

3rd Annual Consumer Electronics Show Issue

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

JUNE 15/69

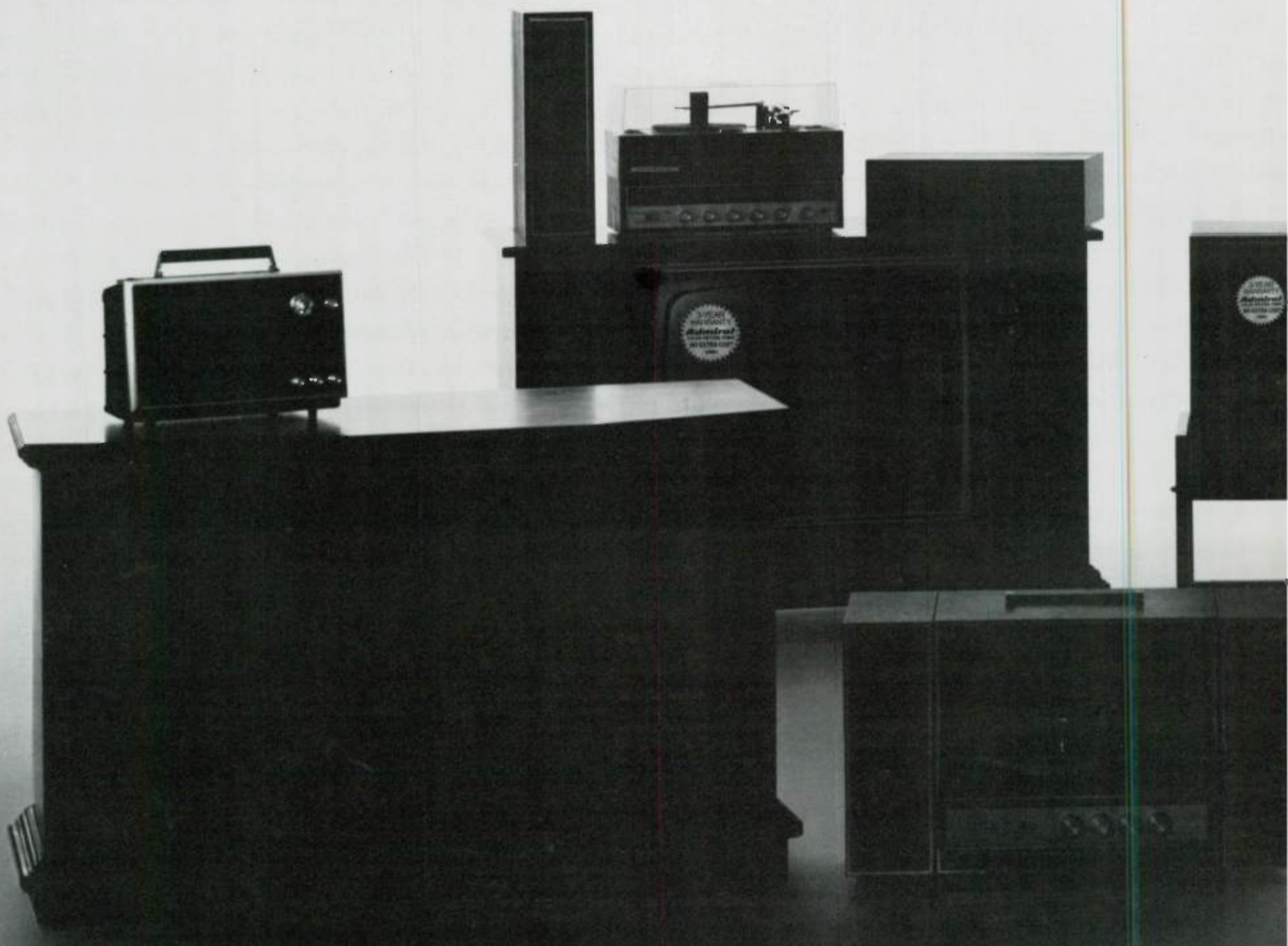
mart

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Coming from Admiral:
everything you'll need for
the great electronics
sales surge of the '70's.



Admiral®



Mark of Quality

We call it Admiral Vision '70. You'll call it the best sales and profit making products and programs in your history. It includes stunning new cabinetry and Admiral AFC on an 18-inch color portable . . . all backed by the greatest retail sales tool ever, the exclusive 3-year color picture tube warranty.

Vision '70 also features 9" (diag.) portable black and white TV, a spanking new \$19.95 cassette player, and a very special line of exclusive Admiral Bull Horn stereo in six- and eight-speaker models.

3-YEAR ADMIRAL WARRANTY ON COLOR PICTURE TUBES. Picture tube warranted to original owner to be free from defects for 3 years. Admiral's obligation limited to supplying a replacement in exchange for defective tube. Service and installation costs paid by owner. Warranty not effective unless registration card mailed to Admiral after delivery.

Your Admiral distributor will prove that all these new product exclusives are backed by the biggest—most powerful—merchandising programs ever. Admiral programs insure that you get your share of volume and profit in the exciting selling season just ahead.

Are you ready for the '70's? You will be when you attend your Admiral distributor's open house. Call him now for the open house dates in your market.



Vision '70



Cover: "Home Sweet Home Electronics" carries the theme of Mart magazine's third annual Consumer Electronics Show issue, and was created by Phil Franznick, graphic arts designer. Franznick first painted the design of the "sampler" on hi-fi grille cloth; then his mother, Helen G. Franznick, deftly stitched the intricate needlepoint. The electronic components next were placed in position and a color photograph was made of the entire arrangement.

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

June 15/69

Mart

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Just slightly ahead of our time.



PANASONIC[®]

Dart System is name of new computer service; appliance-TV dealers targeted as customers . . . Zenith develops "Chromacolor" picture tube, enters cassette field . . . Sylvania's "Color Slide Theater" now down to \$695.

mart news & trends

Computer competition heats up; dealers can choose which they want

Small (under \$1 million annual sales) appliance-TV retailers now have a choice between two similar computer-produced gross margin analysis and inventory control systems.

On May 12, Safeguard Business Systems, a division of Safeguard Industries, Inc., bought the computer program and customers of ARTV, Inc., the Norfolk, Va., company that developed and ran the NARDA Data System. The 100 or so subscribers who sent their sales and inventory sheets to Norfolk for machine processing will mail them to Safeguard's computer centers (Philadelphia or Los Angeles) as soon as everything is properly debugged.

Safeguard Industries, listed on the American Stock Exchange, is a multi-product company going back to 1913. 1968 sales: \$37 million.

Its Safeguard Business Systems division headquartered in Lansdale, Pa., markets a line of one-write accounting systems. An example: a payroll check system where writing the check simultaneously creates an individual earnings record and payroll summary.

Some 85 independent distributors sell the accounting systems, and will add the data processing system (no longer called NARDA Data System; at presstime Safeguard had decided to name it the Dart System).

Group Vice President Robert J. Hill says Safeguard has assigned a manager to its new acquisition, and hopes to give a faster turn-around and more accurate information to appliance-TV retailers who subscribe. **He says that because customers deal with local distributors, they will not have to call long distance for help. For now, Safeguard has no plans to change the system or the prices.** "Perhaps for the first three or four months we will do market research to find out what information the dealers want."

Asked about the National Appliance & Radio-TV Dealers Ass'n., which has pushed for data processing to aid small dealers, Hill said, "I don't know what our relationship with NARDA will be. I hope they do not feel we are competitors, but if

they do, then there's not too much we can do about it."

NARDA, if not feeling like a competitor, acts like one. The association is on the verge of announcing NARDA's Retail Data System Reports. Priced identically with the Safeguard reports (\$45.00 a month for four gross margin analysis reports, \$15.00 more for a perpetual inventory control, and \$7.50 for a salesman's performance analysis — all prices good up to the first 250 sales), NARDA offers its members almost identical information. The association will process the reports on its own equipment in its new offices.

Whether NARDA (or Safeguard for that matter) can overcome the problems that plagued the Norfolk company — dealer apathy, processing errors, distance from customers — remains to be seen.

Sylvania "involvement" award goes to Springfield, Mass., dealer

Louis Del Padre, of Del Padre Supply, Springfield, Mass., has won the first annual Sylvania Community Involvement Award. The objective of the award is to encourage closer ties between consumer electronics dealers and minority groups.

Del Padre, a member of the *Mart* magazine Dealer Advisory Board (and last year's winner of *Mart's* Concerned Citizen Award), was presented by Sylvania with an engraved plaque and \$5,000. He will use the money to further the activities of the Pastors' Council of Springfield. Five other dealers were given honorable mention plaques. They are: Jay M. Jacobson, B&W Corp., Louisville; James Walsh, The Bon Marche, Seattle; John C. Lee, Marvel TV, San Francisco; Ernest H. Robinson, Robinson Home Utilities Corp., Brockton, Mass.; and Mrs. Russell Miller, Stereo TV Showrooms, Albert Lea, Minn.

The awards were given at the annual meeting of Sylvania distributors in Miami. Thomas H. Cashin, senior vice president, told the assembled group: **"I am proud to make this award to Mr. Del Padre, and through him to assist the Pastors' Council in its continuing efforts to help young black people and other minority groups to find decent jobs and housing, and gen-**

erally to encourage pride in the community." The Pastors' Council consists of 17 Negro and white clergymen.

This year's panel of judges for the award were Jack Adams, editor of *Mart* magazine; Irving Flax, president, Empire State Wholesalers, Inc., Troy, N.Y.; Leonard S. Smith, vice president, Allied Stores Marketing Corp., New York City; and Jules Steinberg, executive vice president, National Appliance & Radio-TV Dealers Ass'n, Chicago.

Official entry blanks for next year's award may be obtained by writing: Thomas H. Cashin, Sylvania Community Involvement Award, Sylvania Entertainment Products, 700 Ellicott St., Batavia, N.Y. 14020. Entries must be postmarked no later than Dec. 31, 1969.

Zenith's "Chromacolor" tube, 100% brighter, is in 33 new models

Zenith Radio Corp. has introduced a "new generation" color TV picture tube — called "Chromacolor" — which it claims is 100 per cent brighter than any of its previous picture tubes. The patented tube also delivers greater contrast and sharper picture detail. The new tube is being used in 33 of 46 basic color TV models.

Zenith also has entered the cassette tape recorder/player field with four portable units ranging in price from \$19.95 to \$99.95 (a recorder/player with FM/AM). The units are imported from Japan, and use "D" cell batteries for longer life. Several stereo models are being offered with either cassette or 8-track cartridge units.

According to Walter C. Fisher, Zenith Sales Co. president, the 33 new models featuring the "Chromacolor" tube will be priced upwards from \$629. All are de luxe models and also feature an innovation in color tuning, the "Color Commander," which is a single control that permits the viewer to adjust both contrast and color level with one control in optimum ratio.

Development of the new tube was part of a team effort based on discoveries made by Joseph Fiore, manager of engineering services of Zenith's Rauland Div., and Sam Kaplan, manager of color tube re-

(Continued on page 8)

For people who have had it with the same old portable radio.

Show them something different. So different, it changes the whole concept of radio listening.

That's our RF-60. It's FM and FM Stereo. Self-contained stereo that turns into a magnificent sound chamber, personally all your own. Because you wear it on top of your head. Because it's battery operated. And because outside noise is kept outside. So there is nothing between you and beautiful FM or FM stereo music.

But that's only one different idea in radio.

Panasonic not only makes radios that reach around your head. We make radios that reach around the world. Eleven-band portables that can tune in Moscow as easy as your favorite local station. And for the car or boat enthusiast, we design multi-band

radios that are adaptable to dashboard or helm.

Then there's a complete selection of AM or FM/AM portables that are tuned in to the younger generation. With features and looks as contemporary as the kids themselves.

And for those people, who want more than just a radio with a radio, treat them to a listening session with one of our FM/AM and FM Stereo centers with built-in cassette or 8-track stereo tape recorders. Why we've even got a complete portable home entertainment stereo center for people who don't stay at home.

So if you're tired of selling the same old sound in radio, let your customers listen to something different. Panasonic portable radios that make the sound of radio more than just a background effect.



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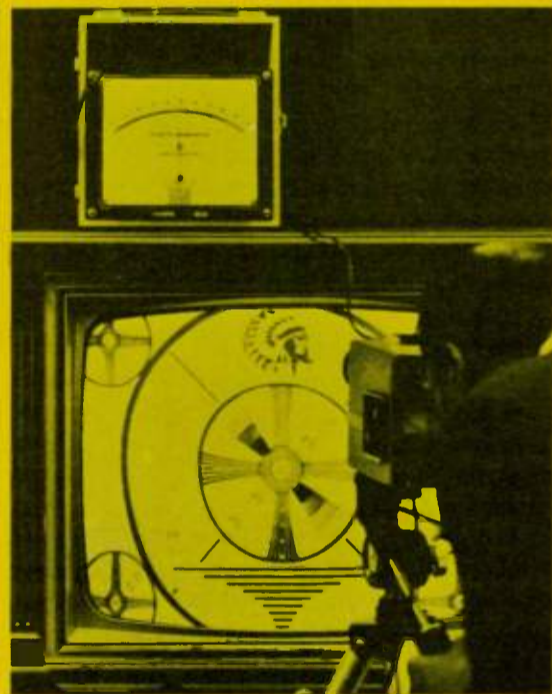
news & trends

(Continued from page 6)

search, according to Karl Horn, president of Rauland.

To help Zenith get its new "Chromacolor" started and to promote its 1970 line, the firm has earmarked \$5 million for local and national advertising programs, according to Fisher.

Although the "Chromacolor" concept is being developed in Zenith's laboratories for smaller size picture tubes, at present there are no plans for using the new design for other than de luxe sets.



Zenith Radio Corp. engineer measures brightness (49.5 foot lamberts) of "Chromacolor" color TV picture tube. Tube also boasts sharper picture detail and more than 25 per cent greater contrast in 20 foot candle ambient room lighting.



"Chromacolor" tube is being featured in 33 cabinet models and finishes in Zenith's 1970 line, including new Country French design full base console color TV set shown here, the "Cezanne," Model A4526H.

Latest AHAM figures show record increase

April sales of major appliances attained a record 2,400,000 units shipped from factories for re-sale domestically or in overseas markets. This was a 16 per cent increase over April, 1968. The over-all gain for all majors during the first four months was 11 per cent, reaching sales of 9,102,300 units.

Room air conditioner movement in April increased more than any other product — to 742,000 units, a gain of 35 per cent.

Dehumidifier sales rose 18 per cent to 58,200 units. Dishwashers were up 17 per cent to 183,500 units; but refrigerators surpassed that product — and dehumidifiers — in unit increase while chalking up sales of 456,500 units, a 12 per cent gain. Freezer sales in April declined 16 per cent to 86,600 units.

Electric ranges gained 16 per cent, to reach sales of 212,900 units. Dryers — gas and electric combined — gained 11 per cent, to 173,400 units. Automatic washers pushed ahead 5 per cent, to 306,200 units, while wringers were down 22 per cent, to 26,600 units.

Sylvania "Slide Theater" now priced at \$695

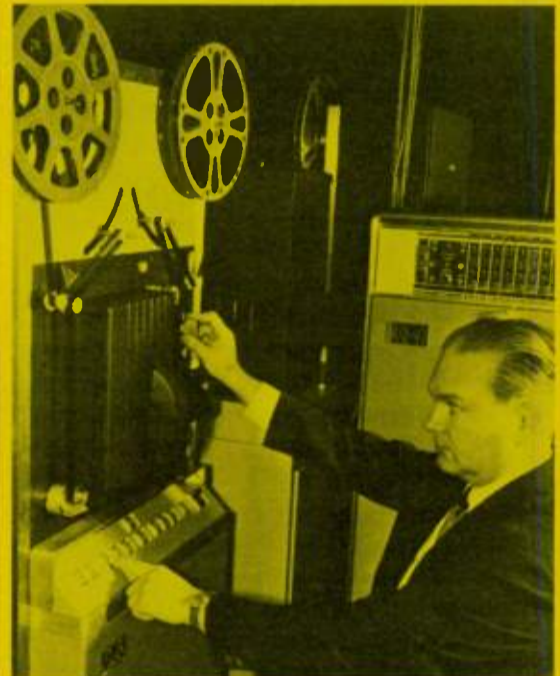
Sylvania Entertainment Products has reduced the price of its "Color Slide Theater" from \$895 to \$695, a spokesman has announced.

At the same time it was reported that dollar value of distributor purchases of the company's 1970 line of consumer electronics products during Sylvania's recent convention in Miami was up 60 per cent over 1968.

RCA equipment chosen by Manhattan Cable to originate color shows

Manhattan Cable TV Services has become the nation's first cable TV (CATV) system to install professional broadcast equipment for originating motion pictures and other film programs in full color, according to an announcement from RCA.

When the system, which is in the \$80,000 class, begins operation, cable viewers in Manhattan will see film programs said to



Furn Anderson, engineering supervisor for Manhattan Cable Television Services, adjusts RCA color TV film originating system installed in New York City studios.

be the equivalent in color picture quality with those that the cable now relays from all of the New York area's 11 stations.

Manhattan Cable TV provides 24-hour program service over channel 6, which is unassigned for broadcasting in New York, and reaches several thousand households plus about 40,000 hotel rooms. The cable will carry film features, news film, and interviews photographed at remote locations — all in color.

GE plant construction underway in Maryland

Construction has begun on a huge new General Electric Co. manufacturing and distribution complex at Columbia, Md., about 15 miles from Baltimore and 25 miles from Washington, D.C. It is called Appliance Park-East and will produce GE and Hotpoint washers and dryers, ranges, dishwashers, refrigerators, freezers, and room air conditioners.

The first production building, for ranges, is expected to be in operation by late 1970, according to W.D. Dance, GE vice president. Appliance Park-East will be situated on 1,100 acres of land. Dance said that the site was chosen primarily for its location, which is one from which GE can serve the important eastern market efficiently.

"Big sound" display



Prospects are invited to sample the sound of this cassette player/recorder by Motorola. Display highlights many uses of the instrument and suggests consumers "push the orange key" to hear the big sounds.

For people who'd like their first stereo to be good enough to be their last.

That's why Panasonic dreamed up radios where the only thing your customers may ever want to change is the stations.

And it makes sense. Because people want quality that lasts. And dealers want to sell that way, too.

So take a look at our RE-7300. It's a lot of value. One-piece FM/AM and FM stereo with separated speakers. And you can add more optional speakers for round-the-room sound.

And if that customer wants a 3-piece modular system, turn on the RE-7670. Beautiful FM/AM and FM Stereo sound. Separate 6 1/2" speaker cabinets. Special FET tuner. Separate bass and treble controls. A stereo selector system. And lots more. Even converts to a stereo phono when you add the RD-7673. Our quality-engineered 4-speed automatic changer designed to match the RE-7670 in beauty

and performance.

If your customer still wants more, let him turn on the RE-7700. Also FM/AM and FM Stereo. With enough features to keep him entertained for years. Features like push-button automatic tuning. Individual Slide-touch controls for volume, balance, bass and treble. FET to make sure you get only one station at a time. A 4-speaker Hi-Fidelity air suspension system with a full 18 Watts of peak music power. And input and output jacks galore.

And, like the RE-7670, you can add an optional professional 4-speed automatic record changer, the RD-7703. Or a tape deck.

So whether it's beautifully simple stereo radio or simply beautiful modular systems, Panasonic is for people who want their first stereo good enough to be their last.



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CES FACES CHALLENGES OF THE 70's

Seminars and panels tackle problems and opportunities in consumer electronics' future.

The third annual Consumer Electronics Show has taken for its theme, "The Challenge Of The 70's" — and speakers at seminars and symposiums running concurrently with the trade show product exhibits at the Americana and New York Hilton hotels in New York City will face up to the various challenges as they pertain to government regulations, retail merchandising, and tape equipment. The sessions, held at the Americana's Royal Box Theatre, are free to all CES visitors. Details of the events are as follows:

Government-Industry Symposium, Monday, June 16, 9 a.m. to 12 noon: Sen. Charles Goodell (R.-N.Y.), the Federal Trade Commission's Paul Rand Dixon, and the Federal Communication Commission's Sol Schildhause will discuss the outlook for government-industry relations in the 70's. Sen. Goodell will speak on the subject of "Consumerism At The Market Place." Dixon, who is chairman of the FTC, and appearing for the third straight year at this symposium, will speak this time on "The Path To Industry Self-Regulation." Schildhause, director of the FCC CATV Task Force, is an expert on new facets of radio and TV broadcasting. His address is titled, "New Horizons For Radio

And Television."

Retail Merchandising Seminar, Tuesday, June 17, 9 a.m. to 12 noon: "The Challenge Of The 70's For The Consumer Electronics Retailer" is the theme of this session co-sponsored by the Electronic Industries Ass'n consumer products division and the National Appliance & Radio-TV Dealers Ass'n. Jules Steinberg, NARDA executive vice president, will moderate the session. Jim Swallen, *Life* magazine; Jack Wayman, staff vice president, EIA; and John P. Thompson, of Arthur D. Little, Inc., will speak on "The Products And The Markets Of The 70's." Leading consumer electronics manufacturer executives and a representative group of industry retailers will appear on panels, which will focus upon merchandising in the 70's.

Following are specific titles of each speaker's talk at the June 17 session: Swallen, "Time Of Contradiction"; Wayman, "The Past Is Prologue"; and Thompson, "Outlook For Consumer Electronics."

"Getting Your Share Of The Business" will be tackled by these factory men: Joseph Casale, vice president, marketing, electronics division, Admiral Corp.; G. Lee Thompson, vice president, sales, Sylvia Entertainment Products; Tom Wall,

director of marketing, Arvin Industries, Inc. Dealers scheduled are M.B. Cooper, Jr., Coopertown, Jackson, Miss.; Richard Donaldson, Puff's Appliance Center, Petosky, Mich.; and Jack Rice, Paul Rice Appliance, Inc., Canton, O.

"People Will Make The Difference" (obtaining, training and compensating sales and service personnel) also will be covered June 17 by these manufacturers: Charles N. Hoffman, director of marketing, Cortron Industries, Inc.; Donald M. Roun, manager, sales operations, consumer electronics division, General Electric Co.; and Thomas Q. Fisher, executive vice president, Symphonic Electronic Corp. Dealers: Walter Graham, Automatic Appliance Service, Inc., Chicago; Sid Omansky, Sid's Home Entertainment & Appliance Centers, Tucson; and Carroll McMullin, DeVeaux TV & Appliances, Toledo.

Tape Equipment Conference, Wednesday, June 18, 9 a.m. to 12 noon: The format of the conference will be four panels, consisting of leading manufacturers, other experts, and retailers from this fastest-growing segment of the industry.

"The Cassette" panel will be moderated by Jack Trux, vice president and general manager, Bell & Howell Co. Participating

(Continued on page 29)

For people who prefer to tell time with a new kind of radio.

There's a new breed of consumer headed in your direction. Tired of telling time in the same old way. He's looking for something different.

Like a clock radio that won't cause eye-strain at six in the morning. That has smart-looking design. And beautiful sound. With features that make sense.

And that's the reason for the Panasonic RC-7469. It's an FM/AM digital clock with big-enough numbers you can see, even through half-closed eyes. And they're illuminated too.

It lulls you to sleep. Shuts off automatically. Wakes you to music or alarm. Then resets itself automatically for the next day. And the "Sure-Awake" alarm system—even if you listened with the earphone the night before—wakes you to music direct from the main speaker, automatically.

Or, maybe your customer prefers that modern,

executive look. That's the RC-7589. An FM/AM digital clock in striking, sweep-away design. All the features of the RC-7469 plus slide-touch controls, unique-swivel base and a special pillow speaker for undisturbed listening.

On the other hand, if your customer is a traveler, or likes the added convenience of battery operation, take out the RC-7878. It's a twin case, FM/AM portable radio with its own detachable battery clock. Use as a radio or a clock. And it wakes you to music or by alarm.

Or for a different looking clock radio, the RC-1089 fits in anywhere. Sits smartly on its own pedestal base. Perfect to look at. Perfect as a gift.

So, if your customer is searching for something new in clock-watching, show Panasonic. It should be a pleasant time-telling experience.



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new products



Arvin Model 81M21-12

ARVIN: One of the firm's most dramatic new console phonographs for 1970 — that's the "Lo-Boy" modular stereo component set with FM/AM/FM-stereo radio, a home entertainment center that stretches over 8 ft. across. Five separate components, each only 18 in. high, can be arranged in any order. Two units contain two 8-in. woofers and two 3-in. hard cone design tweeters; one unit contains the amplifier/changer; other two units contain storage space. Model 81M21-12, in walnut wood-grain finish, features 4-speed automatic changer, diamond/sapphire stylus, AFC for FM, and auxiliary speaker terminals. Suggested retail price: \$269.95. Arvin Industries, Inc., 1531 Thirteenth St., Columbus, Ind. 47201.



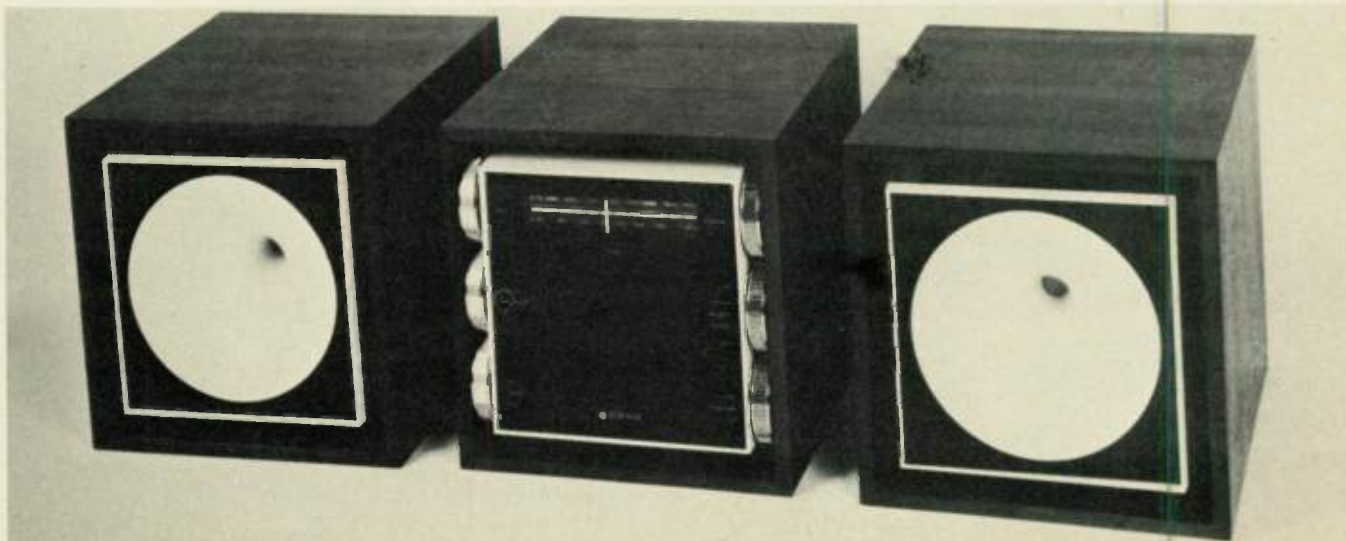
Bell & Howell Model 2433

BELL & HOWELL: Model 2433 is one of nine new audiotape systems which include two compact systems, two open reel decks and five cassette recorders. The first tri-head stereo tape deck in the Bell & Howell line, Model 2433 is a single-direction, four-track machine capable of sound-on-sound, sound-with-sound, and echo chamber. The tape transport has three speeds (7½, 3¾, and 1⅞ ips) and features a tape noise filter switch, head phone jack, and sound-on-sound level control. Suggested retail price: \$199.95. Bell & Howell, Video and Audio Products Div., 7235 N. Linder Ave., Skokie, Ill. 60076.

CRAIG: One of the more esoteric items heading up the new line is the futuristic-looking Model 1504 compact stereo system. The unit has an AM/FM receiver in walnut wood case with separate two-way speaker systems in matching enclosures.

Features are tape recorder outputs, phono/tape inputs, FM line-cord antenna, fabric-covered snap-on speaker grilles; tuning, function, volume, tone, balance, and AFC controls. Craig Corp., 2302 E. 15th St., Los Angeles, Cal. 90021.

Craig Model 1504



VISIT

GUSDORF

During the

CONSUMER ELECTRONICS

SHOW

**BOOTH A-306
AMERICANA**

GUSDORF

STANDS FOR QUALITY
ST. LOUIS, MISSOURI 63143

For people who can't be bothered with color TV tuning.

Because a simple thing like bothersome color tuning can take the fun out of owning Color.

That's why Panasonic took a long, careful look at Portable Color. And decided the best way to keep the consumer happy was automatically.

So Panasonic research designed and engineered a complete line of "automatic" color portables in 12", 15" and 18" screens, diagonally measured. Each one with specific automatic features.

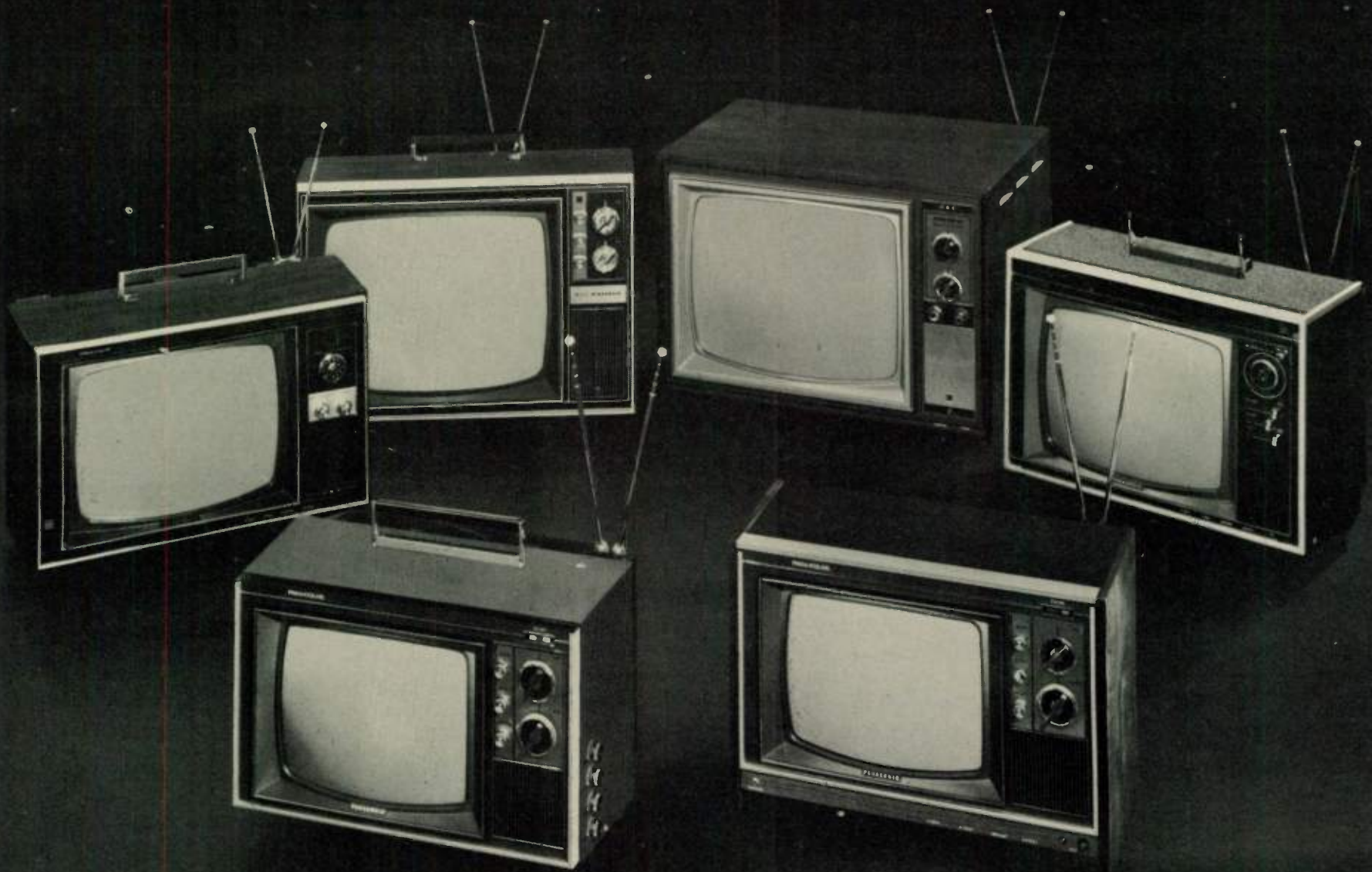
Some have Exact-o-Vision that automatically shows you when you're fine tuned perfectly. Or Panalock.

Just push a button, fine tuning is automatic.

And all have Speed-o-Vision for instant picture and sound. With Panacolor to keep that color picture, color-true.

There are even more automatics. Like automatic degaussing. Automatic color light. Automatic noise cancellor circuit. And it goes on and on.

Really, the only thing not automatic is the final choice. That's the customer's. So show him the Panasonic Color Portables. And let him make his own decision.



PANASONIC[®]
just slightly ahead of our time.

industry briefs

Housewife main target for 'electric living'

The modern American housewife — around 35 years old, married, with two children, living outside a central city on a salary of \$10,000 a year — is the customer at whom the electrical industry should be directing its efforts, says E. B. Martin, manager, merchandising and advertising, Hotpoint.

Martin told the 35th annual sales

conference sponsored by the Edison Electric Institute in New Orleans that the modern housewife, personified as "Sylvia," makes the important decisions regarding the kind of appliances, the heating and cooling energy used in the home. "She is the person to whom we must sell the concept and products for electric living," said Martin, "for people are not sold in masses but, like Sylvia, are sold one at a time." He recommended that advertising directed at Sylvia be non-

technical, telling her that the products have what she wants, and telling her in a believable way. "Basically, Sylvia wants to be informed in our advertising of what is available, why it would be good for her and her family, how much it costs and where to buy it," Martin said.

Packard Bell expects triple market share

Packard Bell hopes to triple its percent of the market while protecting dealer and distributor profit. Dr. Wendell B. Sell, president, announced at the firm's first annual national convention in Las Vegas. Dr. Sell said the goal would be achieved by "going beyond the expected" in product, pricing, and program.

Another speaker, W. J. Horn, vice president and director of marketing, noted that a number of new distributor franchises, covering markets in eastern states, were effected during the convention.

Forty-eight new products, designated as "The Class of the '70s," were presented. Among seven futuristic designs displayed were a full-sized stereo console with built-in slide theatre and cassette recorder-player for sound reproduction, wireless stereo headphone receiver for personal remote listening, and an experimental TV set incorporating simulated stereo sound.



Features of Packard Bell's new color TV and stereo console line are explained by W. J. Horn, vice president and director of marketing, to Jack Albertson of Albertson-Morrison Co. of Ohio.

Would you walk
across the street for \$1?
for \$100?
for \$1000?

Most of you are coming to the Consumer Electronics Show to find out what the 'big boys' are offering and how you can make a buck out of it. Well, the show should be interesting, but if you'll pardon us for bragging just a bit, we think the *real* excitement in stereos and phonographs will be just across the street at The City Squire Motor Inn.

Sonora may not be one of the 'big names' (though we've been going pretty strong for over 40 years) but we've got some pretty big ideas for '69... big ideas that just might put some pretty big extra dollars in your pocket!

Sonora for '69 is about to become a name to be reckoned with (particularly if you're interested in profits)... that's why we picked our own place to do our own thing. We've got 17 excitingly new models... the first

designed for a total fashion look that includes this Fall's fantastic new colors. We've got a price structure that brings in customers and profits... big, juicy profits. We've got a brand new exciting merchandising

program that gives *you* the choice... so new, as a matter of fact, that we've decided to keep it TOP SECRET until our show.

And, we've got the newest, most exciting national advertising campaign to hit the home entertainment industry in years. Plus the regular goodies... liberal co-op advertising, free radio scripts and tapes, point-of-purchase displays, etc.

Yes, we've got just about everything... all we need is you. So, if you're interested in making '69 your most profitable year, just walk across the street... and see Sonora.



Sonora
THE 'LISTENED-TO' SOUND

AT THE CITY SQUIRE MOTOR INN, BROADWAY AND 51st STREET • THE COLONIAL ROOM ON THE 5th FLOOR
SUNDAY, NOON TO 8 P.M., MONDAY THRU WEDNESDAY, 10 A.M. TO 8 P.M. CONTINUOUS REFRESHMENTS • ENTERTAINMENT • SURPRISES

Admiral reduces portable color prices

Price reductions of \$10 to \$30 on portable color television sets have been announced by Admiral Corp. J.J. Casale, marketing vice president for electronics, said that the new starting list price on the company's 12-inch portable color sets is now \$239.95, \$10 below the previous price. The firm's 14-inch color models will retail at \$269.95, a \$30 reduction, and at \$289.95, \$20 less than before. The 16-inch models now begin at \$309.95, a \$20 adjustment, while the company's 18-inch color sets have been reduced \$10, with suggested retail prices beginning at \$339.95.

Food freezing hints in revised brochure

A revised edition of the 38-page, four-color brochure, "Facts About Food Freezing," has been put out by the residential group of Edison Electric Institute. The brochure contains charts for freezing various foodstuffs, and recommendations for packaging, thawing, and refreezing. It also suggests ways the housewife can use a freezer other than merely as a storage chest for packages of frozen foods. Single copies of the booklet are available from any investor-owned electric utility company. Information regarding bulk quantities may be obtained from the EEI marketing division.

(Continued on page 16)

For people who want battery TV as portable as a portable radio.

We believe a portable TV should be as compact and as convenient as a portable radio. Only lots more fun.

So we went about making small TV sets—in a very big way. But we started with the most important part first, the batteries. And we put them inside where they belong. Just like a portable radio.

Our batteries come with our sets, at no extra cost. (Most other so called "portable" TV sets have a little "extra" they neglect to mention at first—a battery pack that's almost as big as the set. And weighs almost as much. And costs an extra 30 or 40 bucks.)

As our batteries got better, our sets got smaller. Consider our TR-001. A palm size TV with a 1½" diagonal screen. It plays all UHF and VHF channels. Special rechargeable batteries give up to 800 hours viewing. And they're protected against overcharging by automatic overcharge circuits. There's even an AC adaptor to conserve the batteries.

By the way, we're also pretty proud of something

else we put in this set. Integrated Circuitry. It shrinks down the size of the working parts inside. And makes them amazingly dependable.

However, suppose your customer wants a larger screen. Then he has a choice of the TR-415B with a 5" diagonal screen and handy AC adaptor. Or our larger model, TR-449B, with a 9" diagonal screen and built-in AC adaptor.

Both are completely solid-state. Both have automatic battery charge lamps. Both have automatic overcharge circuits. And both come with our new rechargeable Colloid-type batteries that give over 500 hours of service.

Picture quality? Just as sharp (maybe even sharper) than that heavyweight sprawled in the living room.

So if a customer comes looking for a portable TV, show him how to win the battery battle with a Panasonic. It's as portable as a portable radio—but a lot more pleasant to look at.



TR-449B



TR-415B



TR-001

PANASONIC[®]
just slightly ahead of our time.

Industry briefs . . .

(Continued from page 14)

New computer system completed at Topp

In its expanded electronic data processing department at Miami, Fla., headquarters, Topp Electronics, Inc., has installed a new third-generation NCR Century computer system to provide instant communications among the firm's offices and warehouses throughout the country. Makers of Juliette brand consumer electronic home entertainment radio products, Topp maintains facilities in New York, New Jersey, Chicago, Los Angeles, and Puerto Rico.

Gaffers and Sattler drops water heaters

Gaffers and Sattler, Inc., is closing its water heater division and has reached a tentative agreement to sell the division's machinery, equipment, inventory and other tangible property for more than \$3 million cash. Gaffers and Sattler, a wholly owned west coast subsidiary of Magic Chef, Inc., has its principal office in Los Angeles. The firm will continue to make heating and air conditioning units and gas and electric ranges.

West coast office opened by Sansui

Sansui Electronics Corp. has opened an office in Los Angeles to improve

delivery to the firm's growing California and Pacific Northwest markets. Branch manager will be M. Ishykawa, while head of the testing section, which inspects Sansui audio components before shipping, will be M. Harashima. The west coast sales, technical service and stocking warehouse is a branch of Sansui Electronics of Woodside, N.Y., marketing arm for Sansui Electric Co., Tokyo.

Sterling Electronics Corp. acquires two companies

Sterling Electronics Corp. has acquired West Chester Electric Supply Co., Inc., and Corrosion International, Inc., both of West Chester, Pa. The latter company distributes

electric and electronic components in the Pennsylvania market, and also has national sales. Corrosion International manufactures and markets cathodic devices used by pipeline and utility companies for protection against electrolytic corrosion. Both companies join Sterling's electronic marketing group, and will continue operations under existing management. Sterling Electronics currently operates 67 distribution locations within its marketing group.

Tappan Co. subsidiary expands in California

The Tappan Co. board of directors has approved a new facility for the Anaheim Mfg. Co. in California. This Tappan subsidiary, which makes food waste dispensers, has outgrown its present plant. President W. R. Tappan said waste disposer sales have been increasing at better than 15 per cent a year, and more growth is expected in the future.

In other business, Tappan announced a quarterly dividend of 10 cents per share, payable June 15 to stockholders of record June 1.

Whirlpool to help plan kitchens and laundries

The Whirlpool Corp. has established an architectural service to assist builders, commercial laundry owners, and manufacturers of mobile homes in planning kitchens and laundries. The service will be provided by Kenneth Steenbergh, architectural planner and consultant, under Whirlpool's sponsorship. In its field, the service will be like Whirlpool's present counseling program for builders, which the company terms "very successful" in averting construction problems before they arise.

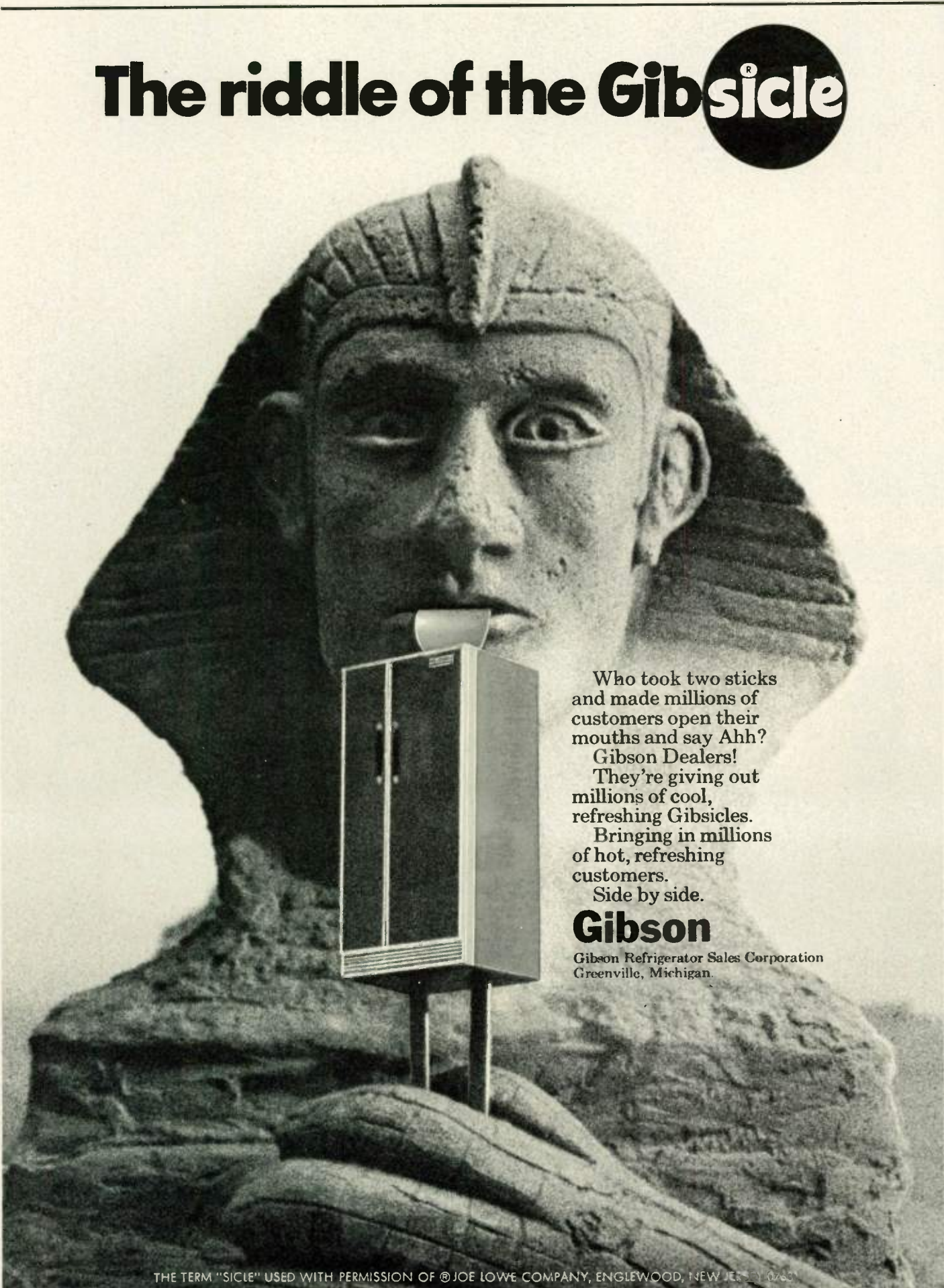
NARDA will move its headquarters, but stay in Chicago

The National Appliance & Radio-TV Dealers Ass'n is going to move its national headquarters from the Merchandise Mart in Chicago to 318 West Randolph Street by the end of this month.

According to Jules Steinberg, executive vice president, "We just ran out of room and had to find a place to go. The new location will offer about three times as much space, and give us room to grow."

Steinberg also noted that NARDA's program for accelerated training of appliance servicemen, due to begin in Chicago in August, may be shifted to New York instead. He stressed the point that NARDA's school would continue to be funded without government money, in any case.

The riddle of the **Gib**sicle



Who took two sticks
and made millions of
customers open their
mouths and say Ahh?

Gibson Dealers!

They're giving out
millions of cool,
refreshing Gibsicles.

Bringing in millions
of hot, refreshing
customers.

Side by side.

Gibson

Gibson Refrigerator Sales Corporation
Greenville, Michigan.

THE TERM "SICLE" USED WITH PERMISSION OF ©JOE LOWE COMPANY, ENGLEWOOD, NEW JERSEY 07630

Second Time Around

Correction: On page 31 of the June 1 issue of *Mart* magazine, a sentence read: "Panasonic has grown, says the firm, to the point where it ranks second in tape recorder sales and fourth in radio sales in the United States." The sentence should have read, says Panasonic, "second in radio sales" as well as second in tape recorder sales.

For people who want television where they never had it before.

Whoever said that good things come in small packages must have been referring to our small TVs.

They're popping up everywhere. In bedrooms and bathrooms. In kitchens and kid's rooms. In playrooms and maids' rooms (H'm!). In dens. And dorms.

They're a very personal TV. Because they're personal-size, not scaled down versions of our bigger boys. And they're loaded with the kind of innovations you'd expect from Panasonic.

Take our AN-409T. (Lots of people will.) It's a beautifully modern portable TV, with an illuminated digital clock that tells the time at a glance, day or night. Its detachable 9" diagonal screen is tinted to cut glare. And a thoughtful sleep timer will shut the set off automatically if you start snoozin' while viewin'!

And if you have a prospect for a small TV that's more than TV, check our TR-339RN. It's a 9" diagonal portable TV. But this one has an FM and an AM radio. Operates off a "snap on" battery pack or on AC.

Or if your customer is in the market for a portable battery TV, our TR-449B is the deluxe answer. It has a 9" (diagonal) tinted screen, easy-to-use slide controls, battery charge lamp and an earphone for personal listening. The battery is built-in. You can never forget it. Nor do you lug around a bulky battery pack. And our new rechargeable Colloid-type batteries have a life of over 500 hours. Included at no extra cost. And automatic over-charge circuits in the set protect the battery against overcharging.

Last, but by no means least, our AN-309D. It's a low profile portable, with a detachable 9" diagonal dark-tinted screen that cuts glare. Has instant picture. Instant sound. And amazing reception. Even in fringe areas. And now your customer can go decorator wild. Because it comes in three fashionable colors. Like Midnight Black, Harvest Gold or Avocado.

The swing to Panasonic small screen TV is here—in a very big way.



PANASONIC[®]
just slightly ahead of our time.

AHAM hears Mrs. Knauer's views on Federal obligations to consumers

"I will be speaking out calmly and emphatically on the issues that face industry, consumers, and government," she said. "You will find that I am not one to duck problems." The speaker was Virginia H. Knauer, special assistant to the President for consumer affairs. Mrs. Knauer was addressing the annual meeting of the Ass'n of Home Appliance Mfrs., held recently in Washington, D.C.

"In general," she continued, "as

an indicator to my point of view, let me just say that my comments and recommendations to the President, to the Congress, to the general public, and to the industry will, I hope, reflect a deep concern over, and a thorough briefing on, the important consumer issues of our time. I will be the first to state that I do not have at my fingertips all of the potential solutions to all of the existing problems plaguing consumers."

Mrs. Knauer described the policy of her office as bringing about fair solutions to broad consumer problems "not involving violations of law," by bringing such matters to the attention of interested parties — industries, associations, and companies. She said that she would seek voluntary solutions.

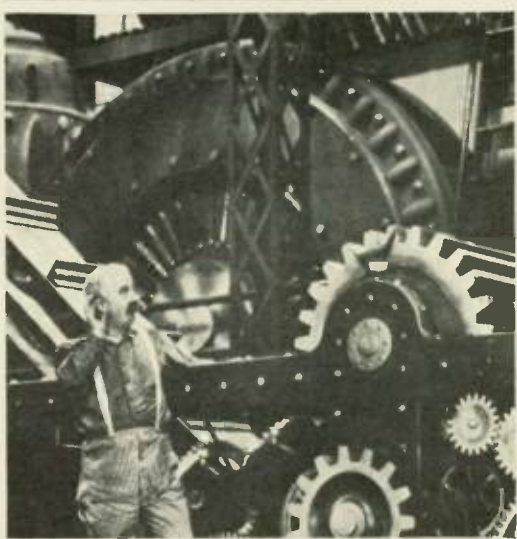
"I will not play the numbers game," she told the assembled manufacturers. But she noted that she

gets "very excited about even one plain-spoken, cogent complaint. I hope that you react in a similar manner."

Referring to the way in which Federal agencies discharge their legal obligation to consumers, Mrs. Knauer asserted that she would promote greater co-operation and co-ordination among Federal, state, county, and city agencies that have responsibility for consumer protection. One benefit of such co-operation that she cited: "more coherent and more uniform regulation, which is another way of saying regulation with which it is more economical to comply."

Citing the "consumer revolution," she agreed that Federal agencies must react to it because citizen participation in government "is what democracy is all about." She also agreed with the contention that perhaps the biggest single consumer need is an individual complaint-solving mechanism. "I am becoming more aware of the fact that broadly worded Federal legislation, which requires an equally broad showing of public need before any action can be taken, may not be the complete answer. It seems to me that we must all — government, industry, and consumer groups — address ourselves to this very real problem."

Mrs. Knauer continued: "There is another matter I would like to touch on . . . I refer to the Report Of The Task Force On Appliance Warranties And Service." She said that she was aware of the fact that the report was "reasonably well received at the time of its issuance. I am also generally aware of industry movement toward improving the language and content of warranties, as well as movement toward providing more point-of-sale product information, steps which were recommended in the report." She issued an invitation to AHAM and other associations affected "to supply me with the views of their membership on the recommendations contained in the report, as well as the timetable for implementation laid out in the report. Recent developments in Congress have accelerated my need for your views on these matters."

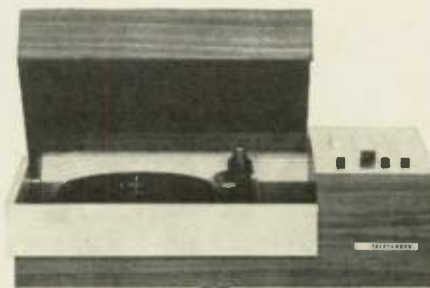


1935: First tape recorders invented and manufactured by Telefunken.

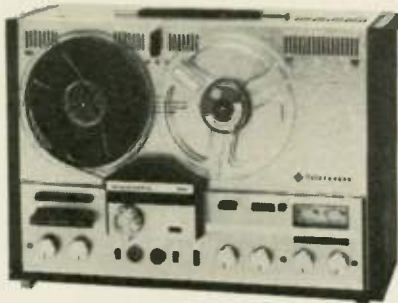


CONCERTINO Component Package

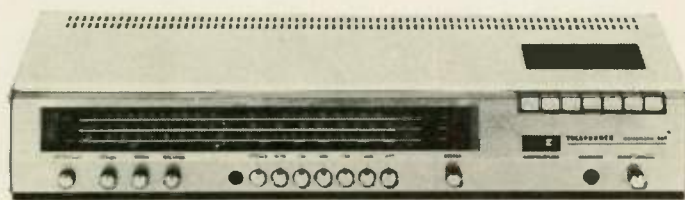
ATLANTA DE LUXE Multi-band Portable Radio



RONDO Stereo Tuner Combination



MAGNETOPHON 244 Tape Recorder



CAVATINE Cassette Tuner-Amplifier



ACUSTA Stereo Sound System

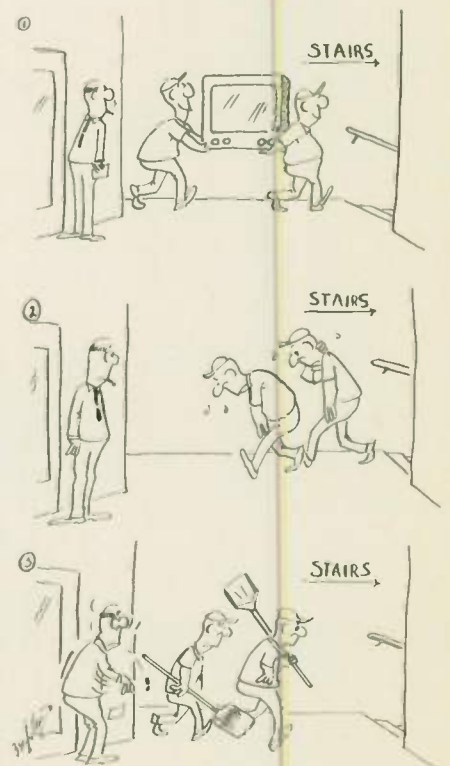


TELEFUNKEN

TELEFUNKEN SALES CORPORATION
SOUTH STREET — ROOSEVELT FIELD
GARDEN CITY, N. Y. 11530 • (516) 741-1390

Look what we're up to now.

C. E. S.
BOOTH H 109
HILTON HOTEL
JUNE 15-18



For people who think their next phono should sound a little different.

A lot of stereos make records sound pretty good. If that's good enough for your customer. Good enough.

But if he wants sound unlike what he has heard before, then he should listen to his records on a Panasonic phono. He'll hear the difference between a coronet and a trumpet. A flute and a piccolo. Because our phonos not only have the power, but the sensitivity to perform.

Let him play our SE-1519. He'll listen to 60 watts of peak music power through sealed air-suspension speakers. With special 7" woofers and 2 1/2" tweeters. All played on the full size 4-speed turntable, with flip-over diamond stylus.

And there's still more sound. Like that from the FM/AM and FM Stereo receiver. With an advanced FET tuner. Sliding controls. And a Stereo Eye.

Or maybe he hasn't heard the sound of our SG-999. Sound that pours through two beautiful walnut cabinets with 4 acoustic speakers. Two 7" woofers and two 2 1/2" tweeters. Stereo sound automatically

tuned in by FM Stereo Selector.

Or even the sound of TV, tape recorder, shortwave or movie projector played through his Hi-Fi system.

And best of all, the sound of the elevator that raises the 4-speed turntable when he raises the lid. And hides it away when he closes it. It's the sound that whispers... dust-proof, compact.

Or if he's in his teens, he'll want to play the SG-674. Extra heavy speaker magnets put out extra heavy sound. Separate volume controls for each channel.

He'll enjoy this stereo sound on a fully automatic intermix 4-speed stereo changer that works off self-contained batteries. The same batteries that play the FM and AM mono radios.

And the whole system will work off any wall outlet. If the plug is yanked, the unit automatically switches to batteries without missing a beat.

So the next time your customer says the sound of his phono is good enough, show him a Panasonic stereo phono. Let him hear a different kind of sound.



SG-999



SE-1519



SG-674

PANASONIC[®]
just slightly ahead of our time.

room at the top

Daniel J. Scurci, now assistant secretary of the corporation, *The Tappan Co.*

Gene H. Kile, now chief stylist, *Magnavox Consumer Electrics Co.*

Floyd Huiras, now general manager of the service products division, succeeding **Roy G. Swanson**, resigned, *Sunbeam Appliance Service Co.*

Eugene E. Broker, now vice president and general manager of the electronic tube division; **Harold T. Bright**, now vice president and general manager of the parts division, *Sylvania Electric Products, Inc.*

Martin J. Collins, now manager of special accounts, *Fedders Corp.*

Gordon Saathoff, now national sales manager of the service products di-



R. C. Ballintine

D. V. Hall

vision, *Sunbeam Appliance Service Co.*

Ronald C. Ballintine, now vice president, general manager of the educational and industrial products division; **Donald V. Hall**, now vice president, general manager of the Ampex



E. P. Larmer

E. P. Reavey, Jr.

stereo tapes division; and **E. Peter Larmer**, now vice president, general manager of the consumer equipment division, *Ampex Corp.*

Edward P. Reavey, Jr., now vice president and general manager of the consumer products division, *Motorola Inc.*

Ralph W. Vickers, now southern region manager, products division, *Craig Corp.*



J. F. Mayhew

G. B. Warner

John F. Mayhew, now vice president of public relations and corporate advertising, *Philco-Ford Corp.*

Gerald B. Warner, now product planning manager, housewares division, *General Electric Co.*



E. S. Grinnell

W. Belote

Edward S. Grinnell, now in the newly created position of director of marketing of the Norelco home appliance division, *North American Philips Corp.*

Will Belote, now in the newly created position of merchandise manager, *The Regina Corp.*

David W. Denton, now vice president-employee relations, *Zenith Radio Corp.*

Clyde B. Harris, now 3M/Wollensak audiovisual marketing supervisor, *3M Co.*

Dr. Keiji Suzuki, now head of research and development projects, *TEAC Corp. of Japan.*

George Bechtel, now manager, distributor sales, succeeding **Larry Yanitz**, now in the newly created position of general sales manager; **Maury Watson**, now general manager of Detroit distribution branch, *Lear Jet Stereo, Inc.*

WHOSE BUSINESS ARE YOU BUILDING?

Why go for broke when you can go for profits?

If you're tired of being price-shopped out of profits sell Olympic. We're practically unshoppable.

Because we believe our dealers are entitled to full markup and profits we don't sell everybody, everywhere. We don't sell giant retailers and discount operations. So you're not hounded by price-match discount seekers.

Any wonder most dealers tell us Olympic's their No. 2 line but their No. 1 profitmaker?

Maybe we're not the best known brand, but we make a full line of quality performance color and black and white TV, stereo hi-fi and radios. Built to the high standards of Lear Siegler, Inc., our parent company — one of America's 250 largest corporations. What's more, we service what we make.

Like the picture? Talk to your Olympic man, or call us direct.



Transportable Color TV, Model CT911. 18" diag. meas. Memory tuning. Dual AGC. 3 I.F. stages. 23,000 volts. Plays in any room, with rollabout cart (optional).

THE OLYMPIC TEAM IS THE WINNING TEAM!

Olympic

LEAR SIEGLER, INC. / OLYMPIC RADIO & TELEVISION DIVISION
2 PENN PLAZA, NEW YORK, N.Y. 10001

FOLLOW THE
SMART MONEY CROWD
AT THE E.I.A. CONSUMER ELECTRONICS SHOW
to **OLYMPIC'S** own
'BIG PROFIT' SHOW
AT OUR NEW SHOWROOMS
28th FLOOR
2 PENN PLAZA
(7th Ave. & 32nd St.)
NEW YORK

For people who wish they could choose one cassette from the other.

The most complicated thing about choosing a Panasonic cassette is which one to choose.

Panasonic did it for a purpose. Different people want cassettes for different reasons. That's why our cassette line is so complete.

Your customer can choose a cassette idea like our RQ-208S. An AC/DC Cassette tape recorder. Operates on house current or six "D" size batteries. Or when slipped into an optional car mounting bracket, operates on the auto battery. And it features "Pana-Ject", our slide-in, automatic pop-up cassette system.

If he'd like FM/AM radio with his tape recorder, he can select our RQ-232S. It's AC/DC for true portability. Allows him to record directly off an auxiliary source. And features a highly sensitive FM/AM radio with slide-rule tuning for precise station targeting.

If he likes the futuristic effect, he might choose the RS-252S. It's our solid-state 4-track AC stereo cassette tape recorder and high quality FM/AM/FM Stereo radio. And introduces exclusive Panasonic "Solar Scoop" spherical speakers. They can be ceiling-mounted, wall-mounted, or stand on their own two

feet. It has a push-button, pop-up cassette unit that plays pre-recorded cassettes, or records your own. In stereo. FM/AM and FM Stereo tuner with sliding controls. Stereo Eye. And more.

Or if he wants another type of complete professional sound system, he can check the RS-280S. Our solid-state FM/AM and FM Stereo radio that's also a tape recording studio. Lets him record and play back on cassettes. Cassettes that offer "Pana-Ject", slide-in loading and automatic pop-up. He'll enjoy high quality performance with up to 20 watts of music power pouring through 2 full-range 6" speakers.

And should he be a hi-fi buff, he'll choose the RS-256US. Our solid-state 4 track AC stereo cassette tape deck will add the perfect finishing touch to his hi-fi system. Fast forward and rewind buttons let him quickly select the section of tape he wants to hear. And a unique "NS" system automatically screens out unwanted noise for crystal-clear cassette playback.

So if you notice a customer spending more time in your cassette section, be understanding. He has a lot of sound to cover before choosing the Panasonic cassette with the particular features he likes.



PANASONIC[®]
just slightly ahead of our time.

new products



Tandberg Tape Deck

Model 1600X, a three-speed, half-track, solid state tape deck incorporates a crossfield (bias) head to assure better frequency response and signal-to-noise ratio.

The unit is designed primarily, says the company, "for the hi-fi sophisticate who seeks reliable, quality per-

formance at a moderate price." Model 1600X may be used with high output, low noise tape and features: VU meter, automatic tape stop assembly, push-button record/playback control, channel selector switch, four-way tape motion lever, four-digit illuminated revolution counter, instantaneous stop-start control and tape arrester assembly for low wow and flutter.



Tandberg Model 1600X

Tape speeds are 1 7/8, 3 3/4, and 7 1/2 i.p.s. Heads include record/playback, erase and crossfield. Weight is approximately 19 1/2 lbs. Approximate dimensions are 15 3/8 in. x 11 7/8 in. x 6 3/4 in. In hand rubbed walnut cabinet the unit has a suggested retail price of \$249. *Tandberg of America, P.O. Box 171, Pelham, N.Y.*

Major Stereo

"Futura," Model 655, is a three-piece solid-state component stereo featuring 360 deg. sound. Sound waves are beamed off specially designed cone deflectors to produce "orbital sound." Also included are integrated circuit amplifier, BSR mini-changer, and transparent dust cover.

Model 606 is a promotional three piece stereo component system with solid state amplifier, BSR mini-changer, and transparent dust cover. Model 560 is a drop down unit with



Major Model 655

de luxe BSR changer, stereo headphone jack, detachable wing speakers and integrated circuit amplifier. *Major Electronics Corp., 649 39th St., Brooklyn, N.Y.*

Juliette Stereo System

Model RT-2929X is billed by the manufacturer as "a complete home entertainment center." It includes a solid state/instant sound AM/FM-AFC/FM stereo multiplex radio with built-in 8-track cartridge tape player and built-in automatic BSR "Mini" changer.

Suggested retail price of the three-piece component system with separate speakers is \$239.95. This model and other 8-track component units represent Juliette's entry into the 8-track cartridge player field.

Other products in the initial 1970 line include seven AM/FM stereo multiplex radios, six of which are three-piece component systems with



Juliette Model RT-2929X

separate speakers. Suggested retail prices range upwards from \$79.95. There are four new cassette units, carrying suggested retail prices that begin at \$29.95.

A line of solid state cordless clock radios including swivel-type units and one which features an "electronic beep" alarm will also be available with suggested retail prices beginning at \$29.95. Rounding out the radio line will be clock, table, multi-band, portable and pocket-sized models.

Six new portable radio-phonographs, with both AM and AM/FM radios, including two stereo models with detachable speakers, carry suggested retail prices starting at \$29.95. *Topp Electronics, Inc., 4201 N.W. 77th Ave., Miami, Fla. 33166.*



no. 1

high profit, fast-moving speaker line.

It's all there. Fast turnover, attractive profits, self-selling display packaging and the most talked about, most "in demand" line up of car stereo speakers, rear speakers and accessories you can stock. With Sparkomatic, you've got a lot going for you. Like exclusive weatherproofed speakers, tested and proved engineering and superb contemporary component design that doesn't look as if it went out of style with the '48 models. So don't knock yourself out trying to sell those drab speaker kits when it's so easy to move into the new, vibrant sounds by Sparkomatic. We'd welcome the opportunity to tell you the complete story.

INSTANT MOUNT "HANG-UP" STEREO SETS; IN-THE-DOOR FLUSH MOUNT STEREO SETS; STEREO "WEDGE" SPEAKERS; REAR SEAT SPEAKER KITS; SPEAKER CONTROLS; SPEAKER GRILLES; STEREO WIRE KITS; REPLACEMENT SPEAKERS

See the 1969
Sparkomatic Line at
the CES, Booth A-218
the Americana, N. Y. C.
June 15th-18th

SPARK@MATIC

CORPORATION • MILFORD, PA. 18337 • TELEPHONE: 717 296-6444

For people who look for something more than just tape.

Today, people are looking for something more in tape recorders. They want extras. Like Continuous Automatic Reverse so they can record and play both sides of the tape without even touching the reels. And 3-speed single or dual Capstan Drive for perfect reproduction of sound.

They'll find both of these features plus others in Panasonic tape recorders.

Our RS-760S for example. With twin speakers and carrying handles, it makes a portable package. But looks like a small-scale recording studio. With full size 7" reels. Two VU meters. A 4-position digital tape counter. And continuous tone and volume controls.

Twin 6" speakers. 8 Watts peak music power. And Capstan Drive. To see that what was taped doesn't sound distorted and funny. Unless it was intended to.

Then there are those who look for even more in a tape recorder. They'll find it in the RS-790S. There's Continuous Automatic or Manual reverse so you can

record and play in both directions. Twin 7" oval speakers. A full 20 Watts of music power. And two small directional lights to let you know which way the tape is going. Even in the most seductive atmosphere.

Sound-on-Sound and Sound-with-Sound, let you record one sound on top of another for multiple effect. Or one after another for comparison or study.

There was only one way to improve our Panasonic tape recorders. Add a radio. The RS-763S is a complete 4-track stereo tape recorder with a sensitive Panasonic FM/AM/FM Stereo radio. It features Automatic Tuning to zero in on any station at the touch of a finger. And a powerful 32 Watt speaker system which includes two 6½" woofers and two 2¾" tweeters. As well as separate bass and treble controls.

Because we try to know what people are looking for, Panasonic tape recorders are always more than just tape. Tape recorders may never be the same again.



RS-760S

RS-763S

RS-790S

PANASONIC[®]
just slightly ahead of our time.

new products



Kenwood Stereo Receivers

Four new stereo receivers ranging in wattage from 48 to 140 reflect the diversity of the Kenwood Receiver line. Model KR-100 with 140 watts of music power and silicon power transistor amplifier is the top-of-the-line unit. Features include four integrated circuits FM IF stages,

push-button controls and tape monitor. Dimensions of the unit are 16½ in. x 5½ in. x 12¼ in. Weight is 23.5 lbs.

Model KR-77 incorporates inputs for two record players, tape recorder and auxiliary; left and right channel pre-amp; and corresponding main amp input to accommodate a multi-channel system plus terminal outlets

for two speaker systems with front panel speaker selector switch and center channel output. This receiver, as is Model KR-100, is FM/AM. Dimensions are 16½ in. x 5½ in. x 12¼ in. Weight is 23 lbs.

Model KR-70 is very similar to Model KR-77 except that it receives only FM. Both are 75 watts and have the same dimensions. Weight of Model KR-70 is 21 lbs.

Model KR-44, smallest in terms of wattage — 48, can be purchased with speakers, making it a complete stereo receiver system, or without speakers. The unit is the same size as the 75 watt units. Weight is 20 lbs.

All four receivers carry a two year warranty on both parts and labor. Suggested retail prices of the units are: Model KR-100, \$299.95; Model



Kenwood Stereo Receivers

KR-77, \$239.95; Model KR-70, \$199.95; and Model KR-44 without speakers, \$179.95; with speakers, \$239.95. Kenwood Electronics, Inc., 3700 South Broadway, Los Angeles, Cal. 90007.

Turn black & white into beautiful green.



It's easy. Stock Delmonico's B&W Stereo Combos, the only B&W TV combination stereos on the market.

Stereo combos containing color TV are out of the reach of many limited-budget customers. These combos from Delmonico are the answer. Combining stereo with B&W TV brings the price way down—right into the limited-budget range.

There's a big market for B&W consoles. You can be the one to satisfy it. And reap the benefits of Delmonico's high-profit structure for dealers at the same time.

Find out all about it from your Delmonico salesman. And

let him tell you about Delmonico's ten locations throughout the country, which enable you to give the best kind of service on delivery, parts and repairs.

Good will, good ideas, good profits. That's the Delmonico Dealer's story.

Model 60SC304 pictured above . . . 282 sq. in. (22" diagonal) TV; solid-state AM/FM radio; self-contained stereo phono; 45 RPM adaptor; distinctive Mediterranean cabinet—available in Oiled Walnut and a hand-rubbed polyester "Mirror" Walnut. Dimensions: 60" wide, 29" high, 16" deep.



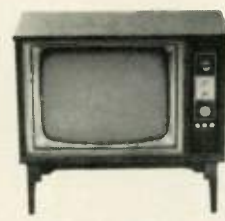
Model 60SC303* 282 sq. in. (22" diagonal) television—solid-state AM/FM radio, self-contained stereo combination. Dimensions: 60" wide, 29" high, 16" deep.



Model VPF105 43 sq. in. solid-state TV AM/FM radio, self-contained stereo phono. 11½" high, 22¾" wide, 10½" deep.




Model 30C108* 282 sq. in. (22" diagonal) TV console. Dimensions: 29" high, 30¾" wide, 15¾" deep.



Model 30C107* 282 sq. in. (22" diagonal) TV console. Dimensions: 27" high, 30¾" wide, 15¾" deep.

Entire unit made by the Victor Co. of Japan, Ltd.

*Chassis made by The Victor Co. of Japan, Ltd., exclusively for

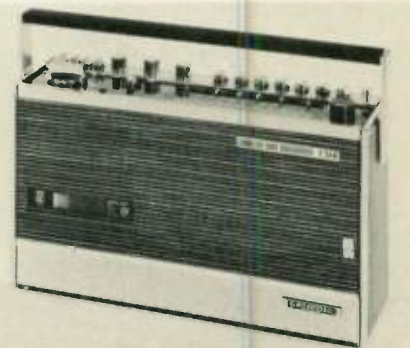
Delmonico International, a subsidiary of  ELGIN NATIONAL INDUSTRIES, INC.

MAIN OFFICE: 50-35 56th Road, Maspeth, New York 11378, Tel.: EX 2-7100, Area Code: 212 • WEST COAST BRANCH: 2710 Supply Ave., City of Commerce, Los Angeles, Calif. 90022, Tel.: 685-6464, Area Code: 213 • MID-WEST BRANCH: 1507 Woodson Road, St. Louis, Mo. 63114, Tel.: WY 3-6322, Area Code: 314 • NEW ENGLAND BRANCH: 570 Revere Beach Parkway, Revere (Boston), Mass. 02151, Tel.: 289-4130, Area Code: 617 • PHILADELPHIA BRANCH: 4012 Ridge Ave., Philadelphia, Pa. 19129, Tel.: 844-5805, Area Code: 215 • BALTIMORE BRANCH: 9 Azar Court, Azar Industrial Center, Arbutus, (Baltimore), Md. 21227, Tel.: 242-5600, Area Code: 301 • DETROIT BRANCH: 19640 Charleston Ave., Detroit, Mich. 48203, Tel.: 893-2573, Area Code: 313 • PITTSBURGH BRANCH: 530 Seco Road, Monroeville, (Pittsburgh), Pa. 15146, Tel.: 271-2611, Area Code: 412 • HOUSTON BRANCH: 6120 Griggs Road, Houston, Texas 77023, Tel.: 644-3814, Area Code: 713 • MIAMI BRANCH: 8130 N.W. 74th Ave., Miami Springs, Fla. 33166, Tel.: 885-5448, Area Code: 305 • CHICAGO SHOWROOM: Space 546D, American Furniture Mart, 666 Lake Shore Dr., Chicago, Ill. 60611, Tel.: 337-7969, Area Code: 312 • HIGH POINT SHOWROOM: Space 501, High Point National Furniture Mart, 200 S. Main St., High Point, N. C. 27260, Tel.: 880-7987, Area Code: 919 • ATLANTA SHOWROOM: Atlanta Merchandise Mart, Space 19C-7, Peachtree Center, Atlanta, Ga. 30303, Tel.: 577-5685, Area Code: 404.

See the complete Delmonico line at the Consumer Electronics Show, June 15-18. N.Y. Hilton, Avenue of the Americas and 53rd Street. Booths H101-104. And at the Chicago Home Furnishings Show, June 15-21. American Furniture Mart, 666 Lake Shore Drive, Room 546D.

Grundig Radio/Recorder

Two new additions to the Grundig line are Model C340, a radio/tape recorder combination and Model C300, a cassette recorder. Model C340 has a battery d-c operated cassette tape recorder section. It has a digit counter and automatic end of tape stop. Tape speed is 1⅞ i.p.s. and



Grundig Model C340

frequency response is 80-10,000 c.p.s. Radio ranges are AM, FM, LW, and SW. Dimensions of the unit are: 14½ in. x 8¼ in. x 3⅜ in.

Model C300 is battery d-c operated with automatic level control, digit counter, automatic end of tape stop, and remote control via microphone. Tape speed is 1⅞ i.p.s. and frequen-



Grundig Model C300

cy response is 80-10,000 c.p.s. The unit's dimensions are: 14 in. x 8½ in. x 3⅜ in.

Suggested retail prices: Model C340, \$179.95; Model C300, \$119.95. Grundig Electronic Sales, Inc., 355 Lexington Ave., New York, N.Y. 10017.

For people who expect Extra-Sensory Reception in Hi Fi Components.

Some people are never satisfied. Especially the Hi-Fi buff. He insists on extra-sensory sound.

If you have a special prospect like that, it might pay you to introduce him to Panasonic receivers.

Like our SA-40, SA-50 or SA-70. Powerful FM/AM solid state receivers that range from 70 watts peak music power up to 115 watts. With FET to prevent overloading by strong local stations. And Ceramic Multiplex Filters to provide fool-proof automatic mono to stereo FM switching.

And because he'll want matched receiver, speakers, and tape deck, he's sure to continue with Panasonic Hi-Fi components.

He'll want speakers like our SB-33, SB-77 and SB-88. True high fidelity sound. No coloration. From Bookshelf 3-way three speaker systems to Technics 3-way five speaker systems. Speakers always acoustically matched for overall smooth response.

And tape decks like the RS-768US and RS-796US. Professional Hi-Fi 4-track stereo tape decks with automatic shut off. Or continuous automatic reverse.

Dual Capstan Drive that reduces "wow" and "flutter" to a minimum. Constant record and playback speeds. Tape monitoring. New Echo Effect Recording for reverb sound.

And for the true professional, Sound-on-Sound and Sound-with-Sound.

And if he goes all the way, he'll add the finishing touch of a precision 4-speed automatic turntable.

On the other hand, if he happens to be just a beginner. Looking for something more compact. Show him our new stereo music centers. Like the SC-555 and SC-666. With up to 80 watts of peak music power. Through sealed air-suspension speakers. Special 8" woofers and 2" tweeters. FM/AM and FM Stereo receivers. FET for extra sensitivity. Sliding controls for ease and accuracy. Stereo Eye. And a precision 4-speed automatic turntable.

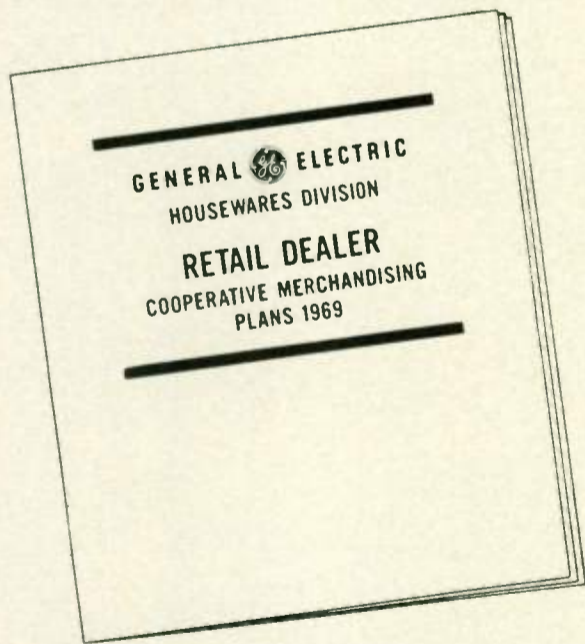
So whether he's the type who's already totally involved. Or just beginning. He'll expect extra sensory reception in all his Hi-Fi components once he's started with Panasonic.



PANASONIC[®]
just slightly ahead of our time.

ANNOUNCING GENERAL ELECTRIC HOUSEWARES DIVISION'S RETAIL DEALER CO-OPERATIVE MERCHANDISING PLAN

- **Effective June 2nd, 1969**
- **3% accrual on purchases of most products for every dealer!**
- **Funds accrued can be used for a variety of retail dealer advertising and promotional activities!**



A copy of this important new plans booklet is available now!

See your distributor for your copy, or write directly to:
General Electric Company, Housewares Division, Supervisor
Co-op Advt. Acctg., 1285 Boston Ave., Bridgeport, Conn. 06602

Housewares Division, Bridgeport, Conn. 06602

Progress is our most important product

GENERAL  ELECTRIC



The Mart Washington report

By James D. Snyder

FTC Ad Allowance Guides: Several last minute changes had been added as the Federal Trade Commission's (FTC) ad allowance guides went into effect June 1 for home appliance, electronics and other industries. Despite industry protest that thousands of retailers are thereby excluded from the guide's protection, FTC denied individual retailer outlets of retailer-owned co-operatives the status of "customer" in the final guides. Although the co-operative itself comes under the FTC definition of "customer," individual member retailers apparently may have no chance to learn of, or take part in, a promotional deal turned down by co-operative headquarters.

A major change in the "customer liability" section of the guides means increased retailer responsibility for making sure promotional payments don't exceed the value or cost of services performed. Under the new guides, the customer must inform the seller of any deferred rebate or price reduction on advertising paid for by the seller — and must refund the amount exceeding the actual cost of such ads.

Changes affecting seller responsibility require at least 60 days advance notice of promotional plans, and 90-day spot checks, to make sure full advance notice is reaching retailers who deal through wholesalers. Under an alternative, two-step plan, sellers can now (1) inform all customers that ad allowances are available; and (2) tell them who to contact for "full and timely notice of all relevant details" on promotions. Once a customer is put on the seller's notification list, the seller must keep him posted on all subsequent promotions.

Notification can be made through notices on shipping containers, provided the notice can "reasonably" be expected to reach customers' managerial personnel. A summary can be given on the notice of various types of promotions available, or a brochure detailing promotions can be enclosed within the shipping container if the seller prefers not to list contacts for further particulars. The summary method must be supplemented by further specifics in trade journals, on invoice notices, or on envelope stuffers for wholesalers' use.

Credit Card Mailings: A trade regulation rule recently proposed by FTC would ban the mailing of credit cards without the written request or consent of the recipient. Hearings on the proposed rule, which was prompted by FTC concern over the burdens placed on consumers by such mailings, as well as over their anti-competitive effect, are scheduled for September 10. Industry comments can be filed until August 12 with the Chief, Division of Trade Regulation Rules, Bureau of Industry Guidance, Fed-

eral Trade Commission, Washington, D.C. 20580.

Meanwhile, Rep. Jonathon Bingham (D-N.Y.) has introduced a bill which would authorize the Federal Reserve Board and the Federal Deposit Insurance Corp. to issue similar rules for banks, common carriers, and air carriers, which don't fall under FTC jurisdiction.

On a related tack, the National Federation of Independent Business (NFIB) reports survey findings that 32 per cent of the independent retailers across the nation honored bank credit cards during the first quarter of 1969, compared with 23 per cent for the same period last year. Significantly, however, the volume of business done on the cards remained the same — 19 per cent. NFIB's tentative conclusion: As acceptance of the cards becomes more widespread, the practice loses its former advantage as a competitive tool for independent retailers to build sales volume.

Fair Credit Reporting Bill: Retailers may be forced to extend less credit, Associated Credit Bureaus (ACB) warned at recent Senate subcommittee hearings, if the Fair Credit Reporting Bill is passed. Introduced by Sen. William Proxmire (D-Wis.), the bill would require reporting agencies to inform individuals of derogatory information in their files and allow them to correct inaccurate items; to keep data on personal habits strictly confidential; and to maintain only current information on file. ACB voiced particular concern that most credit bureaus would stop filing public record information (e.g., lawsuits) rather than notify consumers of "derogatory information." Retailers and other credit granters. ACB warned, lacking complete information for credit decisions, would have to tighten credit policies.

The bill's chances of passage have increased, however, since the Nixon Administration gave its support to the bill rather than to credit reporting guidelines proposed by ACB, the American Bankers Association, and various consumer credit and retail representatives.

Supreme Court Ruling: Home appliance and electronics retailers take note: Under a recent Supreme Court decision, military personnel are not exempt from state sales taxes on personal property bought in your state. In question was a 1940 law exempting the military from payment of income and personal property taxes to states in which they're temporarily stationed. The Supreme Court decided the law did not intend to prevent states from collecting sales taxes on purchases of personal property bought within the state, or use taxes on cars, boats, or airplanes used in the state.

Panasonic advertising. It's for people. Period.

All kinds of people. People, like dealers. And people, like consumers. Because good advertising is important to both.

It has to begin like a ripple. End like a wave.

And just as a stone ripples water, so must advertising communicate ideas. But in particular directions.

That is the philosophy or the promise of Panasonic advertising. To communicate particular ideas to particular people.

And that's why we have such a long list of magazines. Not to impress you by the number. But rather to impress your customers in the editorial environment where they want to spend their leisure time.

So, we reach the influentials in *New Yorker*, *Fortune*, *Saturday Review*. The business man or woman in *Time*, *Newsweek*, *Business Week*, *U.S. News and World Report*. The sports minded person

in *Sports Illustrated*, *Boating*, *Flying*, *Skiing*, *Car & Driver*. The young sophisticated market with *Playboy* and *Esquire*. The mass market with *Life*, *Readers' Digest*, *TV Guide*. And, of course, the ever-important, affluent teenager in *Scholastic*, *Seventeen*, *Ingenué*.

But no one medium can reach everyone. And so this year Panasonic advertising is starting another giant ripple.

We're going on television. Not to try to reach everybody at once. But, instead, to begin with spot television in major markets. To schedule particular commercials on particular shows, of interest to particular people. Because television gives us both frequency and reach with the added miracle of demonstration.

Like our products, Panasonic advertising is for people. Period.



PANASONIC

just slightly ahead of our time.

Companies competing for young people interested in sales

The emphasis was on youth — youth as future leaders in marketing and distribution — as more than 3,500 students and faculty advisors gathered in Atlantic City, N.J., last month for the 1969 national leadership conferences of the Distributive Education Clubs of America, known as DECA.

On hand to interest the young men and women in careers in their companies were representatives of 56 manufacturers, merchandisers and other organizations from all parts of the country. Between DECA meet-

himself, is well qualified to spread the word about opportunities at Ward, which he calls "a growth company with a lot of commotion, a lot of openings for bright kids." He says the sky's the limit for beginners who like retailing and possess initiative and drive. He tells his visitors how Ward's college cadet training pro-

gram leads into the assistant department manager training program and retail store department manager program. The successful trainee may become manager of a store, moving from a small outlet to a larger one, perhaps going on from there to the regional staff. Cole says the company encourages its recruits to com-



Learning about sales and managerial opportunities in J. C. Penney stores are these delegates to DECA leadership conference.



Sears, Roebuck representative chats with students in front of the Sears exhibit, one of the more elaborate displays at the DECA conference.

ings, workshops, contests and banquets, they played host to the young delegates at booths in the Hotel Traymore exhibit hall.

At the Montgomery Ward booth, 22-year-old Russel Cole, a trainee at Ward's Eatontown, N.J., store, talked with an estimated 150 youngsters in the first day and a half of the week-long conference. He was impressed with their intelligence and maturity.

"They don't ask silly questions," he said. "They come right to the point. The most common question is: 'What can you give me that Sears, Roebuck can't give me?' And I tell them."

Cole, an articulate young man who came up through the training course



Largest state delegation from far west was Wyoming's 55 students. Here, two DECA co-ordinators from Wyoming, Dan Myers of Rawlins (left), and Bill Mast of Cheyenne (right), exchange comments with Russel Cole of Montgomery Ward.

The PIONEER

©-6000A — STEREO HOME ENTERTAINMENT SYSTEM, Includes 2 Speaker Systems, Changer and AM-FM Receiver.

plete their formal education, many of them attending college while working at Ward part-time.

A similar stress on youthfulness was evident at the J.C. Penney booth, where Charles R. Lops, college relations administrator in Penney's New York office, spoke earnestly about "the young revolution" in his organization. Barraged by questions — "What can I do? What are the training programs? What is the future?" — Lops emphasized that Penney is a "people-oriented" company in which every recruit gets to meet the boss, James Cash Penney, and is regarded as an "associate" rather than an employe. The response, says Lops, has

been encouraging.

The pitch was slightly different at the General Electric booth where C. Ray Tilley, Jr., of GE's manpower division in Louisville, Ky., held forth. Because GE is not directly involved in retailing, visitors interested in learning the retail appliance business (almost exclusively males because the young women "eliminate themselves," explained Tilley) were encouraged to start out in their own communities by working for a GE or Hotpoint dealer. Those who finally resolve to go into business for themselves may receive assistance from the company in starting their own stores. In addition, GE works with



Two student delegates from Poplar Bluffs, Mo., talk with C. Ray Tilley, Jr., at GE booth in Atlantic City.

high school teachers in attempting to meet the shortage of service personnel.

The interviews and bull sessions in the exhibit hall were only part of the national leadership session of DECA, the only youth organization operating in the nation's school system to develop students for careers in marketing, merchandising, and management. Organized in 1948, DECA now comprises nearly 100,000 members in 3,000 school chapters, drawn together by a common interest in salesmanship, display, more effective employer-employee relationships, and good citizenship.

OUTPERFORMERS have arrived!

An Exciting New Generation of Hi-Performers...All Yours At A Full 40% Profit.

Pioneer's OUTPERFORMERS have made us the industry's most wanted franchise. Our family of audio products has grown in stature and scope. We have developed a reputation for achievement, effectiveness and growth due to our knowledge of the audio market and its unique requirements. More and more consumers are buying Pioneer equipment and our products have become the shoppers' favorite.

The most exciting array of compacts, tape decks, receivers, tuners, amplifiers, speakers and accessories are yours, to be sold at a maximum guaranteed profit.

The world's largest company devoted entirely to consumer audio products welcomes you to the unlimited advantages of selling the industry's most complete audio line — with the soundest marketing

programs that make Pioneer the most valued and sought-after franchise available today.

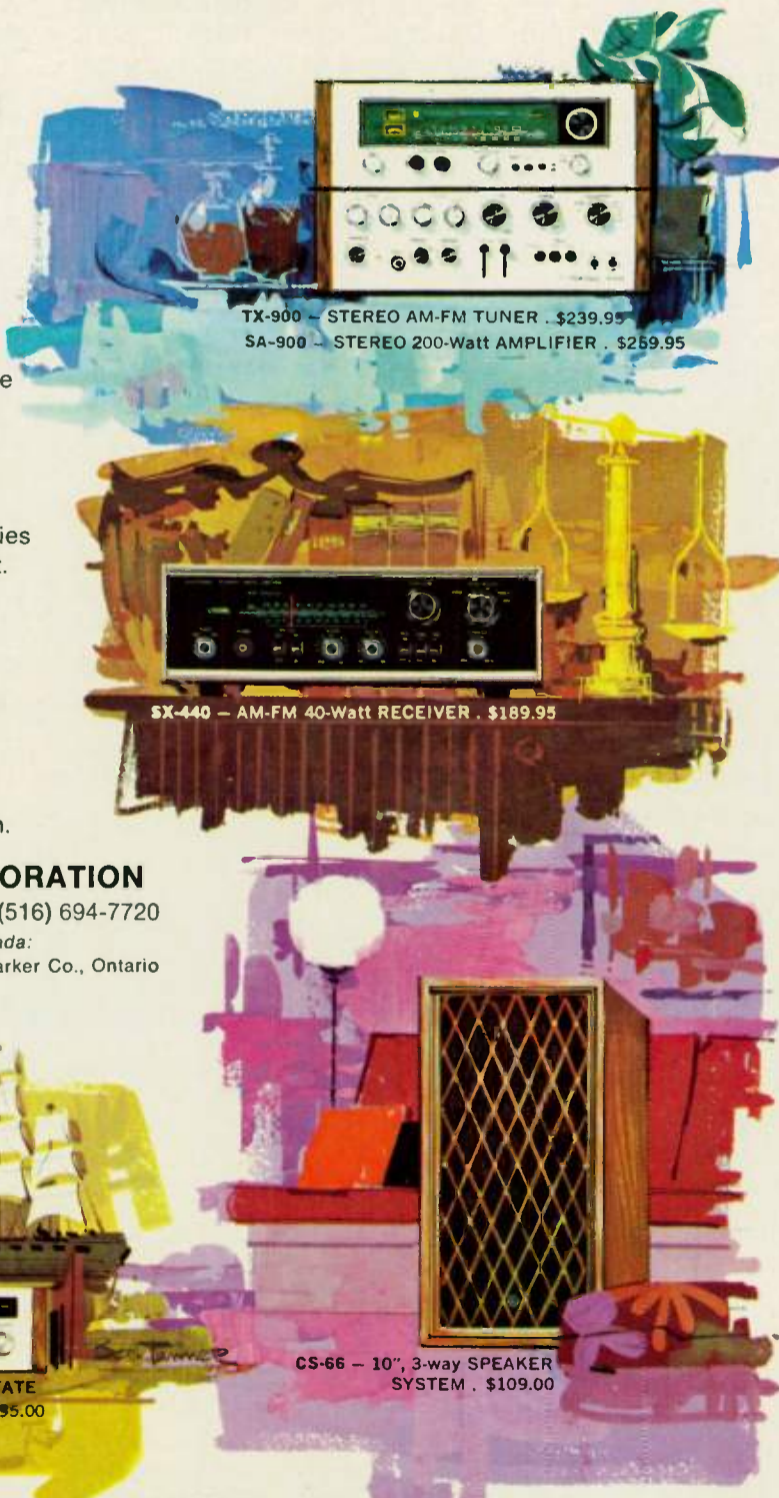
Address all inquiries to R. von Sacken.

PIONEER ELECTRONICS U.S.A. CORPORATION

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West Coast Regional Warehouse:
1335 West 134th St., Gardena, Calif. 90249
Area Code (213) 323-2374 and 321-1076

In Canada:
S. H. Parker Co., Ontario



TX-900 - STEREO AM-FM TUNER . \$239.95
SA-900 - STEREO 200-Watt AMPLIFIER . \$259.95

SX-440 - AM-FM 40-Watt RECEIVER . \$189.95

T-600F - STEREO TAPE DECK with Automatic Reverse . \$299.95

SR-202 - SOLID STATE STEREO REVERB . \$95.00

CS-66 - 10", 3-way SPEAKER SYSTEM . \$109.00

Meet the PIONEER OUTPERFORMERS in Room H-122 South, Sutton Ballroom, CONSUMER ELECTRONICS SHOW, the New York Hilton

CES faces . . .

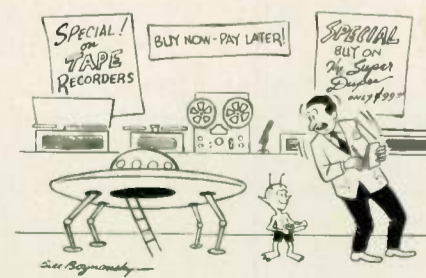
(Continued from page 10)

manufacturers on this panel will be: Al Barsimanto, Crown-Industrial Suppliers Co.; Jeff Berkowitz, Panasonic; and Wybo Semmelink, North American Philips Co. Retailers: Don Lombardi, Zayre Corp., Framingham, Mass., and Allen Stein, Wards Co., Inc., Richmond, Va.

"The Cartridge" panel will be moderated by Oscar P. Kusisto, vice president and general manager, automotive products division, Motorola Inc. Manufacturers on this panel will be Jack Doyle, Craig Corp.; James Gall, Lear Jet Stereo, Inc.; Earl Muntz, Muntz Stereo-Pak, Inc.; and Frank Stanton, Playtape, Inc. Retailers: Lou Perlin, LSM Music, Tarzana, Cal., and Harold Wally, Wally's Stereo Tape City, New York City.

"The Open Reel" panel will be moderated by David Monoson, president, Marketing World, Ltd. Participating manufacturers will be Paul W. Van Orden, radio receiver department General Electric Co.; Arthur D. Gaines, Sony/Superscope; and Jack Mikulski, Selectron International Co., Inc. (AIWA). Retailers: Leon Kay, Sam Goody, Inc., and Dave Strassner, Willoughby's, both of New York City.

The "Tape And Tape Accessories" panel will be moderated by Donald Hall, general manager and division vice president, stereo tape division, Ampex Corp. Manufacturers: Robert Cohen, Robins Industries Corp.; Ron Obgarten, Channel Marketing, Inc.; Bill Madden, Magnetic products division, 3M Co. Retailers: Ray Brunelle, Harvey Radio Co., Inc., New York City, and Harold Weinberg, Lafayette Radio Electronics Corp., Syosset, N.Y.



"Mind repeating that address again, sir?"

ADMIRAL looks for a big year as more customers go de luxe

Color TV price cuts, new tube cited.

By Anthony G. Rud

A bright picture of business now and in the immediate future — bright as Admiral Corp.'s forthcoming "Superbright" picture tube — was tuned in for 1,500 distributors, salesmen and key dealers at Admiral's 1970 model introduction at the Sahara Hotel, Las Vegas, June 1-6.

Board Chairman Ross D. Siragusa told the group that the momentum from a vigorous first quarter should make 1969 "one of the best years for both of us." He foresaw a continuation of the present high level of activity into the 1970's, with a possible early settlement of the Vietnam war unleashing "one of the greatest business booms in our history." As a result, consumers will continue to buy the better goods "with a strong upgrading of their desire for the step-ups and top-of-the-line merchandise which you sell. They want the more costly cabinets and the de luxe features." He said color television customers also will be looking for Admiral's three-year picture tube warranty, which will be stressed again in national advertising as an Admiral exclusive.

Similarly cheerful forecasts came from other top officials, including Ross D. Siragusa, Jr., making his first appearance before the group in his new capacity as president, and Vincent Barreca, chairman of the board and president of the newly formed Admiral International Enterprises Corp., the subsidiary that runs Admiral's overseas and export operations. Among the innovations supporting their optimism were lower prices on portable color TV; solid-state signal circuits for black-and-white receivers; a solid-state 9-inch black-and-white receiver, the first all-transistor TV set offered by Admiral; a "100 per cent brighter" color picture tube, to be in production later this year; six new portable transistor radios; a new cassette tape recorder and a new cassette player; and extension of Admiral's "Bull Horn" stereo sound system to a table radio as well as to more console and portable phonographs.

The price cuts on portable color TV run from \$10 to \$30. The starting list price for 12-inch portable units is now \$239.95, which is \$10 below the previous figure; for 14-inch models, \$269.95, a \$30 reduction, and \$289.95, a \$20 reduction. Sixteen-

inch models now begin at \$309.95, \$20 lower, and 18-inch models begin at \$339.95, \$10 lower.

The national advertising campaign stressing these sales attractions will be presented in magazines and in commercials on 11 ABC and seven NBC shows this fall.

The full color TV line comprises 52 models, nearly all of them with Admiral's "Instant Play," which furnishes sound immediately and the picture about six seconds later. After the 12-inch, 14-inch, and 16-inch portables come three 18-inch portables at \$339.95, \$359.95 and an open list price. The six 20-inch consoles have "Instant Play," while five have automatic fine tuning to lock in picture and sound. Next in line are four 23-inch table models, one at \$479.95, one at \$489.95, and two open listed. Then come two groupings of 23-inch consoles, both with "Instant Play" and AFC, and with list prices running from \$549.95 to \$649.95.

Three 23-inch models have fold-back doors and casters, and open list prices. Also open listed are two 20-inch stereo theatre combinations. Completing the color TV line are three 23-inch stereo theatre combinations. The four-speaker Contemporary-styled "Allerton" retails at \$849.95, while the Mediterranean-styled

"Sorrento" is open listed.

The black-and-white portable line includes five 12-inch models; two new 16-inch models, one at \$109.95 and one open listed; six 19-inch sets; two 19-inch models and one 20-inch model with solid-state circuitry. Also in monochrome are two 22-inch table models and six 22-inch consoles, all with 13-transistor solid-state circuitry and "Instant Play."

Three of Admiral's six new portable solid-state radios carry a 90-day free replacement warranty. At the top of the line is the "Ambassador," listed at \$79.95.

Highlighting the line of stereo table radios is the three-piece "Cavalier" with the same "Bull Horn" sound system used in many of Admiral's stereo consoles and portable phonographs. This FM/AM/FM-stereo radio will retail for \$139.95. At the other end of the line is the "Fiesta," a new AM set retailing for \$12.95. Between these two models come three AM clock radios, seven FM/AM table radios, six FM/AM clock radios, and two FM/AM models with FM-stereo, at \$75 and \$99.95.

Three of the nine portable stereo phonographs also will have Admiral's "Bull Horn" stereo sound system. The system also is featured in seven of 13 solid-state stereo radio-phonographs.



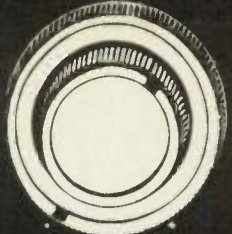
The "Cavalier", a new solid state FM/AM multiplex table radio features the "Bull Horn" sound system found in many of Admiral's stereo consoles and portable phonographs. It retails for \$139.95.



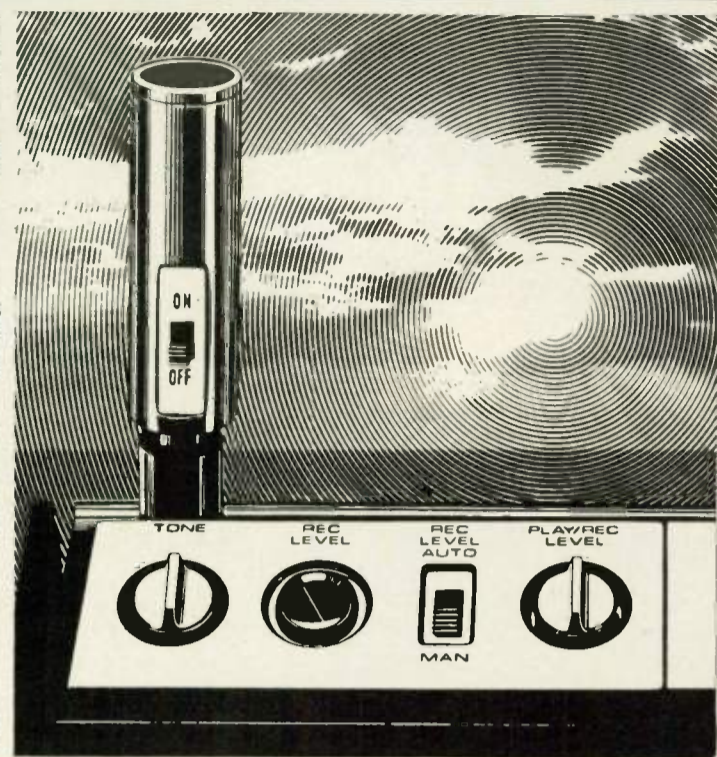
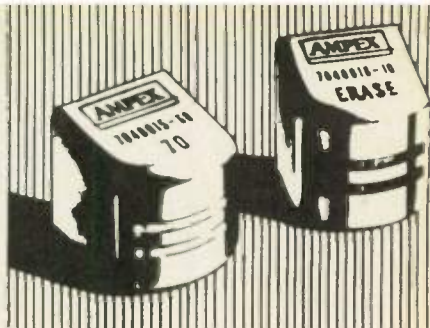
The first all-transistor TV set offered by Admiral is the 12-lb. "Travel Mate" with 26 transistors and 18 diodes. It can be played anywhere by using an optional 12-volt power pack and charger. It has an open list price.

PLAY

FAS



TREB • O BASS

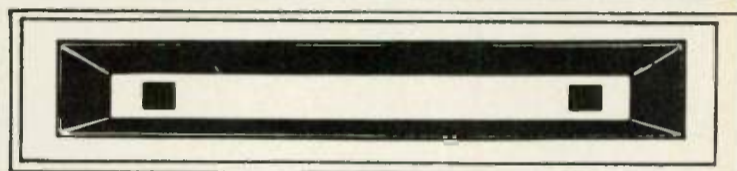
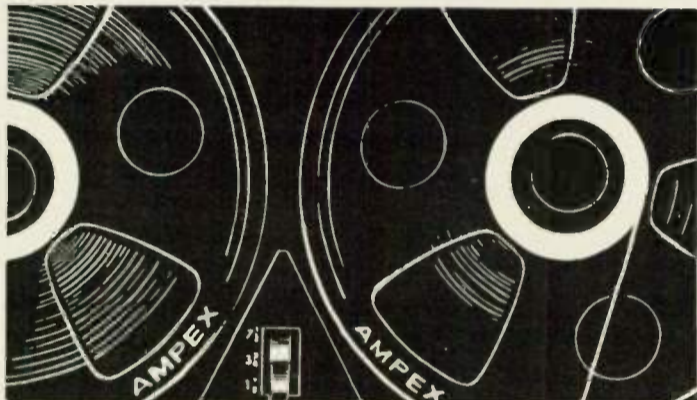
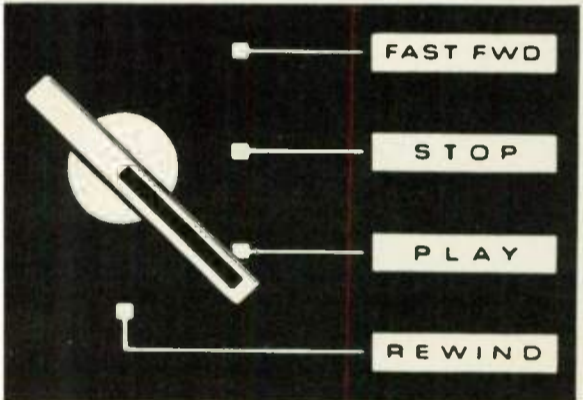


AMPEX
MICRO 52

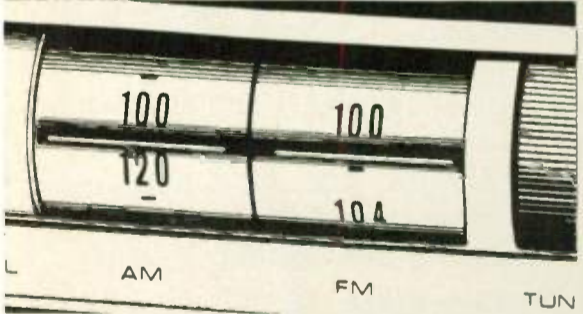


**PLAY/REC
LEVEL**

MICRO 32



POWER



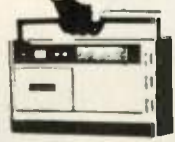
PLAYBOY.

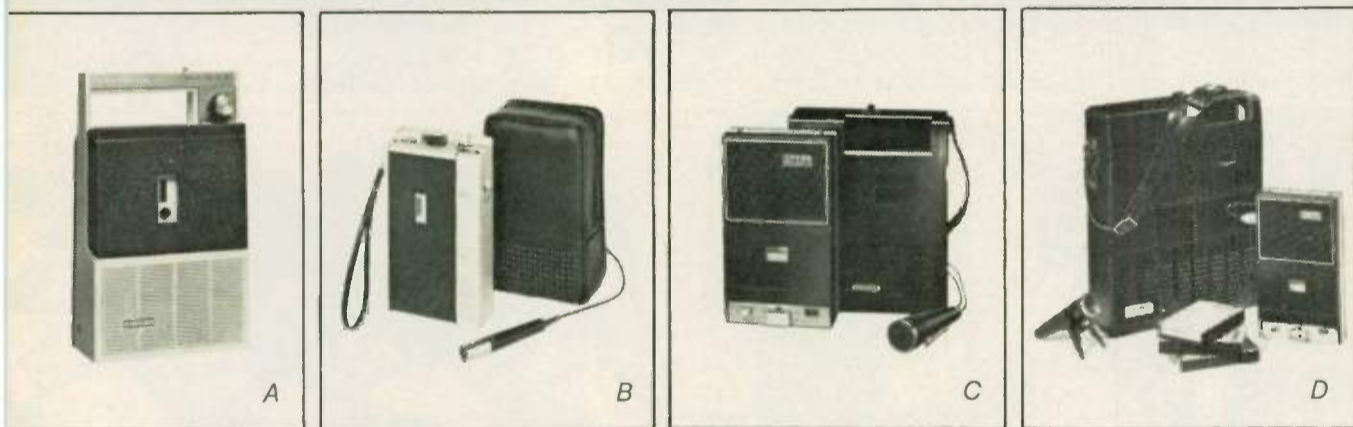
**AMPEX
MICRO 14**



PUSH,

- A big design difference you can see and feel (bold new designs exclusive with Ampex).
- A big sound difference you can hear and feel.
- A big selling difference you can see and hear and feel (on national TV!).





pull,

For the very first time, you can offer the great Ampex name in all price ranges. Better looking, better sounding, better selling... and uniquely Ampex. These monaural cassette units are just the beginning of the deep new Ampex line.

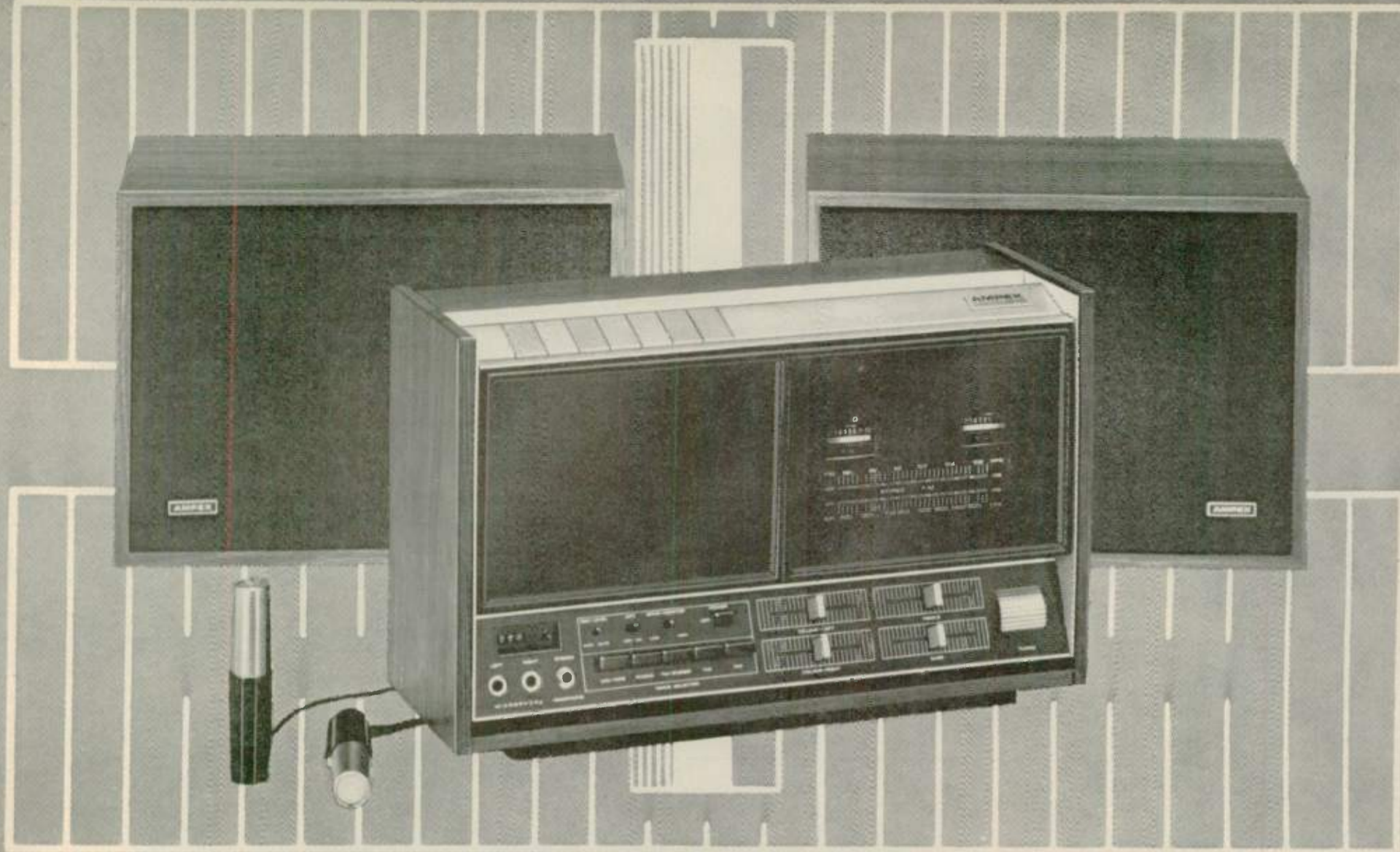
Featured above is the new Ampex Micro 14 with floating mike!

Here's a compact conference or student recorder that operates off batteries or household current. Complete with switchable automatic record level control; full watt of power output; plug-in dynamic mike with an extension cord included. Beautiful!

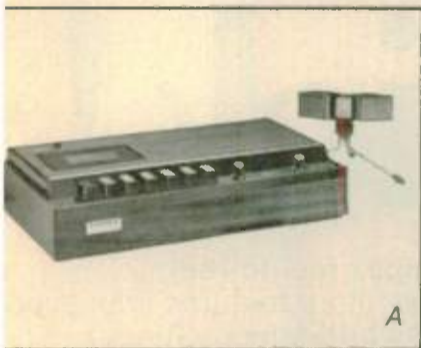
Shown at left is the extensive Ampex monaural cassette line.

- A / Ampex Micro 1 portable cassette tape player.*
- B / Ampex Micro 7 ultra-compact executive cassette recorder.*
- C / Ampex Micro 12 student/conference cassette recorder.*
- D / Ampex Micro 22 cassette recorder in carry-all tote case.*
- E / Ampex Micro 30 cassette tape recorder with AM/FM radio.*
- F / Ampex Micro 24 AC/DC portable cassette recorder.*
- G / Ampex Micro 32 portable cassette tape recorder with AM/FM tuner.*





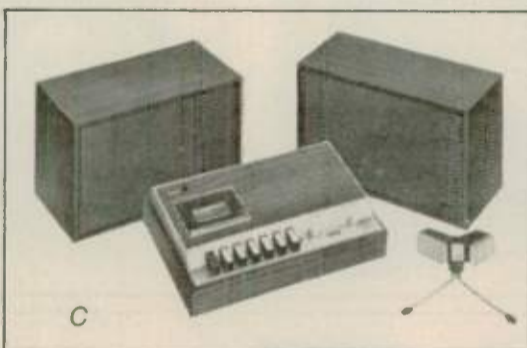
BASS



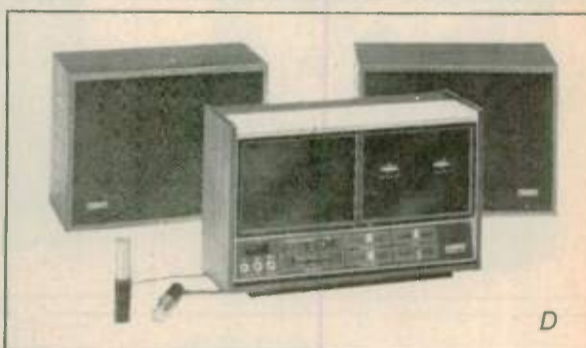
A



B



C



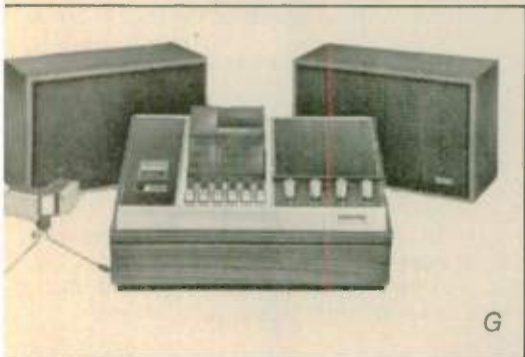
D



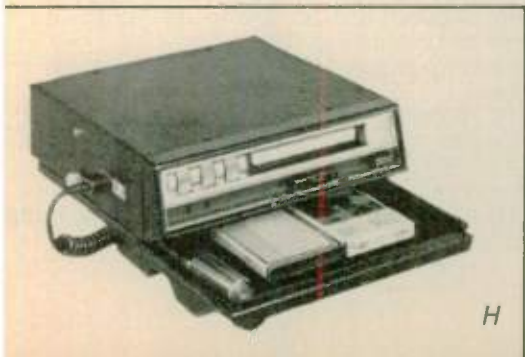
E



F



G



H

Shown here is the new deeper Ampex stereo cassette line:

- A / Ampex Micro 50 play/record deck.
 - B / Ampex Micro 52 play/record deck.
 - C / Ampex Micro 86 stereo system.
 - D / Ampex Micro 87 stereo system.
 - E / Ampex Micro 88 portable system.
 - F / Ampex Micro 90 changer deck.
 - G / Ampex Micro 95 record / changer system.
 - H / Ampex Micro 42 stereo auto player with monaural record.
- Ampex Micro 40 stereo auto player. (Not shown).

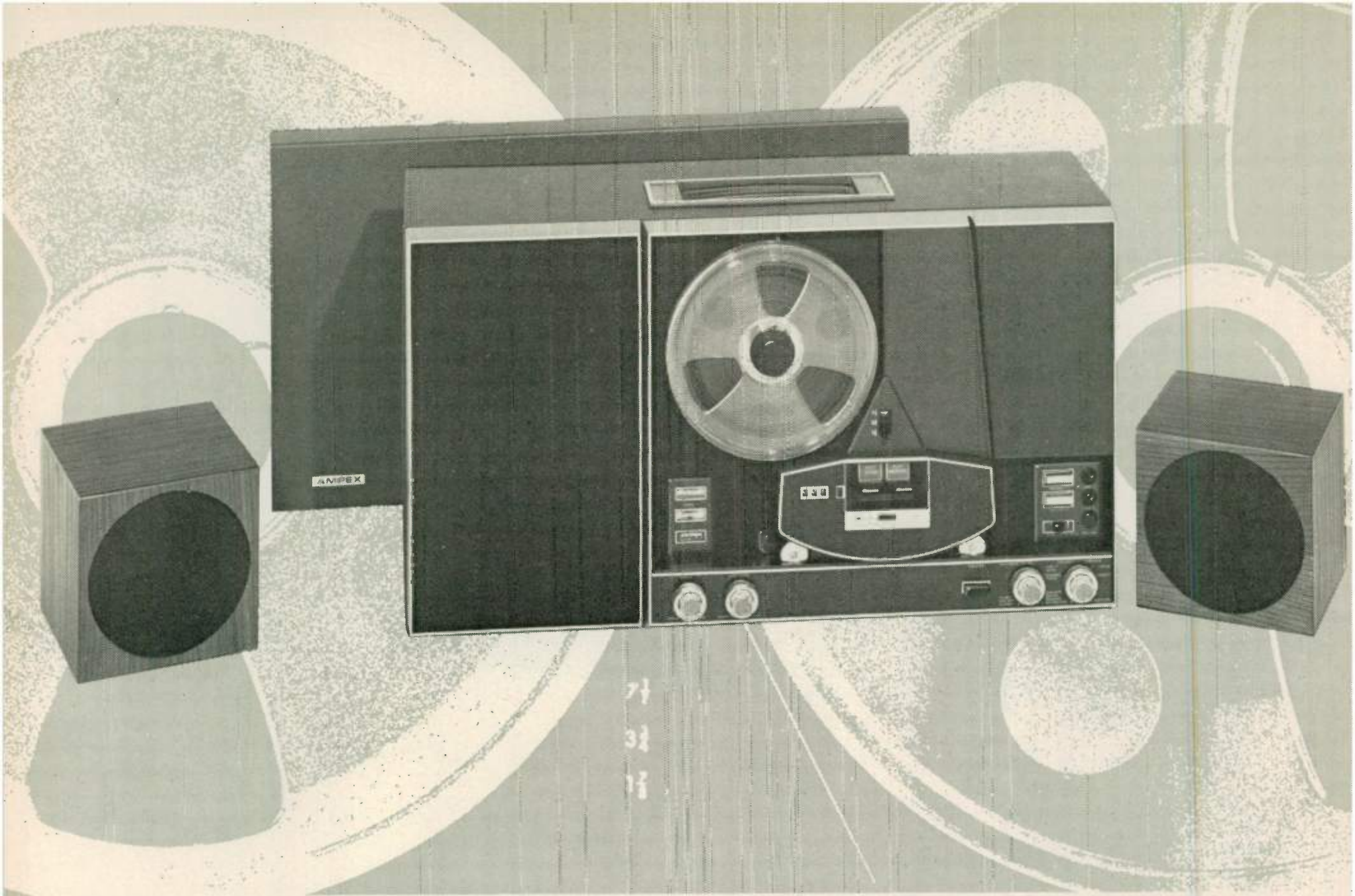
slide,

Ampex is unique this year in stereo cassette systems and decks. You'll really hear the difference; and, more important, so will your customers. You'll sell them a far better unit, have a better price structure, and turn customers into friends.

Featured above is the new Ampex Micro 87R home music center!

This powerful stereo cassette recorder system delivers 50 watts peak music power. A complete stereo control music center, supplied with two dynamic mikes for stereo recording; receiver section with magnetic and auxiliary inputs; switchable automatic recording level control; digital counter; push-button reset; sliding level controls; two line inputs; 40-12,000 Hz frequency response; deluxe walnut speaker enclosures acoustically loaded for optimum bass response. All this, plus a precision stereo FM/AM, highly sensitive stereo tuner section. The tuner has an illuminated logarithmic dial scale for slide-rule accuracy and pinpoint tuning. FM stereo indicator light. AFC. Everything your customers need for sound enjoyment.

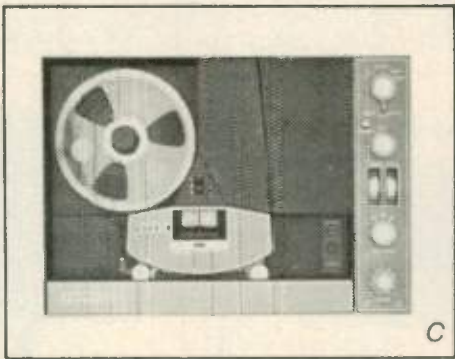
AMPEX



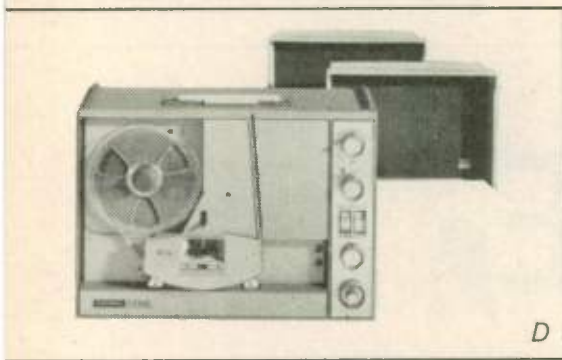
A



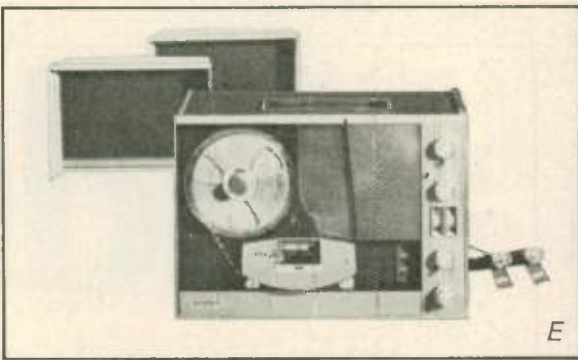
B



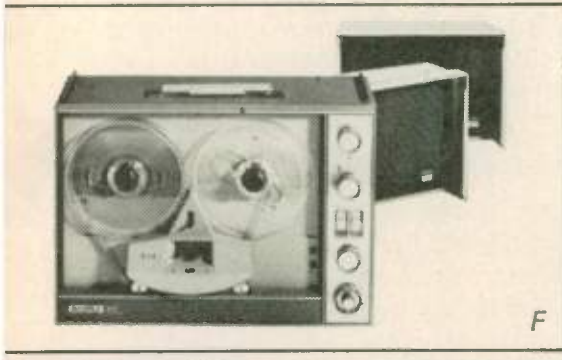
C



D



E

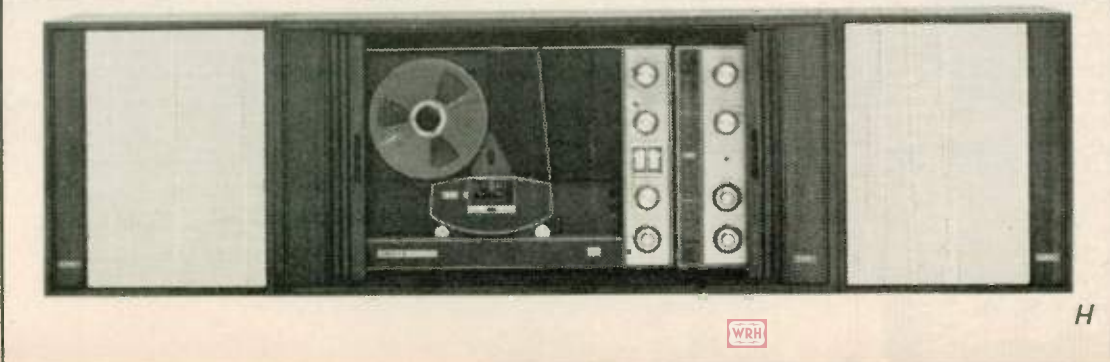


F



G

AMPEX



H

click!

This year, Ampex reel-to-reel recorders offer more features than ever before... and world-famous Ampex quality that's better than ever!

Featured above is the new Ampex 1467: The 1467 is the newest tape recorder in the strong Ampex reel-to-reel line. With automatic reverse and threading, tape monitor, four "deep-gap" heads, sound-with-sound, sound-on-sound, echo, automatic speed equalization plus pause control, and two acoustic suspension type Ampex cube speakers!

Shown at left is the complete Ampex Reel-to-Reel line. We're highlighting some of their features:

- A / AMPEX 755A tape deck: pause control; sound-on-sound; sound-with-sound; tape monitor; echo effect.
- B / AMPEX 1455A tape deck: pause control; automatic threading and reverse; sound-with-sound, sound-on-sound, echo.
- C / AMPEX 2150 ultra-automatic tape deck: bi-directional recording; automatic reverse and threading; mixer.
- D / AMPEX 1161 automatic portable tape system: automatic reverse and threading; slide-on speakers.
- E / AMPEX 2161 ultra-automatic portable tape system: bi-directional recording; automatic reverse and threading; mixer.
- F / AMPEX 861 portable tape system with slide-on speakers.
- G / AMPEX 767 portable tape system: pause control; tape monitor; sound-with-sound; cube speakers.
- H / AMPEX 985A Stereophonic Music Center: automatic reverse and threading; FM stereo; FM/AM receiver; phono inputs with two matching walnut speakers and deluxe microphones.



PLAYBOY 

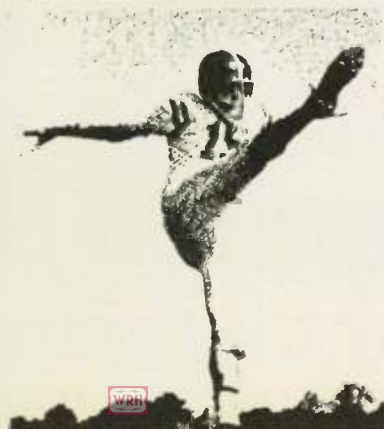


CBS
THE
PRICE



AMPEX

POWER



push,
pull,
slide,
click!

See the outstanding new Ampex designs. Hear the powerful new Ampex sound. Feel the smooth new Ampex controls and the magnificent new Ampex quality.

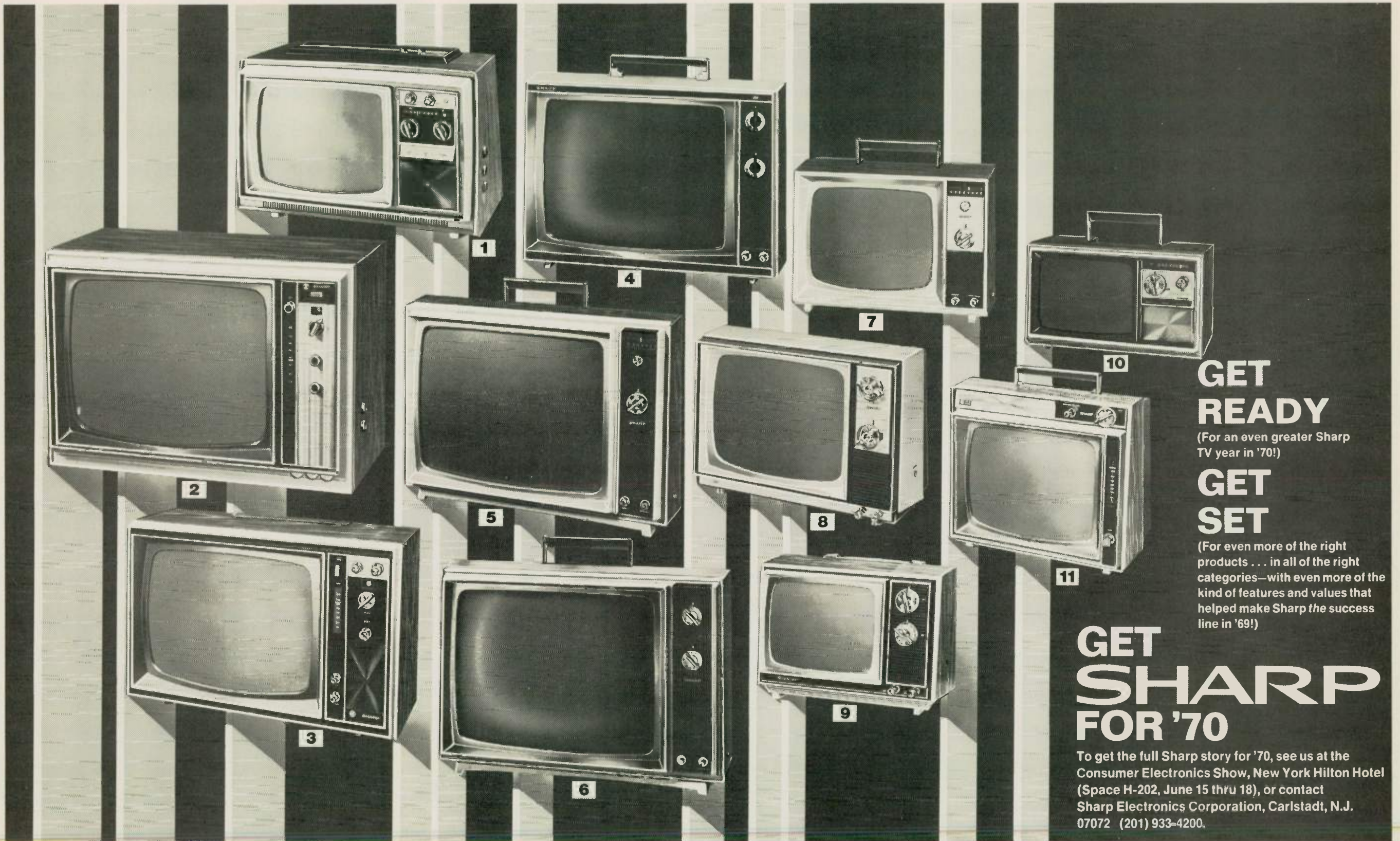
And then—see, hear, and feel the most exciting tape recorder advertising in history! On prime time National Television, and in Playboy Magazine and many other national publications!

TUNE IN
THE BIG AMPEX
TURN-ON!

AMPEX

CONSUMER EQUIPMENT DIVISION
2201 LUNT AVE. / ELK GROVE VILLAGE, ILL. 60007

The
sound
idea
people.



GET READY

(For an even greater Sharp TV year in '70!)

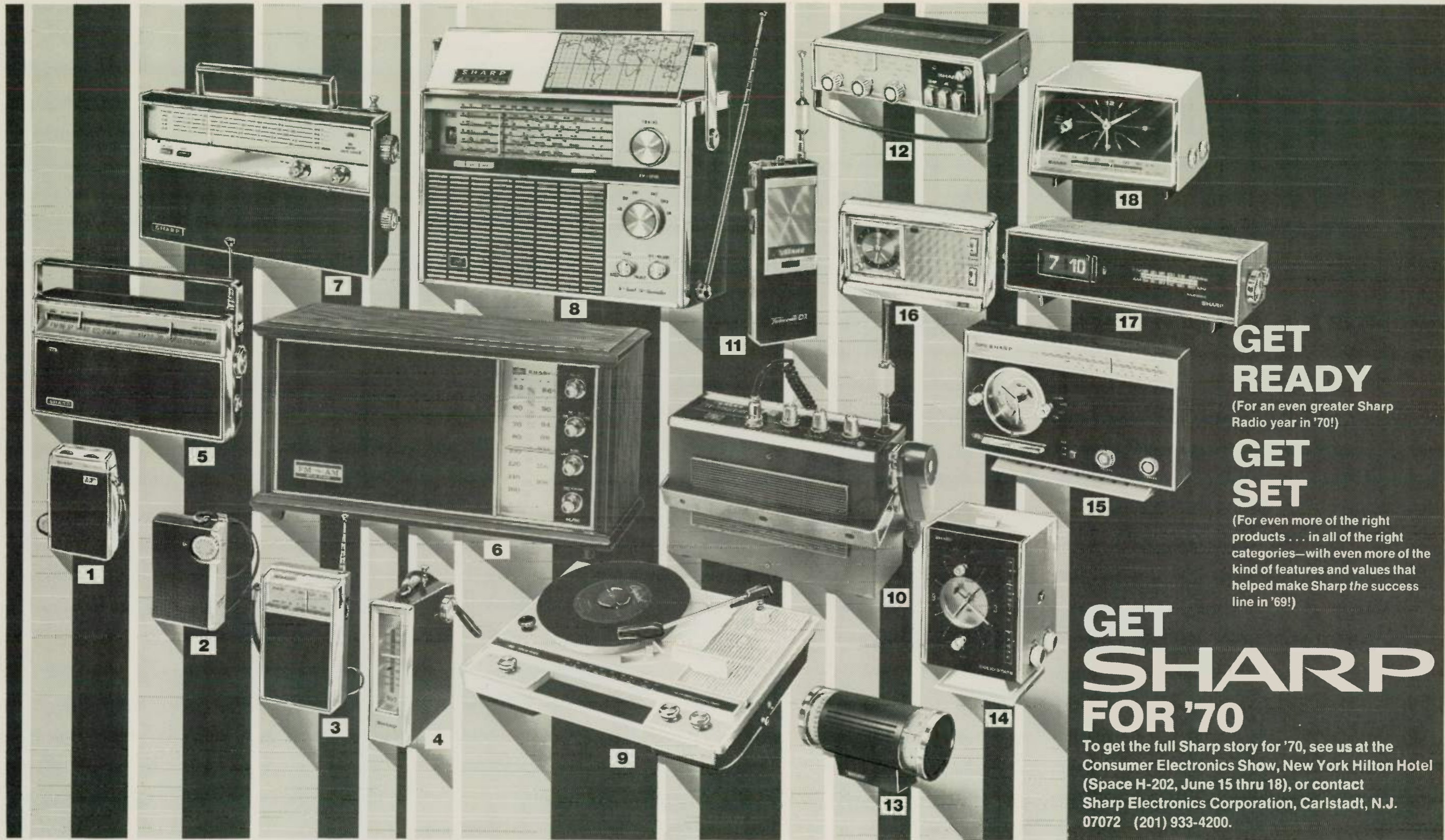
GET SET

(For even more of the right products . . . in all of the right categories—with even more of the kind of features and values that helped make Sharp *the* success line in '69!)

GET SHARP FOR '70

To get the full Sharp story for '70, see us at the Consumer Electronics Show, New York Hilton Hotel (Space H-202, June 15 thru 18), or contact Sharp Electronics Corporation, Carlstadt, N.J. 07072 (201) 933-4200.

1. CU-50P Compact 12" (Diag.) Color Portable • 2. CN-62T 18" (Diag.) Table-Portable Color TV • 3. CY-61P 15" (Diag.) Portable Color TV • 4. TF-48P 16" (Diag.) Horizontal Portable • 5. TW-56 Deluxe Family-size 19" (Diag.) Portable • 6. TW-49P 19" (Diag.) Slimline, Family-size Portable • 7. TU-47P 12" (Diag.) Portable with Deluxe, Compact Cabinet • 8. TU-69P 12" (Diag.) Slimline, Lightweight Portable • 9. TM-68P 9" (Diag.) Deluxe, Compact, Portable • 10. SQ-46P 9" (Diag.) Solid State AC/Battery Portable • 11. SU-66P. 12" (Diag.) Solid State AC/Battery Portable



GET READY

(For an even greater Sharp Radio year in '70!)

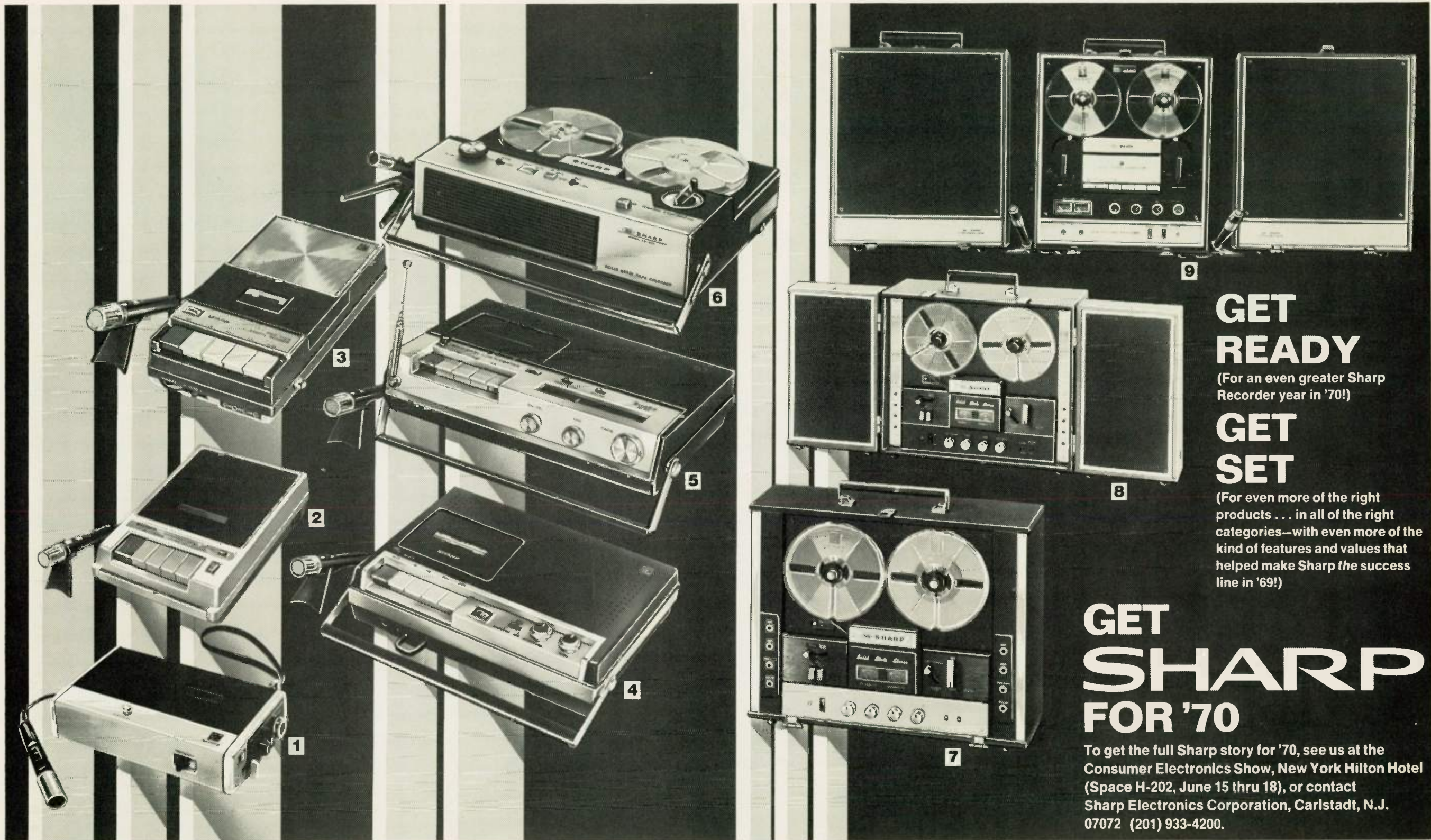
GET SET

(For even more of the right products . . . in all of the right categories—with even more of the kind of features and values that helped make Sharp the success line in '69!)

GET SHARP FOR '70

To get the full Sharp story for '70, see us at the Consumer Electronics Show, New York Hilton Hotel (Space H-202, June 15 thru 18), or contact Sharp Electronics Corporation, Carlstadt, N.J. 07072 (201) 933-4200.

1. BP-110 Super-slim AM Pocket-portable • 2. BP-117 Deluxe Pocket-size AM Portable • 3. FX-184 Compact FM/AM Portable • 4. FX-180 Lightweight "Camera-style" FM/AM Portable • 5. FX-176 FM/AM Battery or AC Portable • 6. FMA-31 Deluxe FM/AM Table Radio • 7. FV-1900 5-Band AC/Battery Operated Portable • 8. FV-1710 Worldwide 6-Band AC/Battery Portable • 9. RP-661A FM/AM Radio-Phono Combination. (Also available with AM and AM/SW) • 10. CBT-55 12 Channel Transceiver • 11. CBT-66 2-Channel Transceiver • 12. FX-28A Combination FM/AM/Portable-Car Radio • 13. BP-200 AM Radio with Built-in Thermometer • 14. FXC-25 Cube Design FM/AM Clock Radio • 15. FXC-29 Deluxe FM/AM Clock Radio • 16. BPC-12 AM Travel-Alarm Clock Radio • 17. FXC-39 FM/AM Digital Clock Radio • 18. AMC-38 Compact AM Clock Radio



GET READY

(For an even greater Sharp Recorder year in '70!)

GET SET

(For even more of the right products . . . in all of the right categories—with even more of the kind of features and values that helped make Sharp the success line in '69!)

GET SHARP FOR '70

To get the full Sharp story for '70, see us at the Consumer Electronics Show, New York Hilton Hotel (Space H-202, June 15 thru 18), or contact Sharp Electronics Corporation, Carlstadt, N.J. 07072 (201) 933-4200.

1. RD-406 Ultra-Compact, IC "Integrated-Circuit" AC or Battery Operated Cassette Recorder • 2. RD-407 Portable, Battery Operated Cassette Recorder (Adaptable for AC or Car Battery Operation.) • 3. RD-408 Deluxe Battery or AC Operated Portable Cassette Recorder (Optional Adapter for Car Battery Use.) • 4. RD-403 AC or Battery Operated Cassette Recorder • 5. RD-404 Combination Cassette Recorder and AM/FM Radio • 6. RD-506 Lightweight Portable AC or Battery Operated Tape Recorder • 7. RD-711 Sophisticated 4-Track Stereo Tape Recorder • 8. RD-708 4-Track Stereo Tape Recorder with Two Wing-type Speaker Enclosures • 9. RD-709 Professional 4-Track, 2-Channel, 4-Head Stereo Tape Recorder with Two Separate Wing-type Speaker Enclosures.



GET READY

(For an even greater Sharp Stereo year in '70!)

GET SET

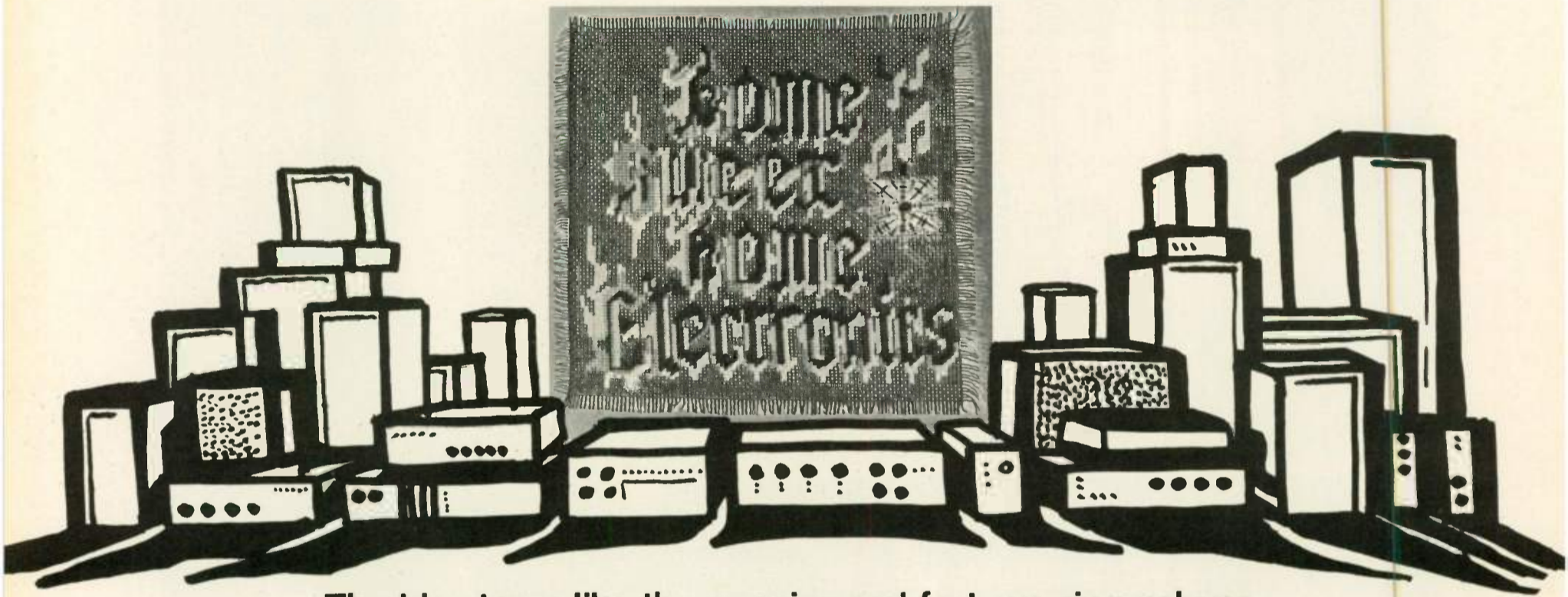
(For even more of the right products... in all of the right categories—with even more of the kind of features and values that helped make Sharp *the* success line in '69!)

GET SHARP FOR '70

To get the full Sharp story for '70, see us at the Consumer Electronics Show, New York Hilton Hotel (Space H-202, June 15 thru 18), or contact Sharp Electronics Corporation, Carlstadt, N.J. 07072 (201) 933-4200.

1. STA-11 Solid State AM/FM/FM-Stereo Modular System • 2. RP-11 Deluxe, Automatic 4-speed Record Mini-Changer • 3. RD-712 Solid State 4-track, 2-Channel Stereo Tape Deck • 4. MPX-37 Solid State FM/AM/FM-Stereo Modular System • 5. RD-409 Solid State, Stereo Cassette Tape Deck • 6. RD-805 8-Track, 2-Channel Stereo Cartridge Tape Deck

COMPONENTS: They send out big sound, speed up retail pace in N.Y.C.



The big stores like the margins and fast-growing volume.

By Isadore Barmash

"Stereo components have become a very important department in our store because of the markup opportunities, the fact that they are a very contemporary item and the fact that the manufacturers have done a great job of pre-selling good sound to the public."

"The stereo cassette is doing as much for the tape recorder as the 'Instamatic' camera has done for the photography department."

"Every department store is getting into the component field, a little late maybe, but even those promotional stores that stuck with cheap stuff for years are now stocking the better-grade merchandise."

These quotes from three veteran department store buyers and merchandisers underscore the vitality with which the big stores today are merchandising audio components. If New York is any kind of a barometer of activity in America's department stores — and the big New York-

based chains are operating in the belief that grass-roots stores are becoming more cosmopolitan every day — the components departments in the home furnishings field may be attaining the same degree of popularity as an essential entity in a store that the junior-wear departments in apparel have experienced in the past five years.

There are several interesting aspects to the entry into the component field by big stores that show that the department store may not be a pioneer in stocking specialty departments. But the department store, these developments do bring out, knows when an item does click with the public and will enhance its over-all markup and profit picture, even if the big store will wait for someone else to point the way.

Those elements are:

Margins in the components department are running from 30 to 35 per cent, creditably above that of other hardgoods departments.

Although for years the music or hi-fi store has been offering quality components pretty much on a custom or select-your-own components basis, the department store has been able to successfully merchandise complete systems, starting at about the \$100 level, for the mass consumer market.

The department store entry into the component field, starting about six years ago and increasing in intensity through 1966-1967, probably owes much to the discount store, which got into it earlier and showed that components can be both a profitable department and a traffic draw, as well.

But, as often happens, the department store may get into a department late — but when it does, it does it well and with impact. An increasing share of volume is being accounted for in the components field every year by department stores, thus leading to the imminent entry into the field

**WHEN YOU HAVE
A BETTER IDEA, YOU
DON'T HIDE IT UNDER
A BARREL.**



WHEN YOU HAVE YOU ADVERTISE THE

With an unbeatable schedule of 88 tv commercials. On 21 top shows. With up to forty million people watching each commercial.

That's our better idea for advertising the better idea we built into Philco® 1970 Color TV: our special Cosmetic Color circuit that gets the faces right. Let your Philco-Ford distributor tell you all about Cosmetic Color. And about the hell-raising fall tv campaign behind it.

This time, we just might have the competition over a barrel.

PHILCO 

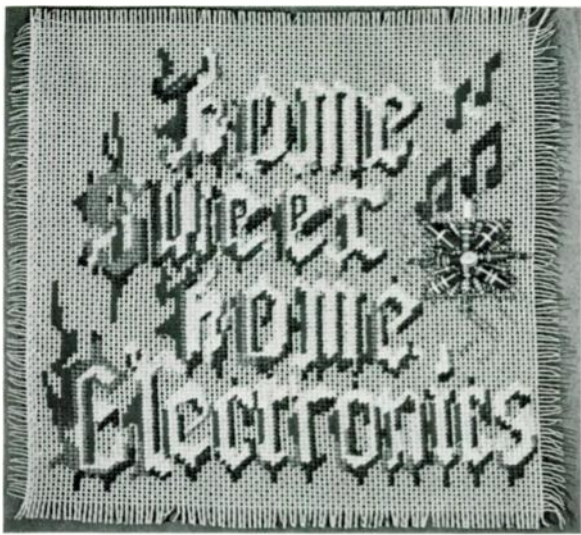
The better idea people
in color tv.



A BETTER IDEA, PANTS OFF IT.

Here's the full line-up of shows we're going to be on week after week this fall: New People. Rowan and Martin Laugh-In. NFL Football. Ironside. Movie of the Week. Sunday Night Movie. Monday Night Movie. Tuesday Night Movie. Wednesday Night Movie. Dragnet. Land of Giants. First Tuesday. Bronson. The Bold Ones. It Takes a Thief. FBI. Saturday Night Movie. Bracken's World. High Chaparral. Tom Jones. Adam-12.





"Margins run to 35 per cent"

of other big stores.

These points aside, sales so far this year in the big New York stores are running well over 10 per cent compared with last year. And buyers expect to complete 1969 with at least that much of a gain.

While the field is experiencing continuing stiff competition, the market is growing because of increasing demand by the public.

The public wants better quality and, for it, doesn't mind paying the price. At the same time, compacts have come into increasing popularity for apartments, and that does not necessarily mean low price compacts. The modulars, or pre-packaged group of components, as opposed to the separate units picked by the consumer on the store's advice, have become much more popular, mainly because the producers have been effective in pre-selling the consumer.

But, if good sound through phonograph records, FM-stereo, and the popularity of concerts and opera has boosted consumer interest, the cassette recorder and the cassette player have come up strongly. Most buyers attribute this to the desire by the public for simpler, more functional items. But the cassette, they say, has also sold itself through purer sound and an unusual word-of-mouth and institutional advertising campaign.

As a result, perhaps the hottest item in component departments today is the cassette player used within a compact set of components. Cassette popularity has also spawned a big demand for a group of cassette recordings, and so on. While some buyers are convinced that the public as yet does not know the difference between stereo cartridges and cassettes, others believe that the use of cartridges in playing stereo music in automobiles may soon lead to their substitution by the cassette.

Along with this trend is the one of receivers. Since good sound is basically what customers want, it soon became apparent that manufacturers were on the right track to replace amplifiers and AM/FM tuners, or the simple FM tuner, with the over-all receiver. Some amplifiers are still being stocked and sold. But the average compact system that moves today is the receiver

with FM-stereo in it or both AM/FM-stereo, the record changer as part of the receiver, and the two separate speakers.

"People nowadays seem to want to get away from the large separate components and settle for the three-piece system," one big-store merchandiser reported.

Panasonic and Sony are top sellers in a number of the stores, followed by other big brands, including Magnavox, KLH, Motorola, Harmon-Kardon, GE, Fisher, Sylvania. Additional brands selling well in New York include Realistic and Symphonic, among others.

Bell and Howell is mentioned as a brand that is coming up fast. That maker is said to be attracting new retail accounts because of handsome styling in its units, the fact that it offers 33-1/3 per cent margins and has made co-operative advertising money readily available.

Merchandising emphasis has been to stock and advertise the most accepted brand, offer the maximum service that the store can make available, and maintain one or two promotional brands, such as Symphonic. But, as one buyer put it, "Even though half the customers come in for a bargain, attracted by a promotional ad, about 90 per cent of our customers wind up buying a price-fixed item."

Fixed-pricing, as a matter of fact, has tended to stabilize the field. This has helped the private label area, but it has also stimulated most stores to try to trade up the customer to the higher-priced, better-markup item. Audio rooms are being considered more and more of a must, although not all stores have them.

"The audio room is really the only environment in which to have the consumer listen properly," one buyer stressed. Few stereo addicts like to hear the sound faintly. And stereo comes across best when the decibels are high.

Standard prices in the New York area run from \$199 to \$300 for the three-piece module set and from \$300 to \$800 for the large-unit ensemble or built-in set, with its greater number of features and components. Cassette decks to be integrated into the component system are beginning to sell starting at about \$60. But a number of department stores are finding that the

\$100 simple system remains popular, evidently satisfying the demand among a certain segment of the public.

The role of the cassette is interesting, indicating that the department store may be, as it has been with components generally, not quite ready for it. Although the cassette instrument fits well into the component area, not all stores are selling it with the components, but continue to stock it in the camera department along with tape recorders. "I guess," admitted one buyer, rather sheepishly, "we're doing it that way because we always have."

The fact is, however, that most buyers believe that they still have a consumer story to tell in relation to the cassette. If the trend has risen as dramatically as it has for the cassette instrument, mainly because of the big advertising job done by the manufacturer, it is evident that much more can be done when the retailer joins in both advertising and display.

Yet, conscious as they must be of the importance of stressing new items, buyers in the big stores say that they must continue to stock amplifiers, tuners, tape decks, and phonograph records, to accommodate the customers who elect to stick with the components or systems that they have and merely need additions or replacements.

Wood is very much in demand for components. And while there are many stores that find that large units are no longer as popular as they were, there are customers who want components as furniture as well.

The New York area is showing all the signs of becoming more competitive in the category of components than it has been, with not only the hi-fi stores such as Harvey Radio, Lafayette Electronics, Sam Goody, and similar retail operations thriving, but also the appliance dealers and the more frequent entry of department stores — and the promotional push of camera stores in the same field. The big leased operations, such as Radio Shack, also are obtaining more franchise agreements, thus adding to the retail pace.

And even some of the lower-end discount stores, or promotional stores as they prefer to call themselves, are beginning to beef up and trade up in their hi-fi departments to components and better brands.

While the outlook looks a bit tougher, the strong pace of business in the year so far and the continuing satisfactory and better profits render most big-store buyers more than moderately optimistic for the entire year and even into 1970.

"People want good sound; they are educated to good sound, and until television programming improves greatly, they're going to settle for good sound. That's an opportunity for all of us," commented the buyer of one of the city's giants.

RENT '70

**A preview of the most
expanded, most innovative
line in RCA's history.**

Four nuts-and-bolts reasons to buy RCA's new color line.

1 More models with AFT.

Now the most wanted feature in all Color TV is in 34 of our models. In fact, Advanced Automatic "Locked-in" Fine Tuning is in *all* our consoles, *all* our combinations, and more smaller screen models.

2 More models with stand-up tuning.

All table models and combinations and most consoles feature a handy tilt-out panel for stand-up tuning. Closed, the panel is concealed and becomes part of the model's handsome façade.

3 More models with solid state.

We've *tripled* the number of console models with our high performance solid state Trans Vista® chassis*. And all across the line, there's a wider use of solid state components.

4 New brighter tube in top models.

We've just developed a Hi-Lite 70 picture tube that's engineered to be *twice as bright* as any big screen color tube we've ever produced. It's available in our top five models—along with a new electron gun that gives better picture resolution than any gun we've ever made.

*One tube rectifier

And one aesthetic reason.

Our finer cabinetry.

The beautiful styling of our 1970 line is obvious in the handsome consoles below. Throughout the whole line, RCA offers cabinets for any decor—cabinets master-crafted with painstaking care. Cabinets with character.

When you add up all the reasons for buying RCA Color this year, you can hardly miss. It's our most advanced color line ever—with even more reasons for making RCA Color TV the Number One line on your floor.

Home Entertainment Center

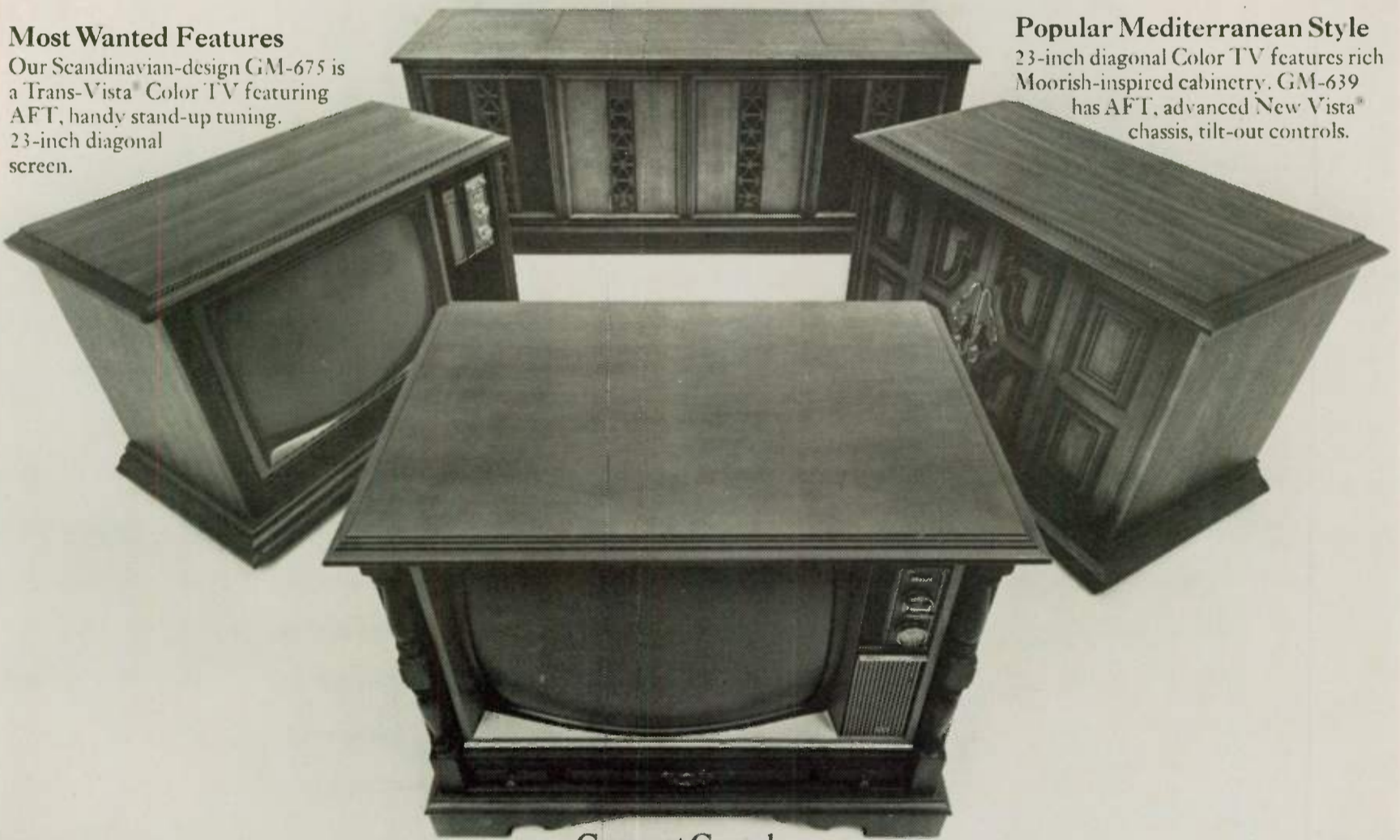
Danish-style HM-849 houses Trans Vista® Color TV with a 23-inch diagonal screen . . . solid state stereo phonograph and computer-crafted FM/AM-FM Stereo tuner. TV has stand-up controls, AFT and new Brighter Tube. Doors disappear into cabinet; swivel casters make for easy moving.

Most Wanted Features

Our Scandinavian-design GM-675 is a Trans-Vista® Color TV featuring AFT, handy stand-up tuning, 23-inch diagonal screen.

Popular Mediterranean Style

23-inch diagonal Color TV features rich Moorish-inspired cabinetry. GM-639 has AFT, advanced New Vista® chassis, tilt-out controls.



Compact Console

Cabinet is crafted in warm Colonial motif. Maple grain cabinetry houses 23-inch diagonal Color TV with AFT, stand-up tuning, and advanced New Vista® chassis. Ask for Model GM-595.

RCA '70

RCA announces stand-up sit-down stretch-out TV.

The A-frame

A new portable with a 12-inch diagonal slanted screen. Slanted so you can do almost anything while you watch TV. The A-frame weighs just 14½ pounds and comes in three colors. All this, plus a new RCA B/W modular chassis, is going for under \$100*. After the A-frame, your customers may never look upon TV the same way again.



Simulated TV reception

*Optional with dealer.

Along with other news.

Our new 16-inch diag. portable

This Model AM-162 is a real portable. Its simple contemporary lines give it a clean look. Advanced 17,000 volt chassis*, walnut grain finish.



Hidden control panel

Model AM-235 is a 19-inch diagonal portable with its controls hidden behind a hinged panel. Comes with a snap-on Daylight Picture Booster and earphone plug-in jack. New Vista® 20,000 volt chassis*.



Fine Furniture in a portable

Model AM-100 brings fine wood cabinetry to a 9-inch diagonal personal-size TV. Early American style gives it an antique look. RCA advanced modular chassis, solid state circuits (only 4 tubes). Also available in Moorish styling (Model AM-101).

*Design average

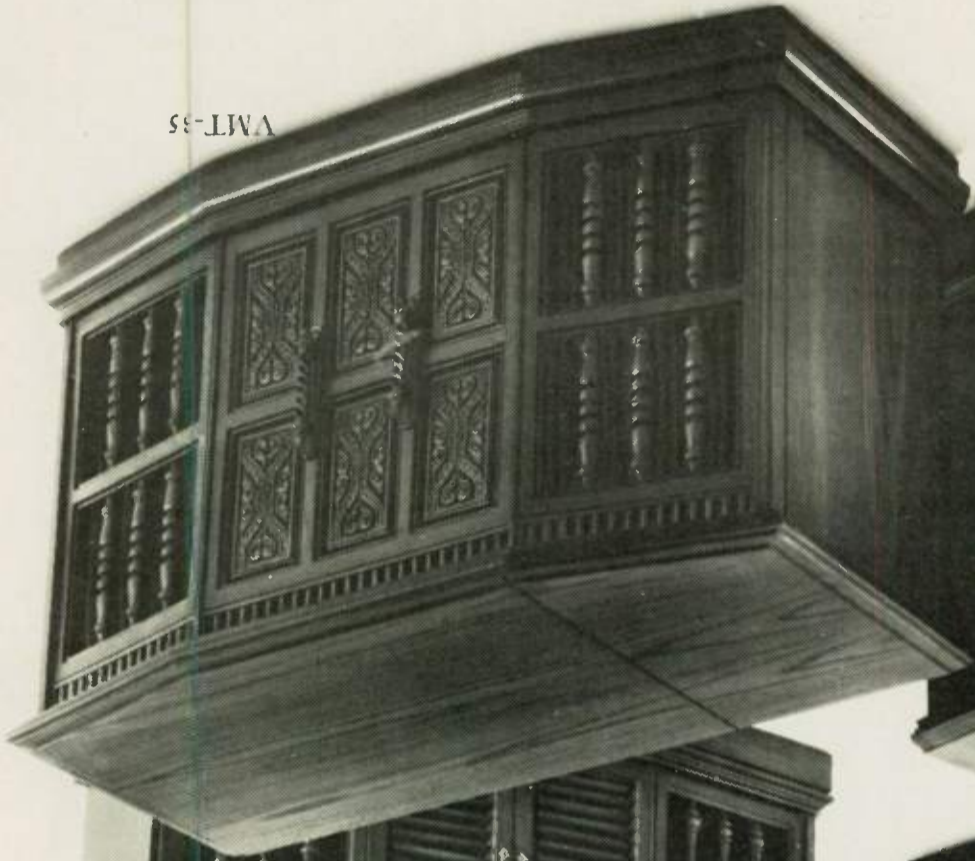
Psychedelic vinyl wraps

Pick a TV cabinet to match your mood. Our 9-inch diagonal portable Model AM-097 comes in permanent op-art black and white with three changeable wraps. (Two bright florals and a rich walnut grain.) Picture these on your shelf.

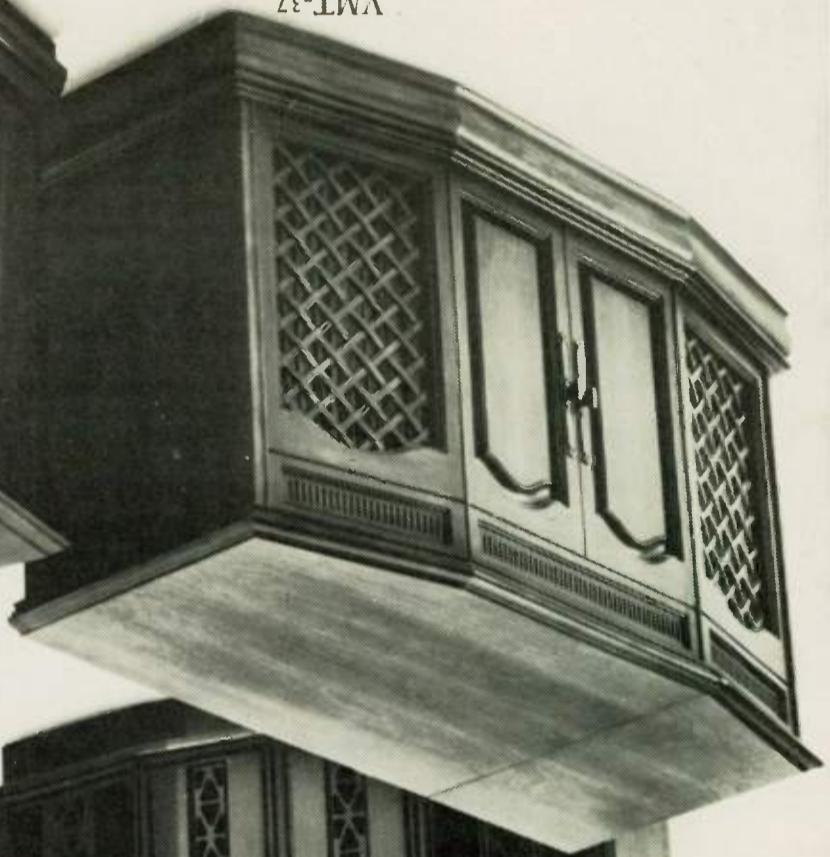


RCA '70

WRH



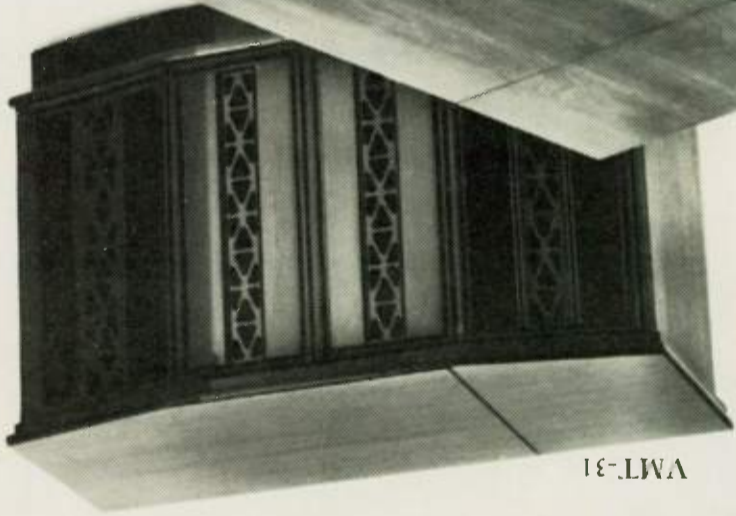
VMT-35



VMT-37



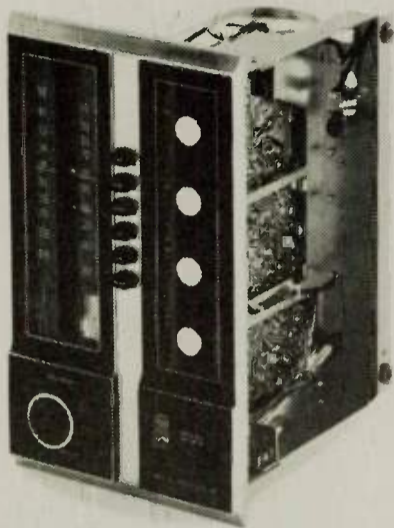
VMT-33



VMT-31

**These new RCA stereos have everything
your customers are after.**

And one thing
they never dreamed of.



RCA
introduces a
Computer Crafted Tuner.
A high-performance tuner
that isn't priced
like one.

Now these RCA stereo consoles have a stereo tuner that brings in FM stations with superior separation and beautiful sound at a lower price than ever before from RCA. This C/COS 327 Computer Crafted Tuner is available in RCA Stereos starting at about \$300.*

Your customers couldn't have dreamed of getting a tuner like this, because there's never been one before. It's Computer Crafted. (And only RCA does it.) RCA engineers use the

computer to design the tuner. Then, they are able to test each tuner against the knowledge stored in the computer's memory bank. So your customers can be sure each Computer Crafted Tuner is as excellent as the engineers' original design.

And speaking of original designs, take a good look at these four new compact models. There are 13 more styles where they came from. All 17 with that beautiful *sound* buy—a Computer Crafted Tuner. (There are three different Computer Crafted Tuners in

all...each a talented performer.)

Sound offerings in some of our other new stereo consoles include stereo turntables with muting, cueing and constant speed motors, new more powerful amplifiers, and speakers with up to 15" woofers and exponential horns.

It's rare in this world to get everything you're after. But it's rarer, still, to get even more.

*Optional with Dealer for the model VMT-20, (not shown).

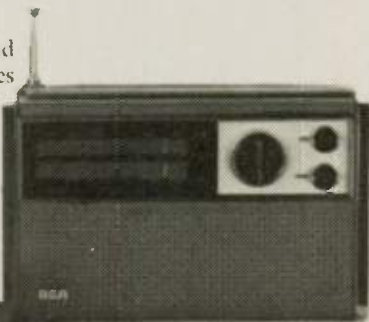
RCA '70

Take a good look.

Model RZG 344 AM radio has white plastic case and three interchangeable bands that add a youthful note. (Its bright pop art package pops right off the shelf, too!)



Model RZM 188 Sturdy 3-band FM/AM/SW portable comes with permanent rechargeable nickel-cadmium battery. Has handsome padded vinyl case.



Model RZM 165 New FM/AM portable looks just like a movie camera. Deluxe padded case takes hard knocks when "on location."



Model RZS 475 New "Tower" design FM/AM clock radio takes up just 4 1/2-inch square. Has full-feature luminous clock with drowse alarm.



Model RZS 327 Spanish-style FM/AM radio wall clock is a dramatic decorator first. An important gift item, it's available in Early American styling, too.

Model RZM 192 AC/battery operated 4-band portable receives regular broadcasts, plus many aviation and emergency signals. Plush vinyl-padded case has handle that tilts down to become an easel stand.



Model RZM 170 AC/battery operated FM/AM portable features precision vernier tuning on both AM and FM. Vertically-styled case comes in brown with cameo trim, black with red or aluminum trim.



Model RZC 299 Deluxe two-piece FM/AM-FM stereo radio. Stereo cabinets separate up to 10 feet. Solid-state tuner is precision-engineered.



Model RZG 350 This is The Lightning—an AM portable with a good-sized built-in flashlight. Has handsome black padded vinyl case.



Model RZS 43 Compact FM/AM clock radio opens and closes like a book and takes less space. All battery operated clock and radio in black and chrome. Clock hands are luminous.



RCA's good looking radios have a way of disappearing.

Yes, take a good look. You'll have plenty to choose from. Many come in gift boxes, too, that sell themselves right off the shelf. Be ready when the RCA distributor comes calling. He'll have things in every price range.

Another thing. RCA has a new 90-day warranty* that means immediate over-the-counter exchange.

*Under RCA's radio Warranty-90 exchange program RCA will replace, through its distributor-dealer organization, any RCA radio or transceiver designated by model number beginning with the letters "RZ," which is purchased in the U.S.A. and is found to be defective in material or workmanship within 90 days of the original retail purchase, with an RCA unit of like kind or equal value. If at the time a portable unit is purchased the batteries do not function, the batteries only will be replaced.

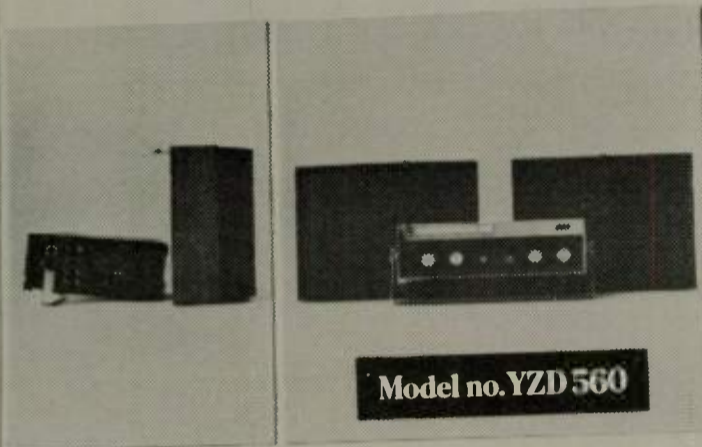
To obtain the replacement radios or transceiver, your customer must deliver the defective unit and all accessories together with the Warranty-90 certificate, or other evidence of the purchase date of the unit, to you or contact the local distributor of RCA Consumer Electronic products.

RCA 70

RCA's 1970

Our biggest and

Cassettes.



Model no. YZD 560

Stereo cassette portable plays on batteries outdoors, AC indoors. Handy cassette records and plays back in breathtaking stereo. Speakers separate up to 16 feet.

8-track stereos.



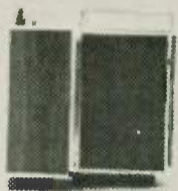
Model no. YZD 593

Our Mark 8 portable player plays 8-track Stereo cartridges on AC indoors, batteries outdoors. (Even car or boat batteries with optional, extra adapter.) Just insert cartridge for full, well-rounded stereo.

tape line up.

most wanted ever.

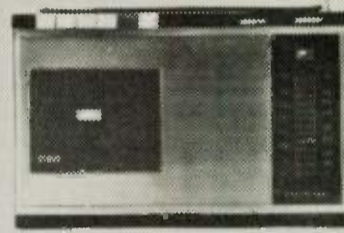
Reel-to-reels.



Model no. YZG 570

RCA's finest reel-to-reel Stereo recorder offers everything you want in stereo recording and playback. Speakers separate to 16 feet.

And an odd couple.



Model no. YZB 385

Our Odd Couple is a cassette tape recorder and FM/AM radio all in one. Records right off the air for personal use. On batteries outdoors, AC indoors.

With these tape machines, and many more, you can see we're in this business to stay. It's the most expansive line—the most innovative line—we've ever presented. And every category's covered. Don't miss it when the RCA distributor comes around. You just might want to do business.

RCA

But that is not to say there is a dearth of such interest. All of the dealers contacted are committed to major domestic lines that will be shown to most of them by the time the CES opens, and their interest, ostensibly, will be satisfied. Some of the dealers surveyed are going to be checking color TV imports, hoping to find sets at the right price primarily for fill-in purposes, or to round out their total offerings of color.

Underlying the general interest in what's new on the product front, is how this newness can be translated into programs for fall and holiday selling. Such expressions came from individual stores, small chains, and a large chain.

In addition to merchandise programs, dealers are looking for new merchandising ideas. Some expect to find them at the CES seminars, others expect to get them from suppliers, and others anticipate getting them from non-competing dealers who will be on hand for shop-talk. As one store head put it, "If you don't get new selling ideas at the CES you won't get them anywhere else."

All of the dealers planning to attend the CES naturally regard the show — plus other industry events where products or ideas are exposed — as valuable to their welfare. Some feel that attending the CES, for example, is a major element in their success. Milt Kevreson head of Uptown Radio in Highland Park, Mich., summed up neatly with: "Most merchants who go to the CES are the successful ones. The attendance is like a 'Who's Who' of the retailing industry."

But others feel differently. For example, William Galbreath, Sr., head of House of Television, Houston. Said He: "I've never been to a CES yet, and I'm not going this year. It's of no advantage to us. It does not justify the expense of going. But we try to go to NARDA conventions, and we attend all the local manufacturer line shows." His firm is a full-line Magnavox outlet, and also carries Zenith and RCA color TV.

Irving Hirshorin, manager of marketing for Kelly and Cohen's 23 Pennsylvania/Ohio/New York outlets, told **Mart** that "We've never attended a CES. We attend manufacturer shows whenever they are held in this area. If they invite key dealers, we're there. We visit manufacturers and they visit us. This gives us a close relationship. They know our problems and we know theirs. We stick with national brands, plus a few modulares from Panasonic. We could learn nothing and see nothing in major products at the CES."

George Anoni, president of Johnston's, Inc., Minneapolis, said: "We're not going this year. We've found local shows by distributors more complete and more specific. The big New York and Chicago shows are too general . . . we like to get specific. We can see what buys are available at local shows and we like to take advantage of them. Another thing: Prices at the big

shows are not always firm. But they are at the local shows. We like to know what's what." RCA and Zenith are the firm's two key lines.

Frank Boyle, sales manager for Butler Bros. Department Store in Seattle, told **Mart** that "I'm not that familiar with it (the CES). We've never been circularized. We don't send anybody from here. I've been here 15 years and don't know anybody who goes to it." The firm's three main lines are General Electric, RCA and Packard Bell. The lines are seen at local shows.

Following are digests of the comments made by individual dealers on their reasons for attending the CES:

William Denels, Denels Music Shop, Los Angeles: "I'm going primarily for stereo components, 8-track players and cassette equipment, and to see new developments. This is because we like to go along with what's moving . . . It's easier to move with a market that's moving. And partly to offset color TV business which has been slow. We're enlarging our stereo department and upgrading it with a larger selection of products. The profit element is greater in audio components and they're less of an effort to sell than color TV. And you have fewer service problems than with color TV. I'm also going to renew contacts and see some industry figures. Dealers should spend more time at the seminars than they do. It's to their advantage."

Kevreson: "I'm seeking knowledge, looking at new products, and trying to get ideas to develop my business. The CES is the place to go to get them. I will also renew friendships and contacts. My fall merchandise planning is based on what I see at the CES. I'm also looking to see if prices are coming down on cassette products. I feel that anybody in the home electronics business who doesn't go to the show misses the most important part of being in the business."

Sid Omansky, head of Sid's Home Entertainment & Appliance Centers, Tucson: "I'm going basically and honestly for the NARDA board meeting; otherwise I wouldn't go to the CES because I'm a Magnavox-only dealer. But I want to see what competing manufacturers have."

Luskin: "We're going basically for buying and programming. We need merchandise. We're looking for 'buys' . . ."



Jack Luskin, head of Luskin's Inc., with four stores in the Baltimore area: "We're going basically for buying and programming. We need merchandise. We're looking for 'buys,' for closeouts, whatever we can find for a 90-day program. I also want to acquaint myself with what's new on the horizon for early delivery. And I'm going to complain to my suppliers. I'm very good at that."

Robert Hopkins, Hopkins-Smith, with seven Florida stores: "We're sending a man from our hi-fi components section to see the new products. We carry a number of audio lines but there are no local audio products shows. We can see lines like Magnavox, Sylvania, and General Electric locally, and better than we can see them at the CES. We've found that with audio components you get a lot of attention from suppliers at the CES."

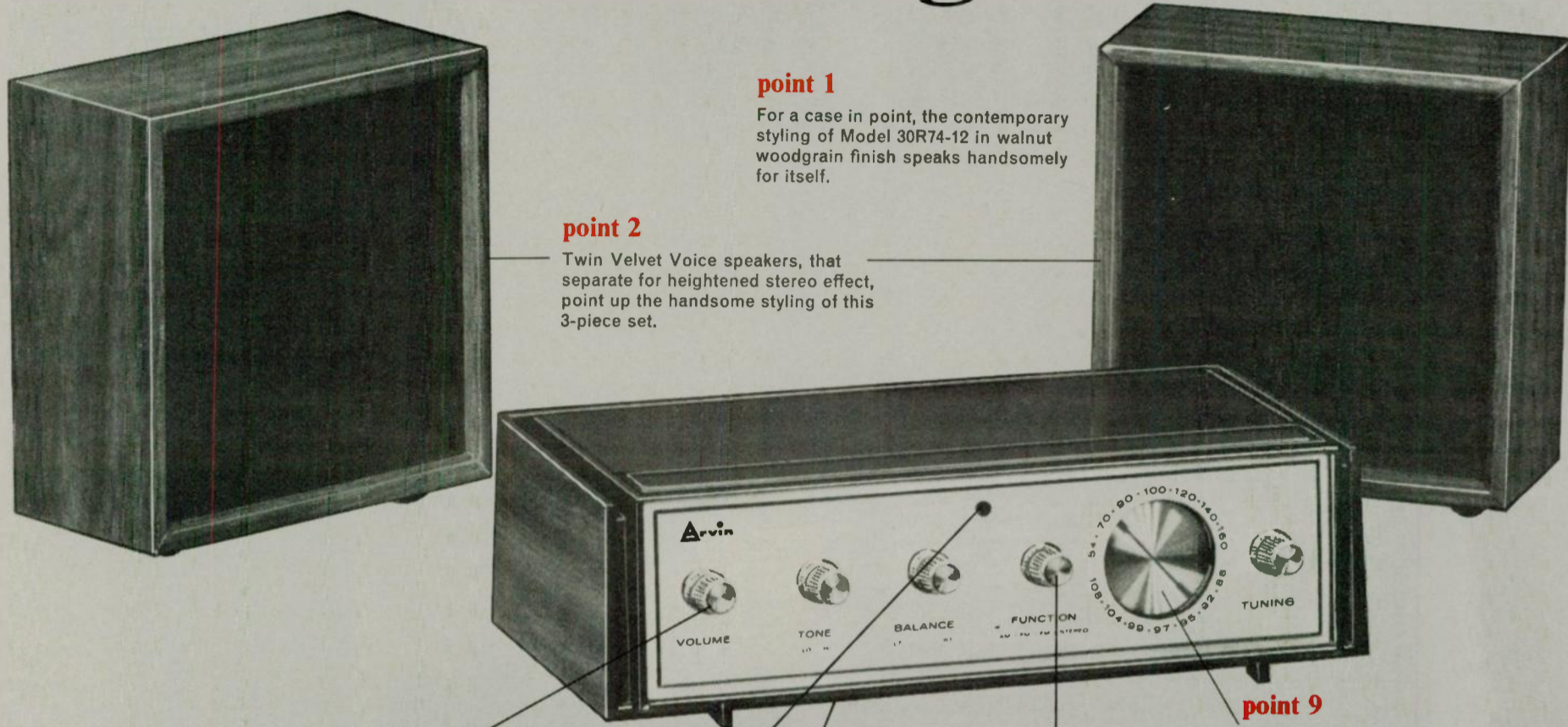
Ernest Gaynor, manager of Beck and Quint's Norwalk, Conn., store: "First we go to see what all the lines have to offer . . . to see what's new and better than last year. We're looking for improvements in the sound of cassette recorders. We'll check on the availability of cassette equipment in autos. In TV, if Sony is there, the quality of their new color sets. We've read about them but haven't seen them. We're also going to try to track down a new color TV tube to see what it's all about."

Alvin Sotoloff, merchandise manager for Silo, Inc., major Philadelphia area chain: "The CES is important . . . and so is the New York Hi-Fi Show. We're going to look for innovations . . . merchandise for fall selling in all categories. We'll be looking at cassette equipment. And modulares. This is not as an offset to color TV, in which we're doing fine."

Jerry Moskowitz, manager of Sam Gordon's Appliance Supermarkets, Madison, N.J., with 10 stores: "In general I want to see the changes in color TV and stereo consoles and to see what the impact of compacts and audio components will be. In tape recorders we're touch and go . . . we believe the cassette will take the front position. We may expand in the direction of compacts and audio components, but it depends on which way the wind blows at the show. The CES is important to a degree . . . to see which way the market is rolling."

Lester Bachmann, executive vice president, Polk Brothers, Chicago: "A couple of our people will be attending. They'll go for new products, new merchandising ideas and new designs. They'll run the complete gamut of color TV to audio components. We've been in the latter for years and we're rapidly expanding them as an adjunct to radio and stereo products, rather than as an offset to color TV. The CES is very important to us. We like to see as many suppliers as possible in the shortest period possible. The CES is very helpful in that respect."

for a 3-point sales landing



point 1

For a case in point, the contemporary styling of Model 30R74-12 in walnut woodgrain finish speaks handsomely for itself.

point 2

Twin Velvet Voice speakers, that separate for heightened stereo effect, point up the handsome styling of this 3-piece set.

point 3

Adjust the sound to the point of personal preference with three separate controls—volume, stereo balance and tone—located conveniently in front.

point 4

The built-in ferrite rod AM and line cord FM antennas, plus external FM antenna terminal, pull in distant points and hard-to-get stations.

point 5

Home in on FM Stereo broadcasts with this signal light that glows at the point of accurate stereo reception.

point 6

The instant play solid state chassis points the way to cooler operation; longer set life.

point 7

Switchable automatic frequency control brings in drift-free FM reception at the point of maximum listening pleasure.

point 8

Arvin radios wake you, work with you, wander with you, and whisper you to sleep. That's why Arvin's consumer advertising calls them "Radios for Every Moment of Your Life."

point 9

Accurate station selection at any point on the AM or FM band is a breeze with positive function control and indirect-drive tuning dial.

point 10

We're eager to point out the profit advantages of the Arvin line. Write, wire or call Arvin Industries, Inc., Consumer Products Div., Dept. E-9, Columbus, Indiana.

point 11

If it's convenient, make it a point to visit one of our showrooms in Chicago, Dallas, Los Angeles and New York.

point 12

The important point is that Arvin excellence is backed by fifty years experience—your assurance of Arvin quality.



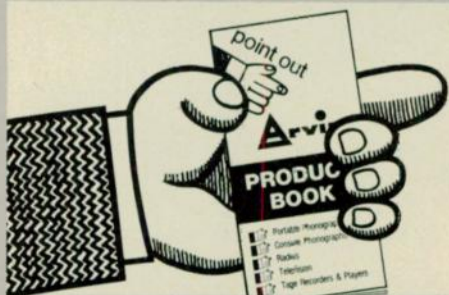
Be sure to point out the outstanding features of the Arvin Deluxe FM/AM/FM Stereo Radio and Speakers with tuning meter, twin speakers with 3" tweeters and 6" woofers, separate treble and bass controls. Model 38R96, \$159.95 sugg. retail.

point out

Arvin®

THE COMPONENT STYLED FM/AM/FM STEREO RADIO (Model 30R74-12)—a three-piece radio set that brings in sparkling AM, static-free FM and the exciting new room-filling sound of FM Stereo. To land sales quickly, point out its contemporary styling, Arvin quality features, and outstanding value at only \$64.95, suggested retail.

See us at the National Housewares Show, International Amphitheatre, Chicago, and the EIA Show, Nassau Suite, New York Hilton.



Arvin® helps you point the way to more sales

Arvin helps you point the way to more sales with this "Point Out Arvin" Product Booklet. Each booklet spells out in simple, easy to understand language the most important points of every Arvin model in the line . . . the kind of points that make sales.

**Here's one line of speaker systems your
customers can't buy "down the street"
IT'S YOUR OWN BRAND**



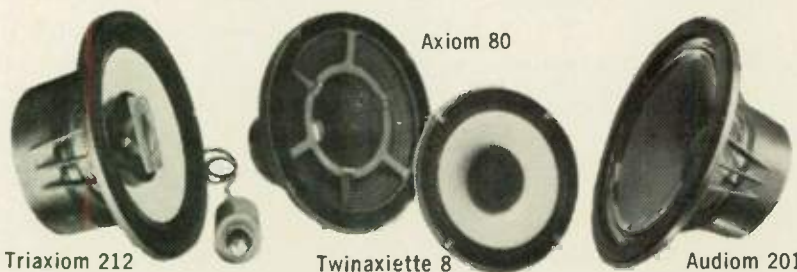
...and ELITE ELECTRONICS will build it for you

Featuring World-Famous Loudspeakers of GOODMAN'S OF ENGLAND®

If the mere idea of private-labelling your own line of speaker systems intrigues you, call Elite Electronics . . . Collect . . . NOW! You're onto something more profitable than even you imagine!

For almost 50 years Goodmans of England, the world's foremost manufacturer of quality speakers, has been supplying speakers and systems to the world's leading OEM manufacturers.

NOW, THROUGH THE EXCLUSIVE U.S. APPOINTMENT OF ELITE ELECTRONICS AS GOODMAN'S OF ENGLAND'S SOLE U.S.A. AGENT, The Elite/Goodmans combination can create or duplicate for you as your own brand, any speaker system you want.



You can individually specify and incorporate such world-famous Goodmans loudspeaker units as: The Audiom 201, Axiom 80, Triaxiom 212, Twinaxiette 8

which can be developed to fit such products as • Instrument Speakers • Extension Speakers • Public Address Sound Columns • Tape Recorder Speakers • High Fidelity Speaker Systems • Compact Home Entertainment Centers • Consoles.

ENHANCE YOUR REPUTATION AND EARN MORE THROUGH CUSTOM DESIGN PRIVATE LABEL IN YOUR LOCAL OR NATIONAL MARKET.

Elite's modern and extensive production facilities with it's own woodworking and engineering facilities plus warehouse facilities coast to coast assure you of finished speaker systems at an astoundingly low cost.

Elite's know-how can manufacture for you a complete speaker system with genuine walnut veneer cabinetry for as low as \$8.95 (such as product A illustrated). Every unit is renowned for its flawless manufacture and unparalleled quality.

EXTRA BONUS! Elite will supply you with full promotional material to help sell your customers . . . plus the services of an engineering staff equipped to assist you ably with any technical data or information you may require.

Get the complete details — Call Bill Hooper at Elite Collect — (516) 694-9444 or our sales representative nearest you!



ELITE ELECTRONICS INC.

195 CENTRAL AVENUE, FARMINGDALE, L.I., New York 11735 • (516) 694-9444

GEAR YOUR PROFITS TO ELITE / GOODMAN'S ECONOMAX® SYSTEMS:

EXAMPLE A



20-watt ultra compact, 7" x 10" x 7" deep speaker system, 50-17,000 Hz, with 6-inch twin radiator.

YOUR COST \$8.95

EXAMPLE B



20-watt, shallow bookshelf size, 15" x 8" x 7" deep, 45-18,000 Hz, with special 6½-inch woofer and 3½-inch tweeter.

YOUR COST \$13.50

EXAMPLE C



25-watt, shallow bookshelf size speaker system, 18" x 11" x 9" deep, 40-18,000 Hz, with 8-inch woofer and 3½-inch tweeter.

YOUR COST \$19.00

EXAMPLE D



35-watt, standard bookshelf size speaker system, 22" x 14" x 11" deep, 35-18,000 Hz, with 10-inch woofer and 3½-inch tweeter.

YOUR COST \$29.00

EXAMPLE E



Full 50-watt classic bookshelf system, 23¾" x 14¾" x 12¾" deep, 30-18,500 Hz, with large 12-inch woofer and 3½-inch tweeter.

YOUR COST \$36.00

**... Plus Our New Speaker System!
First of its type to be offered for Private label!**

Prices based on quantity purchase — F.O.B. Farmingdale, L.I., New York

Get the Profitable Details at the CE Show BOOTH H221, Trianon Ballroom, N. Y. Hilton, June 15-18

Salesmanship and display

Sell stereo consoles as well as components

says this Bay State dealer.

By Anthony G. Rud

Every so often you hear a dealer say he can sell components but he can't sell stereo consoles. Or he can sell consoles but he can't sell components.

"I don't buy that. Any salesman who's properly trained and uses his head can sell both components and consoles. And do a good job of it, too."

So says Louis L. Del Padre of Springfield, Mass., proprietor of five Western Massachusetts stores that between them are grossing close to \$5 million in annual sales. His bustling business indicates he's not just talking through his amplifier.

So far this year, console sales have shown a perceptible rise in the Del Padre Music Shops, a healthy exception to the nationwide downward trend. With most stores across the country reporting declines in console stereo, and with compact modular systems moving up fast in popularity among those who want good sound at a modest price, the exception is worth noting — for itself and for the sales strategy that underlies it. Here's how it goes.

"Suppose a couple come into our store looking for a fine audio system," explains Del Padre. "Usually the man has a fair idea of what he wants for a receiver, changer, tape deck, speakers. When he lists it all, the salesman totals it up, and the package comes to — let's say — \$950.

"At this point, Mama may have second thoughts. 'Where am I going to put all that stuff in our living room?' she asks. That's the salesman's cue to usher them into a console display room where Mama can see a piece of fine, hand-finished furniture in just the style — Early American, French Provincial, you name it — that will suit her living room.

"While she's deciding where to place the piece, the salesman is telling her husband about the power, the frequency response, the pushbutton tuning, the AM-FM, and the hi-fi features he had been looking for among the components. Chances

are that the console offers the same performance, or a near approximation. Once this point is driven home, chances are that the sale is made."

In Del Padre's experience, about 25 per cent of those who enter his store seeking components end up buying a console (with the women leading the way). Only 2 or 3 per cent who think they want consoles finally buy components instead.

Not that he slights components, an expanding segment of the business that last year displayed the most dynamic growth of all his home electronics goods. He estimates that up to 75 per cent of his clientele know what they want in individual stereo units, and will buy them or something better. They may be initially attracted by the low-end \$299.95 systems, but then may add \$70 for a better changer, \$45 for a better cartridge, and so on, winding up with a purchase costing several hundred dollars more.

In any case, Del Padre's components customers who are on a tight budget are advised to put their money in one high-grade component and expand as their pocketbook permits. If they can afford only a couple of low-priced speakers as a starter, the salesman does not discourage them. He may point out that when they decide to move up, the speakers will come in handy in the playroom.

Display plays a key part in both component and console sales, of course. A spacious rear section of Del Padre's main store in Springfield is given over to components, with all the units operable. There, under the guidance of William Krampits, manager, the customer can spend all the



New appliance-TV store in ghetto area of Springfield did over \$60,000 of business from its opening January 22 to end of April. From left: Lester Barber, Jr., manager and part owner, Mrs. Barber, and Louis L. Del Padre, store's sponsor.

time he needs to put together his dream system, or he can step a few feet into one of the half dozen rooms displaying the top console lines.

As part of his effort to transcend the sometimes artificial distinction between "high fidelity" components and the better consoles, Del Padre from time to time runs newspaper ads listing the consoles' technical specifications in some detail, and in large, easy-to-read type (he shuns fine print, asterisked notes, and varying type sizes for the different prices). The ads serve a dual purpose. They show that the pretty console woodwork contains insides capable of quality performance; and they draw attention:

"Frequency response 15-50,000 HZ (CPS), 200 watts EIA, 320 watts of peak music power . . ."

Says Del Padre: "These ads may not be earth-shaking, but they're just different enough so they have to be read. And they are."

Selecting components for assembling stereo radio-phonograph system are, from left: Louis L. Del Padre, William Krampits, manager of components division, and interested customer.



Zenith
announces
a major
breakthrough
in color TV...

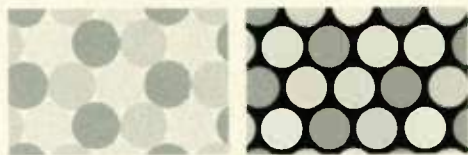
Introducing Zenith

CHROMACOLOR

A revolutionary new color television system featuring a revolutionary new patented color picture tube...that outcolors...outbrightens...outdetails...and outperforms...every previous giant-screen color TV!

After years of pioneering research and development . . . Zenith introduces Chromacolor . . . one of the biggest breakthroughs in color TV history. Featuring the revolutionary new Chromacolor picture tube with Zenith's patented black-surround principle—that brings you a color TV picture more than 100% brighter, with more true-to-life colors, sharper detail, and greater contrast, than any previous giant-screen color TV.

Here's the inside story. Every giant-screen color picture tube is covered with tiny red, green, and blue dots that make up the color TV picture. Previously they have been placed close together on a gray background (like the illustration on the left).



Magnified drawing of ordinary color picture screen

Magnified drawing of new Zenith Chromacolor picture screen

But now Zenith, in the new patented Chromacolor picture tube, has made the dots even smaller and surrounded them with jet-black (like the illustration on the right).

Instantly, you will see how much

more brilliant the color picture is, with more vibrant, more true-to-life colors. You'll see an amazing new sharpness of detail that brings out every line and shadow. And you'll see how the dramatic new contrast and definition make the color picture stand out with startling realism.

See new Zenith Handcrafted Color TV with the exclusive Chromacolor system at your Zenith Distributor's. Chromacolor—the dramatic difference you can see and sell in color TV!

Zenith's new color TV system

New Chromacolor Picture Tube represents a major breakthrough in color television picture quality. The Zenith patented black-surround screen—together with precision electron beam tracking and increased light-transmission tube face—bring you a brighter color picture, greater definition and sharper detail than ever achieved in giant-screen color TV before Chromacolor.

New Titan Handcrafted Color Chassis with Zenith's exclusive solid-state Dura-Module—combines Handcrafted dependability with solid-state performance.

New RGB Color Circuitry is more sophisticated and highly refined to develop greater picture sharpness and detail, with higher color fidelity.

New Color Commander Control adjusts contrast and color level with brightness in proper balance simultaneously—and they stay perfectly in balance as you adjust the color picture to match changing light levels in the room. There's no longer any need to turn separate controls.

Exclusive Chromatic Brain with the first Integrated Circuit ever used to create a color picture. For the most natural reds, greens, and blues, and the broadest range of colors.

Exclusive Gold Video Guard Tuner with contact points of 16-carat gold, gives you a sharper color picture for the lifetime of the set.

Exclusive Zenith AFC Control electronically fine-tunes the color picture at the flick of a finger. Keeps the color picture tuned as you change channels, even on the new UHF channels.



The quality goes in
before the name goes on

**Available in 33 models and finishes
in a wide range of styles and prices!**

Your customers will learn about Zenith's revolutionary breakthrough in color TV through the most powerful advertising program in Zenith history. It will bring customers by the hundreds to your store to see Zenith giant-screen Chromacolor. Be sure to dramatize the amazing difference between Chromacolor and any other giant-screen color TV with a side-by-side comparison. Demonstrate Chromacolor, the dramatic difference you can see—and sell—in giant-screen color TV!



We would like to show you Chromacolor instead of the simulated TV picture above. Because it is impossible to accurately reproduce the Chromacolor picture on this page, we invite you to contact your Zenith Distributor and compare Chromacolor with any other color TV made.

Regulating device claimed to extend color TV tube life, reduce radiation

Reducing a likely cause of excessive X-radiation in color TV sets by power line over-voltage could be possible with the use of an on-chassis version of the "Colorvolt" regulator. The device is being introduced by Sola Electric Div., Sola Basic Industries at the Consumer Electronics Show in New York City.

The unit was originally developed to compensate for voltage changes

due to high amperages drawn by household appliances, as well as to limit line voltages which change gradually over large increments from 95 volts up to 130 volts.

The device has been sold under the name "RCA Colorvolt" for more than a year in areas of the country where power variations have created problems that affected color TV sets to a point that internal adjustments

could not provide customer satisfaction.

According to an RCA spokesman, though, this device will not eliminate the cause of X-radiation due to malfunction or internal failures in the high voltage regulating circuits. It may tend to reduce radiation to near the borderline of present recognized radiation safety limits.

"Actually the main claim for these

products is that it can give a good color TV picture under line voltage conditions where the variations would not normally produce a good quality picture."

In tests conducted by Independent Testing Laboratories, Inc., Boulder, Colo., voltages up to 130 volts introduced into a 23-inch color TV set with "Colorvolt" were said to be reduced to a constant 113 volts maximum by the device.



Sola's "Colorvolt"

According to Neil R. Ferency, Sola Electric product manager, the "basic cause of excessive radiation (in color TV) is higher-than-design-voltage in the rectifier tube and possibly in the picture tube.

"On a residential supply line," he went on to say, "a home could have a supply voltage between 95 volts and 127 volts on a nominal 118-volt line. High voltage can be recognized by short, brilliant life of light bulbs and other heating element appliances. This high voltage would also increase the radiation of a color TV set and substantially reduce tube life. In some tubes a 10 per cent over-voltage can reduce the tube operational life as much as 40 or 50 per cent."

To remedy the problem of voltage variation and the line surges caused by turning appliances on and off, Sola Electric adapted the ferroresonant transformer, previously used in industrial applications, into the "Colorvolt" regulator.

In the lab tests, the device was able to keep voltage into the color TV set to a minimum of 109.5 volts, it was claimed.

The "Colorvolt" device is expected to retail for \$60, but could be reduced to about \$10 if incorporated in the design of the color set in place of the standard power transformer, according to Ferency.

"Scotch" Brand Cassettes prevent tape hangups

Here's the inside story.

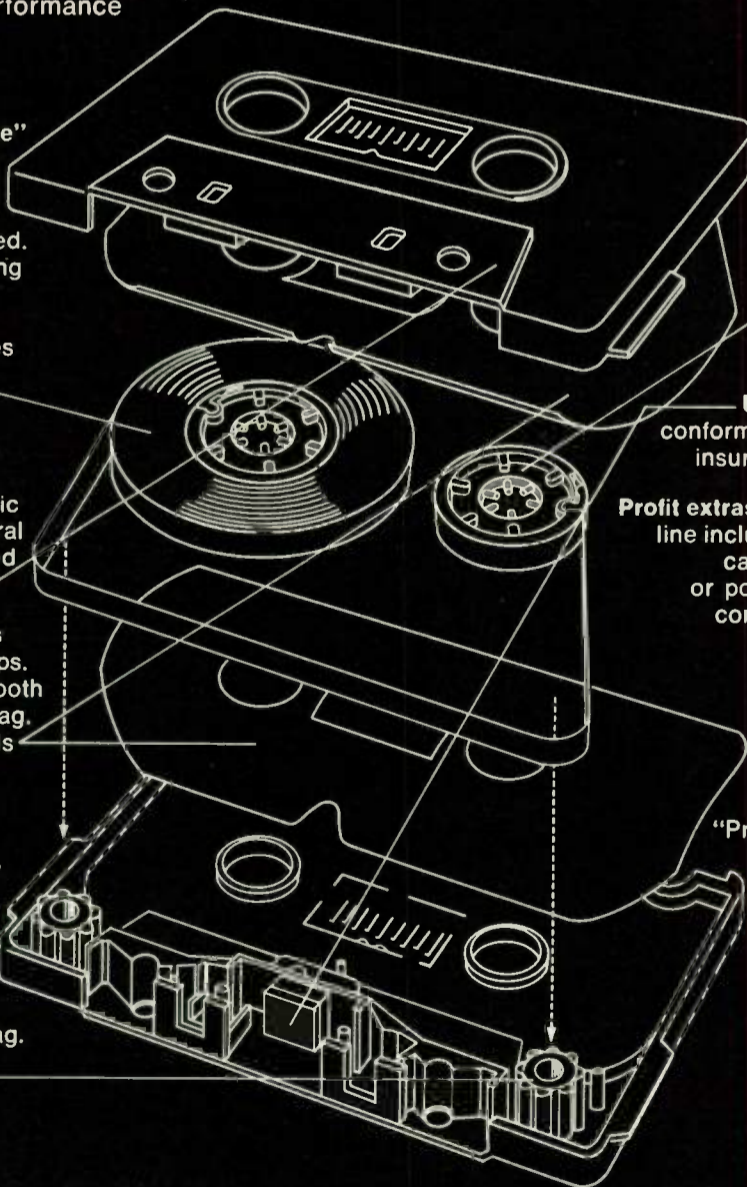
"Scotch" Brand builds in trouble-free performance with exclusive features:

Famous "Dyanrange" Magnetic Tape provides highest possible fidelity at slow recording speed. A slick, tough coating affords smooth tape travel, resists oxide ruboff, assures long tape life.

Precision-molded case is high-impact plastic, features permanent ultrasonic sealing, large integral window. Color coded for recording time.

Anti-friction shields combat tape hangups. Exclusive, ultra-smooth material reduces drag. Bowed shape guards against uneven tape wind.

Fixed tape guides help prevent "wow" and "flutter" often caused by imperfect roller guides. Splined design cuts friction and drag.



One-piece hub locks leader tape securely, eliminates "bump" that can distort tape in winding.

Unitized pressure pad conforms to recorder head to insure better tape contact.

Profit extras: Full "Scotch" Brand line includes 30, 60, 90-minute cassettes in album-style or postal-approved plastic containers. Plus C-120 in album only. See your "Scotch" Recording Tape Representative for details on free sales-boosting merchandisers and the new 1969 reseller "Program for Profit."

3M
COMPANY

"SCOTCH" AND "DYANRANGE" ARE REGISTERED TRADEMARKS OF 3M COMPANY.

YOUR POSTMASTER SUGGESTS:

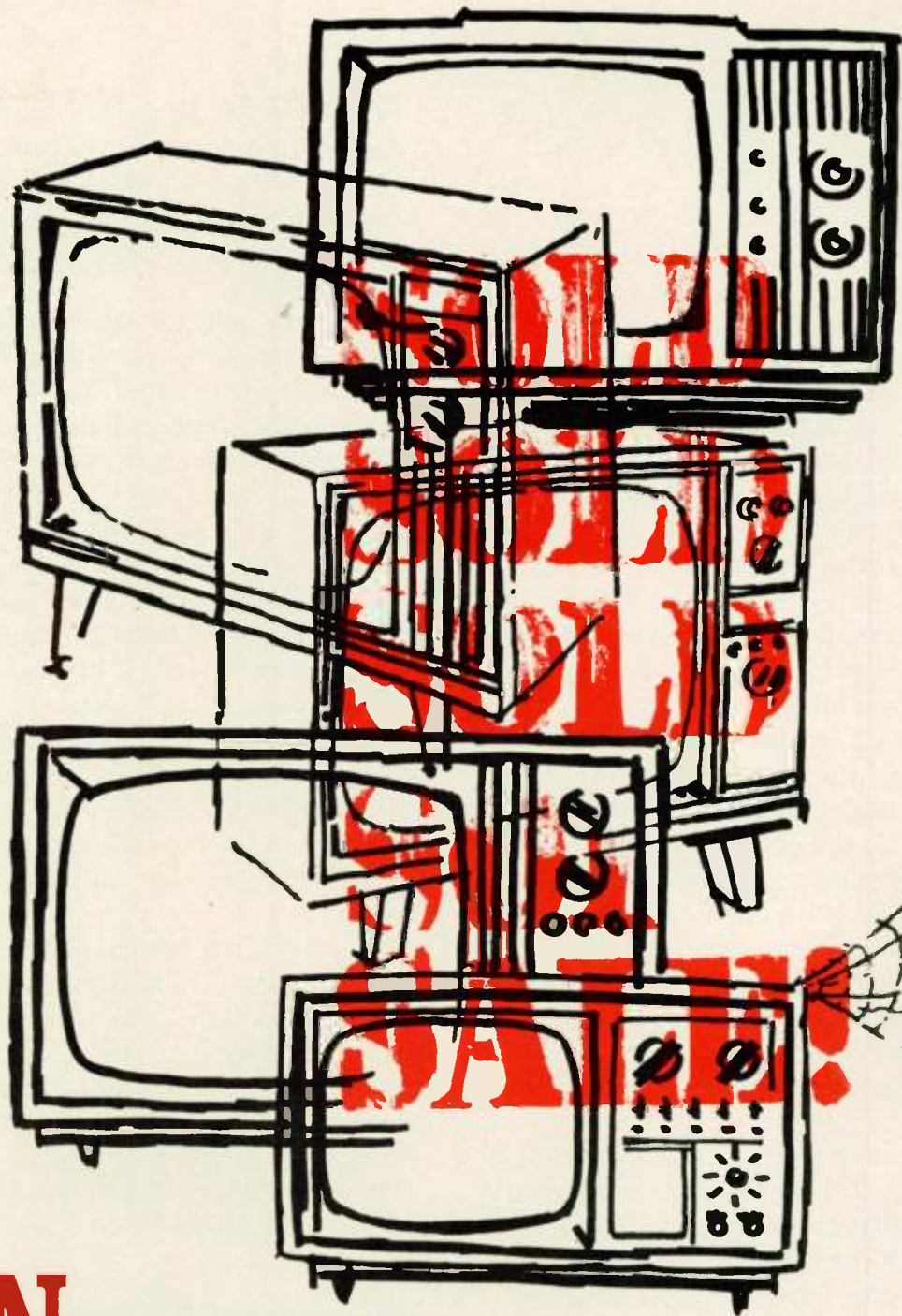
Make Those **FASTER** Connections



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MAIL EARLY IN THE DAY!

HOW TO BUY COLOR TELEVISION



A deal is a good deal only when
the last set has been sold at a profit.

By Wallis E. Wood

A distributor salesman is not a friend. He may *talk* like a friend. "Let's go get a cup of coffee," he says.

Over coffee his voice drops because he doesn't want the whole world to know what he's going to do for you: "Listen to this deal . . . buy 12 model ABC color sets and get 10 per cent off *plus* you buy one more and we'll knock \$100 off it."

Are those the words of a friend? Not when 10 of the dogs are still sitting in your warehouse six months later.

But how does the dealer know whether he should buy color TV or not? That deal might seem like a good one.

Unfortunately, he never does know for sure. But there are better ways to buy than the dealer who once said, "I go around the store and where there's a hole in the dis-

play, I buy something to fill it." He really said it.

The prudent dealer starts with his own carefully maintained sales records. If his records are shaky, he goes back through sales slips to establish how many color sets he sold the past three or four years broken out by month, by model (combination, console, table), by style (Contemporary, Early American, French Provincial, Mediterranean, or whatever), and by price.

With this information carefully tabulated, he should be able to answer questions like: What share of my total color business is represented by Contemporary consoles? Is this growing or shrinking? Is the business shifting to table models? How quickly is it shifting?

He should then compare his records

against his market's performance. While he will never obtain market sales figures as complete as his own, he can probably get total market figures from his distributor, or he may be able to get numbers from his newspaper or utility.

The market figures may be helpful . . .

(They may show that unit sales have risen 50 per cent over the last three years, while the dealer's have risen 58 per cent — indicating he is ahead of the trend.)

. . . or they may not.

(The market's units may be up 50 per cent, while the dealer's are up only 38 per cent. On analysis it may turn out that the market is buying more table models while the retailer is capturing the profitable console market.)

National figures and manufacturer an-

nual predictions are almost useless in helping an individual dealer decide what, if anything, he should buy.

One astute dealer says, "I think that when the new lines come out and the manufacturer says that 40 per cent of the business is going to be done in small screens this year, what they've told us is only how they're making the sets. It doesn't mean the customers are going to buy them."

This dealer feels that manufacturers try to create markets for what they make. As a retailer he would rather sell what his customers want to buy. At the same time he wants to sell the profitable models.

Every retailer must have adequate gross margins (sometimes called gross profit or markup) and proper turnover.

How much margin he needs depends on his expenses and what he thinks he is worth. Different dealers can live on different gross margins. No dealer can live for long, however, if his expenses amount to 28 per cent of sales and his margins average 27 per cent.

A dealer in such a situation can do several things: (1) reduce his expenses, (2) raise his prices, (3) concentrate on selling items that give better grosses, or (4) all the above.

At the same time, it is not good enough to make a 40 per cent gross margin on a color set that only turns twice a year. The business formula is: Gross margin times turnover less expenses equals net profit.

To figure inventory turnover, divide the total yearly cost of merchandise by the average inventory. Find the average inventory by taking physical inventory four times a year, add the totals, and divide by four.

For example, Hypothetical TV Sales, Inc., bought \$200,000 worth of color last year. The average inventory was \$40,000. Divide \$200,000 by \$40,000 and learn that Hypothetical turned his color inventory five times. Not bad.

A caution: Higher gross margins do not usually mean higher expenses (maybe a bit more for the commissioned salesmen). But faster turnover usually means more for delivery and installation, freight, service and the like. It has happened that a dealer turned his inventory so fast he sold himself right out of business.

Once a dealer has a feel for what his market will buy, knows the margin he must average, and knows his turnover, he can calculate his average monthly inventory.

Suppose Mr. Hypothetical thinks he can sell \$300,000 worth of color this year. He is going to try to average a 25 per cent gross margin.

(This does *not* mean his salesmen sell every color set for a 25 per cent margin. They can sell some for 19 per cent and some for 32 per cent as long as the numbers come out to 25 per cent or better at the end of the year.)

The year's color inventory should cost Mr. Hypothetical no more than \$225,000 (25 per cent gross margin of \$300,000 subtracted from the \$300,000 projected sales).

He knows his inventory turned five times last year, but he thinks he can do a little better this year, is going to try to turn it 5.5 times. When he divides 5.5 into \$225,000, he gets \$40,909, which is his average inventory. When he has less than this on hand, he is open to buy. When he has more, he is not open to buy. It's that simple.

At the same time, Mr. Hypothetical is not dumb. When color sales are off in May and June, he will have less than this in his warehouse. When he moves into the Christmas selling season, he will have considerably more.

But suppose he permits the average to creep up. Now his average inventory is \$60,000 while sales remain constant. Instead of turning his inventory 5.5 times, he is turning it 3.75 times, which means he is paying floor plan interest, his capital is tied up, and the stock is depreciating.

He cannot grab a distributor's closeout because he's up to his sideburns in color.

THREE SIMPLE RULES

There are three things a dealer should consider before he signs a color TV purchase order:

(1) *Is the price right?*

Subtract any discounts and add any expenses to find the true cost. Now add your gross margin to set a selling price. Can you sell this merchandise at that price in your market? If not, forget it.

(2) *Do you need it?*

Are you open to buy? Are there any in stock? Are any due in from another supplier. Without accurate inventory records, the dealer is at the salesman's mercy — usually a bad place to be.

(3) *Will it move?*

Are you going into a selling season or coming out of one? How has this model or similar models moved in the past? If a dealer could only sell seven French Provincial 23-inch color consoles last year, he is out of his gourd if he buys 50 this year.

How does this work in practice? Go back to the original deal: 12 model ABC color sets at 10 per cent off, plus \$100 off one more.

Suppose the distributor's original price was \$459. So the dealer can buy 12 for \$414.10 and one for \$359, a total cost of \$5,328.20 (forget about rebates and coop and outboarded service to keep the problem simple). This means the average cost per set is \$409.86 (\$5,328.20 divided by 13).

Suppose the dealer needs 23 per cent gross margin to cover his expense, but he has been averaging 26 per cent on similar sets. That is, he's been selling them for about \$619.95. Now he's got a special deal; he'll advertise them for \$589.95, a 30.5 per cent gross margin. What happens?

If he sells them all for \$589.95, he makes \$6,670. He spends \$5,328.20 to buy the sets and \$1,225.44 to sell them. (The \$1,225.44 is 23 per cent, his expenses, of \$5,328.20, the cost of merchandise.) His net profit therefore is about \$1,117.

In other words, he makes his profit on the last two sets he sells. Why? Because he has to pay for the merchandise and because he has overhead. If it takes him six months to clear out all 13 sets, pushing up his expenses, or if he cuts the price further, he can easily wipe out all profit.

A deal is a good deal only when the last set has been sold at a profit.

Of course, no one is right all the time. Everyone makes a mistake; they buy at the wrong price or they buy too many.

When this happens however, many dealers make a second mistake. They do not clear out the sour inventory as quickly as possible. They keep hoping things will get better. But things don't get better. The mistake takes up sales floor and warehouse space, it ties up capital, and it demoralizes the sales staff. Better to take a quick bath than a long, slow shower.

The prudent dealer does not permit a distributor salesman to sell him.

He visits all the open houses and compares merchandise and prices.

He senses what furniture styles and prices attract his customers.

He knows how much inventory he can live with (or without).

Every month he reviews sales and inventory records to keep the business balanced.

And when he needs color sets, he discusses the matter with his distributor salesman where he is in control, in his office — not over a cup of coffee.

Such a dealer may not be his salesman's friend. But he will probably make them both rich.



TAPE SYSTEMS:

Controversy continues over which one is "best"

Until it is settled, dealers will have to make their own decisions – and hedge some bets.

By Milton Gussow

The tape recorder industry is shaping up for what could probably be the most exciting fall and holiday season since color TV's spiral. And if advances continue at the present rate, units delivered this fall will be out-of-date by Christmas. Signs of jitters about the technological advancements appeared as early as April, as some chains such as Allied and Olson advertised C-60 cassettes in "music recording quality" as low as 59 cents each. Closeouts of last year's models in all types of recorders are also being drastically reduced in anticipation of refinements in the new models.

But the biggest problem the tape recorder dealer will face will be the controversy in the industry as each system proponent claims the superiority of its product, to the bewilderment of the dealer and the customer. To top that, the standards of what is "high fidelity" seem to change from day to day.

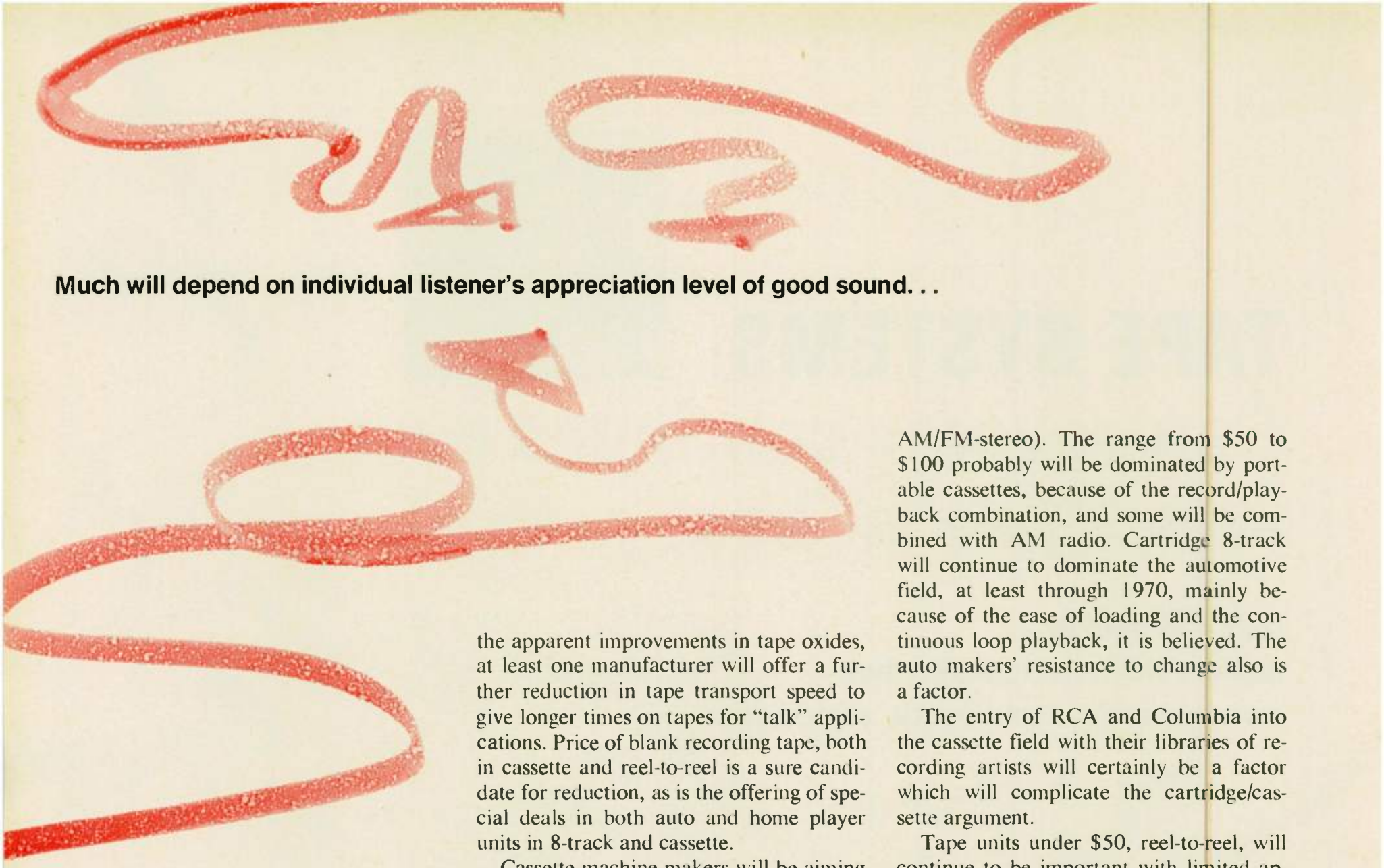
Basically, there are three major classifications of tape recorders now in general use. These are the 8-track (and some 4-track) cartridges, cassettes, and the reel-to-reel units. Variations and options on these systems are infinite.

The cartridge has been most used for pre-recorded materials. The cartridge also has been most important as a portable unit in automotive applications. By using the same oxide coatings and tape as the reel-

to-reel units, 8-trackers have been able to claim higher fidelity for their product over the years, and have downgraded cassette recorders to the level of "talk"-type applications, or for users who cared little for high fidelity music reproduction in the 15,000 hz area. Cassette users, however, were satisfied with the cassette faction's claim to reproduce up to 10,000 hz in pre-recorded cassettes. Even that seems to have changed now that one manufacturer has laid claim to a frequency response from 20 to 20,000 hz for its product. But others in the industry feel the whole story is not being told, in that manufacturers fail to state the signal-to-noise ratio when compensated for the high frequency response at the low tape speed.

Since all things are relative, the real answer will be in the quality and engineering of the tape recorder or player in the application for which it is used. Even the best recording can fall short on a poor machine, as can good electronics make a poor recording "not-so-bad." Also, much will depend upon the individual listener's appreciation level of good sound.

The generally restricted use of cartridge units as players, except in more expensive units, will soon be changed, as some 8-track makers are about to enter their bids for the under-\$100 market in both the home and automotive fields. These home recording



Much will depend on individual listener's appreciation level of good sound. . .

the apparent improvements in tape oxides, at least one manufacturer will offer a further reduction in tape transport speed to give longer times on tapes for "talk" applications. Price of blank recording tape, both in cassette and reel-to-reel is a sure candidate for reduction, as is the offering of special deals in both auto and home player units in 8-track and cassette.

Cassette machine makers will be aiming more and more to get a piece of the automotive market, with improved loading, automatic shut-off, and ejection of the cassette.

Also, compatibility between the two dominating magazine types will show up in some models, and it is thought likely that a machine will be devised that will take either 8-track or cassettes. Indeed, at least one maker now offers an adapter.

More important, and probably to greater advantage, is the fact that the ability to record from a microphone in an automobile as well as to record and play back music could be an important factor in the cassette's widened entry into the car field. The cartridge people are working hard to provide this feature at a competitive price.

Two big question marks will limit this market: price (which must be low enough) and the high rate of theft of tape machines from automobiles (which will be more difficult for the makers to surmount). Since the unit must be easy to install, it becomes just about as easy for someone to remove. Potential buyers may not want to risk the installation, and many insurance firms are excluding tape players from protection.

It appears that the upcoming season in tape recorders will shape up something like this:

Quality reel-to-reel units will continue to dominate the over-\$150 field, with some units combining provision for recording on either or both 8-track and cassette for use in portable and automobile applications.

Stereo 8-track and cassette components will range in price up to \$100 (up to somewhere around \$240 in combination with

AM/FM-stereo). The range from \$50 to \$100 probably will be dominated by portable cassettes, because of the record/playback combination, and some will be combined with AM radio. Cartridge 8-track will continue to dominate the automotive field, at least through 1970, mainly because of the ease of loading and the continuous loop playback, it is believed. The auto makers' resistance to change also is a factor.

The entry of RCA and Columbia into the cassette field with their libraries of recording artists will certainly be a factor which will complicate the cartridge/cassette argument.

Tape units under \$50, reel-to-reel, will continue to be important with limited appeal in three and five-inch models with some values in quality units. Cassettes, though, probably will dominate this area, as consumers discover the easy-to-operate note taker, letter writer — and home entertainment device.

Contrary to general belief, there are no indications in the market place to indicate that any one of the systems — reel-to-reel, cartridge or cassette — will soon disappear. Refinements will be made in all types, since each system cannot be all things to all people.

The serious audio fan will continue to demand high fidelity which can only be available with today's technology in discs and reel-to-reel at speeds of 7 ips or faster. Eight-track has advantages in playback applications in home and portable systems, as well as in automobiles, but is not as conveniently designed for the recording mode that many consumers want. This will give the cassette system a greater push for the next few years.

One thing is certain, advanced technology will be working to solve current problems and limitations in each system. There is a lot at stake. It is estimated that there will be about 8,000,000 tape recorders and players sold in this country in 1969. And with at least three systems for the dealer to talk about, and with each proponent advertising "his own thing," enough excitement should be generated to interest the consumer in tape recorders and players to make it worthwhile for the dealer to stock the units. Even an inquiry on a \$20 tape unit can lead to a major sale.

8-tracks, though, probably will require complex instructions and timing schemes in order for the user to fit existing records or off-the-air music onto the cartridge. This is due to the sensing device which either will stop the tape or switch tracks as it comes back to the starting point.

Industry sources on both sides of the cartridge-cassette fence agree that each system has its strong as well as weak points.

By far the most important problem in tape recorder applications is that, as the speed the tape travels across the head is lowered, the signal-to-noise ratio is degraded, so that at 1 7/8 ips the fidelity is less than at 3 3/4 ips and so on up to 15 ips which is available on some home units. One industry source said that if the cassette makers' claims about the improved oxides and tape bases were valid, this would also solve some problems of home video tape recorder design. He said that the problem of obtaining high fidelity in cassettes, as compared to the standard of the disc type recording, is no nearer solution today than it was 10 years ago. The same basic signal-to-noise ratios remain.

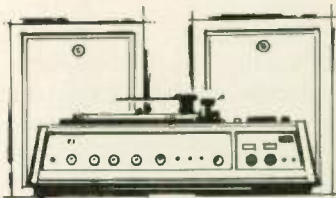
Despite the critical comments about the fidelity of cassette systems, indications are that there will be enough variation in the offerings of recorders and players to cater to any whim in the market place — and that price competition will be very strong.

Among the desirable features which will be available even in the less expensive units will be automatic reversing, and automatic changers. It has been mentioned that with

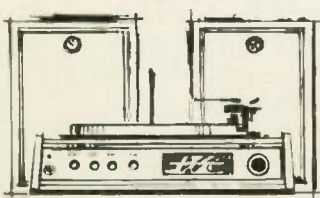
Let your stereo buffs hear the big console sound of our popularly-priced Denon MX1020.



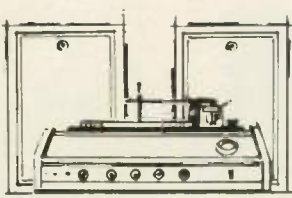
If they still don't flip, you've got five more great Denons to sell them:



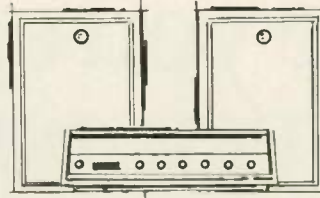
MX1060:
Compact Stereo with Cassette Recorder



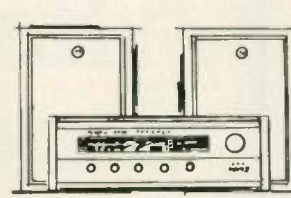
MX1030:
Compact Stereo



MX999:
Mini-compact Stereo



MX995:
De luxe AM/FM/FM Stereo Receiver



MX990:
AM/FM/FM Stereo Receiver

Big sound.

American sound.

Rich, deep bass that stereo fans want.

At no sacrifice of vibrant middle range or crystal-clear treble.

That's the superbly engineered and beautifully compact Denon MX1020. This super-sensitive, 50-watt AM/FM/FM Stereo Receiver comes with two handsome walnut speaker cabinets. Each contains an 8-inch woofer and 2½-inch tweeter. Dust cover is included with the 12-inch automatic record changer.

All at an amazingly moderate price.

Forget about fly-by-night competition

The Denon MX1020 — as well as our 5 other systems — offers you a full profit margin.

You won't get profit-cutting competition from discount houses, cut-rate stores or outlets that don't give the service you do.

Comparison shoppers can't walk around the corner and find a better deal than you can give.

The Denon Story

For 60 years we've been one of the Orient's largest makers of quality audio equipment and records. Every Denon home-entertainment product we sell world-wide today was born of experience as a leader and advanced technological innovator in both professional audio systems and

color and black-and-white TV.

Our facilities are the finest — turning out a full line of radios, phonos, tape recorders, TV and professional broadcasting equipment.

Our modern laboratories assure magnificent performance that breeds the best kind of recommendation — word-of-mouth praise from satisfied Denon owners.

You have to go far to find audio products that top ours for dependability.

It's a story printed words can't really convey.

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(A subsidiary of Nippon Columbia Company, Ltd., Tokyo)

- Rush me further information on your DENON MX1020
- Put me on your mailing list for information about other DENON products coming up
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The Sound Choice in clock radios. From Standard.

Standard's SR-RL815F.

It has more radio (AM/FM, 1.5 Watts of audio power, high compliance 3"x5" oval dynamic speaker, pillow speaker).

It has more clock (big, illuminated digits, buzzer alarm, wake up to music, wake up to music and buzzer).

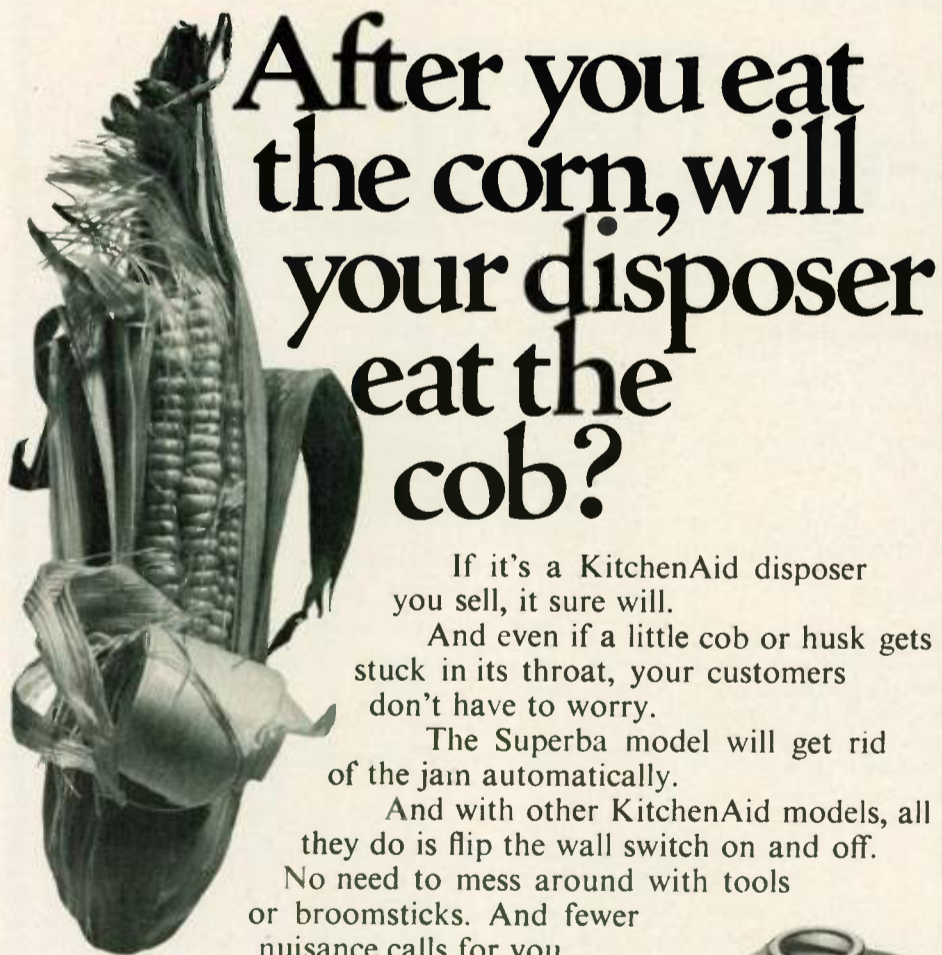
In handsome walnut wood with aluminum trim, measuring 9 3/4" x 7" x 3 1/8". Priced to pop off your shelves at \$54.95.

Available immediately from both warehouses.

Hear, hear!

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

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



After you eat the corn, will your disposer eat the cob?

If it's a KitchenAid disposer you sell, it sure will.

And even if a little cob or husk gets stuck in its throat, your customers don't have to worry.

The Superba model will get rid of the jam automatically.

And with other KitchenAid models, all they do is flip the wall switch on and off.

No need to mess around with tools or broomsticks. And fewer nuisance calls for you.

So remember this corny story when you sell disposers. It'll help you close a KitchenAid disposer sale fast. Like more details? See your distributor. Or write KitchenAid Disposers, Dept. 9GQ-3, The Hobart Mfg. Co., Troy, Ohio 45373.

KitchenAid
Dishwashers and Disposers

Products of The Hobart Manufacturing Company



customers are reading



True Story

"How to be Friends with your Refrigerator and Range" is the title of an article on page 97 of the June issue of *True Story*. Author Bernice Strawn of the extension service of Oregon State University begins her article:

"If you want to eat well and keep your family happy. . . stay on the good side of your kitchen appliances." She offers many tips on how to stay on the good side of them, and concludes:

"One last word. Cleaning behind the refrigerator isn't just a matter of sanitation. It's also a good safety practice. Sparks from the motor can ignite lint and start a fire."

Another full-page article that may help dealers who sell laundry appliances is on page 88 of the same issue. This article is titled "Tips to Help You Do a Better Job on Wash-day."

Farm Journal

"Cleaning a fry pan is no fun, so every helpful feature is appreciated" is the first sentence of an item in the "Keeping up to date" feature in the "The Farmer's Wife" section of the June issue of the *Farm Journal*. The item on page 47 is talking about the Westinghouse new electric pans with detachable legs "which snap off for easier cleaning (and for more convenient storage, too)."

Good Housekeeping

"A warm kitchen is no place to be during the summer heat" says *Good Housekeeping* on page 166 of its "The Better Way" section in the June issue. It lists "Good Housekeeping's Barbecue Cookbook" under "Booklets worth writing for" and adds, "These 35 pages of fresh-air cookery carry 132 recipes for outdoor dining, including Indian Ham Bake, Shish Kabob, and Minted Melon Salad."

Among the "Big finds at small prices" which Marjorie Cubisino chose for the "Appliances and Home Care" page (page 202 of the issue) is a low-wattage warming trivet, the "Elec-Trivet," priced about \$6 and made by West Bend Co. A photograph of the unit accompanies the description of the product.

Family Circle

Dealers who handle outdoor barbecue grills will be interested in an article called "The Backyard Chef Shows Off" on page 53 of the June issue of *Family Circle*. Rita Molter, food editor, begins her article:

"First rule for a bang-up barbecue is a menu plan that will work with the equipment you have and a timetable that gets everything ready at once." And page 57 of the same issue is the beginning of an eight-

page section called a "Cookout Cookbook," which features many tempting recipes for outdoor dining.

Among "New Products You Should Know About" as selected by Sally Pepper Adams, equipment editor of the magazine, are: a garbage disposer by Maytag, a stick vacuum cleaner by Regina, a two-in-one laundry center by Frigidaire, and the "Water Pik" by Aqua Tec. Pictures accompany each product description.

Better Homes and Gardens

"If you think you haven't enough space for a dishwasher, or that installation is too involved for your kitchen, check these models. One might be the answer."

That's the lead-in to an article on "Problem-Solving Dishwashers," which begins on page 17 of the June issue of *Better Homes and Gardens*.

The article is well-illustrated with photos of the different units or features it describes. Among the companies with products featured in this article are General Electric, Waste King Universal, Hotpoint, Kitchen-Aid, Whirlpool Corp., Westinghouse Electric Corp., Frigidaire Div., General Motors Corp., The Maytag Co., and the "Signature" model of Montgomery Ward.

McCall's

"Notable new housewares" are under discussion in the "Occupation: Homemaker" feature, "a roundup of useful ideas from McCall's home management and equipment editors," on page 30 of the June issue of *McCall's*. It starts out:

"In the course of a season, our equipment editors see literally hundreds of new housewares. Some are complete innovations; others are old favorites with something added; and still others are simply more attractive, more colorful, or more easily maintained versions of previous models. Skimming the cream of the current crop, we selected the following sampling of new products as particularly noteworthy."

And among the sampling are: a vertical electric broiler by Presto, an electric trivet by West Bend, and the Dominion electronic toaster.

On page 129 of the same issue there's a mini-article on "Mini-Refrigerators: The Cool Kids," which begins:

"Have you ever thought of the convenience, even luxury, of having a second refrigerator somewhere in the house? Not a full, family-size model, of course, but a little tucked-away mini version. . ."

Mr. Zip Says:

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

"We bought a portable KitchenAid dishwasher in 1962 and haven't spent a nickel for repairs," says Mrs. Pauline Curtis of Ferndale, Michigan. "By the way, we have 5 children and we've run our KitchenAid at least 4 times daily for the past 7 years."



Back in 1951, E. L. Briggs of Burnsville, North Carolina, bought this KitchenAid dishwasher. "It was in constant use every day," he said. "During those 18 years, all I ever had to do was replace a 60¢ light bulb."



"My first KitchenAid dishwasher lasted 16 years, and all I replaced was a door spring and switch for \$5 or \$6," says Mrs. Corinne Barker of Pratt, Kansas. "A few years ago, I got a new KitchenAid, even though the old one was still going strong."

3 happy families. 41 years of dishwasher use. \$6.60 for repairs.

Who wants a dishwasher that's always breaking down?
Not the people in this ad.
And we're sure your customers don't either.
That's why you should sell the reliability of KitchenAid dishwashers.
Point out how long they do a good job. (One family in this ad used theirs for 18 years.) How few repairs they need. And how this built-in reliability can save them money.

If you're not handling KitchenAid, see the KitchenAid distributor. Or write KitchenAid Dishwashers, Dept. 9DQ-6, The Hobart Manufacturing Company, Troy, Ohio 45373.

KitchenAid

Dishwashers and Disposers

KitchenAid dishwashers—20 years of good old-fashioned quality.

THE
COLLECTOR
ARE CLOSER
THAN YOU
THINK.

They're right now.
At the Consumer Electronics Show.
At the Hilton, Clinton, Suite H-130.

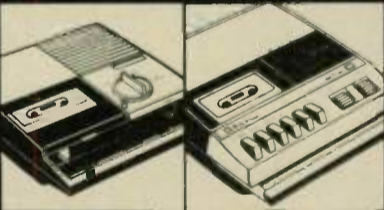
ELECTRIFIC '70'S

Bell & Howell introduces the newest sounds in sound, along with a compelling promotional program geared to make things happen for you.

This is the most comprehensive cassette and open reel tape player/recorder line you'll see and hear this year. It goes from under \$30 to under \$300. It has something for everybody. And it has the kind of innovations you'd expect from Bell & Howell. Like our exclusive Audio Eye, a monitor light that assures the user visually that the unit is doing what he wants it to do. Nobody else has the Audio Eye. Nobody.

6 cassette portables.

They have the features wanted in moderately-priced units, and more. They operate on batteries or AC. Shown: #2393 (under \$40) and #2395 (under \$65).



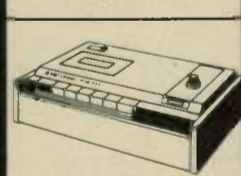
3 cassette radios.

Here's the best of both worlds: cassette player/recorders with built-in radios (AM and FM/AM). The user can record directly from the radio, or his own sounds with the microphone. One control selects all functions. The Audio Eye shows him what the unit is doing. Shown: #2396 with AM radio (under \$70).



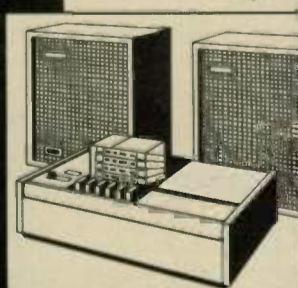
3 cassette decks.

For customers who already have their own sound systems, these Bell & Howell stereo decks let them enjoy all the advantages and convenience of cassette tape. Shown: #326 (under \$100).



2 cassette stereo systems.

Here's the ultimate in cassette listening. Elegantly-styled Bell & Howell systems with room-filling full-dimensional stereo sound. Shown: #337 (under \$270) with our exclusive power speakers that deliver 40 watts of peak music power. And its automatic changer will play up to six cassette albums continuously.



A stereo cassette radio system. Here's a complete cassette system with an AM/FM/FM-Multiplex receiver. It comes self-enclosed, or with separate speakers. Shown: #2399B (under \$270).



3 open-reel portables.

For those who prefer the added flexibility of open-reel recording and playback: a full line of precision-engineered stereo units. With Autoload® fully automatic reel-to-reel loading, 3-way Auto Reverse, sound-with-sound and much more. Shown: #2295 (under \$200).



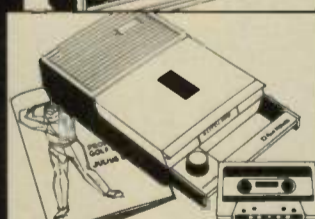
4 open-reel decks.

We make four because we like to give people a choice of models, configurations and options. Makes it easier for you to sell around, too. Shown: #2433, with three heads for tape monitoring, sound-on-sound, and more (under \$200).



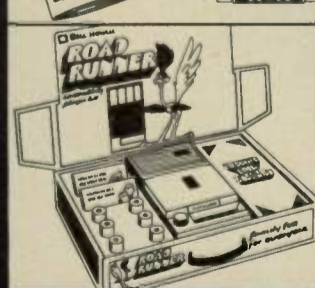
The promotional package.

There's lots more than just hardware in the Electrific '70's. Read on.



Julius Boros is on our side.

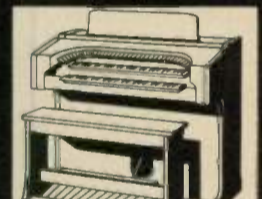
One of our exciting tape cassette player/recorders is built around pre-recorded golf lessons and a 40-page instructional booklet by former U.S. Open Champion, Julius Boros.



The Road Runner runs for us.

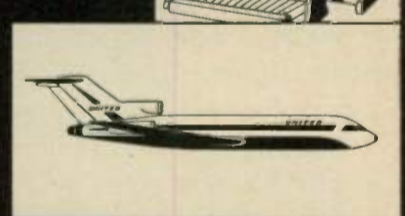
A new Bell & Howell kit: the Road Runner. Included: a Bell & Howell cassette player and pre-recorded cassettes specifically prepared to entertain the younger set while traveling in the car.

Music to your ears. An integral part of the Electrific '70's: great Bell & Howell ideas for musicians and musicians-to-be to hear themselves. We've developed unique ways to utilize Bell & Howell cassette player/recorders for lessons and practice with virtually any instrument.



Let us send you somewhere.

Under our new Travel Incentive Program, you'll earn air miles for every Bell & Howell audio product you sell.



Tapes for less.

Here's a sales-building idea: Included in every Bell & Howell cassette or open-reel player/recorder carton will be a money-saving pre-recorded cassette tape album offer for your customers that makes closing the sale that much easier.



Putt a few with Julie.

Former U.S. Open Champion Julius Boros will be at our show booth. Be sure to stop by. You may pick up a few pointers on your game. If you can't make the show, call us for full details on the Electrific '70's at this toll-free number: (800) 323-7657. In Illinois, call collect (312) 677-2100.



VIDEO AND AUDIO PRODUCTS DIVISION
7235 North Linder Avenue, Skokie, Illinois 60076



Listen who's back stealing the show!

The Consumer Electronics Show. At the New York Hilton, June 15-18. The Gramercy Suite, H126A. That's where you'll find the incomparable Capeharts.

Incomparable? Capehart's been using that word for 40 years, justifiably. More so now than ever before. Now Capehart represents incomparably better value.

What makes a better value? Features. A customer-accepted brand name. Exceptional styling. Superior sound reproduction. Reliable performance. Thoroughgoing service. Realistic pricing. Put them all together they spell Capehart.

But some "better values" never see the light of an overhead fixture. Because they

lack *dealer* appeal. Because there's no money in them for *you*.

Which is why "that word" is now far more meaningful. Incomparable Capehart now means incomparable *profits*.

Look at the price tags on the 15 Capehart models you'll see at the show. Each of them carries a "suggested retail" far below its competition. At the same time, your mark-up is far *above* the going rate. YOU'LL MAKE 40% TO 50% ON EVERY FAMOUS-NAME CAPEHART YOU SELL.

See the Capehart display in the Gramercy Suite, H126A, The New York Hilton. It's as pretty as a profit picture.



NO. 3000 \$269.95 RETAIL

INCOMPARABLE
Capehart
SINCE 1929

CAPEHART CORPORATION, 770 LEXINGTON AVENUE
NEW YORK, N.Y. 10021, (212) 421-6070

new products



VISCOUNT: Literally sitting a little higher than most models of its kind, Model 1280, a solid-state AM/FM clock radio, is poised on chrome legs with scratch-proof surface. The unit, enclosed in a walnut cabinet, features AFC control, lighted dial, slide-rule tuning, "Telechron" clock with snooze alarm and sleep switch. It operates on house current. Dimensions of the unit are 9¾ in. x 5½ in. x 4¾ in. Suggested retail price is under \$39.95. Consolidated Merchandising Co., 59-50 Queens Midtown Ex., Maspeth, N. Y. 11378.



Viscount Model 1280



Sharp Model BP-200

SHARP: No more waiting for the announcer to come up with the temperature with Model BP-200, a desk AM radio/thermometer combination. The 5-in. long cylinder-shaped unit is pedestal mounted and styled in black with silver trim. It has a precision engineered automatic gain control circuit which is designed to deliver drift-free reception despite varying signal conditions. The unit has a built-in Fahrenheit thermometer. Dimensions are 5½ in. x 2½ in. x 3¼ in. Suggested retail price: \$15.95. Sharp Electronics Corp., Dept. P, 178 Commerce Rd., Carlstadt, N.J., 07072.

AMPEX: "Micro 32," featuring an AM/FM receiver with a built-in antenna and a telescopic FM antenna, is one of three new portable cassette player/recorders which operate on household current, on batteries for portable use, or can be adapted to automobile current. The unit, 12½ in. wide x 7 in. high x 3 in. deep, has one full watt of power output, a 5-in. speaker, and an automatic nickel-cadmium battery recharger circuit. It comes with remote control, dynamic microphone, earphone, carrying case with shoulder strap, and one 60-min. blank cassette. It features push-button cassette function controls, easy-load pop-open cassette door, automatic recording level control and recording level/battery condition meter. Suggested retail price: \$129.95. "Micro 24" is \$89.95; "Micro 14," \$74.95. Ampex Corp., 2201 Estes Ave., Elk Grove Village, Ill.

TELEX-Phonola: Housed in an Italian provincial cabinet with imported marble inlays, Model B6219, a stereo console with AM/FM/FM-stereo radio and record changer, goes one better on most coffee tables now in use. The electronic components are housed in a drawer which is closed to provide the coffee table effect. Features include two 9-in. oval bass woofers and two 3-in. high compliance tweeters with cross-over network. Also: slide rule tuning, AFC switch, and input/output jacks for tape and additional speakers. Waters Conley Co., Inc., subsidiary of the TELEX Corp., 645 No. Michigan Ave., Chicago, Ill., 60611.

TELEX-Phonola Model B6219



Ampex "Micro 32"



new products



Hitachi Cassette Recorder

When the cassette selection has ended on Model TRQ-260, it pops itself out of the machine. Or at the listener's discretion, he may choose to eject the cassette manually.

To simplify things further, "Levelmatic" has been added. When incoming sound signals are too weak at the volume control setting, "Levelmatic" automatically boosts them. When they are too strong, "Level-



Hitachi Model TRQ-260

matic" reduces them so that a clean, clear recording results with maximum signal-to-noise ratio.

With "Levelmatic" a VU meter might seem redundant, but one has

been included for the user who wants to set his own recording levels.

Tape transport is handled through a single lever which has both forward and reverse. Operation is from house current or a battery pack.

Dimensions including carry handle are 10⁵/₈ in. x 7³/₄ in. x 3 in. Weight is just over 6 lbs. with batteries and tape cartridge inserted. With batteries, microphone, earphone and one C-60 blank cartridge, the unit has a suggested retail price of \$129.95. *Hitachi Sales Corp., 48-50 34th St., Long Island City, N.Y. 11101.*

GE Compact Stereos

Compact cabinetry and "room-sized" stereo sound have been combined in a new "Style Line" of "portable" stereo phonographs. The new chest-sized stereos cover three popular designs. Model S671 in Contemporary styling is finished in a walnut veneer on hardwood. Model S672 is an Early American unit in a golden maple veneer on hardwood. And Model S673 offers the hand-carved massive Spanish style.

The units carry a solid-state FM/



GE "Style Line" Model S672

AM/FM stereo tuner with a 40-watt (peak power) amplifier and four full-fidelity speakers. The automatic 4-speed de luxe record changer features an 11-in. turntable, a GE "Tonal I" tone arm with adjustable tracking pressure, and a ceramic stereo cartridge with a GE man-made diamond stylus. The units carry auxiliary input-output jacks and are also equipped to use the GE "Porta-Fi" remote speaker accessory. Custom base stands, co-ordinated to each of the three styles, are available as accessories. Suggested retail price of the units: \$229.95. *General Electric Co., Electronics Park, Syracuse, N. Y. 13201.*

Features include synchronous motor, damped setdown and simplified operating controls, and built-in stylus pressure control whose readings are easily visible in a window built into the top of the tonearm.

Also featured is a low mass, tubular aluminum tonearm, dynamically balanced by means of a fully adjustable counterweight. Other features are a patented sliding weight anti-skate control and a large lightweight turntable, precision matched to the "Synchro-Lab" motor and a high



Garrard Model SLX-3

compliance magnetic cartridge with diamond elliptical stylus. *Garrard, Westbury, N.Y., 11590.*

Garrard Turntable

Model SXL-3 is designed for the knowledgeable hi-fi enthusiast who wants all the latest automatic turntable features combined with the convenience of a module.

Midland Multi-Band Radio

Called the "International," Model 10-558 is a de luxe 8-band receiver covering AM and FM plus marine, aircraft, two police and two short-wave bands. Features include push-button band selection and indicator

Consumer Electronic Show, N.Y. Hilton, June 15-18

Room H-520: Component



\$229 & \$299 Benjamin 1020 FM International Portable—only portable component compact with Miracord turntable, EMI speakers and FM tuner. Benjamin 1020—same quality components less FM tuner



\$299 & \$349 Benjamin 1025 FM Stereo Compact. The price leader, FM only. Miracord changer, EMI speakers. 32 watts IHF. Benjamin 1035 AM/FM Stereo Compact, a step-up model. 40 watts IHF.



Midland "International"

lights, illuminated log scale dial, variable squelch, main and fine tuning controls, battery and tuning meter and a pushbutton AFC. The receiver can be used as an amplifier for a mike or phono. A solid-state chassis provides instant-play from either battery or a-c power. The unit has a swing down cover with a world map and time zone chart. Suggested retail price: \$149.95. *Midland International Corp., 1909 Vernon St., North Kansas City, Mo. 64116.*

Craig TV

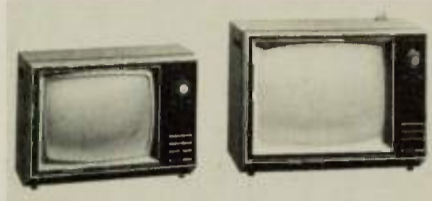
Four TV receivers — a pair of black-and-white and a pair of color sets — mark the company's maiden effort in the field. Thirty-five new products in all are scheduled for unveiling, including radios and recorders.

The two color TV feature hybrid-circuitry, slide control color co-ordi-

nators, automatic fine tuning, automatic color control, removable contrast screens and walnut finished cabinets. Model 6303 has an 18-in. diagonal screen with 180-sq.-in. of viewing space. Model 6304 has a 15-in. diagonal screen with picture area of 117-sq.-in.

Model 6301 and Model 6302, black-and-white TV, have removable contrast screens and stand-by circuits for immediate sound and picture. Model 6301 has a 12-in. diagonal screen with 75 sq. in. of picture area. Model 6302 has viewing area of 44 sq. in. with a 9-in. diagonal screen.

Suggested retail prices: Model 6303, \$429.95; Model 6304,



Craig Models 6304 and 6303

\$389.95; Model 6301, \$109.95; and Model 6302, \$94.95. *Craig Corp., 2302 E. 15th St., Los Angeles, Cal. 90021.*

Philco-Ford Console Stereo

The firm's first breakfront cabinet with three front panels and the first console in the Mexican Spanish style are features of the 1970 console stereo line. Dark oak finish is found throughout the line, which includes models with peak music power of 20 watts to 300 watts.



Philco-Ford "Aranda"

One of the breakfront cabinet models is the "Aranda," Model H442TDK, which features oak veneers in Spanish styling, with decorative molded front panels. This model and two others in the series — The "Gableston," Model H461TMA, in Early American and the Contemporary "Delacourt, Model H410TWA, have 70 watts of peak music power and 15-in. oval speakers. Suggested retail prices are: \$379 for the "Aranda", \$379 for the "Gableston"; and \$339 for the "Delacourt." *Philco-Ford Corp., Tioga and C Sts., Philadelphia, Pa., 19134.*

Sansui Speaker System

A new three-way three speaker system, Model SP-1001, consists of a 10-in. domed-shaped tweeter housed in walnut enclosure with hand-carved speaker grille.

The unit incorporates a new con-

cept in speaker design, say the makers, with a resulting midrange that has transient response and a sharp reduction in distortion.

The system features pushbutton connection terminals for connection of input wires, and electronic cross-over system terminals for simple hookup of bi- or tri-amplification systems.

Another feature is a special step-down attenuator which makes it possible to change output levels of the midrange and tweeter independently. Frequency response of the system is 35 to 20,000 Hz. *Sansui Electronics Corp., Woodside, N.Y. 11317.*

North American Radios

A new line of all wood radios has been introduced. The radios will range from an AM/FM clock unit to a six-band AM/FM/Aircraft/Police/SW/Marine radio. All of the radios



North American Model CR-2024

are operable on batteries as well as house current.

Included in this line are new "Magic Door" radios with unique control panel doors. Close the door and the unit becomes a flush walnut decorator piece.

Model RP-3221, an AM/FM/ (Continued on page 84)

Sales Power.



\$449 Benjamin 1045 AM/FM Stereo Compact
Lowest price component compact featuring Miracord 50, EMI 62 speakers. 60 watts IHF.

MIRACORD AUTOMATIC TURNTABLES — Not \$29 turntables, but *top-rated* Miracords featuring easy pushbutton operation.

ELAC STEREO CARTRIDGES
By the maker of Miracord turntables and pioneer in stereo magnetic cartridges.

EMI SPEAKER SYSTEMS
From famous EMI of England, parent company of Angel and Capitol records.

BENJAMIN STEREO RECEIVERS — True audiophile-accepted components engineered by one of the leaders in high fidelity.



\$599 Benjamin 1050A AM/FM Stereo Compact.
Undoubtedly, the finest component compact.
Unique features: Miracord 50, EMI 105 speakers. 110 watts IHF.

Benjamin Component Compacts

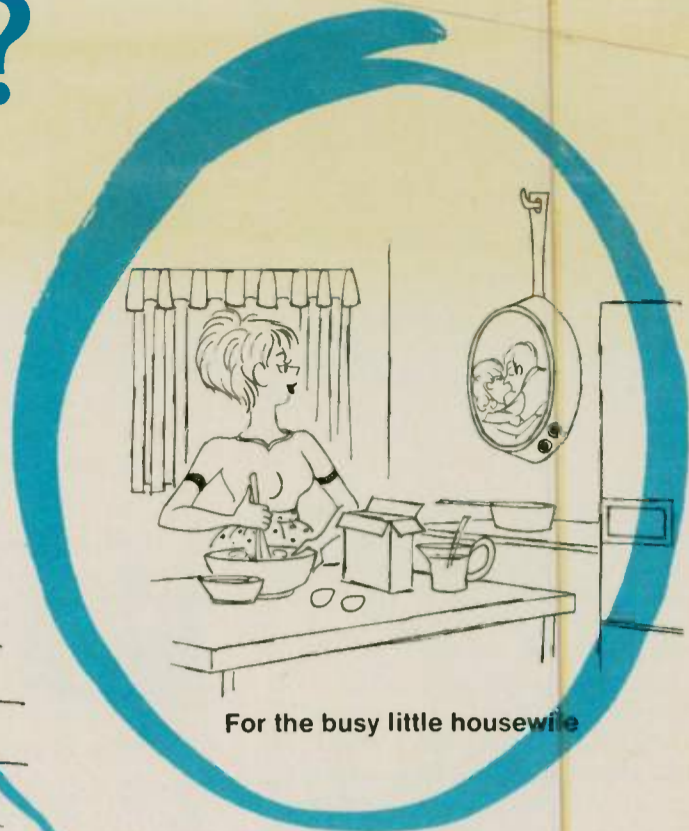
See what *Component Sales Power* can do for your PROFITS. Six stereo compacts featuring well-known audiophile-accepted components from \$229 to \$599. A complete high fidelity department that fits in three feet of space. Benjamin stereo compacts make your floor space profitable with (1) Generous profit margin, (2) Selective distribution, (3) National and local advertising support. Visit Room H520 at CES Show and ask for Nat Gold or contact Benjamin Electronic Sound Corp., Farmingdale, N.Y. 11735. Available in Canada. A Division of Instrument Systems Corporation

TV FOR TOMORROW?

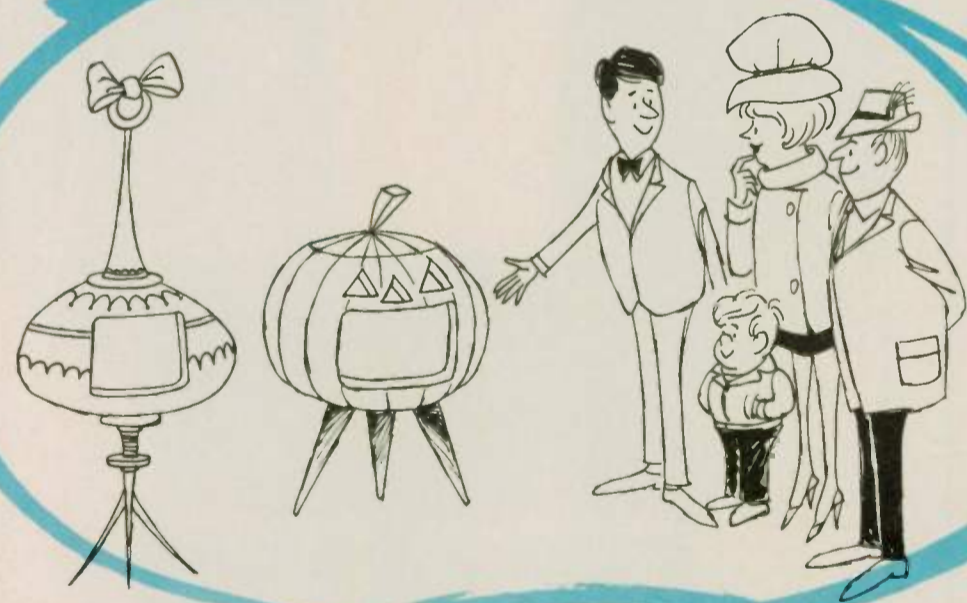
CES is the time for the unveiling of new home electronics products: models ready to go on the market and prototypes of models to come. Here Cartoonist Al Kaufman peers further into the future of TV set design and sees these "new shapes with a view."



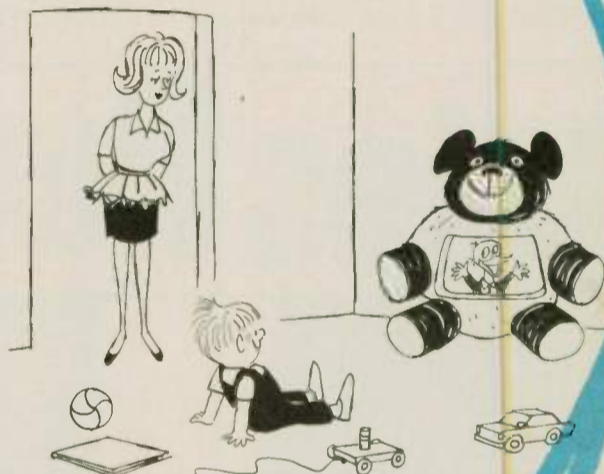
Batheball?



For the busy little housewife



The seasonal model



A TBTV for toddlers



A winner for the horsey set



Pinpoint those remote places

Al Kaufman

**Philco-Ford has
the industry's first
nationwide 90-day
guarantee on both
parts and labor.**



**And it covers
our entire
electronics line.
How's that for
a better idea?**

PHILCO 

The better idea people in electronics.

Get your slice of the moneymelon

This better idea from Philco-Ford is delicious.

Tie in now with our big dealer-listing campaign for Philco® refrigerators.

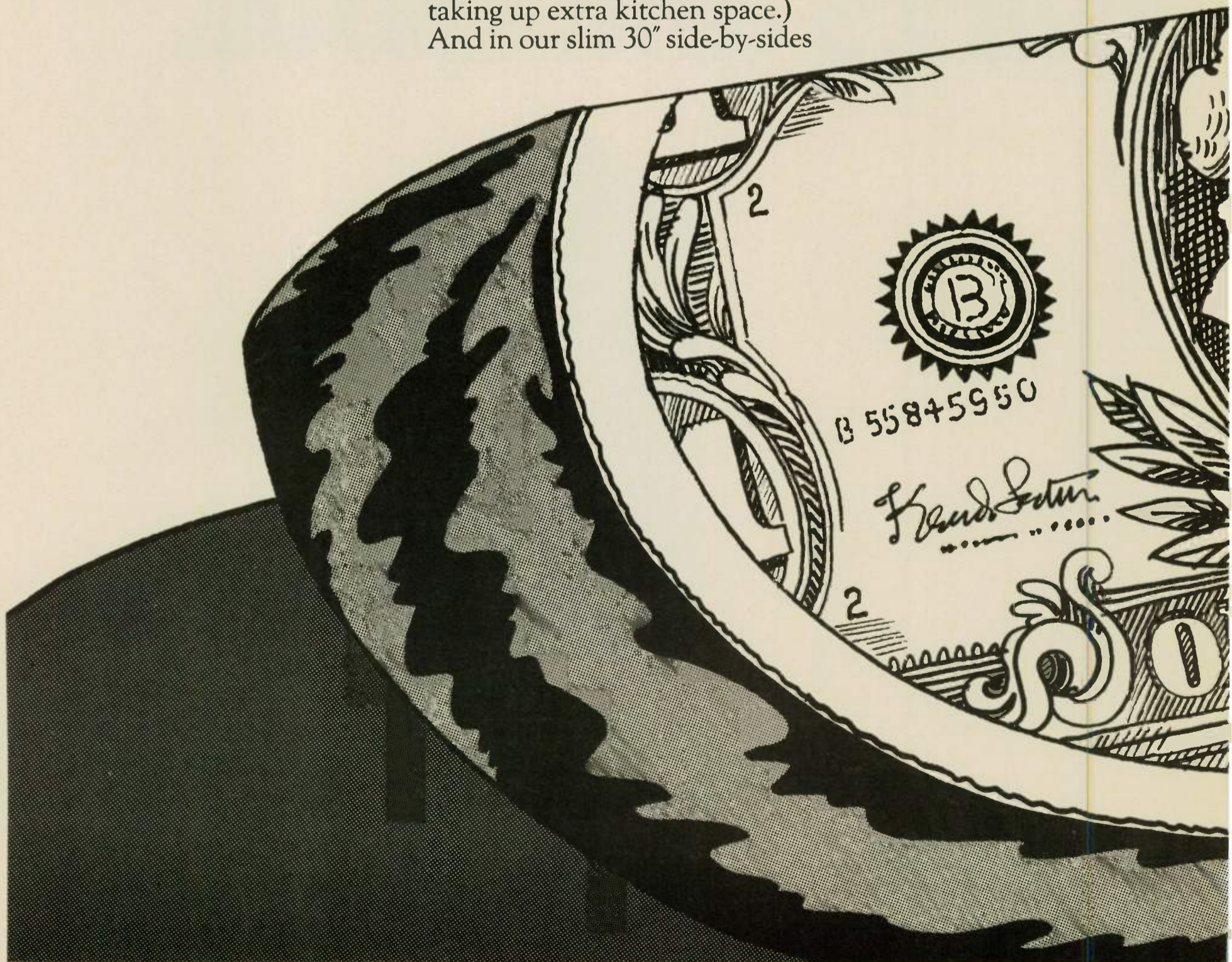
Big-space ads running in over 140 newspapers. Right through the end of July. Right through your top selling season.

Eye-catching ads that build traffic with another better idea from Philco-Ford: "Get a Philco refrigerator. Get enough extra space for a 70-lb. watermelon." A whopping attention grabber that dramatizes to your customers the extra space they get in a Philco. (Almost two cubic feet extra storage space without taking up extra kitchen space.) And in our slim 30" side-by-sides

that'll fit into the same size space as most old refrigerators.

Grab extra customers with our tabloid-size mailer, complete store kit and self-liquidating premium—a colorful "watermelon" beach towel.

See your Philco-Ford distributor. Before it's too late. He can show you how you can

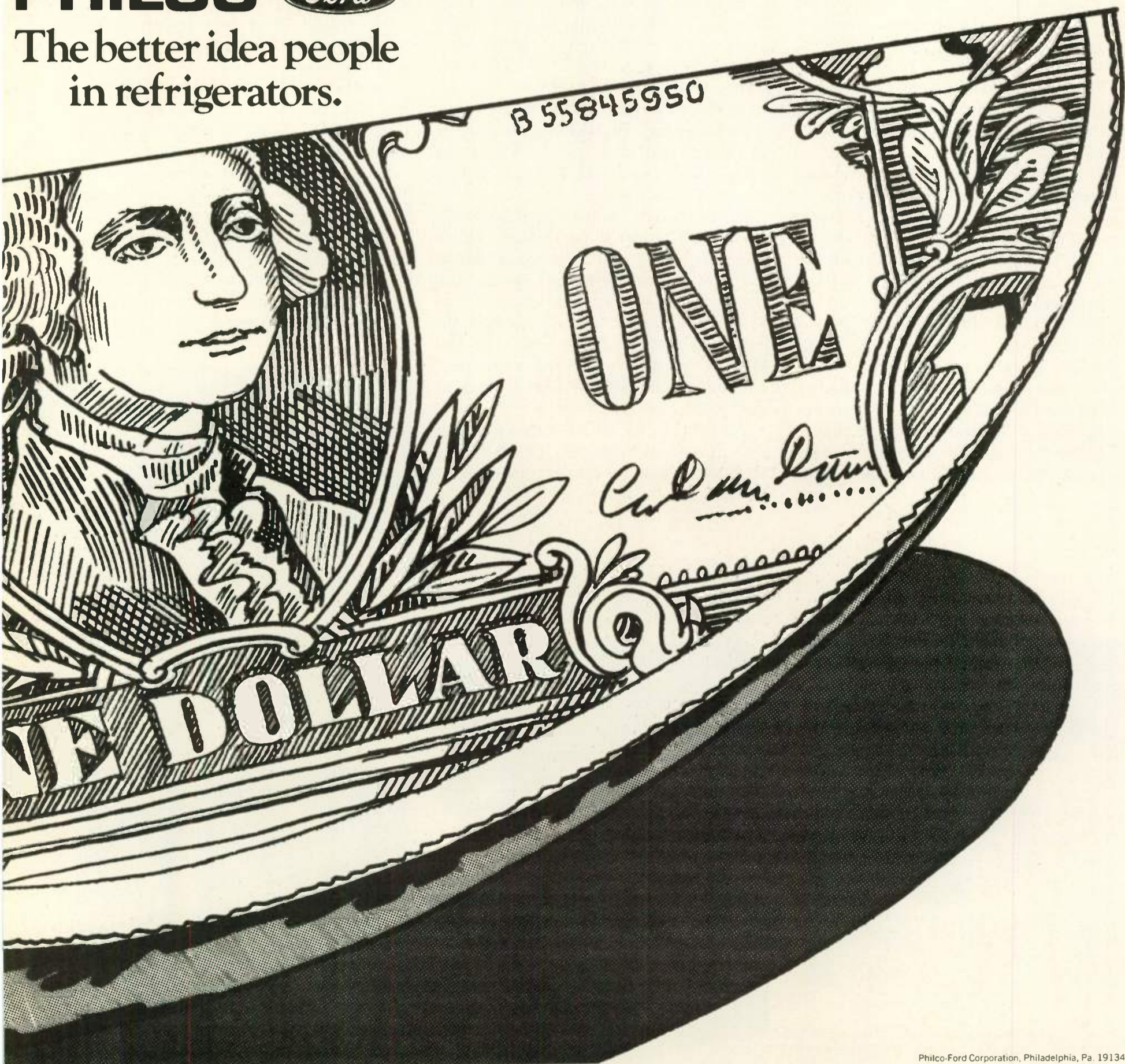


profits.

still make the moneymelon season
your big profit season.

PHILCO 

The better idea people
in refrigerators.



EMERSON in with modulars, DuMONT with solid state color TV

Three compact stereo units are priced \$79.95, \$99.95, and \$129.95.

Emerson Television Sales Corp. has made its entry into the stereo modular field with the introduction of three compacts carrying suggested list prices of \$79.95, \$99.95, and \$129.95.

These and other consumer electronics products were introduced in Miami to Emerson distributors at the firm's recent annual convention.

The color TV line for 1970 comprises 20 models, from \$279.95 to \$750, in 15, 18, 20, and 23-inch screen sizes. Featured are Models 29P12 (with sleep switch) and 29P15 (with wireless remote control), both 18-inch sets, at \$349.95 and \$419.95 respectively.

The black-and-white TV line of 23 models ranges from \$79.95 to \$199.95, and from 7 to 22-inches in screen size.

In stereo consoles, there are 13 models, priced from \$169.95 to \$379.95. The line is highlighted by two credenzas, one in Contemporary and one in Spanish Mediterranean design. Each boasts sealed speak-

er chambers, record storage, and illuminated record changer compartments. They are priced at \$279.95. Included in 13 solid state portable phonographs are four "mod"-designed "boy and girl" units with flowers, stripes, polka dots, and plaids.

Thirty-one models are in the 1970 Emerson radio line. Highlighting the units is an FM/AM digital radio with a high audio output chassis, and sealed speaker system in a solid wood cabinet.

Also introduced at the convention were 16 color TV models in the DuMont "Color Specialist" series, and 27 stereo models in the Pilot "Sound Specialist" series. The DuMont sets range in price from \$399 to \$1,095 in 18 and 23-inch screen sizes, including consoles and "theatres." The DuMont "Cortina" is the company's first entry into the solid-state TV field. It is priced at \$795.95.

Pilot's line for 1970 includes stereo credenzas and consoles (\$349.95 to \$899.95) as well as modular compacts fea-

turing slide controls. The Pilot modulars are priced \$119.95 to \$349.95.

The distributors at the convention heard that Emerson will provide three times the advertising exposure of last year's fall program. There will be national television coverage on both NFL and AFL games and a schedule of local TV spots during six weeks in October and November.

Supporting the television ad schedule, the company will run two promotional inserts in newspapers nationwide during October and November. As a tie-in for dealers and distributors, display kits for show room and store windows will illustrate the fall marketing theme: "Emerson — more than your money's worth."

"Flower Song" is name of this solid-state stereo phonograph, Model 32P26G, at \$44.95. It is styled in "blooming magenta and lavender cabinet with floral panels."



AM/FM digital clock radio, Model 31L75, has cabinet of solid wood and walnut veneers. Price: \$49.95.

DuMont "Eldorado," Model 55K22S, is complete home entertainment center with 23-inch color TV, AM/FM/FM-stereo, and stereo phonograph. Sound system has six speakers. Price: \$1,095.



Model 31M17 at \$129.95 is top model in Emerson compact offerings. Features: AM/FM/FM-stereo, sealed acoustic chamber, tape jacks for recording off air or playing pre-recorded material.

"Complete convenience" 18-inch color set, Model 29P12, with automatic sleep switch timer and built-in tuning and color controls insure viewer of minimum amount of manual adjustment. Price \$349.95.



A good, clean story.

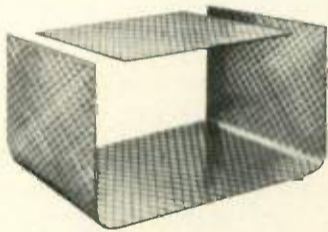
Every Whirlpool electric range has a good, clean story, if you take the time to tell it.

Cleanability is the story of our line . . . our total line and your total market.

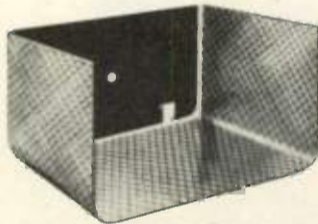
It starts with an anti-work oven. (One with throw-away liners and, perhaps, a Teflon-coated back panel; or, better still, a self-cleaning, no-work-at-all oven.)

Your story really warms up with the mention of such cleanability features as the Spillguard* cooktop, plug-out surface units, removable reflector bowls and rings.

See your Whirlpool Distributor for some clean best-sellers, now.



Good story: Aluminum foil liners can be thrown away when soiled and replaced in minutes. Removable oven door, too.



Tantalizing tale: Throw-away liners, removable door, plus a Teflon-coated back panel she can sponge clean in seconds.



Unforgettable epic: The "forgettable oven" that cleans itself. After setting two controls, she forgets all about cleaning it. *Tmk.



Model RTE350



Model RTE370



Connoisseur Model RTE9978


Whirlpool
CORPORATION

new products



(Continued from page 77)

police unit, has tote handle and swivel FM telescopic antenna. Model RP-3223, which has the unique control panel door, is an AM/FM/police unit. It has its own built-in cord.

Another unit with the walnut door is Model CR-2024, an AM/FM unit

with snooze alarm. The six-band unit, Model RP-6222, has AM/FM/Aircraft/police/SW/marine bands with two swivel antennas.

Suggested retail prices: Model RP-3221, \$39.90; Model RP-3223, \$49.90; Model CR-2024, \$49.95; and Model RP-6222, \$69.95. *North American Trading Corp., 1115 Broadway, New York, N.Y. 10010.*

We invented stereo-8 for customers with big ears. So when your customers are looking for big, brilliant, full dimensional stereophonic sound... give them what they want. The total pleasure of a Lear Jet Stereo Eight Tape Player.

Big ears are just all the better to hear Lear Jet Stereo Eight with. And this year's line of Lear Jet Stereo Eight Tape Players is the most complete ever. We've got the largest selection of new car units ever offered (from \$59.95 to

\$225.00)... a wide variety of portables (from \$32.95 to \$99.95)... and the best selection of home units in the entire industry (from \$59.95 to \$289.95).

And we're doing something more.

We're introducing a car unit and a home unit that records, as well as "plays back."

Sharp Stereo

Model STA-11 is a solid-state AM/FM multiplex stereo system consisting of a combination tuner/amplifier and two 6½ in. matched speakers in walnut cabinets.

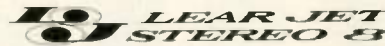


Sharp Model STA-11

So when you stop to think that Lear Jet has the most complete line... the most complete sound... the freshest styling in the field... and an ad campaign that gives you what you need...

Shouldn't you be stocking the new 1970 line of Lear Jet Stereo Eight Tape Cartridge Players? Then you can "throw a party for your ears."

The ring of your cash register.



13131 Lyndon,
Detroit, Michigan 48227

Lear Jet Stereo 8 gives you what you need.



See us at Booth A-107 at the Americana Hotel during The Consumer Electronic Show.

The amplifier delivers 20 watts of sound and the overall versatility of the unit is enhanced by input and output circuits for phono, tape recorder, tape deck, and additional speakers. A loudness compensator has been built into the volume control.

Frequency response is from 15 to 30,000 Hz with less than 0.7 per cent harmonic distortion. AFC assures drift-free reception. Suggested retail price: \$109.95. *Sharp Electronics Corp., 178 Commerce Rd., Carlstadt, N.J. 07072.*

Benjamin Stereo Systems

Top-of-the-line Model 1050A includes "Miracord" Model 50 changer and "ELAC" 244 stereo magnetic cartridge with diamond stylus, two "EMI" Model 105 three-way speaker systems and a Benjamin 220-watt AM/FM multiplex receiver.

Model 1045 has a "Miracord" Model 50 changer, "ELAC" 344 stereo magnetic cartridge with diamond stylus, two "EMI" Model 62 two-way speaker systems, and a Benjamin AM/FM multiplex receiver rated at 140-watts.

With a Benjamin 100-watt AM/FM multiplex receiver and "Mira-



Benjamin Model 1025

cord" Model 620 changer, Model 1035 has "ELAC" stereo magnetic cartridge with diamond stylus. Model 1035 comes with two EMI two-way speaker systems.

Model 1025, including Model 610 "Miracord" changer, also has an "ELAC" 244 stereo magnetic diamond stylus, two "EMI" Model 55 speakers, and Benjamin FM-only 70-watt stereo multiplex receiver. *Benjamin Electronic Sound Corp., 40 Smith St., Farmingdale, N.Y.*

Kits Phonograph

Model P-70, a portable phonograph, is one of fifteen electronic kits now available. All of the kits are ready to build and include all parts, wire, solder, and instructions. Suggested retail price of the phonograph: \$22.95.

Other kits are Model K-30, three transistor AM superhet radio with a suggested retail of \$8.95, and Model A-38, solid state utility amplifier/speaker/code practice oscillator, which has a suggested retail of \$7.95. Model A-38 has a transformer coupled driver stage and push-pull output.

"Treasure Finder," Model Md-90, has a suggested retail of \$29.95. Model PC-20, a printed circuit kit carries a suggested retail of \$3.95 and Model K-65P, portable radio, has a suggested retail price of \$12.50. *Kits Industries Inc., 729 Ceres Ave., Los Angeles, Cal. 90021.*

RCA 1970 line highlights instant color picture and sound

Computer-controlled stereo, limited edition color TV offered.

A computer-controlled production system is being used in the manufacture of stereo radio tuners included in the 1970 line of RCA consumer electronic products introduced to distributors in Las Vegas early this month.

The "Computer Controlled Operating System" is being used initially to direct the design, material control, assembly, and testing of a series of tuners found in console phonographs selling at \$300 and up, according to B.S. Durant, division vice president and general manager, RCA consumer electronics division. He said that the system, which eventually will be expanded to other RCA consumer products, can perform these functions in a fraction of the time previously required.

Durant noted that "CCOS can predict the performance of the final product."

RCA's 1970 line of color television receivers includes automatic fine tuning in every 23-inch console, a feature which a company spokesman said surveys disclosed is the most important one to consumers. The feature is also offered in a variety of portable and table models.

A silent color TV channel selection system that makes any VHF channel available at the touch of a button is a new feature of the '70 line. A rapid "signal seek" system for UHF reception is included in the control.

The system also provides motorless control of color, tint, and volume levels.

Unique in the new line is the "Two Thousand," a color TV set which RCA plans to produce in a limited quantity of 2,000 units to sell for a suggested list

price of \$2,000.

The "Two Thousand" is a Contemporary-styled unit contained in a 54-inch rosewood cabinet with bone white ends. Finely perforated metal replaces the grille cloth usually found in TV receivers. The cabinet doors are constructed of translucent plexiglass.

A 10-function remote control unit is incorporated in this model. It also incorporates RCA's recently announced 23-inch color picture tube which is said to be capable of producing a picture 100 per cent brighter than previous picture tubes.

The new picture tube is found in a total of 10 color TV models in the 1970 line.

The RCA solid state "Trans Vista" chassis, introduced a year ago, is found in 17 models in the 1970 color TV line.

The 37-model color TV line includes more models with down-to-the-floor cabinet styling, with the units placed on concealed casters for ease of movement.

Five modular sets, including a 12-inch model with flip-down rack that tilts the screen forward to the conventional upright position, are included in RCA's 1970 line of black-and-white TV receivers. The other four modular-chassis models are compact 9-inch screen receivers which are said to be the first monochrome units of this type

to be offered in the industry.

The modular chassis sets employ a main circuit board and three satellite plug-in boards carrying the video IF, sound IF, and video output circuits. Any of the satellite boards can be removed and replaced in a few seconds.

Wider use of bright cabinet colors is found in the new black-and-white TV line. The "Gamin," Model AM-097, a 9-inch portable weighing 11 pounds, is styled in black-and-white "Optile" vinyl coupled with "Mist White." Three stick-on "wraps" are provided to give a variety of cabinet color themes to a multi-flower design, an "op art" red geo-floral pattern, or walnut-grain appearance.

A three-way, 8-track cartridge portable, four cassette units, and two reel-to-reel models with a "computer look" highlight the 1970 RCA tape unit line.

A majority of the 36 radio models introduced are FM/AM receivers, including four with FM-stereo added. "Mod" colors predominate in radios and clock-radios which are particularly aimed at the youth market.

A 90-day over-the-counter radio exchange program, covering all models in the RCA 1970 line, becomes effective July 1.

"2000" for 2,000 — Ten-function remote control unit which is part of RCA's new "Two Thousand" color TV set is demonstrated to Carl Hare (left), Nunn Electric Supply Corp., Amarillo, Tex., by B.S. Durant, division vice president and general manager, RCA consumer electronics division, during firm's June distributor line showing in Las Vegas. Set, which will be produced in limited quantity of 2,000 units in 1969, will carry suggested list price of \$2,000. It is scheduled to be available around Labor Day.



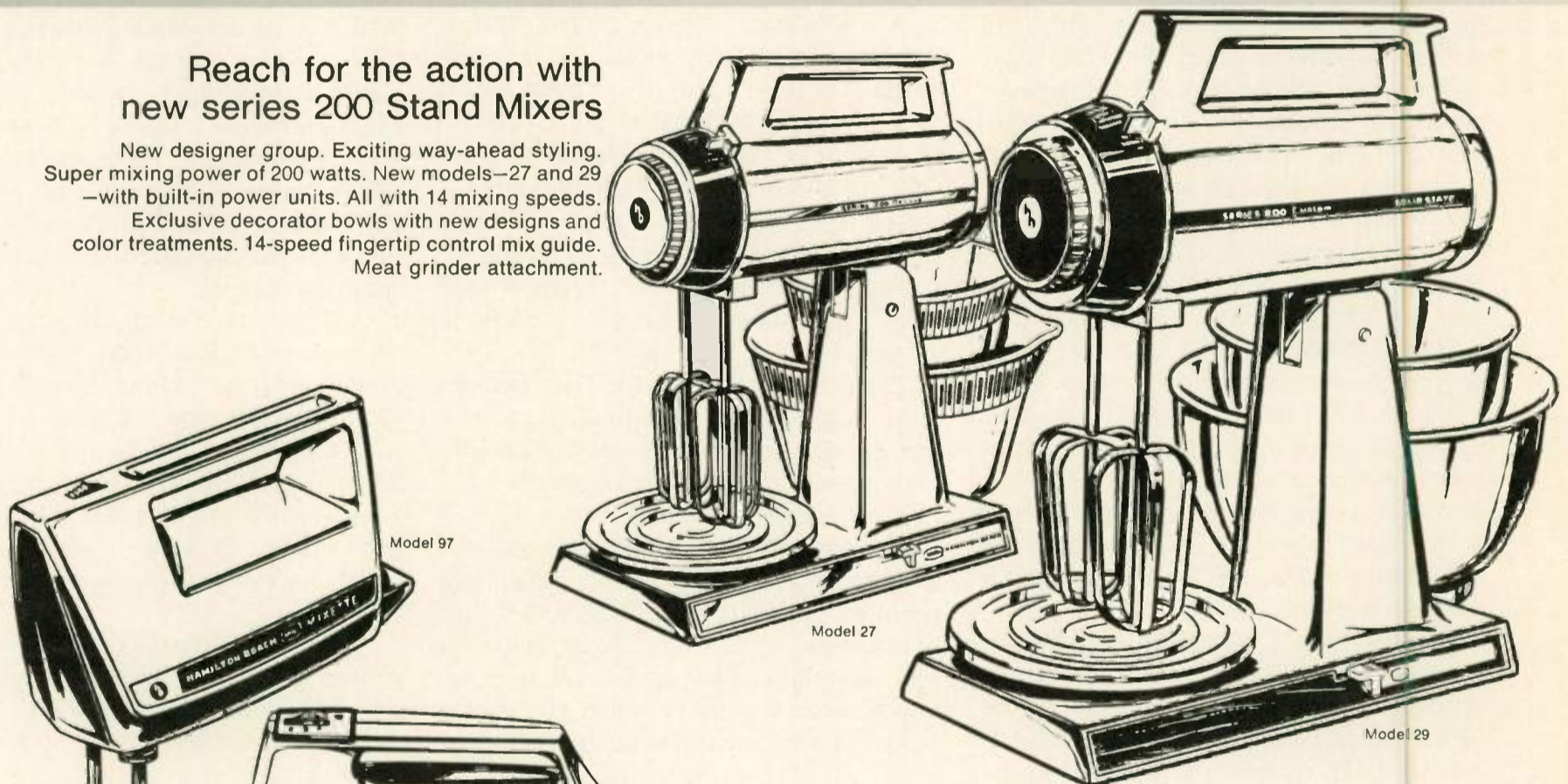
Now the Big Reach

Reach for the action as Hamilton Beach expands its food preparation line with new models, new ideas.

2 BIG LINES—FAIR TRADE AND REGULAR TO BRING IN MORE CUSTOMERS, MORE PROFITS.

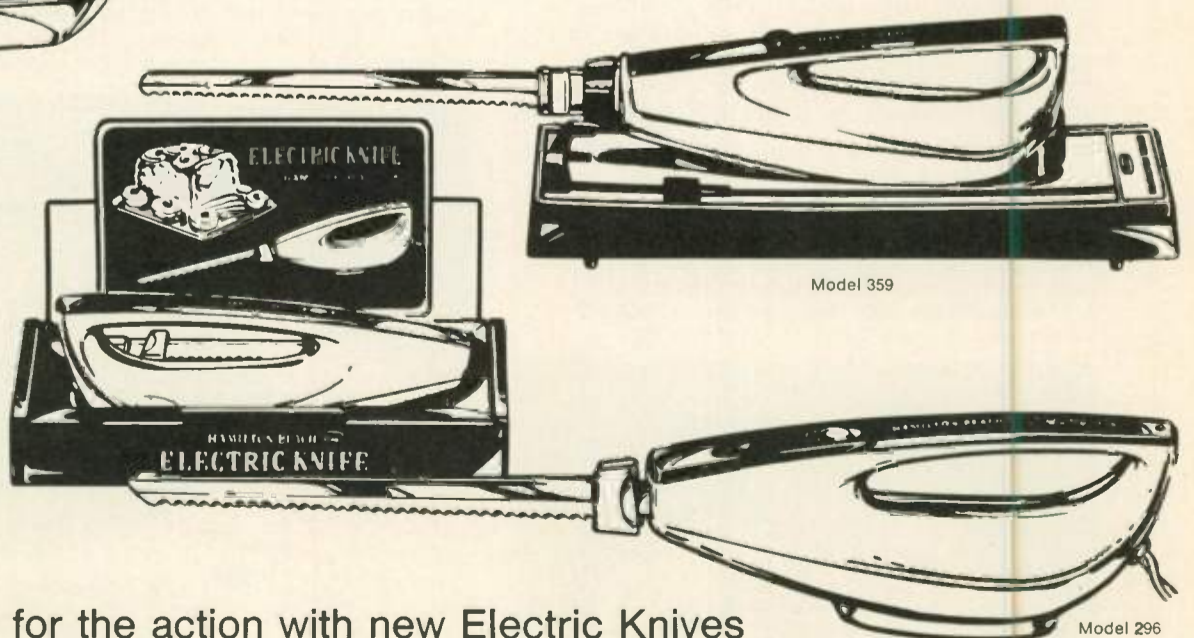
Reach for the action with new series 200 Stand Mixers

New designer group. Exciting way-ahead styling. Super mixing power of 200 watts. New models—27 and 29—with built-in power units. All with 14 mixing speeds. Exclusive decorator bowls with new designs and color treatments. 14-speed fingertip control mix guide. Meat grinder attachment.



Reach for the action with new Mixettes

2 new models combine power and light weight. Very "today" decorator color combinations. Model 97 with practical fingertip control button. Model 98 with powerful 100 watt motor, fingertip button, 3 speeds, non-splash beaters, and exclusive and unique storage tray inspired by the high volume 0912T.



Reach for the action with new Electric Knives

New broad color selection women want. Model 359 is a new switchblade knife in harvest gold or avocado with color matched storage tray. FREE carving cookbook. Model

296 in two-tone shades of avocado in handy "take me home" travel case that also serves as a display unit. And with the famous "hole in the handle" for easy carving.

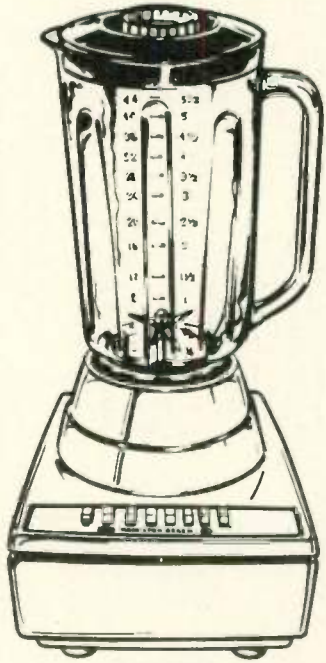
is bigger than ever!

Hamilton Beach gives you a full line—and more. It's a line with new action every selling season. New ideas, new features, new competitive advantages. With 50 years in the food preparation appliance field, Hamilton Beach knows what women want. Hamilton Beach brings you profits—with high margins and full co-op advertising programs. Reach for the Action. Reach for Hamilton Beach.

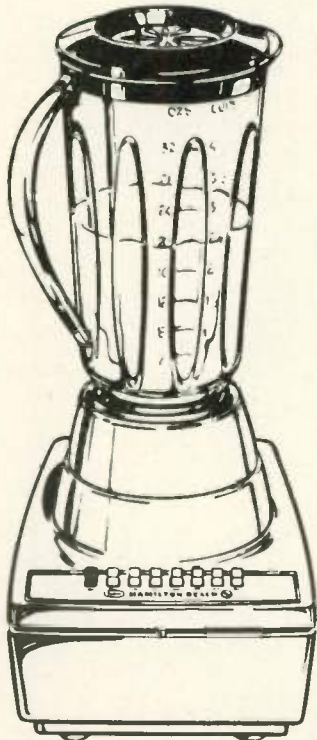
ALWAYS REACH FOR
HAMILTON BEACH
DIVISION

SCOVILL

WATERBURY, CONNECTICUT



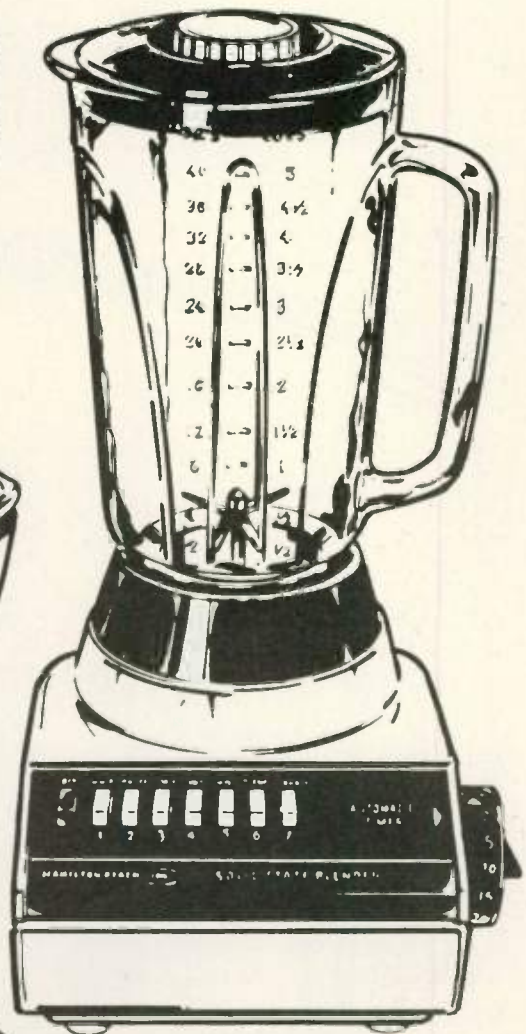
Model 613



Model 616



Model 663



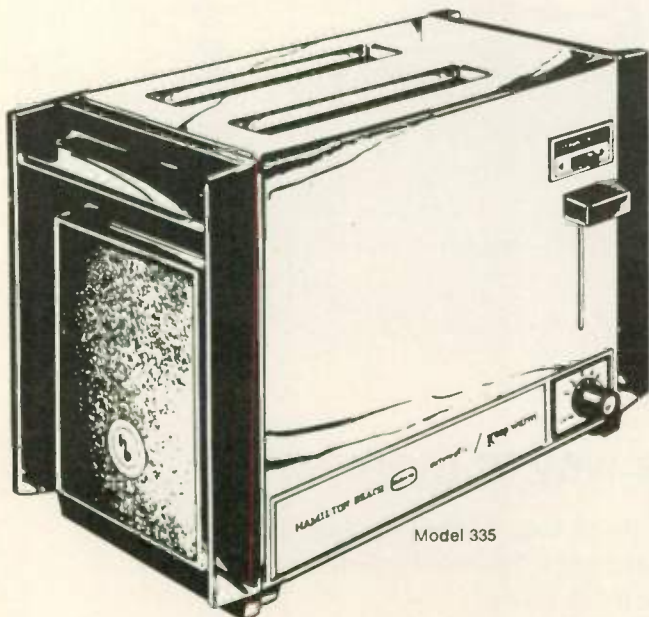
Model 628

Reach for the action with new Blenders

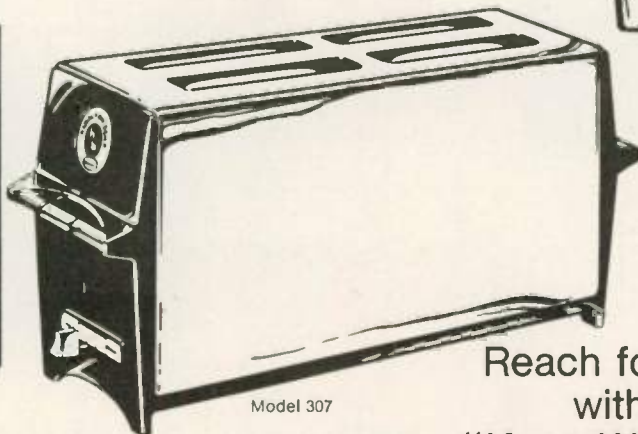
Action-packed new line-up of blenders with new sure-sell features. New Model 628 "on-time" blender features an automatic timer that can be set from one to sixty seconds. Pushbutton control, 40 ounce glass container. Solid state, with powerful 720 watt motor. New Models 612 and 613 low-profile, low-cost slim line models in decorator colors.

All new Model 616 low-profile blender with 8 pushbutton control and 32 oz. tyril container that opens at both ends and adapts to mason jars. 4 surgical steel cutting blades, cord storage, 42 page cookbook.

New Model 663 is featured in gleaming chrome, 8-position pushbutton control, 40 oz. container, FREE cookbook.



Model 335

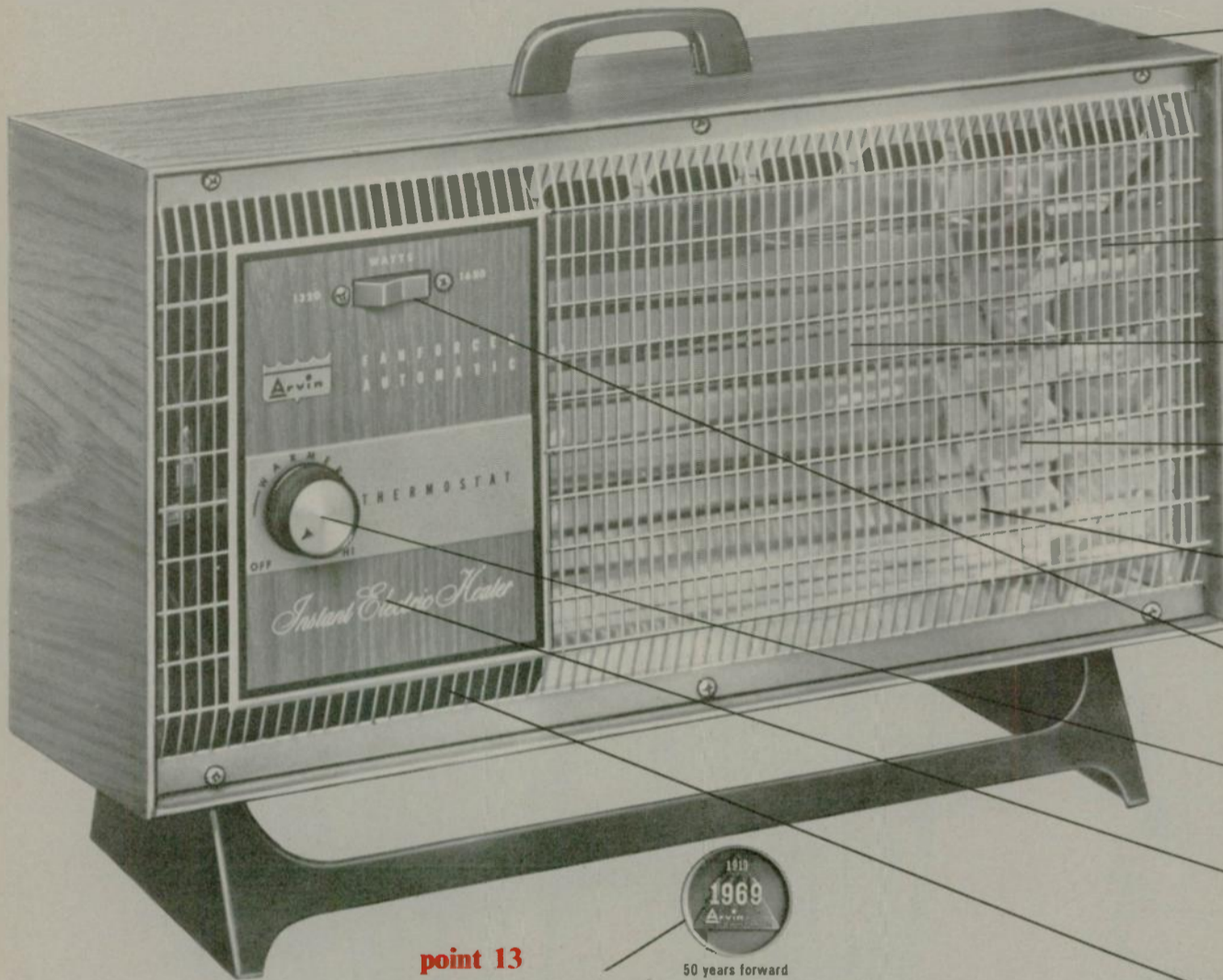


Model 307

Reach for the action with a new "Keep-Warm" Toaster

New gleaming chrome Model 335 has new "keep-warm" element with its own pushbutton control. 7-position toast-control dial, automatic pop-up and single slice selector. And Hamilton Beach's full line of other toasters to offer your customers any feature they could want.

for points that warm up customers



point 1

This is Arvin's Model 39H20 Portable Heater with many convenient features such as the durable handle, that stays cool.

point 2

For a point of beauty, the rugged one piece steel case is beautifully finished with distinctive walnut wood grain vinyl.

point 3

The closely spaced, sturdy grille is a big point of safety—and it looks great thanks to the brass colored anodized finish.

point 4

The specially designed wide-angle brass finished reflector provides fast and efficient heat radiation to every point in the room.

point 5

The large, sturdy insulators that insure constant spacing of the instant ribbon heating elements mean dependability to the user . . . a point Arvin takes pride in.

point 6

The high-temperature nickel chrome instant ribbon elements, that'll never burn out or warp out of shape, point up Arvin quality.

point 7

The thoughtful placement of the controls offer a choice of 2 instant ribbon, fan-forced heats (1320 watts, 1650 watts).

point 8

Customers will warm up to the automatic 30°-120° thermostat control, with its safe and convenient positive "off" position.

point 9

"Safety first"—an Arvin rule in heater design. A proven point with an internal Safe Guard tip-over switch that automatically shuts off the current should the unit be accidentally knocked over.

point 10

To see that the thermostat makes always-accurate temperature measurements, the air intake is located right by the thermostat.

point 11

Be sure to take advantage of Arvin's special 1¢ point to profit sale; but hurry—the offer is limited.

point 13

This trio is only a part of the vast Arvin Line, backed by 50 years of experience and excellence in heater design and engineering.



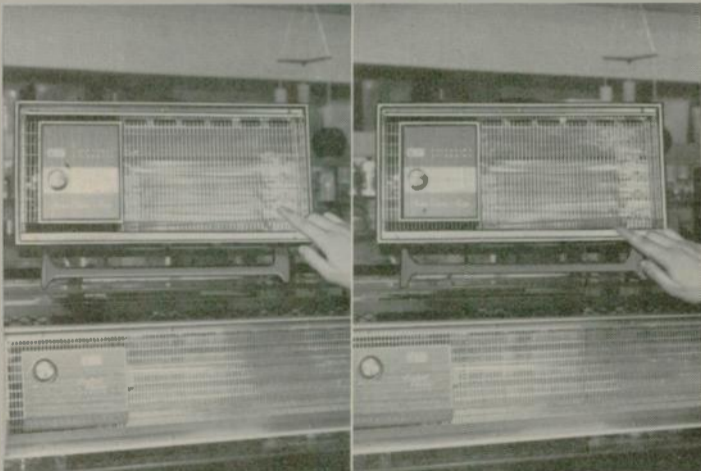
50 years forward

point 12

We're eager to point out all the profit advantages of carrying the Arvin Line. Write, wire or call: Arvin Industries, Inc., Consumer Products Division, Department E-9, Columbus, Ind.

point 14

If it's convenient, make it a point to visit one of Arvin's showrooms . . . at Chicago, Dallas, Los Angeles, and New York.



Warm up customers with Model 34H11-01—it has many fine points of Model 39H20 but with only one heat—1650 watts. \$19.95 sugg. retail.

Another economy heater that customers warm up to, Model 34H10-01 gives 1320-watt instant comfort for less demanding needs. \$19.95 sugg. retail.

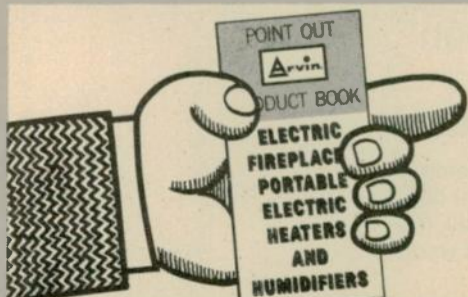
point out

Arvin®



We warm up people by building powerful, good-looking portable heaters . . . you do it by pointing them out. Just point customers in the direction of the one that'll best fit their needs . . . like the SLIM-LINE 2 HEAT PORTABLE HEATER (Model 39H20). At \$26.95 suggested retail, it's sure to be a point well taken.

See us at the National Housewares Show, International Amphitheatre, Chicago, Booths F-1324, 26, 28, 30, 32, 34, 36, 38



Arvin® helps you point the way to more sales

Arvin helps you point the way to more sales with this "Point Out Arvin" Product Booklet. Each booklet spells out in simple, easy to understand language the most important points of every Arvin model in the line . . . the kind of points that make sales.



Juliette®



ONE-OF-A-KIND!



Model CTP-2032
Solid State
AM/FM Radio CASSETTE

Highlights of the new **STEP-UP LINE!**
Leading examples of more than 100 numbers. Juliette has the "one-of-a-kind" that sells to your kind of customers!



Model MPC-3006
Solid State, 6-Band Portable
CLOCK RADIO

SOLID STATE TABLE RADIOS ■ PORTABLE RADIOS ■ CLOCK RADIOS
PHONOGRAPHS ■ TRANSCEIVERS ■ 8-TRACK STEREO MULTIPLEX
CASSETTES ■ STEREO COMPONENTS ■ TAPE RECORDERS



Model RPF-95S
Solid State, Portable Combination
AM/FM RADIO/STEREO PHONOGRAPH



Model RT-2929X
COMPLETE HOME ENTERTAINMENT CENTER — SOLID STATE
AM/FM STEREO/Built-in 8-Track & Mini-Changer



Model FCR-1275
Solid State
AM/FM Electric CLOCK RADIO

You are cordially invited to see
the new **STEP-UP LINE** at the
CONSUMER ELECTRONICS SHOW
Americana Hotel, New York
BOOTHS A105-A106



Model AR-825
Solid State
AM Electric
TABLE RADIO



A NAME TO REMEMBER IN ELECTRONICS

Executive Offices
4201 N.W. 77th Avenue, Miami, Florida 33166

Offices / Showrooms / Warehouses
New York, New Jersey, Chicago, Los Angeles



Model FR-1245
Solid State, AM/FM-afc
Electric TABLE RADIO



So this guy tells me Toshiba will really turn me on at the CE show. So I said 'convince me.'

Imagine me, a 45-year-old baldie, getting really turned on. So I tell this guy, "Look, even my kids wouldn't believe it."

So he says, "They'd believe it if they saw what Toshiba is planning for the C.E. Show."

So I say, "Show me." And the minute I say it I know I shouldn't have opened my mouth.

"Wait 'til you see the fantastic exhibit Toshiba has," he says. "It's the biggest splash in Toshiba history. In fact, the greatest exhibit in the whole C.E. Show."

So I say, "For you, I'll see it."

"And then there's the Toshiba line. The most complete ever — all the way from brand new integrated circuit portable radios, cassette tape recorders, push-button portables, and superb hi-fi equipment to a complete new line of portable color TV's. Over 30 new products added to our line."



Big Screen Portable Color TV
THE RIVIERA, Model C8A

I tell him, "So, okay, now you have a line that fills all the gaps. What else is new?"

And he says, "But it's a line that moves fast. Turns over like a puppy that wants to get tickled. What's more, Toshiba gives you more profit

per square foot of floor space. We make our products smaller to make your profits bigger."

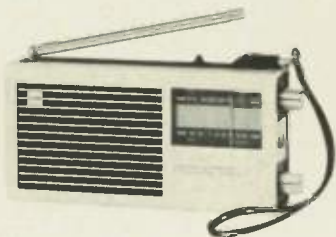
"Sounds pretty good," I say.

"And high turnover and less floor space mean lower inventory cost.

That means still more profit."

"Now you're talking!"

"Think about your after-the-sale costs, too. With Toshiba, you don't usually even have delivery costs. All of our products can be taken home...not by you...by the customer. And Toshiba



Solid State Integrated Circuit
FM/AM Portable Radio
THE VENTURA, Model IC-70

reliability means lower service and return rates. And who makes money on service and returns?"

"Nobody," I tell him.

"And you can count on a selective dealer franchise. Toshiba doesn't sell to everybody and his brother. So you're not selling against yourself and a half-dozen other guys down the street."

I tell him, "You know, I'm beginning to feel a little turned on."

"And you're dealing with a worldwide company.

Toshiba is here to stay, famous in over 130 countries, one of the largest electronics manufacturers in the world. After all, we're not kidding around."

"That's pretty convincing," I say.

Then he whispers, "Does getting rich on Toshiba turn you on?"

So I tell him even my wife would believe that.

But take a little advice. Don't just wait for some guy to walk in and tell you Toshiba can turn you on.

Visit with Toshiba at the C.E. Show, June 15 to 18, at the Americana Hotel, New York, N.Y. Booth No. A231. Or contact: Toshiba America, Inc., Sales Manager, Home Entertainment Division, 477 Madison Avenue, New York, N.Y. 10022. Tel. (212) 758-6161.

And tell them a 45-year-old baldie turned you on.



Solid State Battery/Plug-in
Cassette Tape Recorder
THE CASSETTE-CORDER,
Model KT-22P



Solid State Pre-set Tuning
FM/AM Portable Radio
THE PLAZA, Model RM-341F



Solid State Modular FM/AM, Stereo FM Radio
and 4-Speed Autochanger
THE SUTTON, Model FS-2600MC

Toshiba[®]
THE INTERNATIONAL ONE

new products



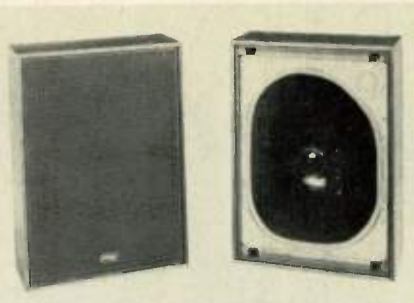
Yamaha Speaker Systems

Models NS-15 and NS-10 are two new additions to the line of "Natural Sound" high fidelity speaker systems. The units are enclosed in American walnut cabinets and designed to fit into corners or on bookshelves.

Unlike conventional cone-type speakers, the "Natural Sound" speak-

ers are based on the same principle as a piano sounding board. They are irregularly shaped and "flat" rather than deep. The edge of the speaker cone is locked into an aluminum casting which enables the cone to develop various full-range vibrations through bending motions.

Sound is said to be extremely clear and mellow with "the richness of a fine musical instrument." Also, says



Yamaha "Natural Sound" speaker

the firm, strident highs "so objectionable to many music lovers" have been eliminated.

The cabinets of both units have open backs and removable grilles. Model NS-15, with a 13-in.-x-17-in. speaker, measures 23½ in. high x 16½ in. wide x 7½ in. deep. Model NS-10, with an 11-in.-x-15-in. speak-

er, measures 20 in. high x 14 in. wide x 7 in. deep. *Yamaha International Corp., Box 54540, Los Angeles, Cal. 90054.*

Howard Stereo Console

The first of a new line of 1970 Howard stereo consoles is Model 998 MED, a full-sized stereo console in Mediterranean styling, walnut-toned with fabric grilles. The unit has solid state AM/FM radio, stereo phono,



Howard Model 998 MED

dual stereo speaker system, solid state tuner and amplifier. It is one of 15 promotionally priced stereo consoles in a variety of furniture styling. Suggested retail price: \$129. *Television Mfrs. of America Co., 1020 Noel Ave., Wheeling, Ill. 60090.*

Sonora Phono/Bar

"Wet Set" is the name of a unique battery-powered monaural phonograph with a built-in bar: it floats.

Molded of high impact polystyrene with built-in handle, the egg-shaped unit features a BSR 4-speed automatic changer with solid state chassis. Operating on standard a-c or with six



Sonora "Wet Set"

flashlight batteries, the unit will track regardless of wave motion and is said to be completely shockproof.

Because of its unique design, the unit draws just two inches of water when fully loaded. The removable bar tray has room for four glasses, which are included, and a decanter. The unit, which weighs 9 lbs., carries a suggested retail price of \$149.95. *Sonora Corp. of America, 130 Cedar St., New York, N. Y.*

Arvin Transceiver

Looks are deceiving — and receiving — when it comes to new Model 10Y32-16. This newly designed 11-transistor transceiver looks like a beautifully bound book (the case is dark olive green with padded vinyl inlay, and the unit has a vinyl carrying strap) but instead of pages the unit contains components that enable the user to send and receive up to 1½ mi. — no license required.

Battery-operated, the unit features
(Continued on page 98)

APPETITES POP!

Gas cooking makes taste buds tingle.

Tots know the smell of good cooking. Mom knows the reason for the good smell—she's cooking with modern, dependable gas. With a gas range you've got a lot of things going for you—continuous flame smokeless broiling, burner-with-a-brain* and oven-with-a-mind.™ Robertshaw has pioneered all these cooking features. And all are as service-free as possible. In a word, performance. The kind of performance Robertshaw builds into every control. The result is simplicity and convenience for the homemaker, everytime. So to pop-up your family's appetites . . . cook with gas. * A.G.A. mark

Robertshaw puts you in control.



Robertshaw

NEW STANTON DIVISION
YOUNGWOOD, PA. 15697

ALSO AVAILABLE TO DEALERS THROUGH **LINE** WHOLESALERS

Play Music of Your Choice with MECCA Automobile Cassette Tape Player



**MECCA AUTOMOBILE CASSETTE TAPE PLAYER
MODEL MA-805**

*Playing system: 8-track, 4 channel stereo, Vertical 1 head system *Power supply: D.C. 11 to 15V *Output power: 10W (5W per channel) *Tape speed: 3-3/4 ips. *Freq. response: 50-10,000 Hz *Wow & flutter: Less than 3% *Signal-to-Noise Ratio: Better than -45 dB *Dimensions: 7" (W) x 2-3/4" (H) x 6-1/4" (D) *Weight: 5.8 lbs.



**HOME USE
VTR SYSTEM
MV-1000**



**MECCA HOME STEREO
CARTRIDGE PLAYER
MODEL HW-800**

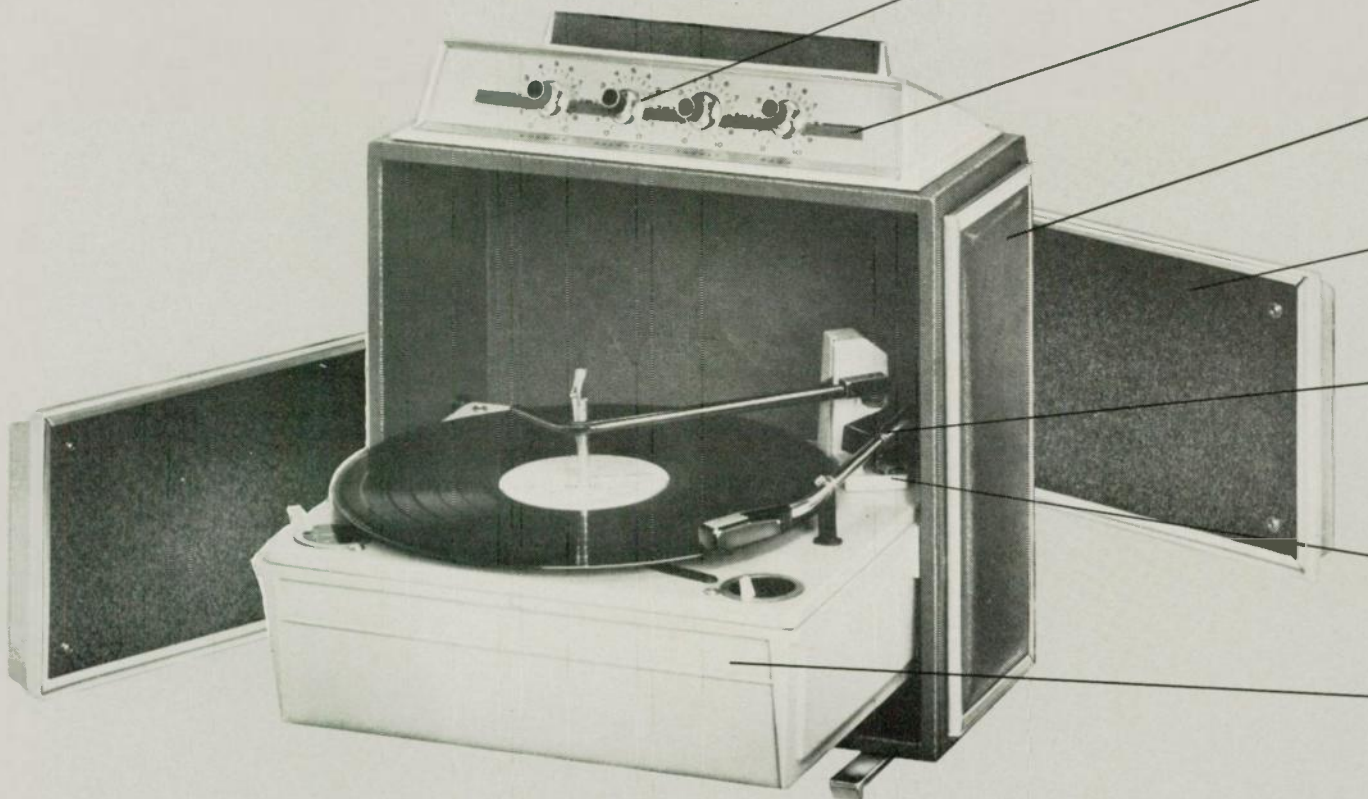
*Power supply: A.C. 117/220V 50/60 Hz *Output power: 20W (10W per channel) *Freq. response: 40-14,000 Hz *Wow & flutter: Less than 0.2% *Pre-amp. output level: 250 mV *Aux. sensitivity: 250 mV *MPX. sensitivity: 250 mV *Phono sensitivity: 2 mV magnetic pick-up *Dimensions: 14-1/2" (W) x 8-3/4" (D) x 4-1/2" (H) *Weight: 15.4 lbs.



Japan's top manufacturer of stereos and recorders
**MARUWA ELECTRONIC &
CHEMICAL CO., LTD.**

Head Office: 1-16, Nishiura-cho, Higashi-ku,
Nagoya, Japan Phone: (Nagoya) 962-5911/5
Factory: 2-1236, Kamiike-cho, Toyota, Aichi
Pref., Japan Phone: (Toyota) 2-3245/7

for sound points in stereo



point 1

The Model 69P68 features an easy-to-see and easy-to-use control panel complete with smooth and accurate dials for adjustment of volume, stereo balance, bass, and treble to suit any preference.

point 2

A powerful sales point is the Arvin solid state dual channel amplifier for instant play. Transistorized circuitry replaces old-fashioned wiring for greater reliability, less distortion, and clearer sound.

point 3

Happy buyers can point with pride to their new Arvin Model 69P68. Its cabinet is scuff-resistant, streamlined, and features a comfortable, rugged carrying handle for easy portability.

point 4

Sound points indeed are the acoustically matched Velvet Voice speakers . . . each with a 4" x 6" woofer and a 3" tweeter, for rich bass and clean highs. The compact speakers lock into the case for carrying.

point 5

Quality Arvin points are the professional lightweight tonearm and diamond/sapphire stylus for long record life and playback of extremely high fidelity. A 45-RPM record spindle is also provided.

point 6

A precision engineered 4-speed record changer plays all sizes of records, shuts off automatically after use, and features an 11" rubber-matted turntable for prevention of record slippage.

point 7

Points that add to this stereo's slim styled good looks are the phonograph platform which folds smoothly into the case when in storage or in transit . . . and the Burnt Amber and Beige finish.

point 8

Two other points of interest are the pair of new Arvin phonographs pictured below. Both portable-sound systems are a cinch to excite the younger market.

point 9

A point to remember—Arvin portables are the "people portables" because there's a model to match every personality.

point 10

We're eager to point out all the profit advantages of carrying the Arvin Line. Talk to your distributor . . . or write, wire, call: Arvin Industries, Inc., Consumer Products Div., Dept. E-9, Columbus, Ind.

point 11

If it's convenient, stop in one of the Arvin showrooms in Chicago, Dallas, Los Angeles, and New York.



50 years forward

point 12

You should make it a point to investigate the line backed by fifty years of excellence and experience in the design, engineering, and production of consumer products . . . the Arvin Line of Portable Phonographs.



Arvin's Model 69P46 creates an entirely new adventure in stereo listening. It features the quality components of Model 69P68, but without the 3" tweeters. It's priced for swingers at \$79.95 sugg. retail.

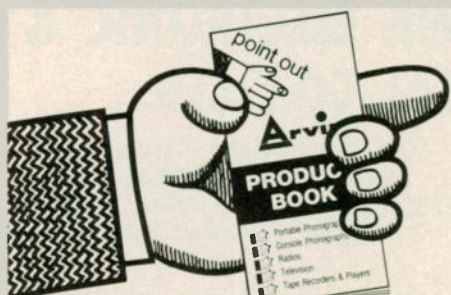
This attractive portable is Model 59P35. At \$44.95 sugg. retail it offers an assortment of quality features, like 4-spd. changer, transistorized amplifier, and Velvet Voice monaural speaker. Molded polystyrene case.

point out Arvin®



This new Arvin Model 69P68 PORTABLE STEREO PHONOGRAPH is loaded with more of the features (and sound sales points!) that customers want. With its quality components, convenience features, and its pleasing price of only \$99.95 sugg. retail, it's sure to tune up sales and profits at the point of purchase.

See us at the National Housewares Show, International Amphitheatre, Chicago, and the EIA Show, Nassau Suite, New York Hilton.



Arvin® helps you point the way to more sales

Arvin helps you point the way to more sales with this "Point Out Arvin" Product Booklet. Each booklet spells out in simple, easy to understand language the most important points of every Arvin model in the line . . . the kind of points that make sales.

new products



ZENITH: "Royal" Model 7000 is an 11-band receiver designed to open the user's window on the world. Features of the unit include: clear reception of single side band broadcasts and code transmissions, VHF/FM pre-tuned weather band to receive U.S. Weather Bureau broadcast stations, and manual gain control. The unit has 21 circuits including 11 on FM and 10 on AM/short wave/long wave. For power the unit uses 9 D cells which provide up to 300 hours of performance. Weight of radio with batteries: 15 lbs, 13 oz. Zenith Radio Corp., 1900 North Austin Ave., Chicago, Ill. 60639.

SONY: Model KV-1210U, "Trinitron" color TV, is an all solid-state unit with 12-in. diagonal screen designed for individual and group viewing. The TV uses a new electron gun that is different from the gun system used in conventional color picture tubes, say the makers. The net result is a sharper and brighter picture. Power consumption is low thanks to the innovation. The unit has instant-on, its own antenna, and a clip which allows the set to be connected to an indoor or outdoor antenna. The set is available in Contemporary wood cabinet styling. Suggested retail price is \$359.95. Sony Corp. of America, 47-47 Van Dam St., Long Island City, N.Y. 11101.



Sony Model KV1210U

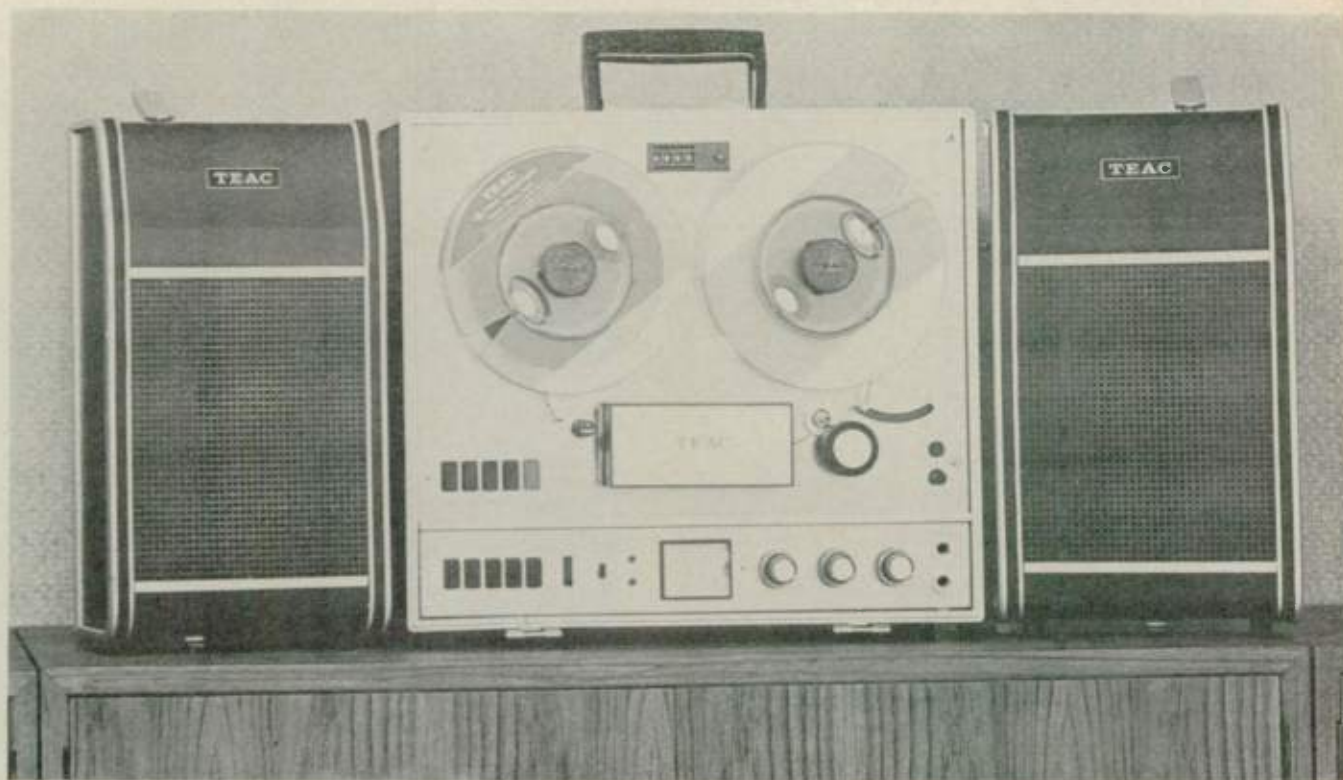


Zenith "Royal" Model 7000



Nivico Model 1620

NIVICO: Model 1620, cassette recorder, doubles as a radio. You can record direct from the AM radio or slip in a cassette. The unit can be either battery operated or utilize house current by means of an a-c adaptor. The microphone curls into the carrying handle or can be used out of the machine with its cord. Frequency range is 100-8,000 Hz. Wow and flutter is less than 0.4 per cent. Dimensions are 9 $\frac{7}{8}$ in. x 6 $\frac{1}{2}$ in. x 2 $\frac{1}{4}$ in. Weight is 3.7 lbs. Tape speed is 1 $\frac{7}{8}$ ips. JVC America, Inc., 50-35 56th Rd., Maspeth, N.Y. 11378.



TEAC Model A-1600

TEAC: Model A-1600 is a stereo tape recorder with built-in amplifiers and attached hi-fi speakers. The unit features three motors, four heads, and automatic reverse. Add-recording and stereo echo can also be done on the unit. A remote control unit is available for distance recording. Tape speed is 3 $\frac{3}{4}$ and 7 $\frac{1}{2}$ ips; the unit is 4-track, two channel. Frequency response is 30 to 20,000 Hz at 7 $\frac{1}{2}$ ips and 30 to 15,000 at 3 $\frac{3}{4}$. The unit has automatic shut-off for stop of tape travel upon finish of playback. TEAC Corp of America, 1547 18th St., Santa Monica, Cal., 90404.

better service

SERVICE MANAGEMENT: School offers dealers ideas for profit building

NARDA will award "Quality Service Approved" plaques to dealers meeting standards.

Just how profitable can a service department be? Well, 188 National Appliance & Radio-TV Dealers Ass'n members, and some non-members, found out at the annual NARDA two-day School of Service Management in Chicago last month.

The range of subjects at this year's sessions ranged from discussions about the technician shortage to image improvement. Included was a field trip to Philco-Ford's central service facility in Chicago.

Jules Steinberg, NARDA executive vice president, told the group that, "most important in solving the service man shortage is that, to get the right people, you must pay a decent wage — even though you have to pass the increased cost along to the consumer."

Steinberg announced that NARDA's experimental "quickie" repairmen courses will develop into what he termed a 48-week continuing program beginning in August which will train repairmen on washers, dryers, ranges, and air conditioners. The washer course will run two weeks at 40 hours a week, the others one week each. "And what's more, it's being done without any Federal funds," Steinberg added.

Steinberg also announced at the management school that NARDA's board of directors had voted to approve an association "Quality Service Approved" award for dealers who passed certain standards, with a plaque to be awarded to qualified service centers. NARDA would act as mediator in disputes between consumer and dealer, but would not guarantee the quality of service.

The certification would be based upon the facility's ability and responsibility to provide after-the-sale service — but would not be exclusively for those who do their own. Dealers who have factory or contract service could also qualify, providing it met NARDA's standards, according to Stein-

berg. The plaques would cost the dealer about \$5 and would be good for one year.

Although there will be no national advertising to promote the NARDA QSA symbol of qualified service, Steinberg anticipated dealers would use the symbol in their local advertising. NARDA will provide sample press releases and mat service.

Other sessions at the service school covered advertising, by Sal Ricci, manager service marketing, Philco-Ford; service contracts, Ed Reich, Wholesale TV Service, Indianapolis, Ind., and W. L. Wuecke, manager field sales, RCA Service Co.; shop layout, Frank Pieratt, Pieratt's Appliance-land, Lexington, Ky.; routing and dispatching, George Kremsteiter, controller, Northtown Refrigeration Service, Chicago; parts, Richard Marsh, Cornell-Dubilier, Inc.; finance, Richard Cox, director of dealer training, Whirlpool Corp.; and technician performance measurement, John Gooley,

manager-service division, NARDA.

Dinner speakers were Donald C. Shaffer, national product service and parts manager, Frigidaire, on "Service As A Sales Tool;" "A Manufacturer Looks At Service," James Pat Sweeney, executive vice president, Barickman and Selders Advertising, Inc.; and "Your Image Is Showing," S. Robert Payne, national service manager, The Maytag Co.

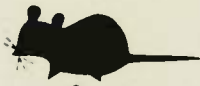
Among those attending the sessions, a show of hands indicated that about 95 per cent were servicing dealers, four per cent did only service, and one per cent were dealers who contracted out their service.

Throughout the sessions, the theme developed that service is the key to sales, and that dealers would have to prepare their organizations to service more efficiently and profitably. If not, someone would be around to pick up the slack — and possibly some of the sales.

Deep concentration is evident in group attending NARDA School of Service Management.



new products



CONCORD: Model HES-35, a compact stereo system, has an AM/FM/FM-stereo receiver, a built in stereo cassette tape deck and a pair of acoustically matched bookshelf speaker system. The 35-watt receiver is solid state and has field effect transistors for increased sensitivity, automatic muting on FM-stereo, and AFC for lock-in tuning. The tape deck is built in, records and plays, and accepts cassettes up to 90 minutes. The speaker systems utilize high frequency tweeters, high-power cobalt magnet structure and bass reflex cabinet design. Suggested retail price: under \$280. Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Cal., 90025.



Concord Model HES-35

QATRON: Model 48H is billed as "the world's first automatic 8-track stereo tape changer." The unit can accommodate 12 tapes in its circular magazine which is removable. Additional magazines can be purchased. Used as a playback deck, the unit is integrated into stereo systems by connecting its preamp outputs to the high level outputs of the stereo. Matching speakers are available and a stereo FM tuner can also be accommodated. Model 48H is solid state and has frequency response of 50-15,000 Hz. With models for both home and car use, suggested retail price is \$199. Qatron Corp., 12000 Old Georgetown Rd., Rockville, Md. 20852.



Qatron Model 48H

PACKARD BELL: One look at Model RPC-104 and the customer may think he is hearing sounds of castanets and soft guitars. A solid-state AM/FM-stereo console in "Espania" Granada oak, the unit has been designed to impart the true Spanish mood. The block front design contrasts with the speaker areas, which are black wrought iron grilles over red speaker grille fabric. With 60 watts of music power, the unit uses a VM 4-speed automatic turntable and has a speaker complement of two 9-in. woofers and four 3 1/2-in. tweeters. Suggested retail price: \$259.95. Packard Bell, 12333 West Olympic Blvd., Los Angeles, Cal., 90064.

Packard Bell Model RPC-104



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RCA Electronic Components,
Harrison, N. J.

RCA

new products



(Continued from page 92)

fixed crystal controlled tuning; two separate channels, A and B, with plug-in transmitting and receiving crystals from channel 11; channel selector switch and adjustable squelch control for static-free transmission. The 55-in. chrome swivel whip antenna, a push-to-talk button, and an

on-off volume control are other features.

The unit, which weighs slightly over 1 1/4 lbs., is 2 1/2 in. wide x 8 in. high x 4 1/2 in. deep. The six standard "AA" size batteries can easily be checked by a built-in battery condition indicator. The unit has an earphone jack (earphone included) and a built-in a-c adapter jack for home use. A 110-volt a-c adapter is



Arvin Model 10Y32-16

optional. Suggested retail price for a single unit, including batteries, is \$31.95. Arvin Industries, Inc., Columbus, Ind. 47201.

Magnavox Color Portable

The Magnavox color TV line for late '69 starts with the spanking new 12-in. portable color set, Model 1C104. Called "The Celebrity," the unit in Contemporary walnut-grain finish, has a 70-sq.-in. picture, a new and exclusive slide dial tuner for UHF and VHF, a channel indicator win-



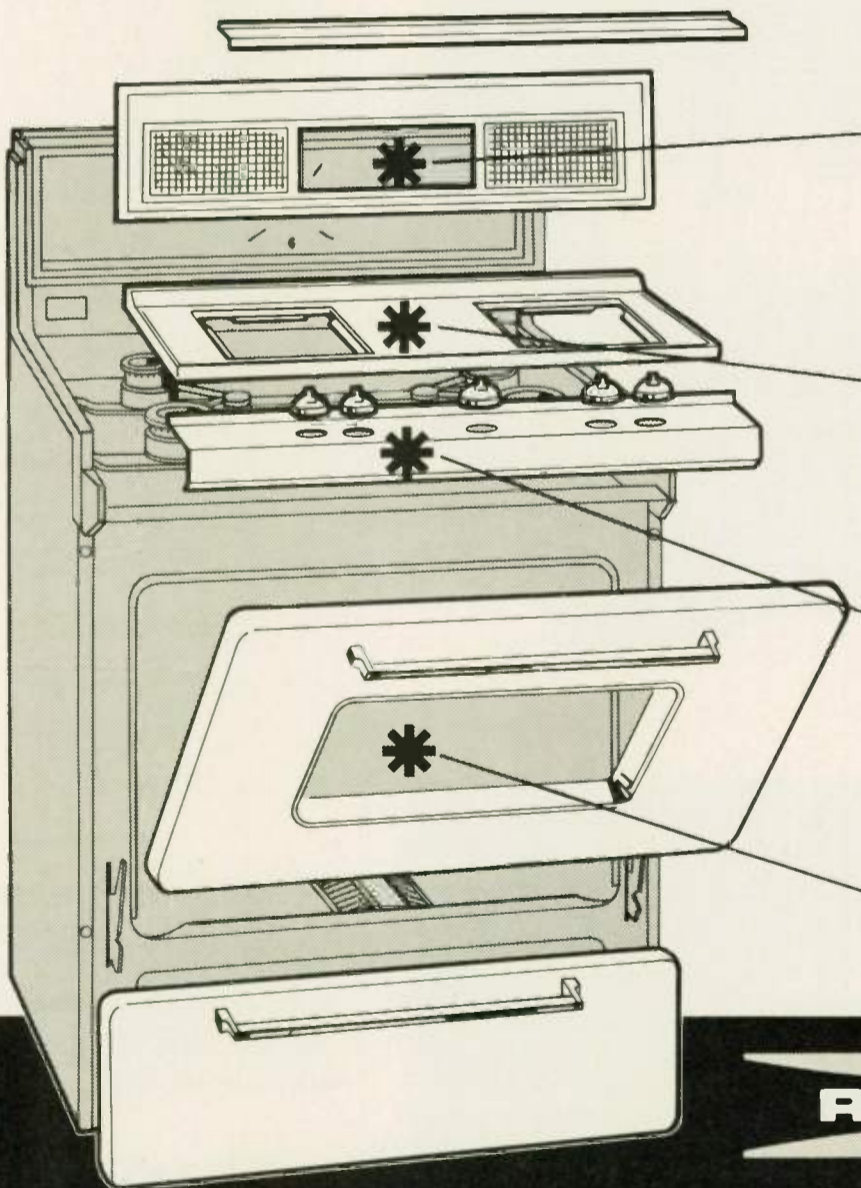
Magnavox "Celebrity"

dow, and four IF stages. Dimensions of the unit are: 19 in. long x 9 1/4 in. deep x 14 in. high. Features include: degausser, keyed AGC, one 4-in. speaker, telescoping dipole VHF antenna, detachable bowtie UHF antenna, and the firm's color portable TV warranty. Suggested retail price: \$269.90. The Magnavox Co., Fort Wayne, Ind.

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APF Stereo

Model SSP-52 is a stereo component package of a BSR mini-changer phonograph with diamond needle, solid-state dual amplifier with 15-watt output, 45 rpm spindle, plastic dust cover, walnut base and two separate matching speaker enclosures.

The phonograph features a low mass tubular tone arm, four speeds,



APF Model SSP-52

and automatic or manual play. It will play records up to 12 in. in diameter. It can handle a stack of six records, almost two hours of listening.

Dimensions of the phonograph: 14 1/2 in. x 7 in. x 10 1/2 in. Suggested retail price: \$59.95. APF Electronics, Inc., 515 Madison Ave., New York, N.Y. 10022.

Broadmoor FM/AM Radio

Model 984 is an FM/AM clock radio incorporating input and output jacks, permitting a number of audio system applications normally not found on clock radios. The 4-in. PM dynamic speaker faces up to eliminate "dead spot" listening.

The unit may be used either horizontally or vertically. With accessory microphone, the unit becomes a public address system. It may also



Broadmoor Model 984

be used as a tape playback system for cassette-type recorders; or as an amplifier-speaker system for any turntable or phonograph.

The output jack permits recording direct from the radio. The clock has a wake to music and/or alarm, a 60-min. sleep switch, an illuminated dial that doubles as a night light.

Other features of the radio include, three IF stages, switchable AFC, tone control, bass compensation, and lighted tuning dial. Warranty is one year. An extended life-time warranty may also be purchased for \$5.95. Suggested retail price: \$49.98. *Broadmoor Industries Ltd., 530 Santa Rosa Dr., Des Plaines, Ill. 60018.*

Panasonic Portable Phonos

For the pre-teen set: two new battery-operated portable phonographs, the "Trenton," Model SG-334, and the "Springbrook," Model SG-354. Both units feature two speeds, a cus-

tom Panasonic turntable, a sapphire stylus in a ceramic cartridge, and have been designed to play the new mini-disc records. They utilize a roll bar volume control and a 3½-in. dynamic speaker. An optional earphone or external speaker jack allows listening in privacy. Suggested retail price for the "Trenton": \$24.95. Suggested retail price for the "Spring-



Panasonic "Springbrook"

brook," which has an AM radio: \$39.95. *Matsushita Electric Corp. of America, 200 Park Ave., New York, N. Y. 10017.*

Automatic Radio Cassettes

Two cassette recorder/players aimed at the youth market have been added to the line. Model CPR-9164 operates on four "D" batteries or on house current with an optional a-c adapter.

Features of the unit include remote control jack for play or stop control using the microphone on-off switch; a microphone jack; auxiliary and earphone jacks, and pushbutton selectors for play, fast forward, re-

wind and record operations. A VU meter located in the control section can be used for checking recording level and battery voltage. Recording/playback time will vary from 30 min. to two hours depending on the type of cassette used.

Dimensions are 5¾ in. x 9¾ in. x 2¾ in. Weight is 3.3 lbs.

Model CAF-9832, an AM/FM radio with pushbutton AFC, has 10 transistors and six diodes for optimum performance. Features include a speaker monitor switch; external jack for earphone and extension speaker; and radio jacks for high and low



Automatic Radio Model CPR-9614

impedance recording. The unit weighs 7 lbs. and has dimensions of 11¾ in. x 8½ in. x 3 in. *Automatic Radio, Melrose, Mass. 02176.*

GE Portable Radio

Proof that its makers "see sound differently" is a new AM miniature portable radio, Model P2760, which "uniquely reflects the wonders of space age electronics with a cylindrical body of see-through blue plastic that lights softly to display a pattern of miniature electronic components." The visible components, however, are nonfunctional; they're for esthetic purposes only.

New, solid-state circuitry provides instant-on sound either on battery



GE Model P2760

play or with regular house current using an a-c power converter (optional).

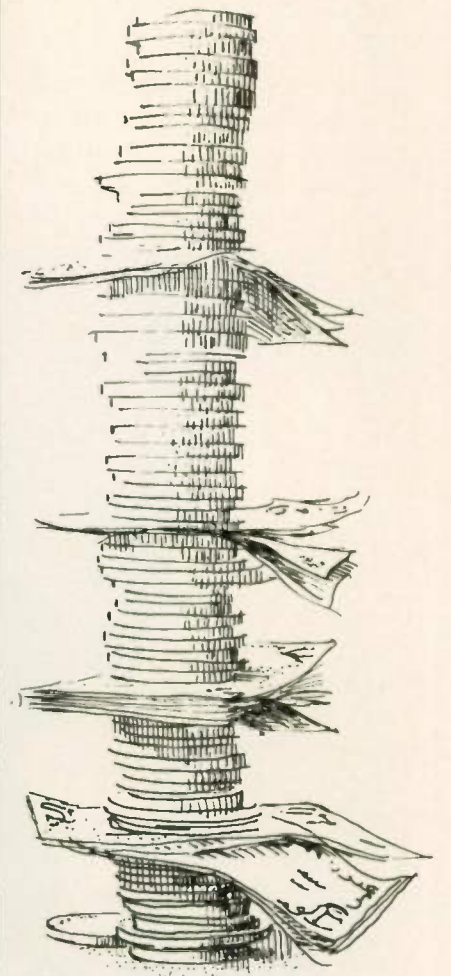
Featuring a novel, 360-deg. tuning dial at the chrome-colored base and a top-mounted 2¼-in. dynamic speaker, the unit measures 4¼ in. high x 3¼ in. in diameter. A separate control lights the components in the body of the radio. Radio, battery and earphone are boxed in a colorful gift pack. Suggested retail price: \$12.98. *General Electric Co., Electronics Park, Syracuse, N. Y. 13201.*

Pioneer AM/FM Tuner

Model TX-500 has been designed for the budget-minded hi-fi enthusiast. The unit is all solid-state stereo using low noise silicon transistors

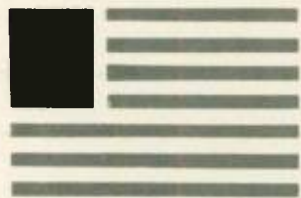
Interested

in increasing your service income without adding a single service call?

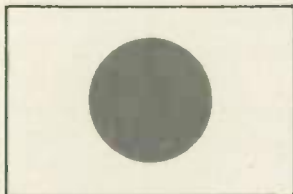


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RCA Electronic Components, Harrison, N. J.



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new products



Pioneer Model TX-500

with engineered multiplex circuitry designed to provide wide channel

separation with good frequency response. A special noise filter reduces unwanted multiplex broadcast noise.

Incorporation of a field effect transistor in the front end plus advanced design techniques in the multi-stage IF section have resulted in usually good image rejection, say the makers. The AM section covers the full broadcast band and utilizes a ferrite bar antenna.

Suggested retail price: \$99.95.
Pioneer Electronics U.S.A. Corp.,
140 Smith St., Farmingdale, N.Y.
11735.

Audion Chord Organs

Three new chord organ models featuring "Woodron" have been added to the line. "Woodron," the manufacturer says, is a material resistant to scratching, denting, stains and burns.

Top model available in "Woodron" is the "Tempo," which features a 12-chord, three-octave, and 37-key console with foot pedal volume.

Also available in "Woodron" are the "El Capitan," a three-octave console with knee action volume con-



Audion "Tempo"

trol and the consolette, "Deauville."

Suggested retail prices are: "Tempo," under \$100; "El Capitan," under \$70; and "Deauville," under \$50. Audion, 200 Fifth Ave., New York, N.Y. 10010.

Sparkomatic Speaker Kit

The weatherproof blue cone of the car speaker prevents against moisture damage which is the major cause of speaker failure, the makers say.

A full size tweeter assures faithful reproduction along the audible range of sound. The two-tone grille has



Sparkomatic Speaker Kit

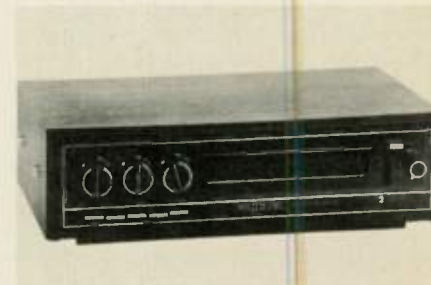
chrome accents and a "chrome-kissed" decorative medallion. The dash control unit consists of a black and chrome selector knob and a pre-wired three-position rotary switch.

The kit comes complete with insulated wire, hardware and installation instructions. Sparkomatic Corp., Milford, Pa. 18337.

Muntz Home Tape Player

The "Royale," Model HW-150 is a stereo home cartridge player which marks, says the firm, the introduction of integrated circuitry in cartridge playback units.

This 4-track and 8-track fully automatic de luxe unit is equipped with self-contained amplifier and pre-amp with pushbutton switching cir-



Muntz Model HW-150

cuit for record player, AM/FM, tape and cartridge player. The unit features 60 watts of music power, separate treble and bass tone controls for channels with lighted control indicators. Suggested retail price: \$139.95. Muntz Stereo-Pak, Inc., 7715 Densmore Ave., Van Nuys, Cal.



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COLOR TV: Cooling economy puts sales on ice

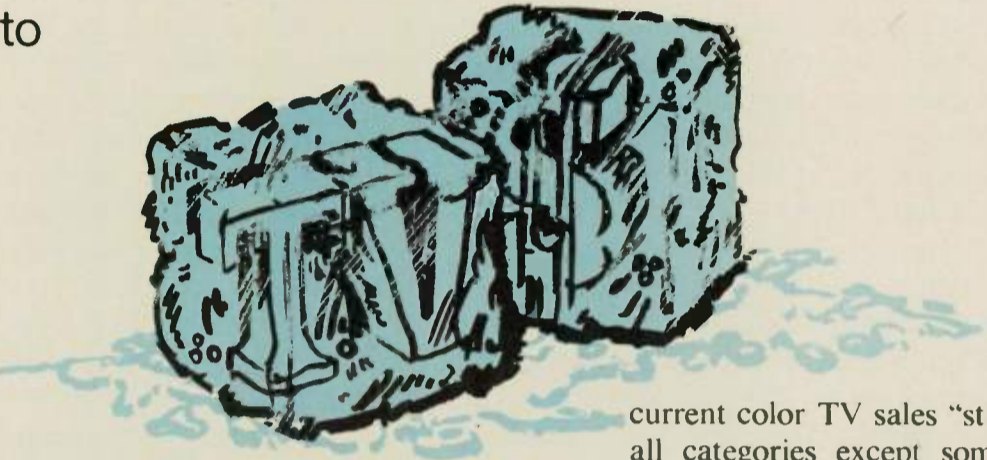


Many factors are combining to slow consumer interest.

By Milton Gussow

Color TV retail sales, which started to build good movement early in the year, seem to have lost their "zing" since March, with most dealers playing it cool on inventories as they look forward to new lines being introduced by manufacturers at mid-year.

Although most dealers contacted for this **Mart** magazine survey reported high inventories, few voiced concern over the quantities. But without exception, all were very upset at the very slow pace of color TV sales in May, and the total moved in the first quarter. None ventured to say he was ahead of last year's volume by any great figure, with most recording about the same or fewer sales compared with the same quarter a year ago. And though last



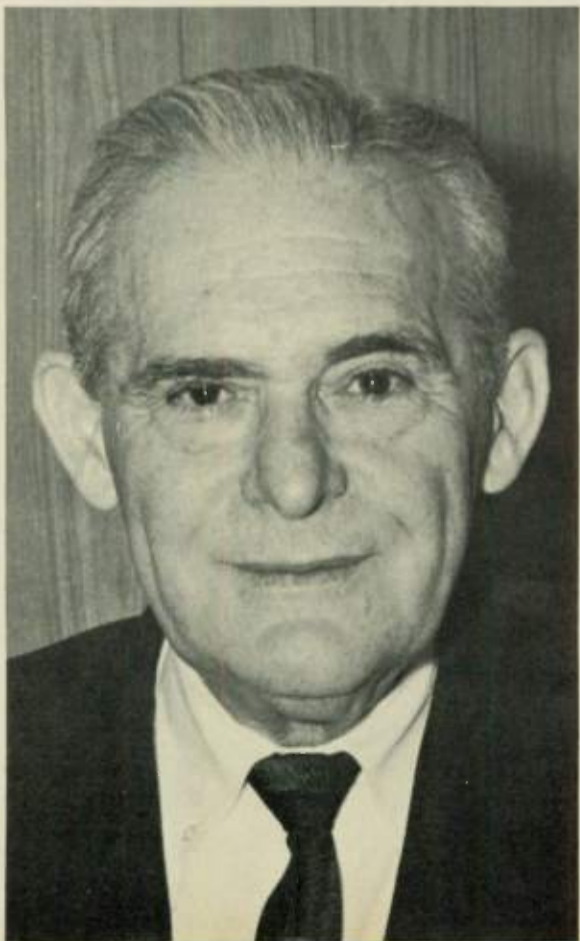
year had a fairly good first quarter, according to the National Appliance & Radio-TV Dealers Ass'n Retail Index (NRI), 1968 was lower than 1967. The NRI in the first three months of 1969 for color TV sales at retail averaged about 70 points lower than 1968 NRI average of 233, with indications that the trend would be similar for April, based on oral reports from dealers. The May NRI, which will not be available until July, could follow the same pattern as this **Mart** survey indicates, since several NARDA Data System reporting members were included.

Pete Vrontikis, of Pete Vrontikis and Son Appliances, Salt Lake City, Utah, finds

current color TV sales "stinko!" in almost all categories except some 23-inch consoles. He reported that almost all portables in his lines were moving very slowly, very surprising to him, as this time of the year should be good for smaller sets. In consoles, only the low end of the line is moving, even though some of the sets are priced very low due to recent purchases of close-outs.

"A consolette priced so low that I hate to talk about it," Vrontikis said, "is in the aisle where the customers have to walk around it, and they avoid it like it were a rattlesnake."

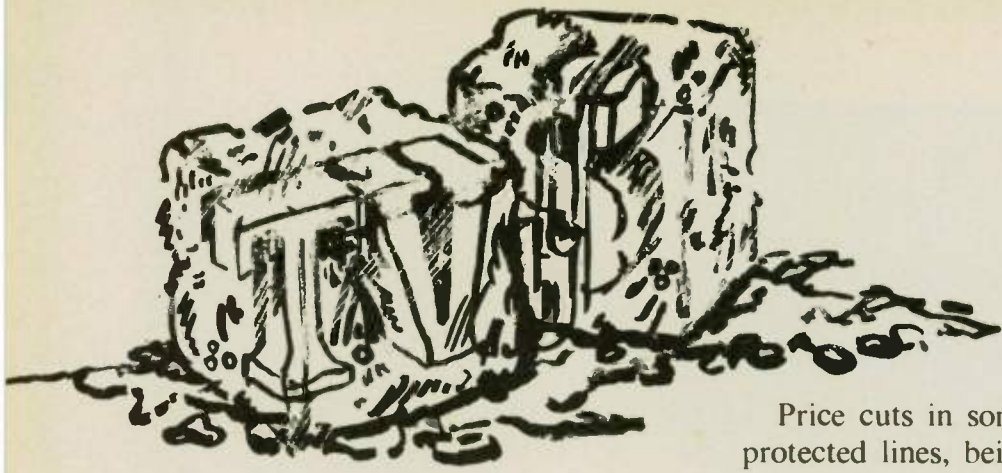
But he has been able to maintain his inventories in manageable quantities, generally, and anticipates he will have to go in



Sam Singer, Schweig-Engel, St. Louis: "Some controlled resale price items have rolled back to February sale's prices in anticipation of new advances in color sets."

Bill Palmer, Palmer Electronics, Columbus, O: "Money squeeze is on — avoiding color TV for other things, so we'll have to try harder."





TV sales on ice . . .

for a more aggressive sales campaign and in-the-home selling to bring his volume to a reasonable figure.

"Bad" is the word used by Mel Permutt, general manager of Radio Center, New Orleans, for the "now" color TV business in the Crescent City area. Permutt feels that a combination of several factors has put TV retail sales on the "skids," including the Administration's efforts to cool the economy, the advent of the truth-in-lending legislation, and a general feeling by people that they do not have the dollars to spend on high ticketed items. He also indicated that summer re-runs on TV, plus the dwindling TV market would probably set the stage in his area for some lean times for color TV this summer.

Permutt's main concern is that the sales slowdown might panic some dealers into drastic price cuts which could reduce further the diminishing return from home electronics.



Mel Permutt, Radio Center, New Orleans: "The administration has finally cooled the economy here for a drastic drop in color TV sales, but look for a further drop when truth-in-lending hits."

Price cuts in some models of his price protected lines, being rolled back to February sale's prices, is an indicator to Sam Singer, Schweig-Engel, St. Louis, that there could be some major changes in product design to be introduced for 1970 selling.

These reductions, with the stipulation that prices could not be advertised, have set up some special deals being offered by retailers, such as extended warranties, antennas, and the like, according to Singer.

Though color TV sales are slow at the moment, Singer reports that to date sales are up to last year's figures, "or maybe a little ahead." Inventories are high but not alarming, with the biggest volume being moved in 23-inch consoles around \$550.

Dealers like to look around their local area to find reasons for lagging sales, and though the **Mart** survey found color TV sales generally off in all parts of the country, strikes — and many of these strikes prolonged ones — were a major depressing factor in several areas. With industry being spread out into less populous areas to tap more of the labor market, these smaller cities are harder hit when major employers are hit by work stoppages.

Leland Bell, Bell Appliances and TV, Janesville, Wis: "A two-month strike at a major area employer decreased all sales as consumers dug in for a long siege."



Leland Bell, of Bell Appliance, Janesville, Wis., reports all sales off in the first quarter, especially color TV, due to a two-month strike at a General Motors assembly plant there.

"The people knew the strike was coming," Bell said, "and quit buying before they went out. While the strike was on, they only bought what was needed and repaired what was necessary."

But with the strike settled, Bell reports good movement in some table models and in color TV consoles to \$650, but he still feels buying resistance despite the good availability of credit even during the layoff.

"The money squeeze is on," said Bill Palmer, of Palmer Electronics, Columbus, O., "and though we are promoting as hard as we know how to there is a lot of resistance to color TV, as well as other home electronics products. The market is there, but the people are not buying color TV. We just have to try harder."

Inventories, though, at Palmer's are within reason, and he has no great concern that sales will pick up again soon. His promotions are aimed at the \$500 to \$600 range in consoles, and are selling some, but nowhere near the volume the store should be doing at this time of the year. Money is being spent, he reported, but not on color TV.

In Pittsburgh, John Bodnar of Bodnar Appliance and TV, reports that what seemed to be a booming color TV year suddenly ended before Easter as sales resistance "slammed on the brakes."

Despite the sales resistance, and a somewhat high inventory position on his part, Bodnar reports that few "deals" are being offered by the manufacturers or distributors in distressed merchandise, indicating that perhaps the makers had anticipated a slowdown early this year, "while talking about how great sales were going," Bodnar said. "There have been very few models being dumped, and these are obviously some that are being discontinued for the 1970 lines."

Other dealers around the country also reported lagging sales, attributing the slowdown to various and sundry reasons, all of them valid. Probably the most often-voiced reason for consumer pre-occupation is the wave of unrest on college campuses and in the cities, and the precarious position of the dollar, plus the general concern about Vietnam. These, and the cooling down somewhat of the economy, have consumers on edge and undecided on spending for expensive luxuries, color TV included.



PHILCO-FORD providing 90-day factory guarantee

Firm's first 14-inch color TV highlights 1970 line.

By Anthony G. Rud

Along with its 1970 lines of television, radio, stereo, and tape recorder models, Philco-Ford Corp. is introducing a consumer products warranty providing 90 days' free parts and labor.

The warranty change represents a response to recommendations made by a White House task force on appliance warranties and service, distributors were told at their national convention held recently in Atlantic City. In addition, all Philco radios and specified portable phonographs and tape recorders will be replaced without charge if they fail and are returned to the dealer within 30 days after purchase.

Another innovation this year will be the company's first 14-inch color TV set which, with the 18-inch models, has a new chassis with an integrated circuit and 26 transistors, more than twice as many as its predecessors. The new 14-inch set comes in two models: one with a molded plastic cabinet, listed at \$279.95, and an open-listed unit with simulated walnut grain cabinet and lighted instrumentation.

Also among the 27 models in the 1970 color TV line will be three new 18-inch portables, whose weights have been cut almost 20 pounds through use of the molded plastic cabinets and new chassis.

The new chassis for both the 14-inch and 18-inch portables eliminates seven vacuum tubes and calls for 25 per cent less power, officials said. Servicing is said to have been simplified by placing tubes near the back, and making the back panel removable with no need for disconnecting external antennas.

Philco-Ford's auto-lock channel tuning

(ACT) makes its entry in the top 18-inch portable model at \$379.95. Fifteen other models are equipped with ACT.

The line begins with a 10-inch set, open-listed; continues with the two 14-inch and three 18-inch portables; a 20-inch table model at \$409.95; two 23-inch table models, one open-listed and one at \$469.95; twelve 23-inch consoles priced from \$529.95 to \$699.95; and is topped by three combination consoles with 23-inch color TV, FM/AM and FM-stereo and stereo sound systems, at \$875. Each console grouping at the various price levels includes models in Early American furniture styling with maple finish, Contemporary with walnut finish, and Spanish with pecan finish.

In its black-and-white TV line, Philco-Ford introduced five new portable models in the 16-inch through 20-inch tube sizes. The line begins with four open-listed 8-inch models and runs up to five 22-inch sets ranging in list price from \$169.95 to \$214.95.

A comprehensive range also is offered in console stereos, with furniture groupings at the major price and wattage points. Featured this year are the firm's first break-front cabinet with three front panels, and the first console in the Mexican Spanish style. With wattage increased over last year's similarly priced models, peak music power runs from 20 watts to 300 watts. Prices range from \$199.95 to \$895.

Three models comprise Philco-Ford's line of home entertainment systems, at 20, 40 and 150 peak watts, listing up to \$299.95.

Eight new models are offered in the 1970 radio line, including six FM/AM

receivers and a multi-band unit. The AM miniature portables are priced at \$4.95 and \$6.95, while an FM/AM unit is listed at \$17.95. The top multi-band model, with FM, AM, longwave, and three shortwave bands and a 6-inch oval speaker, lists at \$99.95.

In cassette tape recorders and players, Philco-Ford is introducing a series of four low-cost units with electronic speed control and a new head guard. The series starts with a play-only model at a suggested price of \$19.95, includes a cassette and AM radio at \$29.95, a player-recorder at \$29.95, and ends with the top model, a player, recorder and AM radio at \$39.95. All have electronic speed control, a new head guard, tambour door, automatic level control, automatic cassette ejection, and contain only five moving parts. With these four new units, Philco-Ford now has 15 models of tape recorders and players, 10 of them cassettes. The top of the line in reel-to-reel recorders puts out 25 watts of peak music power and carries a suggested price of \$349.95.

Also new this year is a four-model line of "Galaxie" portable phonographs with component-styled detachable stereo speakers and integrated circuits. These start at a suggested retail price of \$49.95 for a charcoal cabinet with 4-inch speakers, each of which may be moved up to eight feet from the cabinet for stereo sound. Each of the two stereo channels is powered by an integrated circuit that replaces seven transistors, three diodes, and three resistors. The top "Galaxie" model features FM/AM and FM-stereo with AFC for drift-free AM reception, and tape record and playback jacks, at \$139.95.

Also new in the mini-radio-phono field is a manual two-speed phonograph.

During the Atlantic City distributors' convention Leo C. Beebe, vice president of consumer marketing, announced a 15-point marketing program based upon selective franchising of dealers. Plans were also disclosed for the first national Philco-Ford Dealer Business Conference in Hawaii next January, and for what is claimed to be the biggest fall advertising campaign in Philco-Ford's history.

"Galaxie" portable phonograph, Model P840WA, features integrated circuitry and detachable twin speaker enclosures for up to 16 feet of stereo separation. Price: \$139.95.



With only five moving parts, new series of low-cost tape recorders has electronic speed control and new head guard in durable cabinets. This is Model A2041BK with cassette player and recorder and AM radio, at \$39.95.



Estey wants you to know the score.

Remember us? The Estey people in Harmony, Pennsylvania? We make those popular chord organs. The permanently tuned ones with the stainless steel reeds. That sell for \$19.95 up to \$280.00.

Well, we've been thinking about you. Which is why we've developed a brand new marketing program that will mean a lot of extra do, re, me. For both Estey dealers and distributors.

Right now we're reorganizing our distributing set-up. Signing up top wholesalers across the country. We're going to sell Estey organs through qualified local pros who know how to make the most out of a high-profit line. If that sounds like you, get in touch with us soon while some of our major marketing areas are still available.

Of course, our new distribution team will make a big difference to Estey dealers. They won't have to maintain large inventories anymore. Or worry about advance

ordering. They'll get speedy delivery from a local warehouse. And all the extra support a good distributor can provide.

We're pulling out all the stops to become a total sales and service organization. Offering you all kinds of merchandising assistance. Everything from national advertising to in-store sales clinics. Shopper stopper displays. Special sales aides. And profitable year-round promotions. All designed to make sure Estey makes sales history 52 weeks of the year.

About the only aspect of our business that we haven't revamped is our product. After 130 years, Estey chord organs are still the finest. And there's no broader line on the market today. So why not join the Estey bandwagon? Chances are we could make beautiful music together.

The Estey Company

Division of Electro-Learner Corp., Harmony, Pa. 16037

DISTRIBUTORS. Join the Estey bandwagon. Many top territories still available to top distributors. See us in New York at the Consumer Electronics Show, Booth A201-202, Americana Hotel, Sunday June 15 through Wednesday, June 18. Or write: Joe Sullivan, The Estey Musical Instrument Corporation, Harmony, Pa.



Look for Estey chord organs at the NAMM Show in Chicago.
And at the Consumer Electronics Show in New York.

industry events

The National Alliance of Television & Electronic Service Ass'ns 1969 Convention, Pick Congress Hotel, Chicago, Aug. 14-17.

The 1969 National Merchandise Show, New York Coliseum, New York City, Sept. 7-10.

The 36th National Premium Show, International Amphitheatre, Chicago, Sept. 8-11.

The 24th Annual National Hardware Show, New York Coliseum, New York City, Sept. 29-Oct. 2.

International Ass'n of Electrical Leagues Annual Conference, The Monteleone, New Orleans, Oct. 7-10.

American Gas Ass'n Annual Convention, Denver, Oct. 19-22.

Canadian Gas Ass'n Annual Meeting, Banff Springs, Alberta, Canada, June 22-26.

Electronic Industries Ass'n Annual Convention, Chicago, June 23-26.

National Housewares Mfrs. Ass'n 51st Semi-Annual National Housewares Exhibit, International Amphitheatre, Chicago, July 14-17.

Memphis Furniture Market, Mid-South Coliseum, Memphis, Aug. 10-11.



"\$5,000 in a stereo set — and I go deaf in one ear!"

6.6%*

How does this strike you as a percentage on Not-At-Home service calls?

- High?
 Average?
 Low?

HITACHI presents the portable color TV sets that operate on 1 tube (PICTURE TUBE)



Solid State Portable Color TV. Model CFA-450. 14" picture tube measured diagonally . . . instant action. Memory fine-tuning. Automatic degaussing. Complete with earphone.

Everyone will be building color television sets this way . . . someday.

Why? . . . because as an example a 14" solid state portable weighs approximately 12 lbs. less than a comparable tube model.

Why? . . . because a solid state model uses approximately half the electricity of a comparable tube model.

Why? . . . because transistors last longer than tubes and will not heat up.

Why? . . . because transistors mean complete ease of servicing.

Why? . . . because transistors permit the ultimate in compact design.

Of course, the Hitachi 5 year warranty in transistors is the extra plus that gives our dealers that competitive edge. The color sets of the future are here today . . . from Hitachi.

See these and many surprises at the
**CONSUMER ELECTRONIC SHOW—NEW YORK HILTON
BOOTH H-125A, JUNE 15th to 18th, 1969**

Quality always comes first at
HITACHI
Japan's largest manufacturer



Solid State Portable Color TV. Model CWA-200. 12" picture tube measured diagonally . . . instant action. Memory fine-tuning. Automatic degaussing. Complete with earphone.



Talk it over with your RCA Tube Distributor. He's got some facts and figures—ideas and suggestions—on the whole problem area of Not-At-Homes.

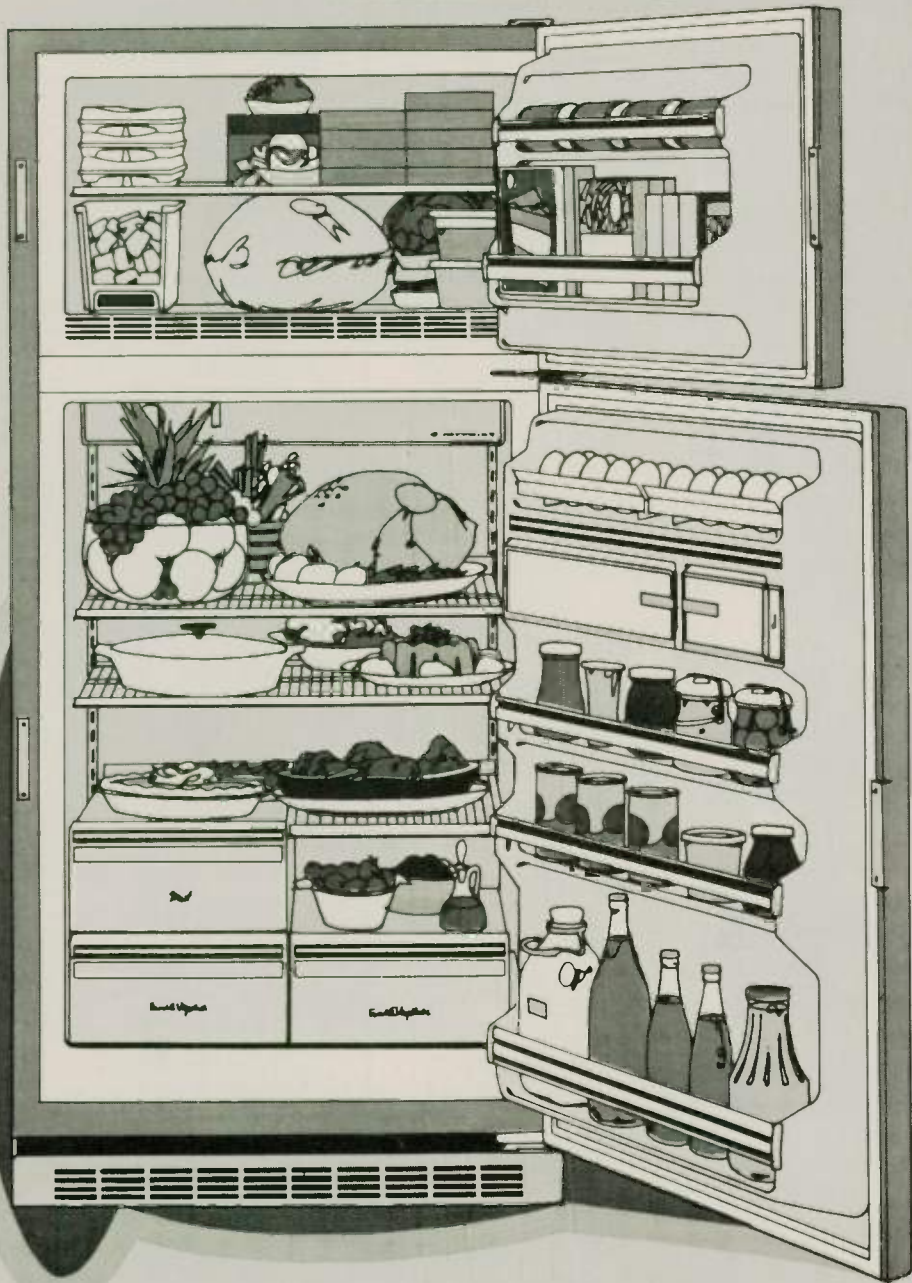
*Average rate based on RCA Distributor Products survey among service dealers, Sept. 1968

RCA Electronic Components, Harrison, N. J.



HITACHI SALES CORPORATION OF AMERICA • 48-50 34TH ST. • LONG ISLAND CITY, NEW YORK 11101

Hotpoint gives you more refrigerator to sell.



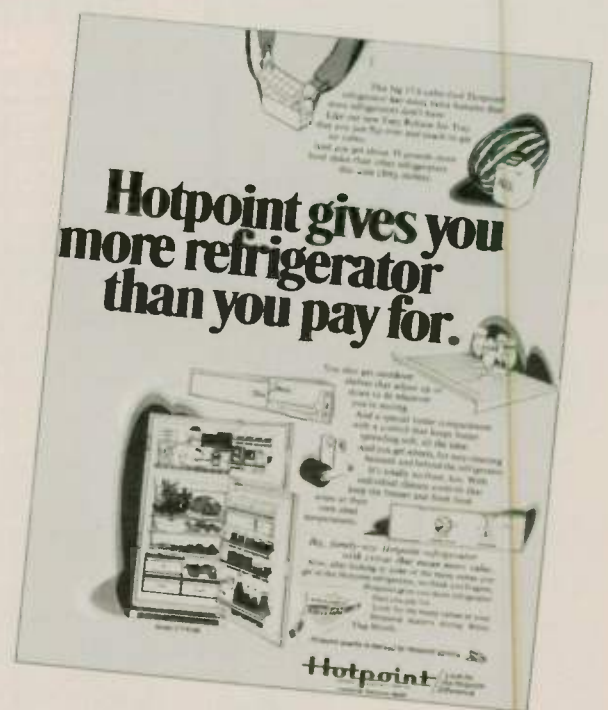
And we mean *more*. Because this Hotpoint refrigerator has a combination of features unmatched by competition.

Features like those on the right hand page. They're just some of the many extras you get to talk about in our model CTF618K. Extras that can make all the difference in the world to a customer.

And right now, this 17.6 cubic-foot Hotpoint refrigerator is one of four top-mount models specially priced to dealers during our exciting new White Flag Month Promotion. The others are: CTF217K, CTF318K and CTF918K.

It's a great step-up quartet. And each one is a step ahead of the competition . . . with more for you to sell.

And more promotion so that you can sell more.



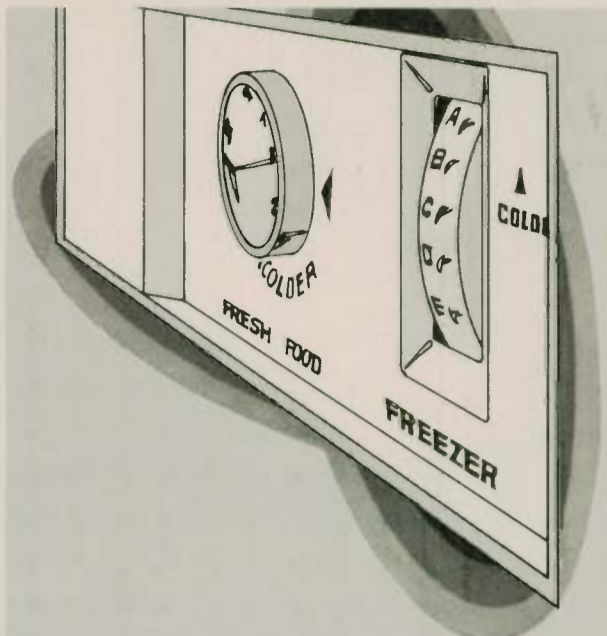
Appearing in Life, House Beautiful, American Home, Reader's Digest, Southern Living, Parents', Sunset, House & Garden.



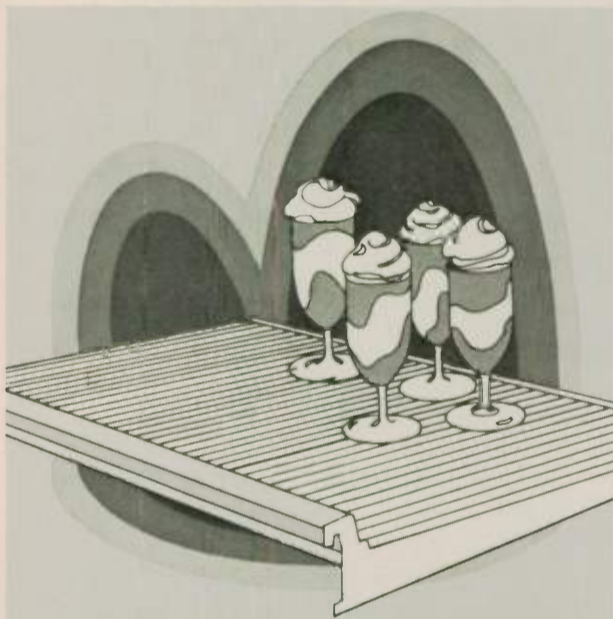
Amazing new Easy Release ice tray. You just flip it over and touch it to get ice cubes. Three trays stack neatly atop a handy ice bucket.



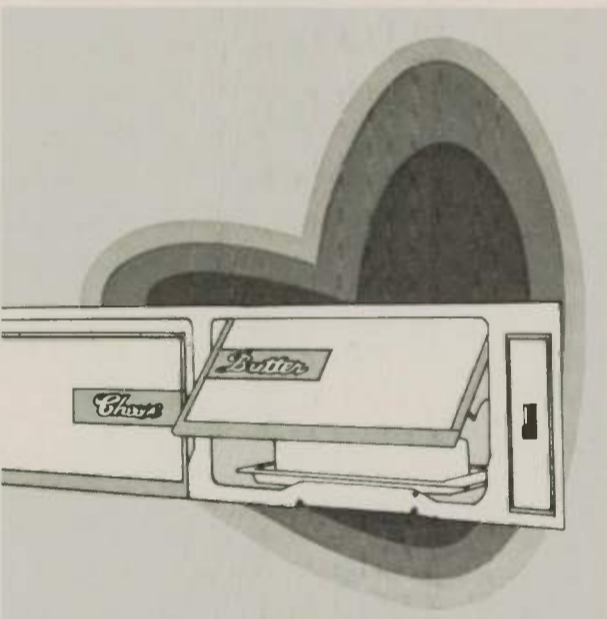
About 35 pounds more food space. This Hotpoint refrigerator is that much bigger than other 30½-inch wide refrigerators. It's a full 17.6 cubic feet big inside.



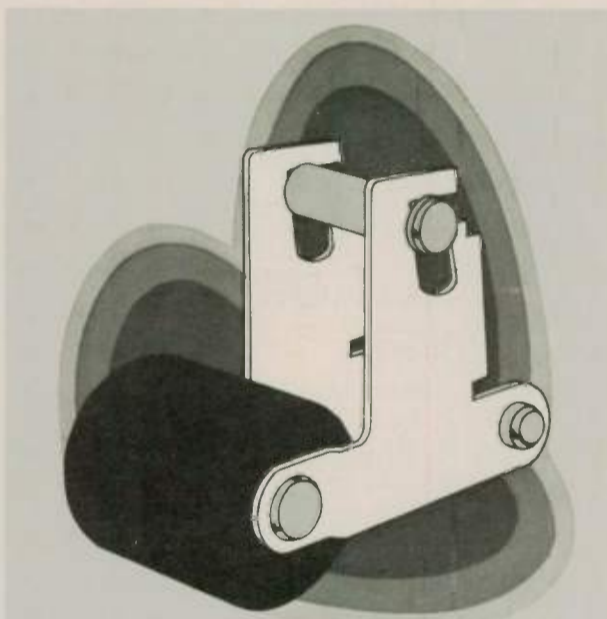
Completely no-frost with separate climate controls. Individual climate controls that keep the freezer and fresh food areas at their own ideal temperatures.



Adjustable cantilever shelves. They adjust up or down to fit whatever is being stored. Makes the most of all that extra space.



Convenient dairy storage. Features a special butter compartment with a control that keeps butter spreading soft, all the time.



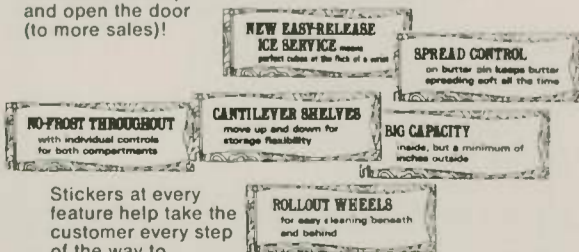
Rolls out on wheels for easy cleaning. Hotpoint introduced refrigerators-on-wheels over eight years ago, and all the Johnny-come-lately's still haven't caught up.



Powerful newspaper ads showing your customers how you've surrendered... that you've got special White Flag values.



Six-sided signs that'll urge customers to stop and open the door (to more sales)!



Stickers at every feature help take the customer every step of the way to your close.

Hotpoint has everything it takes to sell refrigerators.

It's all here. More refrigerator, more promotion, and special pricing.

White Flag Month breaks loose June 1st. It's the biggest campaign in Hotpoint's history with big, full-page ads in the most popular national magazines. And you also get hard-working newspaper ads and in-store materials.

And our specially-priced White Flag refrigerators give you real volume and profit opportunities.

Call your Hotpoint distributor and get everything it takes to sell refrigerators.

Hotpoint
GENERAL ELECTRIC COMPANY
Louisville, Kentucky 40225

Look for the Hotpoint Difference

There'll be a lot of entertainment at our distributor's open houses.

WESTERN STATES

DENVER, COLO. Boyd Distr. Co., Showroom, 1661 W. 3rd Ave. June 24-25—Pinehurst Country Club, Littleton June 22

HONOLULU, HAWAII Nylén Bros. & Co. Ltd., Ilikai Hotel, Waikiki—dates to be announced

PHOENIX, ARIZ. Noble Distr. Inc., Critics Choice Rest. June 21-23

PORTLAND, ORE. Fowler Distr. Co., Air-Tel Motel June 17-19

SALT LAKE CITY, UTAH General Appliance Corp., Rodeway Inn, 154 W. 6th So. St. June 24-27

SEATTLE, WASH. J. W. Phillips Distr. Co., Hyatt House June 22-27

SOUTHWESTERN STATES

LITTLE ROCK, ARK. Douglass Distr. Co., Showroom, 2210 Commercial June 15-16

LUBBOCK, TEXAS R & R Electronics Supply Co., Showroom, 1617 Ave. G June 21-22

OKLAHOMA CITY, OKLA. Gas & Electrical Equip. Co., Showroom, 300 N.E. 34th St. June 21-23

MIDWESTERN STATES

DAYTON, OHIO Allied Supply Co., Showroom, 1100 E. Monument Ave. June 24-25

DETROIT, MICH. Peninsular Distr. Co., Showroom, 3146 E. Jefferson June 24-25

GREEN BAY, WIS. Wm. Van Domelen Co., Showroom, 314 No. Monroe Ave. June 21-23

MILWAUKEE, WIS. Roth Distr. Co., Red Carpet Inn June 16-19

MINNEAPOLIS, MINN. Larsen-Olson Co., Leamington Motor Inn June 15-18

SOUTH BEND, IND. Midwest Sales & Serv., Showroom, 917 So. Chapin St. June 17-19

TOLEDO, OHIO Toledo Appliances, Holiday Inn Motel (Rt. 120 & Ohio Turnpike Exits) June 18-19

YOUNGSTOWN, OHIO G&W Distr. Co., Showroom, 3201 Vestal Road June 16-20

CENTRAL STATES

COUNCIL BLUFFS, IOWA World Distr., Showroom, 3415 West Broadway June 15-17

DES MOINES, IOWA Gifford-Brown, Inc., Holiday Inn—South June 29-30

FARGO, N. DAK. Rott-Keller Supply Co., Showroom, 1620 First Ave. No. Week of June 15

ST. LOUIS, MO. Graybar Electric Co., Stouffer's Riverfront Inn June 15-16

WATERTOWN, S. DAK. Burghardt Supply Co., Showroom, 621 4th St. N.E. June 16-30

WICHITA, KANSAS Finn Distr. Co., Diamond Motor Hotel June 14-16

SOUTHEASTERN STATES

BLUEFIELD, W. VA. Mason-Dixon Distr., Downtowner Motel, Huntington June 15-16—Showroom, Roanoke, Va. June 19-20—Showroom, Bluefield, W. Va. June 26-27

BRISTOL, VA. Mitchell-Powers Hdwe. Co., Holiday Inn Convention Ctr., Euclid Ave. July 8

CHARLOTTE, N.C. Southern Bearings & Parts, Showroom, 500 N. College St. June 17-19

GREENVILLE, N.C. Carolina Sales Corp., The Downtowner Motel, Fayetteville June 29-30

KNOXVILLE, TENN. Creswell & Co., Admiral Benbow Motel, Chattanooga June 24-25—Holiday Inn-Downtown, Knoxville July 8-9

LOUISVILLE, KY. Cooper-Louisville Co., Ramada Inn, Evansville, Ind. June 17-18—Holiday Inn-Midtown, Louisville June 24-25

MEMPHIS, TENN. W. L. Roberts, Inc., Showroom, 1299 E. McLemore Ave. June 25-26

NASHVILLE, TENN. Modern Wholesale Distr., Showroom, 123 Fatherland St. June 25-26

WHEELING, W. VA. Wheeling Kitchen Eqpt. Co., McLure House June 17-18

SOUTHERN STATES

BIRMINGHAM, ALA. Electric Constructors of Ala., Showroom, 3000 3rd Ave. South June 18-19

DOTHAN, ALA. Mack Electric Supply Co., Showroom, 412 No. Foster St. June 18-19

JACKSON, MISS. Mills-Morris Electronics, Showroom, 1434 Highway 80 West June 18-19

SHREVEPORT, LA. Reed Distr. Co., Showroom, 1561 Texas Ave. June 22-24

NEW ENGLAND, MID-ATLANTIC STATES

BURLINGTON, VT. Overlake Distr., Holiday Inn, So. Burlington June 22-24

PITTSBURGH, PA. Graybar Electric Co., Showroom, 900 Ridge Ave. June 17-19

PORTLAND, ME. The Emery Waterhouse Co., Valle's Charter House Motel June 25-26

PROVIDENCE, R.I. Choquette & Co., Colony Motor Hotel, Cranston June 16-17

TROY, N.Y. Empire State Wholesalers, Inc., Jamaica Inn, Latham June 17-18

YORK, PA. The Careva Corp., Showroom, 517 E. Prospect St. June 15-20

Come to any one of them. And see our 1970 line of television and audio products.

SYLVANIA
GENERAL TELEPHONE & ELECTRONICS



new products

Sharp Cassette/Radio

Model RD-404 is a cassette tape recorder with an AM/FM radio. The unit, 23 $\frac{3}{4}$ in. high x 12-1/16 in. wide x 8-3/16 in. deep, has a full length, hinged carrying handle and five pushbutton controls. It records live through a pencil microphone or picks up directly from the AM or FM band.

Other features include solid-state circuitry, built-in automatic level con-



Sharp Model RD-404

trol, battery level meter, and a telescoping, swivel antenna for FM reception. The microphone features an on-off remote control switch. For personal listening there's an earphone. The unit, which weighs just more than 5 lbs., is powered by four "C"-size flashlight batteries, 120-volt a-c current, or a car electrical system. The unit, complete with batteries and cassette, carries a suggested retail price of \$89.95. *Sharp Electronics Corp., Carlstadt, N. J.*

BSR Turntable

Model 300T is an automatic turntable premounted on ebony base with "walnut accent." The unit is fitted with a Shure "Hi-track" M75 stereo magnetic cartridge.

Featured in the unit are a factory set anti-skate control, low mass tubu-



BSR Model 300T

lar aluminum tone arm, and light tracking design.

Model 300T, say the makers, has been introduced and priced below other models in the line, so that it can be offered at full profit in promotionally priced systems. Suggested retail price: \$44.50. *BSR-USA-Ltd., Rte. 303 Blauvelt, N.Y. 10913.*

Arvin Portable Radio

Model 80R55-18 is a new solid state 4-band portable radio with built-in line cord for 110-volt a-c operation; it also operates on d-c with four standard "C" size batteries. The unit, which delivers AM/FM/SW/marine

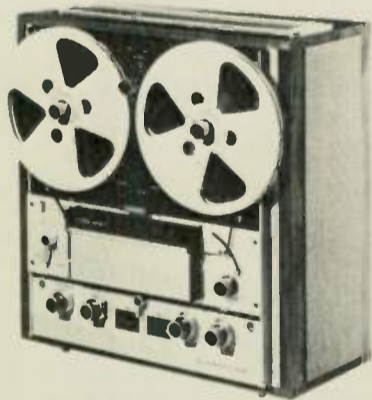


Arvin Model 80R55-18

band broadcasts, features a chrome swivel whip antenna, indirect drive slide rule dial, earphone jack and earphone, 3-in.-x-5-in. oval "Velvet Voice" speaker, and tone control. The brown cabinet, constructed of durable molded plastic with a padded vinyl cover, is 8 in. wide x 9 $\frac{1}{2}$ in. high x 3 $\frac{1}{2}$ in. deep. Switchable AFC locks in FM stations. Suggested retail price: \$52.95. *Arvin Industries, Inc., 1531 Thirteenth St., Columbus, Ind. 47201.*

Ferrograph Tape Recorder

The "Series Seven" 60 Hz Ferrograph is a fully transistorized unit with three heads and three motors. The unit features VU meters, bias adjustment on the front panel, rheostat control on fast forward and rewind,



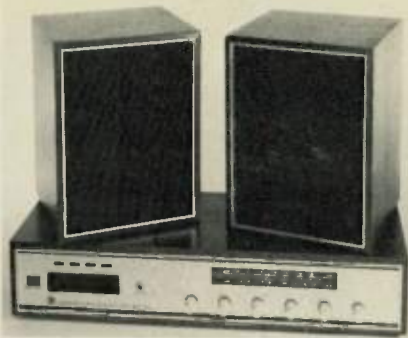
Ferrograph tape recorder

enabling unique editing and selection control, tape tension control and accommodation up to 8 $\frac{1}{4}$ in. reels.

The "Series Seven" is available in chassis, deck, and complete recorder with power amplifiers and speakers. *Elpa Marketing Industries, Thorens Building, New Hyde Park, N.Y. 11040.*

Commodore Player

Model MPX-1000 is an AM/FM-stereo multiplex and 8-track cartridge tape player featuring a highly sensitive AM/FM-stereo receiver, built-in "Stereo Eye" for accurate FM stereo tuning, and a peak output of 100 watts. The radio, 23 in. x 5 in. x 8 in., has a brushed aluminum front and a satin finish walnut wood cabinet. The matching walnut speaker boxes, 11 $\frac{1}{2}$ in. x 8 $\frac{1}{2}$ in. x 8 $\frac{1}{2}$ in., contain four speakers: two 6 $\frac{1}{2}$ -in. woofers and two 3 $\frac{1}{2}$ -in. tweeters.



Commodore Model MPX-1000

Suggested retail price: \$159.50. *Commodore Import Corp., 507-509 Flushing Ave., Brooklyn, N. Y. 11205.*

RCA Portable TV

Called the "Gamin," Model AM-097 is a personal-size portable (9-in. diagonal screen) TV with a "change of clothing." This black-and-white TV receiver, which weighs just 11 lbs., is styled in black and white "Op-tile" vinyl coupled with "Mist



RCA "Gamin"

White." But the set comes with three-wrap-arounds for a change of cabinet color. The unit's "wardrobe" permits the user to shift to a multi-flower design, an "op art" red geometric design or a walnut-grain appearance. *RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind. 46201.*

Sylvania Tape Recorder

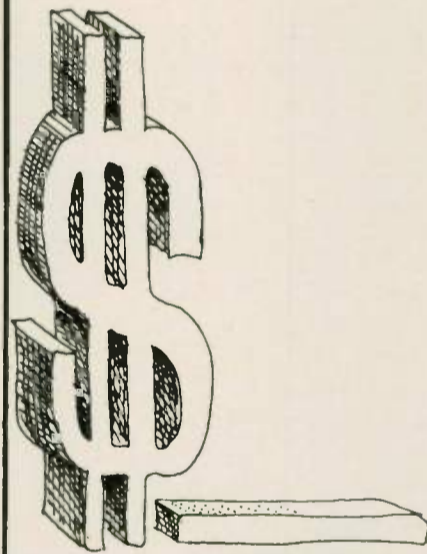
In the 1970 line of portable, cassette type recorder-players, Model CT-100BK operates on house current or from a four "C" cell battery pack. A four-position keyboard controls the play, record (with safety interlock), fast forward, and rewind functions. The unit has variable tone control, and a battery life and recording level indicator. The speaker measures 2 $\frac{3}{4}$ in. An automatic recording level switch prevents excessive volume overload. The unit includes a remote control microphone, earphone jack, reusable blank tape cartridge and



Sylvania Model CT100BK

carrying case. It is finished in black plastic with white and wood-grain highlights. Suggested retail price: \$49.95. *Sylvania Electric Products, Inc., 700 Ellicott St., Batavia, N. Y. 14020.*

How much service income would you add by converting one Not-At-Home into a completed call?



(write in your figure)

Then check with your Authorized RCA Tube Distributor. He's got some facts and figures on this that are worth hearing about.

RCA Electronic Components, Harrison, N. J.

RCA

when two great names get together

(Hamilton and Franklin)

...it's the start of something big.



Just wait 'til you see all the revolutionary new ideas that have come off our drawing boards. There are great new ideas in washer and dryer features. Styling. Marketing policies. Advertising and promotion. Plus a new multi-million dollar plant expansion program. It's what you'd expect when two great American names get together. And it's all designed for just one reason. To make history for our dealers. Watch us make the sparks fly, starting July 4th. Especially if you're interested in greater financial independence. Hamilton Appliance Division, Franklin Manufacturing Company, St. Cloud, Minnesota.

Hamilton[®]
Automatic Washers and Dryers



MOTOROLA introduces 20-inch "Quasar" color TV

Early TV ad program to stir interest in August.

By Milton Gussow

Motorola has extended its "Quasar" concept by introducing in its 1970 line a 20-inch color table model with the modular solid-state chassis. The works are built into the drawer horizontally but slide from the back due to the narrower front of Model WT675F, which has a suggested retail price of \$499.95.

Though providing this compact model for step-up, the company is continuing to aim directly at the \$600-and-above range of color TV, Edward P. Reavey, Jr., vice president and general manager, consumer products division, Motorola Inc., told the convention of dealers and distributors at Washington, D.C.

Reavey pointed out that since the third quarter of 1968, when Motorola's share of the over \$600 market was 7.4 per cent, it had increased to 18.5 per cent in April 1969 and "is still climbing."

Except for a \$10 drop in the price of one smaller portable, 14-inch Model CP400F (now \$289.95), Motorola did not join other manufacturers who recently dropped some prices on smaller screen sets by as much as \$30.

Many service dealers feared that the "Quasar" line's expansion into other sizes would create a stocking problem for replacement components. However, the circuit boards used in the 20-inch compact

are identical to those in Motorola's 23-inch sets.

Advertising this fall will start early, August 11, to hit the TV viewing audience with a concentrated package of "remembrance" type ads to prepare for the expected sales spurt with the new TV shows in September. The local spot ads, through December 14, will be tied in with a newspaper promotional series.

Motorola will stress to its dealers a concept of "Quasar Centers" with special point-of-purchase materials to tie in with the ad programs.

Motorola's 1970 "Quasar" line will include 13 basic 23-inch console cabinet designs, five available with remote control. Prices again start at \$599.95 and run through \$1,450 for its combination color TV-stereo phonograph-FM/AM radio in Spanish design. This year, the de luxe "Quasar" line will include an a-c line regulator, a solid-state device said to maintain picture stability regardless of changes in line voltages.

Two 16-inch diagonal color sets were introduced, starting at \$329.95. Two 14-inch models continue in the line as do two 18-inch and two 20-inch table model color TV sets. A pair of 23-inch tube chassis table sets, also continued, include automatic fine tuning.

All seven 23-inch diagonal tube-type chassis color sets now employ the "fastback" slide-out chassis for faster and easier service. The series continues to start at a suggested list of \$479.95 for Model CU868E in a Contemporary cabinet.

In black-and-white TV, Motorola introduced a 14-inch rectangular series, additional 12-inch diagonal models, and new designs in 19-inch sets. A pair of 22-inch table models are included in the line starting at an optional list of \$169.95. The 14-inch series starts at \$99.95; 12-inch, at \$89.95.

Continued in the line of black-and-white solid-state groups are two 9-inch portables, two 22-inch table models, and three 22-inch consoles. Prices are unchanged in these models. Two 16-inch square screen portables are continued also. Features of the two new 14-inch sets are the slide-out chassis similar to the "fastback" in color tube type, and a solid-state high voltage rectifier.

Easier service access is also provided in stereo de luxe consoles with introduction of a high performance high power chassis which incorporates most receiver functions. In portable phonographs Motorola introduces a combination phono and 8-track cartridge tape player, Model CP500, at \$159.95.

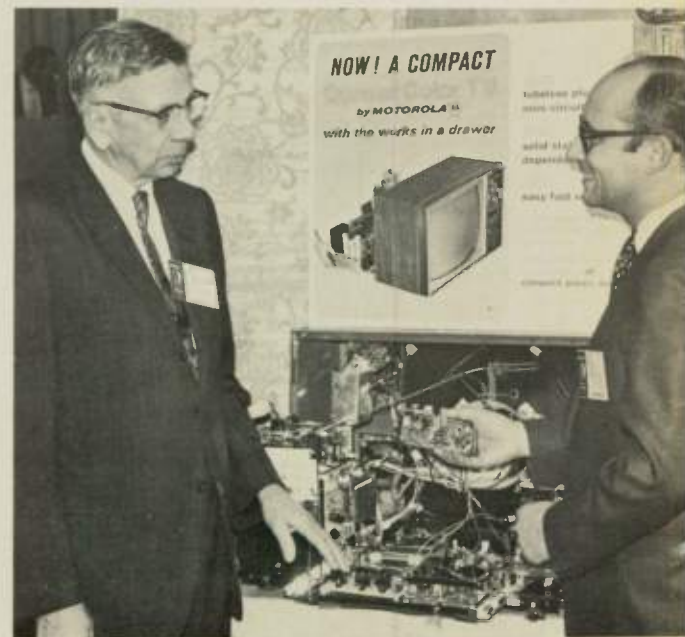
Sid Blumenthal, owner of B & B Appliance, Cleveland, O. (left), and Robert Galvin, chairman of the board, Motorola Inc., discuss space-saving display rack for appliance stores which can show new "compact Quasar" as well as console type.



Motorola's high power X-350 stereo chassis was designed as an integrated unit, with most receiver functions compacted, and all connections combined on one chassis plug. New chassis moves ease of servicability of "Quasar" to stereo-phonographs.



Works of new horizontal drawer on Motorola's "compact Quasar" 20-inch color TV are discussed by M.V. Compton, service manager of Porter Burgess Co., Dallas, Tex. distributor (left), and William J. Weisz, executive vice president, Motorola Inc.



The Webcor master plan to help you sell Webcor.

Part 1. Webcor on TV.

This fall Webcor will make its famous-brand products even more famous by advertising them on TV. With exciting color commercials.

(The same commercials are also available for special promotions in your market.)

Now, while they may be very short commercials, they're also very memorable. And have a theme that's as on-target as you can get.

"Listen."

And we think a lot of people will be interested in doing just that.

But our commercials are only part one of our master plan. Part two is aimed at getting a lot of people interested in buying Webcor.



Part 2. Webcor in your store.

Our point-of-purchase material carries the same message as our TV commercials.

So, when people come into your store, they'll see the same thing on Webcor they saw on TV.

Which means they'll recognize us. And we figure a lot of them will give a listen.

Considering what Webcor has to offer in the way of products, we figure that's all the help you'll need to sell Webcor.

And, since Webcor is the brand that gives you the full markup, yet sells at competitive prices, you have every reason to be happy about our master plan.

And every reason to see our long line of quality products, and our short commercials, at Booth A-229, The Consumer Electronics Show, Americana Hotel, 52nd St. and 7th Ave., New York, N.Y., June 15-18, 12 a.m. to 6 p.m. on Sunday, and 10 a.m. to 6 p.m. Monday through Wednesday.



Webcor

Webcor by Consolidated Merchandising Company, a division of U.S. Industries, Inc., 59-50 Queens-Midtown Expressway, Maspeth, New York 11378. Branches: Los Angeles, Chicago, Atlanta, Dallas, Tokyo. Factories: Hartsville, Tennessee; Halls, Tennessee; Taipei, Taiwan.

mart private label report

Giants' advertising stresses price, product features

Penney's, Pittsburgh, promoted "work savers for mom, prices reduced . . . for dad." A saving of \$22.95 was promised on 30-inch electric and gas ranges — "now \$177" On an electric self-clean, "save \$36.95 — now \$233."

Penney's, Seattle, offered "just the right Penncrest component system for you." Three modular compact systems, each described in detail, were priced \$137.95, \$199.95, and \$299. "Buy now, nothing down, on Penney's time payment plan," the ad stated. Each of the three component systems carried a line spelling out the monthly charge.

Montgomery Ward, Denver, urged "Relax as you drive with tape music in your car." A "4-8 track in-car stereo" was offered for \$79.88 ("Riverside" brand). Regular price was noted as being \$99.99. In the same ad, a cassette player-recorder for automobile use went for \$99.88 ("reg. \$119.99").

Montgomery Ward, Los Angeles, promoted five blenders, priced from \$19.99 ("reg. \$29.99") to \$49.99 ("reg. \$59.99"). Wards "Miracle Blender Cookbook" was priced at \$4.95.

Montgomery Ward, Washington, D.C., pushed a "Signature" upright freezer (9.5-

cu.-ft. capacity) at \$139. A "frostless" 16-cu.-ft. upright freezer and a 15-cu.-ft. "quick-defrost" chest model both were priced at \$229. "Save \$30.95," the ad stated. Boxed off in the same advertisement was notice of an 8.4-cu.-ft. chest freezer for \$69 ("reg. \$179.95").

Grant's, Atlanta, ("known for values") promoted a toaster, a blender, an iron, and a can opener for \$10 each ("no money down, low monthly terms"). Another iron, another toaster, a knife, and a portable mixer were priced at \$8.96 each. "With each Grant Maid appliance you get a 1-year over-the-counter replacement guarantee."

Grant's, Milwaukee, offered a "new lightweight champ in color portables" — a "Bradford" 12-in. set "slashed \$50" to \$199. An 18-in. black-and-white set went for \$99 (with free cart), and a 9-in. "11-pound mini-weight portable TV" went for \$68.

Sears, Atlanta, offered a 22,000-BTU "powerful multi-room Coldspot air conditioner" . . . "Cools up to 5 rooms!" . . . ("dependent on placement, size of home, circulation, heat buildup in home"). It was billed as being regularly priced at \$319.95. "Save \$61.95." It was priced at \$258. The same ad urged readers to "end washday drudgery" and save \$20.95 on a two-speed automatic washer for \$149. "Kenmore . . . by far America's largest selling home laundry appliance." The ad also included a

two-temperature electric dryer for \$78, a washer-dryer combination for \$299, and a 28-position wringer washer for \$88.

Sears, Washington, D.C., came in with a "Monday only" sale of a 23-inch color TV console with base at \$333, at "all 14 Sears appliance locations — you can't do better than Sears." The photograph of the set showed the "Silvertone" label, but nowhere else in the ad was "Silvertone" mentioned.

Sears, Pittsburgh, advertised the "lowest price ever . . . gas stove has oven that's self-cleaning . . . \$268 includes normal installation." Included in the same ad was a double-oven "gas stove" with self-clean at \$399.88 . . . regularly priced at \$459.95. "Women who cook with gas will never have to clean a messy oven again," the ad stated.

Sears, Milwaukee, offered a "limited time only! . . . feature-packed Kenmore washers and dryers at amazingly low, low prices. Washer 'Special care' cycles include permanent press, pre-wash, normal and delicate . . . self-cleaning lint filter . . . fabric softener dispenser . . . three water levels . . . three temperatures . . . two speeds. Dryer: Kenmore exclusive Soft Heat prevents over-drying . . . 'special care' cool-down for permanent press . . . top-mounted lint screen . . . end of cycle signal." The washer was priced at \$179, the electric dryer at \$139.

your national brand support

"Operation Attack" contest deadline extended; GAMA supports AGA campaign

The dealer display contest deadline in the American Gas Ass'n "Operation Attack" campaign has been extended to September 15, according to H. P. Stockbridge, AGA director of marketing. "Operation Attack" is a national campaign to promote sales of self-cleaning gas ranges. According to Edward R. Martin, administrative director of GAMA, nine gas range producers are sponsoring national advertising in support of the promotion.

Stockbridge noted that though "utility and dealer response is high, many local promotions are not scheduled for the original contest period. So we have extended the deadline to give everyone a chance to enter." Utilities participating in the contest must have sent registration forms to AGA by June 1. Dealers have until September 15. The winners will be announced at the annual AGA convention October 19-22 in Denver. First prize will be \$2,000

worth of stock in the sponsoring utility. Nine runners-up will receive a trip for two to the Caribbean or a \$1,000 cash award.

The nine companies named by GAMA's Martin as supporting "Operation Attack" are Athens, Brown, Caloric, Hardwick, Magic Chef, Monarch, Norge, Roper, and Tappan.

Philco-Ford slates 88 commercials for color TV

Philco-Ford Corp. is planning what it describes as the biggest fall advertising campaign in its history. Advertising Manager Charles S. Grill, of the company's consumer marketing group, said there will be 88 color TV spots on such shows as NFL football, "Laugh-In," and 18 other top-rated shows — 20 different TV programs on three networks during prime evening time and on sports programs — constituting "the strongest national advertising effort the company has ever run

in support of color television sales."

The commercials, Grill said, will continue to feature the theme, "Philco gets the faces right — the rest is easy," as well as, "Philco-Ford . . . the Better Idea People." Grill added, "Our consumer research shows that we are right on target with our advertising approach in answering prospective purchasers' concerns about color TV . . ."

RCA in summertime drive on "Stereo 8"

RCA has launched a massive summertime drive to promote "Stereo 8" cartridges. "Although 'Stereo 8' is in every sense an all-year business, it is true that the number of places where it turns up increases in the summer months — beaches, sail boats, picnic areas, patios and the like," said Mort Barnett, manager, recorded tape advertising and promotion.

In addition to advertising in some 10 consumer magazines, RCA will conduct a spot radio campaign in major markets.

electric housewares and floor care news

Waring adding hairsetters and dryers; buys Rayette tools

Waring Products soon will be in the personal care field with a 20-roller hairsetter (Fair Trade price, \$19.88) and three portable hard hat hair dryers (\$29.88, \$24.88, and a Fair-Traded \$19.88 model). Introduction date is set for July 1, at which time a completely new line of portable kitchen appliances also will be shown.

According to Roy L. Swanke, president of the Dynamics Corp. of America division, **Waring has purchased from Rayette-Faberger, Inc., all tools, dies, equipment and parts inventories for the manufacture of hard hat dryers.** The dryers will be marketed both under the Waring and Dormeyer brand names. Swanke said that Waring did not acquire the Rayette name, or any other brand names under which Rayette appliances were sold.

"Fallacies" scored by Sunbeam's Gwinn at AHAM meeting

R.P. Gwinn, president of Sunbeam Corp., in a recent speech tackled five "fallacies" about the industry that are currently in vogue. The occasion was the annual meeting of the Ass'n of Home Appliance Mfrs., held in Washington, D.C.

"It is no secret that we have been challenged on product quality, safety, service, and accused of 'planned obsolescence' in the introduction of new products. Are such charges merited in our business?" Gwinn asked.

Referring to "number one — the fallacy of planned obsolescence," — he called it one of the "most dangerous of all the untruths that plague our business." Gwinn added that, "We have every right to feel outraged when the press or public officials use 'planned obsolescence' as a catchword to castigate our industry. Being realistic, have we made this opportunity for them by failing to prove to the consumer that such a concept is a myth, a fallacy? We have the proof in our labs, our factories, and in our products themselves . . ." Gwinn continued:

"**The fallacy of poor quality** . . . From the inside out, as an industry our products today are the best we have ever produced . . . If a question exists about the quality of portable appliances, it exists . . . because we, the industry, are failing the products by not telling the quality story . . .

"**The fallacy of price ceilings** . . . Who says you can't move products at rightful levels? . . . The consumer will pay a fair

price for a better product every time . . .

"**The fallacy of poor service** . . . Service in the portable appliance industry today is better than it ever was in the past. Then how does the fallacy exist? . . . Again, our industry's failure to tell our own story is more a factor in the existence of the fallacy . . . than the service the industry performs today . . .

"**The fallacy of unsafe products** . . . Manufacturers have made portable appliances even safer today than they were at any time in the past." After citing numerous examples of safety advances made by manufacturers, Gwinn said, "We still take safety just as seriously as we did before the advances were made . . ."

Gwinn concluded: "If there is an area in which present practices indicate we need to change, to improve, it is in our thinking about how our products are advertised and marketed, and how our industry's story is presented to the public. A great deal has been written and said about the growth of what is called 'consumerism' and the effect it will have on our industry. In my opinion, our industry's record, if it is adequately told to the public and our critics, will make opportunities for better understanding from such criticism . . ."

NHMA predicts record buyer turnout at housewares show

Advance registration for the July 14-17 housewares show indicates a record summer show buyer turnout, according to Dolph Zapfel, managing director, National Housewares Mfrs. Ass'n. The show — officially known as the National Housewares Exhibit — will be held in the International Amphitheatre, Chicago.

"Apparently buyers are buoyed by the past six months of better-than-ever housewares sales," Zapfel said. "Although many of them are still plagued by delivery problems, most of them are looking to the event to set the tone for the last half of '69." Zapfel noted that there will be a record number of exhibitors at the show — 1,172 of them.

Need seen for new toaster-like product to handle other foods

Consumers are using their toasters for lots more than just toasting bread — which prompts the Good Housekeeping Institute to suggest that there might be a market for a toaster-like product specially designed to handle not only bread but the many

foods being marketed today that carry the instructions, "Just pop into your toaster and heat."

Jane Keely, director of home appliances for the Institute, an arm of "Good Housekeeping" magazine, estimates that the new appliance should have a list price of around \$20, which appears to be the toaster price barrier. Although toaster prices, she notes, range from under \$15 to nearly \$40, many consumers are reluctant to pay more than \$20 — yet Institute findings show that consumers want more from the appliance than merely toast. Mrs. Keely referred to a recent survey of 1,000 "Good Housekeeping" readers as disclosing that about half use their toasters for more than toasting bread. They said they use their toasters for toasting or heating waffles, tarts, muffins, bagels, pizza, sliced meat, etc. They use them to thaw frozen products, heat leftovers, warm plates, and even soften or melt butter or chocolate.

Danish "Export Oscar" presented to Clairol

Remarking that "there are more people who know Clairol curlers than know Hans Christian Andersen," Danish Consul General G.F.K. Harhoff bestowed his country's "Export Award" upon Clairol, Inc., at ceremonies in New York recently.

The award, given for the "overwhelming success" of the American hair coloring and hair care firm in marketing the Danish-made Clairol "Instant Hairsetters" in the United States, Canada, and Mexico, was accepted by Clairol President Bruce Gelb at a luncheon attended by government and business representatives of both countries.

The hairsetters, which are manufactured to the company's specifications in Kalundborg and shipped by air to the U.S., represent the Danes' largest industrial export commodity.



1968 Danish Export Award of National Ass'n of Danish Enterprises is presented to Bruce Gelb (second from left) by Danish Consul General G.F.K. Harhoff. Taking part in presentation are Willy Beckmann (left), managing director of Carmen Curlers in Denmark, and John Mack, executive vice president of Clairol. Award is ceramic sculpture of a sprouting seed symbolizing growth of Danish export trade.



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.

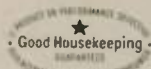
Northern Electric is the world's oldest and largest manufacturer of electric blan-

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





**HERE'S WHERE ALL THE
HOUSEWARES ACTION STARTS
for the big half of '69**

51st
SEMI-ANNUAL



NATIONAL HOUSEWARES EXHIBIT

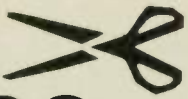
JULY 14-17, 1969 / Monday through Thursday

INTERNATIONAL AMPHITHEATRE, CHICAGO

SERVING THE HOUSEWARES INDUSTRY SINCE 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION 1130 Merchandise Mart, Chicago, Illinois 60654

retail ad clips



Elephant act

To emphasize the "Jumbo Saving at Pay Less" in the store's "April Fool's White Elephant Sale" headlined across the top of the ad, there are two performing elephants pictured in the ad. The one on parade (near the top of the ad at right) bears copy and prices on used appliances. And the

elephant sitting up (center of ad toward the bottom) bears copy about used TV's.

Among the Philco products pictured and described in the ad, which appeared in the *Statesman*, are refrigerators, electric ranges, custom stereo sets, portable TV, freezer, automatic washer and electric dryer. Pay Less, Salem, Ore.

Them hills again

"We have it on sale at Western! The new 'IN' color from Frigidaire" is the top line of full-page "Gold Rush" Sale! ad in the *San Jose Mercury*, "featuring the new 'sunshine' color that's really in . . . Frigidaire HAR-

VEST GOLD." In the upper right of the ad cartoon figures with picks and shovels are saying, "Gold Rush days now going on! Rush in now for best selection!" Gold color is used throughout the ad which is selling Frigidaire washers and dryers, dishwasher, electric range, refrigerators and freezer. Western Appliance & TV, San Jose, Cal.

Aggressive merchandising

Fight talk with a smile features this updated version of the contented consumer who would rather fight than switch. In this case, nine husky-looking salesmen declare that they would rather fight than lose a sale. They'll fight, that is, to satisfy their customers, to offer "the best price," and to keep customers on their side with good service. "Isn't it nice that we fight to serve you better?" they ask. Radio Equipment Co., Billings, Mont.

Long-sighted

A simple but striking piece of "op art" carries out the suggestion that

you "Take a Long Look Before You Buy Any Automatic Washer and You'll Buy Maytag."

Below this, three paragraphs of advertising copy continue the theme: "Here's Why — In today's price conscious market, it's easy to take the short view . . . easy but costly. If you take the long view, however, you'll buy Maytag . . . because you get the value you pay for." Downing's, Denver, Colo.

Leaping rabbit

"Connors . . . wild as a March hare" reads the headline to the left of a bunny wildly leaping by some spring flowers. Then the copy says:

"Connor's gets the jump on the Inventory Tax problem by setting prices on over 500 Quality Appliances, Stereos and TV sets just as low as they can go! Buy the quality that is Zenith now at the lowest possible prices! Hurry! Our fiscal year ends March 31st!"

Then the ad which appeared in the *Seattle Post-Intelligencer* goes on to describe and picture a Zenith personal portable, a 23-in. lowboy console, and an AM/FM/FM-stereo console. Connor's, Seattle, Wash.

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

Packard Bell has added 15 new distributors covering 28 states. And that was just in the last 90 days.

Why has Packard Bell gotten so many new distributors lately?

The answer is simple. They found out that we are offering something different.

And it isn't a television or a stereo.

It's a profit-protected dealer franchise plan. And any smart distributor knows there are a lot of good dealers looking for this kind of franchise.

We're first to admit that this may not sound like something very different to you.

You've probably heard it before. Over and over again. From almost every manufacturer in the business.

But no matter what other manufacturers have said, you know there is only one other company that really lives up to what they say.

Now there will be two companies that will live up to what they say.

And one of them will be Packard Bell.

If you'd like to find out more about our new dealer franchise plan, why don't you contact the Packard Bell Distributor for your area.

And do it soon.

Because the sooner you do it, the sooner you'll know how different things can be.

Packard Bell
A TELEDYNE COMPANY

For the name of your Packard Bell Distributor, contact W. J. Horn, Vice President, Marketing, 12333 W. Olympic Blvd., Los Angeles, California 90064 (213) 272-6141

by Jack Adams

the balance sheet



A year of broad appeal— For the past month or so members of the **Mart** staff have been travelling far and wide, covering the introduction of 1970 consumer electronics lines.

Reaction of our editors to the new models introduced has been generally most enthusiastic. And although all reports are not yet in, this pretty much parallels the reactions of

distributors who have viewed the lines and have expressed their approval with a healthy increase over a year ago in the size of the orders they have placed.

This is welcome news, since in past weeks there have been indications of soft spots in home electronics goods in some markets.

If distributors are enthusiastic

about new brown goods offerings, it seems to this reporter that manufacturers have come up with some attractive merchandise that hopefully could cause the consumer to start reaching for his wallet.

Although it is most difficult to capsule the strong points found in a dozen or so lines, some of these points might be summarized as follows:

In color TV there are meaningful new features, features related to ease of operation which can permit the retail salesman to make the set more appealing to the prospect on the sales floor.

And there is a broader use of outstanding features of the past in a number of new lines.

Broader pricing points including new low prices on portables which could give more dealers an entree to the second set market, as well as enable them to compete better with the chains, are to be found in several lines.

Higher styling in phonographs, in component modules, in radios, in

tape units are found in new lines.

And many manufacturers, admittedly belatedly that the tape market is here to stay, have increased their offerings in this area.

New warranty policies that ease the task of getting a product serviced give dealers an added appeal to consumers in merchandising the new models.

And rearing its head several times on the line introduction circuit was a determination expressed by manufacturers to give dealers more tools to aid them in moving new models.

Ranking high in the list of tools is an expressed intention to provide more sales training for dealers and their salesmen.

A perusal of the reports on new home electronics products contained in this issue we think will convince readers that there are many things in the new lines to appeal to consumers of various age and income levels.

The dealer who truly knows his market should be able to find the prime ingredients for stimulating that market.

by the way



Philco-Ford hits color TV jackpot in Las Vegas hotel

Fifteen hundred color television sets will be installed in the new \$60 million Las Vegas International Hotel by Philco-Ford Corp.

Fred Beninger, president of the International Hotel Corp., said his new hotel — with 1,519 rooms and suites on a 41-acre site — will open July 2 with the largest concentration of color TV sets of any hotel in the country.

Philco-Ford's "Telesound" department has a \$1 million contract to furnish, install and service the 18-inch, remote-controlled sets, and to provide a complete radio system for the 30-story hotel.

Jerry Watner, "Telesound" manager, said the Philco color TV sets — installed on company-designed pedestals — will be white, blue, or wood-grain to match hotel decor.

Does "Dick Tracy" design products for Motorola?

Judging by some of the 1969 new products announced by the Commun-

ications Div., Motorola Inc., it would appear that "Dick Tracy" has joined the firm's engineering staff.

Highlighting the list of some 28 new products or product modifications was the closest thing yet to a "Dick Tracy" two-way wrist radio. The unit is only slightly larger than a package of cigarettes and weighs less than a pound.

In addition to this "Handie-Talkie" portable radio, Model HT 100, there's the Model HT 220 "Handie-Talkie" portable which is 50 per cent smaller and 40 per cent lighter in weight than the widely used Model HT 200 Motorola portable series. Both of these new units will be popular in police work and many other applications — shipyards, docks, airports, trucking terminals, highway construction projects, and municipal fire departments.

Look, ma, no hands — that move, that is

An advanced concept in timepiece technology has resulted in a clock that gives the time in seconds but has no "hands," and no moving parts. The clock, developed by the research center of General Time Corp. in Stamford, Conn., uses alternating bars of light rather than hands to indicate the hour, minute, and second.

According to Don P. Caverly, engineering vice president at General Time, the "glow clock" uses the principle of ionization and the consequent production of visible light. For each hour, minute and second, there is a metallic bar on the circular clock face. These elements glow brightly at the proper location on the dial when they receive a timed impulse. This new timepiece is wholly electronic



Future clock? — It is 7 minutes and 27 seconds past 11 by this no-moving-part electronic glow clock, designed and built at research center of General Time Corp. Operating models are on test, and the clock should be commercially available at reasonable cost when all testing has been completed. Young lady who helped introduce this space-age development is Judy Rodriguez of General Time's engineering department.

and utilizes miniaturized printed circuit and component technology.

Similar in construction to a sealed-beam automobile headlight, the working assembly is only about an inch thick. It will be made in diameters from four to 10 inches. The clock is absolutely silent with no motion of any kind, within or without. Its operation is not subject to dust, dirt or lubrication problems; and it will have a long life. It will be extremely accurate, says the firm, plus or minus a few seconds a year. The power supply is regular line voltage (120 volts) at 60 cycles.

The operating model shown in the photo is a forerunner of a line of new-generation clocks that General Time plans to offer to the consumer in the future.

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

The name is changed; now it's the same — almost

Audio Magnetics Corp., southern California manufacturer of magnetic recording tape for audio purposes, has changed the name of its newly formed international division — formerly known as Audio International — to Audio Magnetics International.

The name change was announced by Irving B. Katz, president and chairman of the board of Audio Magnetics Corp. President of Audio Magnetics International is George Abitboul, formerly vice president in charge of manufacturing at Audio Magnetics.

The new division, formed in January, is headquartered at the parent firm's manufacturing facility at Gardena, Cal. A new 50,000-square-foot tape production facility — doubling the firm's manufacturing capability — is being constructed adjacent to the present plant to house the new division.

Audio Magnetics International currently has joint venture manufacturing facilities in Israel, India, and Mexico and exports its magnetic tape products to 70 foreign countries. The division recently concluded agreements for joint ventures in Taiwan and Sydney, Australia, and has similar joint ventures under study in South America, South Africa, and Europe.

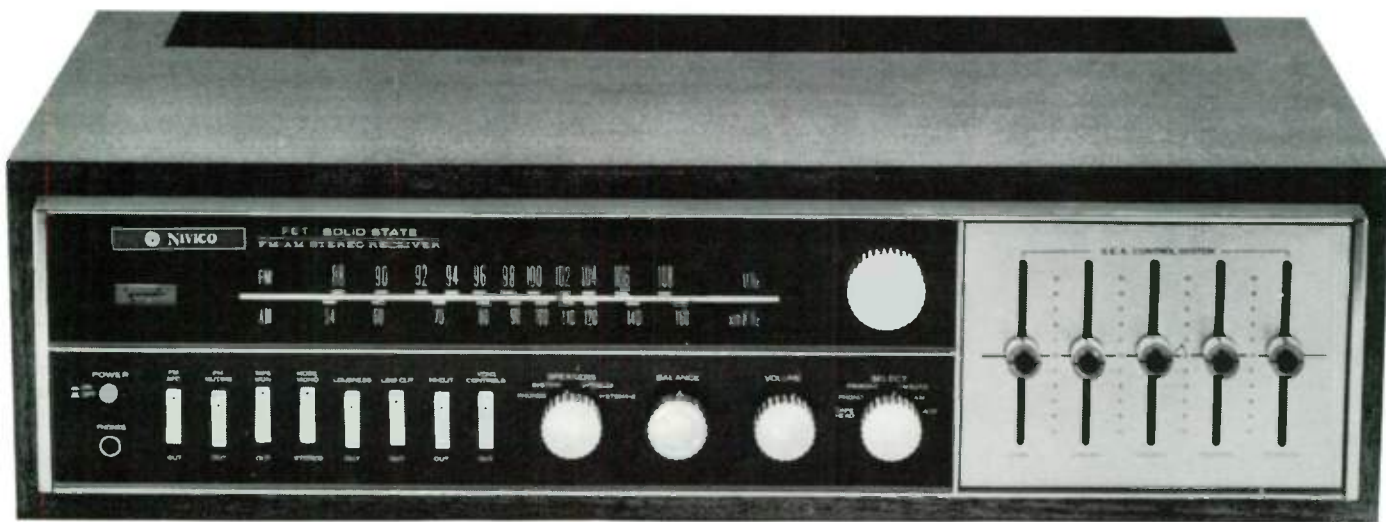


"A peacock flew out!"



"You're right! That is the best elephant stampede record I've ever heard."

CUSTOM ACOUSTICS THROUGH FIVE NEW S.E.A. CONTROLS.



JVC's Sound Effect Amplifier. Totally unique. With three new controls between treble and bass.

Dividing the audio frequency band into five units instead of two. Permitting unprecedented precision in tone control. Custom-tailoring sound in any size room to a degree never reached before. Your customer will feel he's a sound engineer.

It will make money for you. Just as everything in the JVC line will make money for you—from the smallest portable solid-state radio, to the most sophisticated stereo components and most advanced color television receivers.

Talk to your salesman. Learn about JVC's different ideas that make the difference in sales. Find out how an exclusive JVC dealership guarantees extra profits.

Model 5003 AM/FM Multiplex Stereo Tuner Amplifier. Has JVC's exclusive Sound Effect Amplifier (S.E.A.) for professional tone control. In five frequency ranges. 140 Watts. All solid-state FET circuitry. Automatic stereo switching. Full complement of inputs, jacks and terminals with matching controls. 5 $\frac{7}{8}$ " high, 20 $\frac{3}{4}$ " wide, 14 $\frac{1}{4}$ " deep, 30.8 lbs. with cabinet.



Model 5001, 60 watt stereo receiver with Sound Effect Amplifier. This is the most complete and up-to-date medium powered stereo receiver in the world. With built-in Sound Effect Amplifier (S.E.A.), you have complete freedom and control of sound effects in five different frequencies: 60, 250, 1,000, 5,000 and 15,000 Hz. Allows you to match sound perfectly to room acoustics, or speaker and cartridge characteristics. New FET circuitry with four IF stages for new standards in AM, FM and FM Multiplex reception. Automatic stereo switching. Conveniently arranged controls, including the latest graphic type for sound effects. 5 $\frac{7}{8}$ " H, 20 $\frac{3}{4}$ " W, 14 $\frac{1}{4}$ " D, 30.8 lbs. w/cabinet.

Model 5011 (not shown), all silicon pre-amplifier with Sound Effect Amplifier. Strictly for the professional or fan who has arrived in stereo, this versatile solid-state is an essential part of any multi-channel stereo system. Full freedom and control of sound effects with built-in Sound Effect Amplifier divided into seven frequencies—60, 150, 400, 1,000, 2,400, 6,000 and 15,000 Hz—the entire spectrum of sound. Frequency response range from 10 to 100,000 and a S/N ratio better than 96 dB. Sliding graphic controls and convenient push buttons. 32 transistors, 6" H, 19" W, 13 $\frac{1}{2}$ " D, 22 lbs.

NOBODY BUT **JVC** HAS IT

JVC America, Inc., a subsidiary of Victor Company of Japan, Ltd., c/o Delmonico International Corp., 50-35 56th Road, Maspeth, N.Y. 11378, subsidiary of Elgin National Industries

See the complete **jvc** line at the Consumer Electronics Show, June 15-18. N.Y. Hilton, Avenue of the Americas and 53rd Street. Booths H101-104. And at the Chicago Home Furnishings Show, June 15-21. American Furniture Mart, 666 Lake Shore Drive, Room 546D.

Magnitude. The measure of Panasonic.

Panasonic isn't on the moon. Yet.

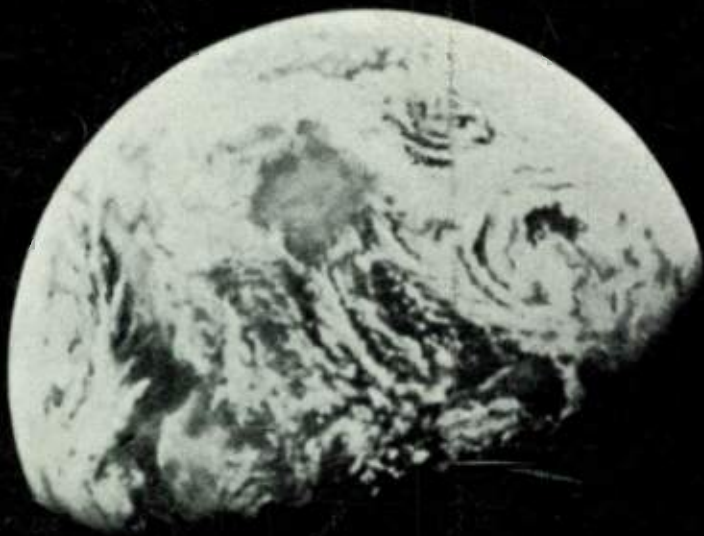
But our products contribute to the entertainment and enlightenment of people, in more than 120 countries on earth, today. And will certainly be used wherever man chooses to communicate through music or the human voice, tomorrow.

The measure of our ability to communicate is reflected in the prestige of the Panasonic name. And the ready acceptance of our products, no matter where they are sold.

Prestige and products forever guaranteed by the efforts of over 2,500 scientists and 40,000 skilled technicians. Dedicating their time and knowledge to finding still new ways to extend man's pleasure and intellect.

We're extending both around the world today. And we're prepared to go beyond.

It's a big assignment. For a big company.



PANASONIC
just slightly ahead of our time.