area. The "Golden Circle" meter ejects a token as money is placed in it for parking,

and the parker then takes the token to a participating merchant for a refund.

In this manner downtown stores could have free parking, at a minimal cost for bringing traffic into the store. Also, promotions with the tokens can be run (lucky blue tokens worth \$1 each, etc.), and they are disposable after use.

Since the introduction of this plan,

Van Nuys, Cal., has placed an order and suburban areas of Chicago and St. Louis, plus the cities of Newark, N.J., Niagara Falls, N.Y., White Plains, N.Y., and others have signified interest. Any merchant wishing to interest his city government in the plan can get full information from the manufacturer: Duncan Industries, Inc., 751 Pratt Blvd., Elk Grove Village, Ill. 60007.

Pretty shopper gets "Golden Circle" token from parking meter. Token can then be refunded by local merchant on purchase of item, or without purchase, as traffic builder.



Consumer/Dealer "World Traveler" Sweepstakes. Another traffic-builder from "Scotch" Brand! Free trip for two any place in the world, plus 3,000 other valuable prizes . . . and matching top prizes for dealers. To participate, you need only be a "Scotch" Brand stocking dealer and display the point-of-purchase materials. Customers pick up entry blank at your store to enter. Sweepstakes runs from September thru November, so order your materials from your "Scotch" Brand Recording Tape Sales Representative or direct from 3M Company . . . Now!

Self-service displays



NEW! Cassette Display. Holds 72 Cassettes in new "album box" packages. Permanent, handsome, chrome display for counter top or pegboard, free with 144-cassette assortment from complete "Scotch" Brand line of 1, 1½ and 2 hour cassettes.



NEW! Chrome Wire Shelf. Holds boxed tape or cassettes. Can be used as shelf organizer on counter top or hung on pegboard. Sturdy and compact. Two shelves free with order of 48 assorted tapes.



"Living Letters" Display. Miniature mailbox pre-packed with 3 different lengths of "Living Letter" Tapes, plus 12 address labels. Display free with purchase of the 72-tape assortment.

Your "Scotch" Brand Magnetic Tape sales representative has all the details. Contact him for complete facts and a 40-page guidebook showing you how to merchandise magnetic tape more effectively for increased profits. Or to have him call, write: Magnetic Products Division, 3M Company, 3M Center, St. Paul, Minn. 55101.

Magnetic Products Division **3M** COMPANY

"SCOTCH", "DYNARANGE" AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS OF 3M COMPANY.

School appliance sale

A combination sale to move school appliances, slow-movers, and to introduce new models was called a "school appliance tent sale" by Harwick Appliances, Inc., of Emmaus, Pa. Instead of setting up a tent in a vacant lot or parking area, Harwick rigged up the front of the store to look like the entrance to a circus "big top," complete with barkers and sideshow signs.

To completely promote the event Harwick used preferred customer mailings, double-page and follow-up newspaper ads, radio spots, school bulletin board announcements, free refreshments, and in-store prizes.

In addition to the store appliances



Front of Harwick Appliances is made up to resemble entrance to circus tent, complete with barkers.

and slow-movers, new models were featured, with demonstrators and sales counselors for several different brand names present. A local radio personality entertained at the sale, and prizes were awarded to lucky customers. In addition, "bogus bucks" were awarded on major appliance sales, each worth a \$1 credit towards the purchase of a small appliance.

The results of the four-day sale? Dealer Eugene Biechlin reports over 1000 adults in store traffic, 125 major appliances sold (all but a few of the school appliances and many odd lot items), 50 small appliances and radios, and a profitable sale for a dealer in a small community of 10,000 people.

Mr. Zip Says:

Zip code is for everyone. Use it for both business and personal letters.

Proven Sales Builders. Dealers report sales increases of 200% or more with FCD-3 floor merchandiser. Attractive, permanent, walnut and metal. Displays 240 seven-inch tapes plus accessories. Free with 288-roll assortment.

BEEF

because it is so doggoned hard these days to make a buck on humidifiers?



RELIEF

is the kind of profits you can make... and keep...with Thomas A. Edison humidifiers.



Profit from an unmatched record of trouble-free performance

You keep the profits you make on Thomas A. Edison humidifiers because they free you from complaints and service losses. They stay sold. Owners just don't experience noise, leaks, drafts or breakdowns. Ask us to prove it.



3 MODELS, 3 PRICES
Capacities 12.5 to 16 gals.

- ✓ Uncompromising Quality
- ✓ Features that sell
- ✓ Complete Market Coverage
- ✓ Profit Protection

Thomas A Edison

another quality product of



GET ALL THE FACTS
Write to: Albion Division
McGraw-Edison Co., Albion, Mich. 49224

People are coming up to the new Standard.



Standard's new SR-501 tape recorder is a two-track monophonic 5" reel-to-reel model with capstan drive, AC bias recording system and AC/DC capability.

Tape speeds are 1 1/2 and 3 3/4 IPS, off electric or battery operation. Other features include 3 1/2" dynamic speaker, remote control microphone, external speaker jack, digital counter with automatic reset to zero, all solid state circuitry.

\$69.95 retail, including recording tape, tape reel, AC cord and batteries.
It's The Sound Choice.

Available immediately from both warehouses.

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

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

the balance sheet

by Jack Adams



Fall sales opportunities — Twenty years ago if a reporter needed a run-down on the state of the tape recorder market at retail, it was almost a certainty that he would have to talk to a music or photographic dealer.

Several years ago, when color TV was still in the diaper stage, this writer returned from a field trip, bubbling with enthusiasm. An association in a large west coast city had just completed a color television promotion which had resulted in an increase of 400 per cent in color set sales in the local market.

The program seemed to have a good many aspects that would be adaptable to any market, and we remember that our enthusiasm (or perhaps naivete) caused us to talk to several friends at the factory level to ask if such a program couldn't be put together nationally on a co-operative basis by manufacturers.

Each of the manufacturer friends assured us that his competitors would never agree to such a co-operative effort, that each would prefer to go his own way.

What is the relationship between these two experiences? Simply that the traditional fall home electronics kickoff and Christmas selling season will soon be upon us, and as readers well know, the market situation as it pertains to both tape units and color TV has altered greatly in just the past few years.

The tape supplement found in this issue indicates that more appliance-home electronics dealers are finally getting into the tape unit business. Many are beginning to realize that a salesman doesn't have to own an engineering degree to learn in a relatively short period to demonstrate and sell tape units successfully.

As Midwest Editor Milton Gussow notes in his report on the Twin Cities market, "Manufacturers are making it very easy and painless for appliance dealers to stock tape units." And although no dealers with whom Milt spoke reported having had to return unsold units in last year's merchandise, he points out: "But, ironically, few appliance stores had tape units in depth during the survey."

And for the first time in its history, the Consumer Products Division of the Electronic Industries Ass'n will this fall launch a "Discover Color TV" promotion.

The program, which starts in mid-September will be concentrated in 15 basic metropolitan markets, where local action programs will be staged. EIA reports that local action committees in the 15 markets will be comprised of representatives of distribu-

tors, dealers, broadcasters, newspapers and electric utilities who will develop "in-store promotions, special newspaper supplements, and other activities."

The approach is similar to one used in behalf of "Waltz Through Wash-day" and other national appliance promotions in recent years.

And even though "Waltz" and other appliance activities have concentrated on key markets, there has been "spill over" into other markets, with the local utility leading the effort. It is hoped that there will be such "spill over" for the "Discover Color TV" activity. But more importantly, it is to be hoped that in basic or "spill over" markets there will be follow-through by all of the industry elements who are needed to make this activity work on the dealer's sales floor.

Many more consumers obviously have already been exposed to color TV than tape units. But the EIA promotion, new screen sizes, and the onset of fall programming provide good reasons for the association and individual manufacturer members to assure that the impact of the promotion is carried at maximum velocity right down to the point-of-sale.

And, although consumers are getting increasing exposure to tape units, it appears that manufacturers have much sales soil to plow in the appliance-home electronics area if they wish to broaden their sales base.

Modern designs and features of tape units have made needless any fears that consumers may have harbored about these machines in the past. As the *Mart* magazine consumer survey report in this issue indicates, this is one product that can lead to continuing sales both in the form of additional tape units and in pre-recorded tapes and accessories.

There would appear to be some increased interest among appliance-home electronics dealers in getting into tape units, although in many cases not on a scale to provide maximum benefits. But once in the tape business, the dealer, with factory aid, can and must give his salesmen the confidence and knowledge to sell these units effectively.

A second EIA promotion in the spring of 1969 will concentrate on tape units, portable TV, radios, and phonographs.

We hope devoutly that long before then many appliance-home electronics dealers who have been holding off will get into the tape unit business and seek from their suppliers the type of help they need to do an effective job in the fall selling season.

The Hoover Spin-Drying Washer just won't take "no" for an answer.



"I just don't have time to do my own wash." This Hoover washes the average load in just 4 minutes or less. That's less time than it takes to get the car out for a trip to the coin-op laundry. Less time than it takes for the commercial laundry to make out the sales slip.

"It doesn't look like it can get clothes clean." Looks can be deceiving. In those scant 240 seconds, the Hoover gets clothes cleaner than many automatics do after a full wash cycle of ten to fifteen minutes.

"I don't mind washing, but how do I get the clothes dry?" The Hoover spin cycle extracts the water and detergent at 2000 rpm. Three times as fast as most automatics. Some clothes come dry enough to iron.

"It's so complicated. You have to wash a load, then dry it, then wash another load." Not with a Hoover. It dries a load and washes a load at the same time. Cuts down washday to wash-hour proportions.

"It costs a fortune to buy soap and water for a washer." You can save up to 100 gallons of water over an automatic during an average 3-load washing. Use less detergent too, with Hoover's efficient washing action and handy "suds-saver".

"I don't have any room for a washer." The

Hoover measures less than 30" x 17": about the size of a utility table. Stores in the kitchen or bathroom; rolls to the sink for use with just fingertip effort.

"I don't have the money for installation." There's no installation, no expensive plumbing. Just hook it to the faucet and it's ready to go.

"I just hate stained-up washtubs." This one won't stain. It's made of stainless steel. And the spin basket is made of aluminum. No staining on clothes there, either.

"It's not the price, it's the repair bills that kill you." There's a nylon impeller in the pump. So there's no metal to corrode. The action is belt-driven. No gears to go bad. And if the belt wears out, even a fumble-fingers can replace it. No serviceman needed.

"The motors always wear out before the washers do." The Hoover has two motors. One for washing, one for drying, so each carries half the load. Both are built to carry heavier loads than they'll have to take so they last longer.

"What would someone like me do with a washing machine?" That's what they *all* say. But the Hoover has been bought by single

girls, mothers of ten, retired couples, farm families, even people who live in apartments and mobile homes.

"But I already have an automatic washer." Most people buy the Hoover as their only washer. But more and more families are buying it as their second washer. (If the two car family makes sense, why not the two washer family.) And for good reason. It washes so much faster, cleaner, better, and cheaper than the automatics that it makes a lot more sense. Then, too, you can keep it on the first or second floor so there's no more running to the basement.

"I can't afford it." Suggested retail is around \$159.95. Less than some people spend at a coin-op laundry in just one year. Cheaper than most automatics. More dependable, too. And a whale of a buy, no matter how you look at it.

Now that we've given you the answers to the objections, why don't you feature the Hoover Spin-Drying Washer in your Waltz-Through-Washday promotion? It might just turn your showroom floor into a regular Grand Ballroom. Full of women all saying the two best words a retailer can hear.

"Yes, Yes!"

For information on the Hoover Spin-Drying Washer, get in touch with your local Hoover man. The Hoover Company, North Canton, Ohio.





MODEL RS-280S

MODEL RQ-203S

MODEL RQ-210

How to case a cassette.

Cut away a lot of the fat from the ordinary tape recorder, whittle it down to the size of your waiting market (which, in this case, is a whole new generation) and watch it sell.

Panasonic did just that with the cassette business.

We put them into just about every shape, size, form and price range so you don't miss a buyer.

For the pop-in cartridge set that travels, you won't find anything with more sell than the AC/battery-operated Oakwood (RQ-203S).

For "mini" people, a miniature cassette tape recorder, with 70% IC circuitry for design and performance (RQ-210).

We've got the big boys, too. Like the La Jolla (RS-280S).

Perfection is AM-FM and FM stereo radio with sensitive FET tuning and top-slot cassette loading that pops up like a toaster when tape is "finished."

You've got a good case for profit with the 129 great home entertainment products from Panasonic.

GO WITH THE COMPANY THAT'S TAKING YOU PLACES

PANASONIC[®]