

MERCHANDISING WEEK

FORMERLY ELECTRICAL MERCHANDISING WEEK

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OCTOBER 12, 1964

...presstime

Hertz will rent color tv sets and give customers the option to buy the sets after the rental period is up. Initially, Hertz will offer color tv, 21-inch RCA table models, in Chicago and New York City. Other cities are expected to be added later. The sets will be rented, with a full service guarantee, for a minimum of six months at a monthly rate of \$23. For one-year rentals, installation is free; for half-year terms, installation costs \$35 extra. ■

Major distribution moves took place on three fronts last week.

In Chicago, RCA Whirlpool shifted distribution from the RCA Victor Distributing Corp. to a new company-owned sales branch headed by Marvin Joyner. The move becomes final on Nov. 1.

In Kansas City, Mo., Hupp's Gibson Refrigerator Sales Corp. opened a Great Plains sales division. Robert R. Powers, formerly Gibson's manager of marketing services will head the new sales forces covering an area extending from St. Louis to Denver.

In Los Angeles, Speed Queen opened a new factory branch. Elton Jacobson is sales manager. ■

First Singer-label KLH product to go on the market is a fully transistorized portable stereo system. The price, \$199.95, is the same as the comparable KLH-brand model. Singer is also marketing
continued on p3

THE 3 GREATEST SOURCES OF LOW-PRICED RADIOS

◀ This week: Hong Kong assemblers p13

(Next week, Taiwan; Oct. 26, Okinawa)

Philco unveils its new look for '65 p7
Shetland buys still another company p8
Trends spotted at the Hi-Fi Show p41



GOOD SENSE SELL:

Caloric 75

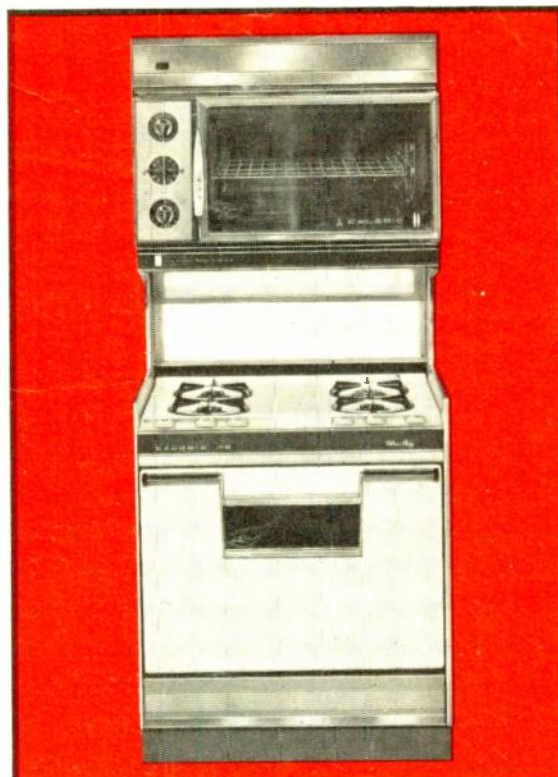
new double-decker gas range



•**Big 'good sense' pre-selling job.** Full-page, full-color ads in Sunday Supplements reaching 40 key markets, making 15 million impressions. These ads assure that people will know all about the new Caloric 75—and want it—before coming to your store. Ad copy and vivid illustrations highlight all the 'good sense' features that make this double-oven range so unique, so much more up-to-date.

•**'Good sense' dealer listings with every ad.** Make sure you're on them. Your name and address tell buyers instantly that *you're* the dealer in their area to come to for this exciting new double-decker gas range. The whole bundle of Caloric promotion money will be busy, directing traffic straight to your doors!

•**'Good sense' on-the-air promotions.** Millions of TV viewers coast to coast (thousands of 'em in your buying area) will see and hear about



- Exciting new 'good sense' features make it cook better, capture eager buyers for you!
- Bigger, speedier exclusive Ultra Ray burner*
- 80% larger broiling pan
- Broiler at ideal height—waist high
- Broil and bake in same giant oven compartment
- Upper oven perfect for quick heat-ups, fully equipped for regular baking, too
- Both ovens have Cook and Keep Warm systems for automatic cooking

*Guaranteed for life of range. U.S. Patent 3,122,397

the new Caloric 75 on the popular top-rated Ozzie and Harriet show. And of course you'll also get compelling radio commercials—FREE—to make still more selling impressions, tagged with your name and store address.

•**'Good sense' newspaper ads for you, too.** FREE ad mats, packed with Caloric 75 facts-and-features, to alert everybody in your town with the news that you're headquarters for this latest, finest double-decker gas range.

•**'Good sense' timing gets you utility back-up.** We're launching the Caloric 75 right at the height of the utility fall range campaigns. Gas



companies will be pushing it hard, building excitement and buyer interest that will tie right in to boost more sales for you.

•**Plus 'good sense' POP material.** Material as new and unique as the Caloric 75 itself. Window banners, wire hangers, counter cards, product stickers, broiler pan demonstrators—all in eye-catching color. 'Good sense' features are the real beauty part to attract buyers, and here's POP material that *shows* features, *explains* features, *sells* features. Your store comes alive with informative and compelling excitement. We set the stage, spark the action. You ring up the sales!

Stock the new Caloric 75. Get set for big profits. Double-oven ranges are most wanted nowadays—and this one has everything to make it most wanted of all!

CALORIC CORPORATION, Tipton, Pa.

a transistorized 6-inch tv set at \$175 and a transistorized portable phonograph at \$24.77. ■

A pair of battery-powered toothbrushes from Ekco are the first products to come from that company's import division: One is powered by a single "C" cell, the other by rechargeable nickel-cadmium cells. Both will be sold under the name "Epic," which stands for *Ekco Products Import Co.* The "C" cell unit will be priced at \$7.95, the rechargeable unit at \$12.95. A key feature of each is lack of a shaft to move the brush. This permits a completely waterproof design so that the unit actually operates under water. Both units will be packed with a holder and four brushes. Delivery of the "C" cell unit will begin in about a week. ■

Prices start at \$139 for Airtemp's new line of air conditioners and run to \$500. The 22-model line ranges in size from a 5,000 Btu Tempette to a 32,500 Btu Titan. T. W. Kirby, marketing vp, said, "We have lowered our prices slightly [from 1964's] for competitive reasons." Included in the merchandising program is a 10-day Caribbean dealer-incentive cruise. ■

Motorola's 12-inch, \$112.88 portable tv is now being shipped along with a \$119.95 step-up model. Both Cadet models have polystyrene cabinets, weigh about 20 lbs., have front controls and speakers. ■

The fall air conditioning push has begun, kicking off with Westinghouse's announcement on how it hopes to get retailers to buy 1965 models now. It is offering inventory protection on units ordered by Nov. 30; free floor planning through Aug. 31, 1965, and an inventory tax aid.

Westinghouse has also introduced a double-oven, 40-inch, "Holiday Special" electric range. ■

More on Waltz Through Washday: The Long Island Lighting Co. campaign will run from today through Nov. 30. LILCO is offering a free electric knife to each of its customers who buys a dryer. In addition, the utility will give away in a drawing, 14 dryers, two during each week of the promotion. LILCO customers will be able to enter the drawing only by depositing entry

blanks at retail stores. In addition, merchants will receive co-op ad money and promotional material. LILCO itself will use newspaper ads, radio spots, truck and car ads pushing the "Waltz" theme. The company will show latest laundry equipment on its showroom floors and will run appliance clinics to demonstrate dryers to prospective customers. ■

Admiral has borrowed \$8 million which it says will provide additional working capital to finance the higher sales volume being attained by the company. Admiral expects demand for color tv to grow along with the completion of its new \$12 million color tv tube plant. ■

To help the record industry put its house in order the American Record Merchants & Distributors Assn., is holding a one-day, all-industry trade practice workshop in Chicago's Edgewater Beach Hotel on Oct. 23. The meeting's object is to provide the trade with definitions and interpretations of the new FTC trade practice rules for the phonograph-record industry. ■

A \$24.95 list canister vac is in the new line announced at the end of last week by Shetland-Lewyt. It is the low end, has an all-steel housing, vinyl hose, large wheels and a 1-year guarantee. The step-up vac is \$29.95, the third unit \$39.95; the fourth \$49.95. Top of the line is \$59.95. Shetland says shipments have already begun. ■

Another distributor change: after 35 years, Westinghouse Appliance Sales is discontinuing the Chase Electric Corp., New Haven, Conn., effective Dec. 31. ■

New ironer sales drive is in the offing as Norge vp Harold Bull forms Ironrite Sales Corp., strictly a selling organization, separate from Ironrite Corp. ■

Philco's new merchandising plans include: premiums—turkeys with freezers, simulated pearls with laundry, Teflon cookwear with ranges; a Teammate 12-inch tv that comes with display racks, rollaround stands, private earphones. Christmas promotion theme: "Philco has a gift for making people happy." There will be a \$29.95 walkie-talkie that dealers can sell for \$9.95 when customers buy certain products. Starting 15 Jan. 1965, Philco's ads will have the line: "call Western Union operator 25 for where-to-buy information." Philco itself will pay for the program the first year. ■

FTC's new grooves for record industry

The Federal Trade Commission came out clearly against any special position for rack jobbers who sell phonograph records from racks set up in supermarkets and drug stores.

In trade practice rules for the record industry, promulgated at the weekend, the FTC stated that record makers violate the Robinson-Patman Act if they give rack jobbers a price advantage over normal retail outlets. In current industry practice, the jobbers receive a 10% discount as sub-distributors. However, the commission decided that rack jobbers, who now account for about 30% of all

record sales, are essentially retailers.

This ruling was perhaps the most controversial in a set of 27 guidelines.

The trade practice rules are basically a restatement of the various trade laws as FTC thinks they apply to a particular industry. Although they are only advisory, the FTC has made it quite clear that anyone found violating them would face prosecution.

In addition to the ruling on rack jobbers, FTC struck a major blow at a widespread industry practice of furnishing "free" records to dis-

tributors who fulfill a quota set by the manufacturers. If quotas are set too high for some customers to attain, FTC says, then the free records given to competitors constitute a discriminatory price.

Shedding some light on a confused dual-distribution problem within the industry, FTC's rules stated that the law is neutral on the subject of functional discounts, but, if wholesalers also sell to ultimate consumers, they may not be given a lower price for the records they sell at retail. The statement on rack jobbers was made directly after this point.

Other rules include provisions that would:

—restrict "push money" to situations where managers know that salesmen are receiving money to promote a particular line.

—require "proportionally equal terms" for allowances and services.

—prohibit use of the words "stereo" or "stereophonic" except for records with separate modulations derived from the live recording.

Rules on below-cost selling, consignment distribution, deceptions on artists, contents or re-issues, and foreign-origin labeling were deleted from the guides that FTC proposed before the trade practice conference last spring. The final rules go into effect after Nov. 8.

Keep your cotton-pickin' hands

*3 speeds, Super Wash and the new
MAGIC CLEAN* lint filter make this
the best cotton-pickin' washer yet!*

MAGIC CLEAN* FILTER — Forget lint picking — from your socks *and* from the filter. With the new and exclusive MAGIC CLEAN filter, lint is captured continuously, then flushed away. The filter cleans itself—automatically. It's reliable, silent and efficient at all water levels. And, only an RCA WHIRLPOOL washer has it.

*Tmk.



Whirlpool

WHIRLPOOL CORPORATION, Benton Harbor, Michigan, makers of RCA WHIRLPOOL home appliances

Use of trademarks TM and RCA authorized by trademark owner Radio Corporation of America



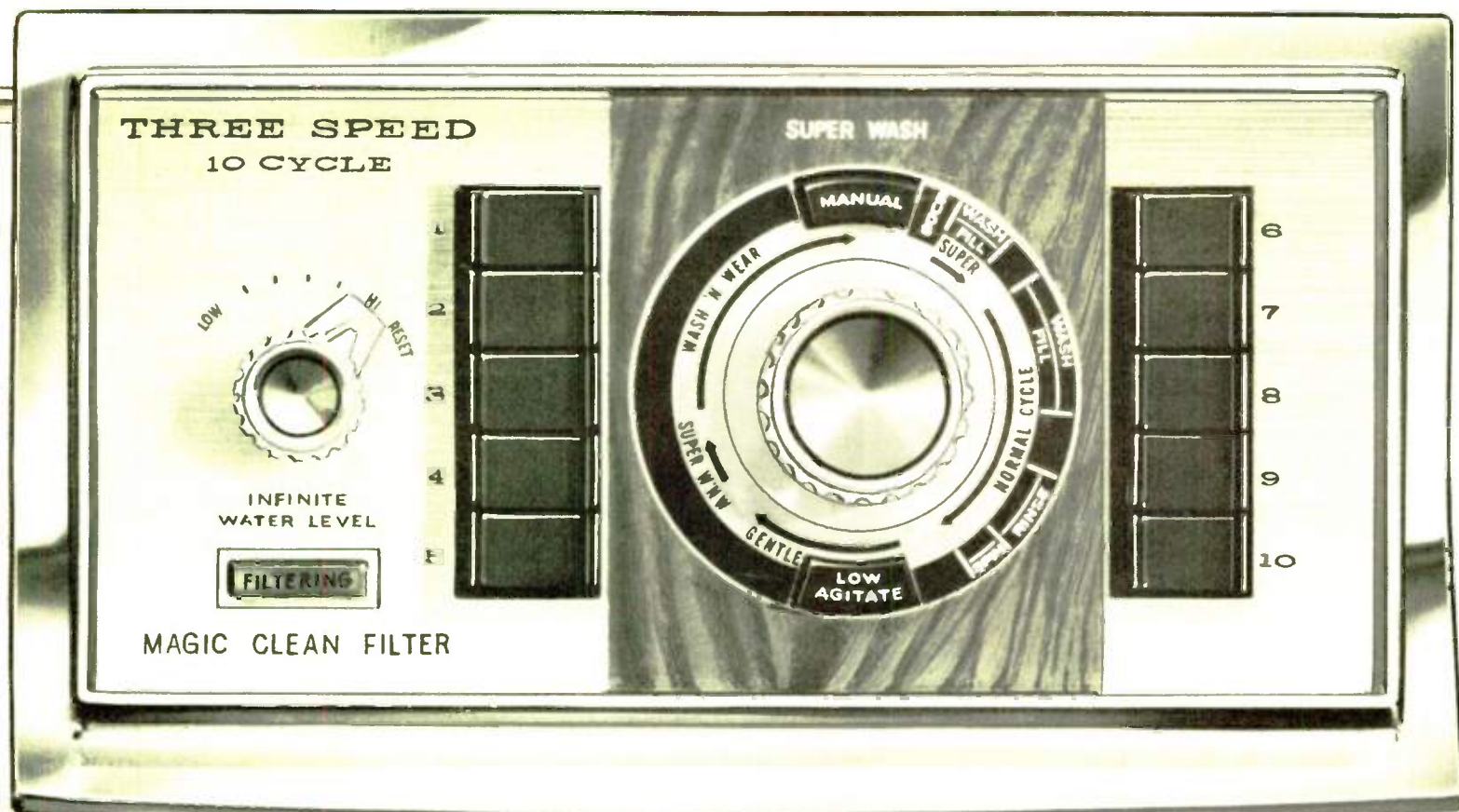
SEE THIS AND ALL THE NEW 1965 RCA WHIRLPOOL

off the lint filter { IT CLEANS ITSELF! }

3 SPEEDS — With this RCA WHIRLPOOL washer, select LO SPEED to wash blankets, washable woolens and extra delicate items you'd normally wash by hand. MEDIUM SPEED is a normal speed for an ordinary wash — even fancy cotton blouses, lingerie. HIGH SPEED is for those everyday washables that need a real scrubbing.

SUPER WASH — Perfect for extra dirty playclothes, work clothes and diapers. It washes them thoroughly, lets them soak while it drains off heavy dirt; then refills for a 2nd washing — all automatically! No need to take an extra step. This Super Wash feature is available now in 7 RCA WHIRLPOOL washers.

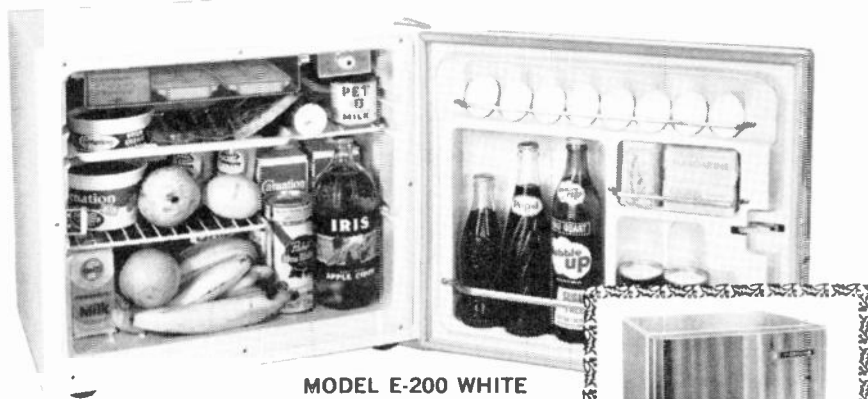
3-speed automatic washer



Model LMA 992-0

WASHERS AND DRYERS AT YOUR LOCAL DISTRIBUTOR!

HOLD EVERYTHING!



MODEL E-200 WHITE

MODEL E-200 WALNUT

Order more Norcold 2 cu. ft. Compressor Compacts than you think you'll sell (and you won't be disappointed December 26th)

Every dealer who's featured the fully-warranted E-200 wishes he'd ordered more. It's got the right price, right features, right appearance. And now, for added Christmas profits, the fast moving Norcold E-200 is also available in simulated walnut wood grain, at a slight additional cost.

Can be promoted profitably as low as

\$69⁹⁵ RETAIL

(New York, Chicago, Los Angeles)

- ice cubes in 45 minutes
- same compressor operation as big refrigerators
- low, low current consumption
- in-door storage... tall bottles, too
- key door lock
- 42 lbs. light; 18" high, 20" wide, 17" deep
- 5-position thermostat

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NORCOLD, INC.

16200 South Maple Avenue, Dept. E-6, Gardena, California • Ph. FACulty 1 9300, area code 213
Warehouses in New York, Chicago, and Los Angeles.
America's largest selling line of compact refrigerators



HURRY HOME

NORGE'S PRE-SEASON PRICING ON AIR CONDITIONERS IS TOO HOT TO PASS UP. SEE YOUR NORGE DISTRIBUTOR NOW!

NORGE

home appliances **BORG WARNER**®

NORGE SALES CORP., Subsidiary of Borg-Warner Corp., MERCHANDISE MART PLAZA, Chicago 54, ILL. In Canada: Moffats Ltd., Weston, Ont., Export Sales, Borg-Warner International, Chicago 3, ILL

REPORTS FROM

washington

The likes of the 88th Congress, finally adjourned, may not be seen again for some time. It was an immensely productive Congress. For all its inconclusive wheezing and fuming over such issues as medical care for the aged and legislative reapportionment, it pushed the federal government into a significant number of new areas.

Here are the chief ones:

—The first civil rights legislation with teeth bans discrimination in hiring and in public accommodations.

—The first corporate and personal income tax cut ever voted in the face of a federal budget deficit reflected a drastic change in Congressional thinking about use of tax cuts to stimulate the economy.

—Education and the problems of urban areas got major attention, with programs to build college classrooms, medical schools, hospitals and urban transit.

—The booming outdoor recreation business was underwritten with a fund to earmark billions of federal and state investment over the next 25 years.

Unfinished business will still confront the Congress elected Nov. 3. Here are some of the key items:

—The 88th Congress failed, in its final days, to enact increases in social security taxes and benefits. This was a surprise for an election year, and the issue will come up next year.

—The 88th Congress took the first steps toward major reductions in excise taxes. Tv set makers, who failed to get an excise tax reduction to offset the higher cost of mandatory UHF equipment, now will join forces with appliance makers generally to try to get the so-called "Korean" excises removed from all radios, tv, phonographs, and household appliances.

—"Truth-in-lending" and "truth in packaging" legislation died on the vine. Proponents will be working again next year for these bills to require disclosure of more information about credit charges and packaging contents to consumers. Federal fair-trade legislation, dubbed "quality stabilization," made a strong showing, but failed in the end. Its advocates are considering shifting their attention to state legislatures, instead of mounting another effort in Congress next year. ■

The home building industry will get a knowledgeable executive next month when Bernard L. Boutin takes over as executive vice president of the National Assn. of Home Builders. He is experienced in real estate, and knows Washington politics from his work as head of the General Services Administration for three years. ■

Construction, one question mark in the generally bright economic outlook for next year, is beginning to look more reassuring. The softest spot in the construction picture recently has been an overbuilt situation in apartments. Now, several leading forecasters, including F. W. Dodge Co., division of McGraw-Hill, Inc., predict that apartment construction will begin to turn up by the end of the year and about match '64 next year.

Single-family housing, too, looks better to the forecasters. Dodge, for instance, expects housing starts next year to about equal this year's, and some construction experts find this conservative. ■

appliance-tv

Unique promotion from Carrier—The company is giving away its own make Frostmaster counter-top 4.5 cu.ft. freezers with purchases of central air conditioning systems. The campaign, backed by local newspaper, radio and direct mail advertising, runs through Nov. 15. ■

Norelco's new tape recorder, the Carry-Corder 150, is a cordless, transistor unit using tape cartridges that can be inserted into the machine in a single motion. A single control starts, stops, winds and rewinds the tape. The unit weighs 3 lbs. with batteries, and can be worn over the shoulder. It will sell for less than \$149, but has no suggested list. ■

A radio-phono-tape combination will be marketed in the U.S. by "Stuzzi" Radiotechnische Fabrik, reports McGraw-Hill's news bureau in Vienna. The unit is a portable combination of superhet radio, one-speed tape recorder and a 45-rpm phonograph. Memocord Corp., Englewood, N.J., will handle distribution. Austrian price is equivalent to \$140. ■

The NAB agrees with the FCC that there is a need for equipment which will monitor the quality of FM stereo broadcast signals. But it feels that the kind of equipment which the Commission says is necessary would be prohibitively expensive. NAB urges that, no matter what is adopted, compliance be deferred a year. ■

"Waltz" drop-in models from Whirlpool include a two-speed, five-cycle Imperial washer (model LKA-892-0) and a two-speed matching Imperial dryer (models LKE-892-0 electric and LKI-892-1 gas). ■

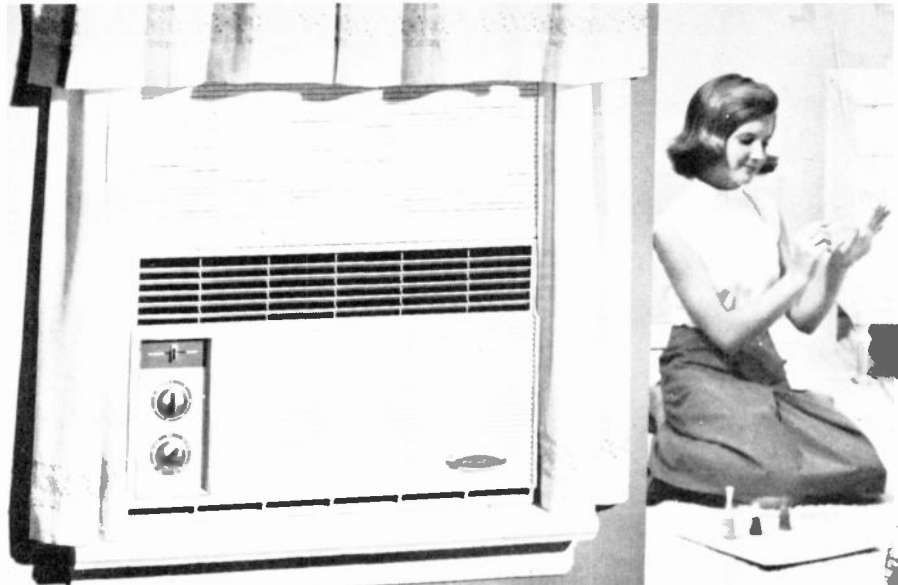
Speed Queen will expand its manufacturing facilities in Ripon, Wis. The new multi-million-dollar structures which will house equipment for making tubs and stampings are scheduled for completion next fall. ■

A one-day West Coast service meeting will be held Oct. 17 in Los Angeles. The new venture, jointly sponsored by NARDA and the Appliance Professional Assn. of California, will offer a full day of talks focused on service problems. ■

All Kodak tapes will be sold under one name in the future: Kodak Sound Recording Tape. The tapes will be identical to those previously sold under the Eastman brand, except for new designations and more information printed on the back of the tape. ■

V.M.'s Christmas decorating kit features a silently swinging bell and elves playing drums, trumpets, accordions and carrying signs promoting V.M. products. ■

Merchandising Week has promoted three editors. Donald S. Rubin has become senior editor in charge of a combined consumer electronics and major appliances department. Wallis E. Wood and Martin R. Miller have become associate editors in the new department. Jules Abend, formerly major appliances editor, has been transferred to McGraw-Hill's World News operation, where he will be in charge of the domestic desk. ■



Philco's first entry in the low capacity air conditioner field, a 5,000 Btu unit.

It's a new ballgame for Philco in 1965, and ...

... the new team pilot, Robert O. Fickes—formerly Norge's chief executive, now Philco's president (MERCHANDISING WEEK, 10 Aug. p3)—has reiterated, on behalf of the man who reportedly hired him, Henry Ford II, that Philco is in the game to stay. To support this, he left for Cincinnati late last week to show key retailers and distributors Philco's new look in 1965 consumer products.

Scheduled for unveiling: four new tv sets, eight electric ranges, 12 refrigerator-freezers and a newly styled home laundry line consisting of six washers, four dryers and three combination washer-dryers.

The new laundry line, representing, says Philco, three years and \$2.5 million worth of planning, features a new washing action. A small impeller at the bottom of the washer tub pulses 575 times a minute to send "blades of water" up through the clothes. Philco has not chosen to play the capacity game, says its units "can accommodate up to 12 lbs." of wash.

Top models feature restyled control panels with individually lighted pushbuttons (photo, below). The three Duomatic washer-dryers also sport new control panels. Suggested lists: for washers, \$179.95 to \$299.95; for dryers, \$129.95 to \$229.95.

The refrigeration line now has two new 16 cu.ft. top-freezer units. According to Philco, the larger-capacity two-door models were added as step-ups from the 12 and 14 cu.ft. categories

where there has been some retail price erosion. Featured again in the refrigerator line is Instant Cold, which enables units to reach proper food keeping temperatures fast, maintain cold, run less and recover cold lost when a unit's door is opened. A new feature, the Power Saver, a control that switches off the electric compensator in the units, cuts down electricity costs, Philco says.

The free-standing range line again features tilt-top surface panels for easy cleaning of the one-piece splash pan and come in 30- or 40-inch sizes. Top model, the Galaxie, a high-oven unit, again features Adjust-O-Broil, a broiler element that may be raised or lowered by means of an external control.

The air conditioner line of 17 models ranges from 5,000 Btu to a Multi-Room model at 27,200 Btu. The Space-Mate 5,000 Btu model marks Philco's entry into this hot new size.

In tv, the company that expects color tv to capture nearly 40% of the total tv market by 1969 introduced a new lowboy color set in three flavors at \$659.95 and \$649.95. In addition, a 9-inch transistor set, the Nomad, at \$149.95, a 12-inch tube Teammate at \$119.95 and the 19-inch Caravan at \$139.95 were shown. Accessories available for the all-transistor portable include a 12-volt battery pack, auto battery cable and auto antenna. The 12-inch portable comes complete with earphone and accessory stand.

Philco's restyled top-of-the-line automatic washer has programming pushbuttons.



housewares

Singer is hotly denying rumors of a major shift in its marketing strategy. The lay-off of 210 people in the past five weeks was explained by a high inventory of industrial parts and filled pipelines for the Touch and Sew domestic machines. Singer says more lay-offs are yet to come, but that it definitely will continue to produce domestic machines in Elizabeth, N.J., and will not import Orient-made machines into the U.S. market. It presently makes machines in Japan for sale in Far Eastern markets. ■

Company vac salesmen on retail floors is still a problem to the National Better Business Bureau, which is taking up the matter with individual manufacturers. The NBBB will ask makers (1) to identify their men in retail stores and (2) to prevent their salesmen from disparaging other cleaners in attempting to switch customers over to their own brand. Local Better Business Bureaus will approach retailers to seek their cooperation in working for identification of vacuum cleaner salesmen. ■

Rayette is off to a flying start with its portable professional hair dryers. Rayette made its first formal bid to the housewares market at the July Show. Since then, the company has developed a marketing system composed of 60 housewares distributors throughout the country, including Horn Brothers in New York, Dobkin Electric in Chicago, WESCO in San Francisco, Boston, Washington and Philadelphia, and Graybar and Jack Kay & Sons in Los Angeles. According to Arnold Platt, marketing director for the portable line, "almost everybody has turned goods at least once since ordering." ■

All Chicago dealers are invited to Dobkin Electric Supply Company's third annual dealer show which begins tomorrow at the Tam O'Shanter Country Club in Niles, Ill. The show, which runs through Oct. 15, opens at

3 p.m. and lasts until 10 p.m. each day. Special deals on Christmas merchandise will be offered only during the show by over 40 electric housewares manufacturers. Over 60 door prizes, including a grand prize 4-day trip to Las Vegas, will be offered. ■

A new Oster service branch opens today in Kansas City, Mo. Designated the All American Appliance Service Co., the branch at 1608 Baltimore Avenue will service Oster and other brand merchandise for distributors and retailers in western Missouri and the states of Kansas, Nebraska and Oklahoma. ■

The FTC has required Wear-Ever Aluminum to discontinue restrictive tie-in arrangements in selling stock pots to hotel and restaurant supply dealers. The FTC charged that Wear-Ever had required dealers to buy its professional cutlery and cutlery displayer in order to obtain the needed pots and pans. ■

Iona now packs a new 84-page recipe book with each of its blenders. ■

Eureka has realigned several sales regions and added a new one. Manager of the new branch covering Denver, Los Angeles and Phoenix is Donald F. Rand. Eureka's Kansas City and Wichita territories have been added to the Dallas region; Memphis and St. Louis have been transferred to the Cincinnati region. Eureka has separated the Oakland, Calif. branch into two units, naming William Westphal Oakland branch mgr and Maynard Roaldsen Sacramento branch mgr. ■

Key Moves . . . LAMBERT appoints Roscoe Bailey, vp and a company director, general sales mgr . . . **WEST BEND** names four to new positions: Harold H. Ziegler to merchandise mgr; A. T. McGrath to general sales mgr-housewares, including responsibility for export sales; E. B. Eklo to general sales mgr-specialty sales; and R. C. Erler to sales comptroller . . . **RUBBERMAID** promotes Frank P. Callahan to Midwest sales mgr. ■

Another purchase for Shetland: La Belle Silver

Shetland last week added LaBelle Silver to the rather impressive list of corporate acquisitions it has made during the past three years.

Lewyt, in 1961, was first. Then came Techni Electronics (Imperial) in July, 1963, and Vogue Electronics two months later.

The purchase of LaBelle was for an undisclosed cash sum. It included only tools, dies, molds, machinery and equipment. No inventory of finished goods, parts or raw materials were acquired, nor were the LaBelle name, goodwill or accounts receivable.

No LaBelle Silver personnel are joining Shetland as a result of the move.

This step takes Shetland into non-electronics, thus could become one of the most important moves it has made. LaBelle had ice buckets, sugar-creamers sets, liquor decanters and other giftware items in its line, and these were included in the purchase.

Shetland says it has not yet decided which of these products will be introduced under its own name, or when such introductions would take place.

Coffeemakers were a prime aim in the move, Shetland says. Other electrics in the LaBelle line included can openers, hair dryers and food blend-

ers. The first introductions of these products under the Shetland name should begin in the spring of 1965, the company estimates. Coffeemakers include both percolator and urn types. The new products will be marketed under the Shetland name. "LaBelle" was not included in the purchase, and won't be used.

There is some chance that hair dryers made on the LaBelle tools will not be introduced at all. This step is now being considered. There probably will be no more than one or two of LaBelle's four blender models introduced.

LaBelle's private-label business poses another fascinating question area for Shetland, and no company statement can be made at this time, Shetland says.

While Shetland has an imposing private-label volume in the vacuum cleaner and floor polisher fields, and acquired more in both the Imperial and Vogue purchases, all of it is private-label for retail or mail order chains. LaBelle also had a large business with other manufacturers in all its electric fields, and Shetland now must decide whether to continue to supply its competitors or drop that part of LaBelle's volume private-label business brings in.

No decision has yet been made, according to Shetland.



**Nobody needs appliances like a homemaker.
Nobody buys Family Circle but 7,500,000 homemakers.**

Among all women, homemakers are your most important market. And Family Circle is a magazine only a homemaker could love. No fiction, no poetry, no scandals, no nonsense. It's strictly service, and strictly for homemakers. Homemakers who choose

Family Circle also choose the family appliances; everything from electric percolators to washer-dryer combinations. Other women read other magazines. Women who don't need appliances the way homemakers do. Ever see a secretary buy a home freezer?

Family Circle. A magazine only a homemaker could love.

West Germany shows a video tape recorder

On the right is the newest entry in the video tape recorder field (MERCHANDISING WEEK, 5Oct, p1). The Optacord 600 weighs 40 lbs., will be available in the U.S. in 1965 and will retail for approximately \$2,500.

Developed and manufactured by Loewe-Opta A.G. in West Germany, the unit will be marketed in this country by Video-Medical Electronics Corp (VME), a new company based in New York City.

Although the Optacord 600 is expected to find its first market in industrial and commercial areas, its marketers expect that the unit could

be utilized for pay-tv subscribers who would order programs, tape them and store them for later viewing. VME claims that the unit can be pre-set to switch from channel to channel when the tv set owner is out of the house. Optacord 600 also makes it possible for a user to watch one channel while videotaping another, according to VME.

Principal features of the unit are that it consumes tape at only six inches per second and will run an hour without rewinding or reversing. The Optacord can be converted for recording of color tv broadcasts.



Mr. Distributor: This story may give you an idea about a new way to strengthen your relationship with dealers.

Good dealers, who are interested, active, and co-operative in selling your products, build your business as they build theirs. You want to give them every assist . . . especially if you can find an area where your competitors can't render similar service.

You may find a way to do this in a new plan developed and proved in actual practice by the Dale Carnegie Sales Course . . . it will bring you these benefits:

- MORE LOYALTY FROM DEALERS
- MORE SALES FROM DEALERS

Norcal Electronics of Sacramento, Cal., tells the results of using the plan. Russ Tatro, Norcal President says, "We have

sponsored 84 dealers in your Dale Carnegie program and intend to keep adding more. The original group we worked with report an average increase of 22% in their sales. More important to us as distributors is the fact that their purchases from us are running 15% ahead of what they were previous to our participation in the plan—one year ago."

If you're interested in the prospects of building a substantial increase in business from your dealerships, get in touch with us for details. Your inquiry puts you under no obligation.



DALE CARNEGIE

THE DALE CARNEGIE SALES COURSE

15 West 46th Street • Suite 204E • New York 36, New York

MERCHANDISING

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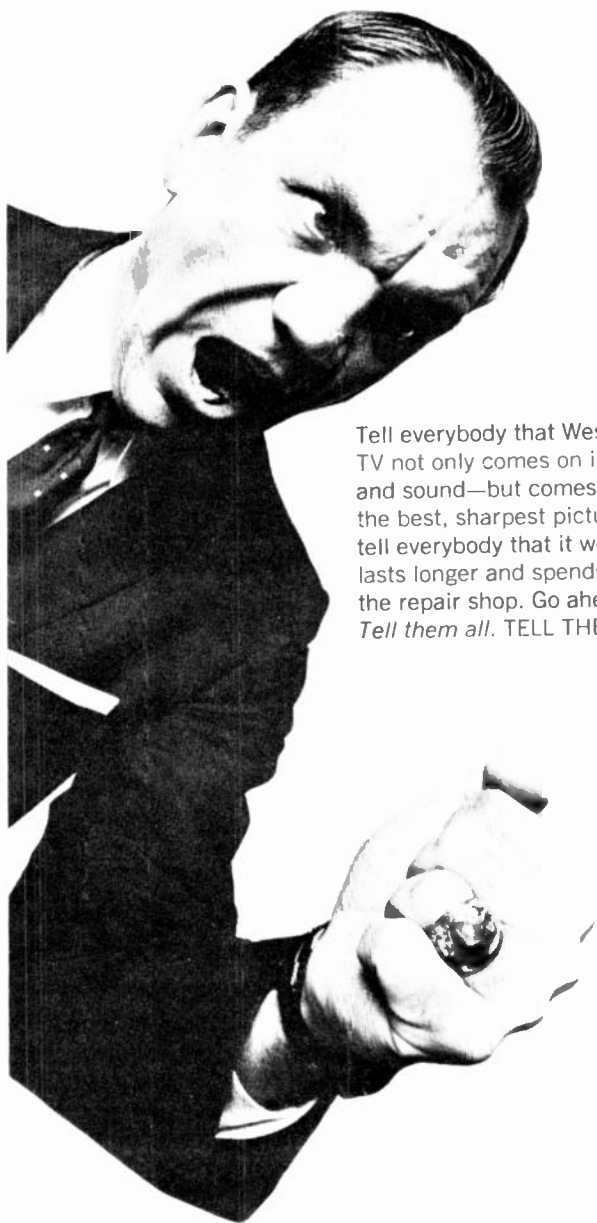
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MERCHANDISING WEEK

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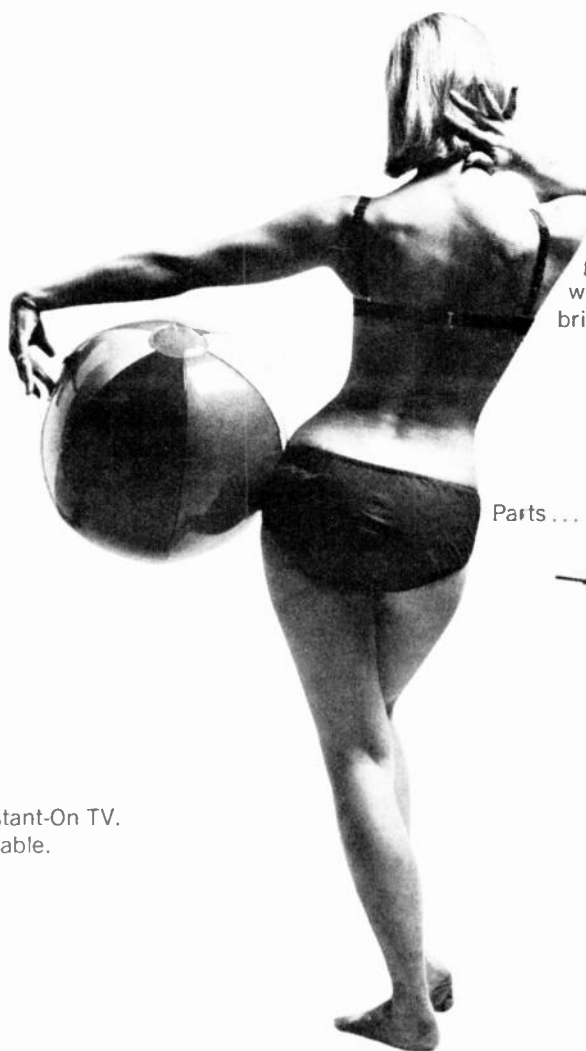
Tell everybody that Westinghouse Instant-On TV not only comes on instantly—picture and sound—but comes on instantly with the best, sharpest picture around. And tell everybody that it works better, lasts longer and spends less time in the repair shop. Go ahead. Tell them. *Tell them all.* TELL THE WORLD.



You don't have to shout. I can hear you.

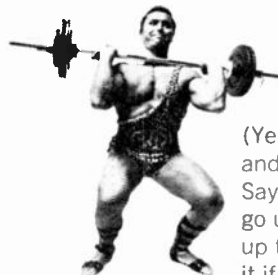


So can I.

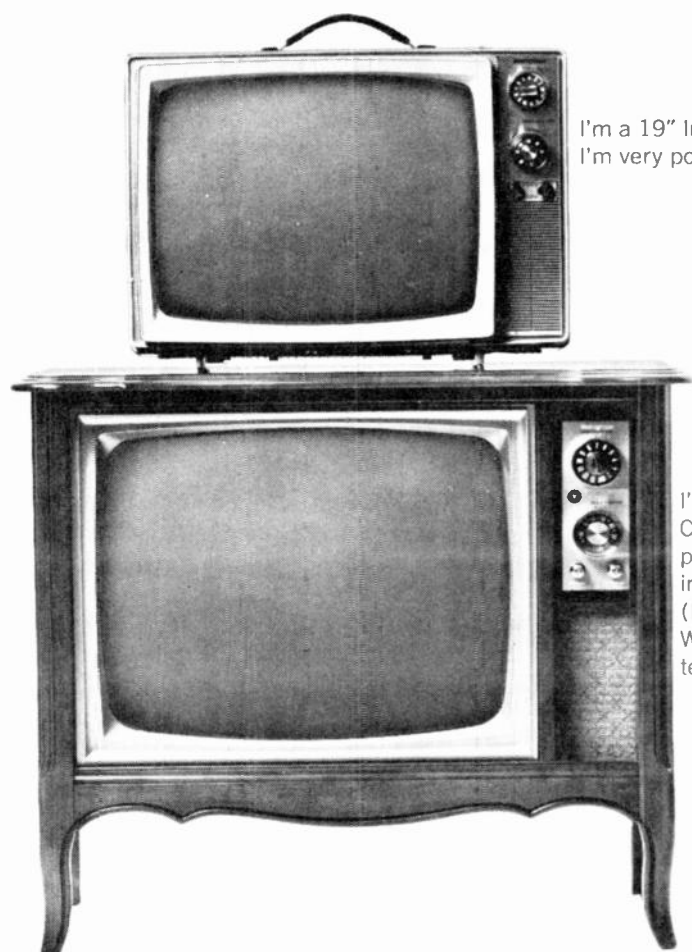


Goodness. I don't know what all the yelling is about. I just wanted to mention that Instant-On has a wonderful guarantee. If anything goes wrong with an Instant-On Portable within a year, the customer just brings it in, and it gets fixed, *free*.

Parts ... and labor.



(Yes. All parts and a:l labor. Say, will someone go untie that girl up there. I'd do it if I weren't so busy.)



I'm a 19" Instant-On TV. I'm very portable.

I'm a 23" Instant-On Console. I'm not so portable, but I come in all kinds of styles. (Isn't this ridiculous? Who ever heard of a television set talking?)

That's funny. My Westinghouse set talks to me all the time. And it sounds wonderful. (Are you a Westinghouse dealer?)



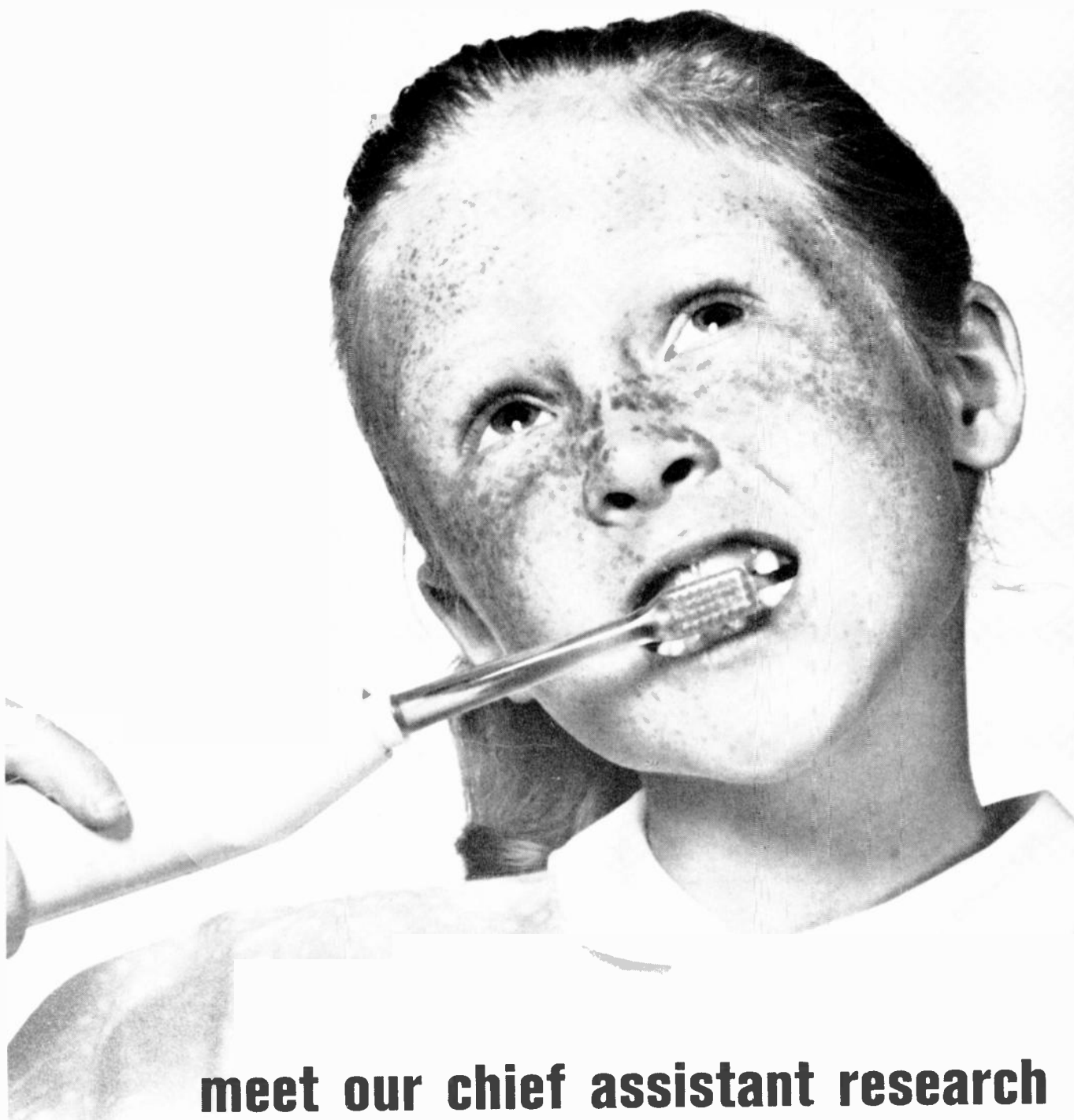
Come on, everybody, hop aboard.

Quick. Instantly.

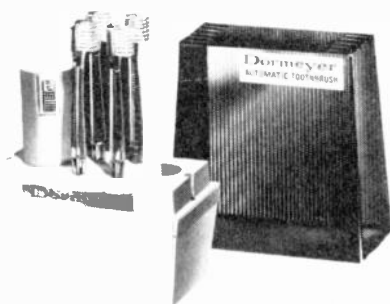


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JAPAN

**Here is where the world's greatest sources
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Okinawa

MERCHANDISING WEEK, Oct. 26

Taiwan

MERCHANDISING WEEK, Oct. 19

In this issue,

Hong Kong first of a three-part series

**More and more buyers are going direct to
these sources. If you are going, here's
homework you should do in advance. If you
are not going, here's what you should know
about what your competitors will see.**

CHARLES COHEN/DONALD RUBIN

What you need to know about Hong Kong

In a game where pennies count, the savvy

Half way around the world, nestled against the hostile coast of Red China, the British Crown Colony of Hong Kong has developed an almost irresistible allure for American buyers in search of inexpensive transistor radios.

The roster of buyers visiting Hong Kong include some of the nation's biggest merchants (R. H. Macy and Sears Roebuck for transistor radios) and manufacturers (General Electric for parts).

Like the fabled 24-hour tailor-made Hong Kong suit, the Crown Colony's transistor radios can be produced to meet almost any specifications at startlingly low prices. And price is the name of the game.

Operating in a free port and free from government restrictions, the Hong Kong manufacturer has learned to play this game, selling good, bad or indifferent radios at whatever price he and the buyer can agree upon.

The results of this rough and tumble arrangement have been startling. From the first tentative steps in 1959—one company assembling radios from imported parts—the Hong Kong radio industry today has grown to 27 manufacturers and assemblers with a monthly capacity of approximately 350,000 units. And more companies are getting into the act.

The lowdown on prices, parts

Ever since Hong Kong jumped into the radio business at the low end of the market, the squeeze on prices has been tremendous. As volume climbed—well over 1.0 million radios will be shipped from Hong Kong to the United States this year—prices sank to extra-ordinarily low levels.

In part, fierce competition for business has driven prices down. But there are other reasons.

"The American buyer is price conscious," explained one Hong Kong set maker, "and tries to buy 6-transistor radios for \$3 or less [f.o.b. Hong Kong]. The buyer doesn't care much for sensitivity or other details as long as the product sounds like a radio."

Another manufacturer, Fred Ezekial, one of the owners of Atlas Electronics, Hong Kong's largest radio producer, sums up the situation this way: "One man buys a set at \$3.50. Another is not happy if he buys it at the same price and tries to buy it cheaper, starting a downward price spiral."

Today, the \$3 six-transistor radio can be found, although the set probably comes with only five amplifiers and a detector. Other sixes range in price from \$3.10 to \$3.50 (f.o.b. Hong Kong).

Eight-transistor radios typically can be purchased from about \$3.80 to \$4.20. A single-band 10-transistor unit goes from \$4 to \$5 and a two-band ten costs \$4 to \$5.

Of course, not every buyer who comes to Hong Kong wants the cheapest set he can find. Atlas' Ezekial says he has one or two accounts who pay 10%-12% above the market price for better quality sixes.

Macy's, which has a 6-transistor radio built in Hong Kong under its own label by Coronet Industries, pays more to get quality, according to the set manufacturer. And Harold Sandler, chairman of the Trans-World operation, claims he has turned down orders for 250,000 radios because he will not build a phony.

Faced with strong, consistent pressure for lower and lower prices, Hong Kong manufacturers are engaged in a constant search for less expensive components. It is now possible to buy a kit of American fallout, or computer-reject, transistors in Hong Kong for about 60 cents. (A basic kit consists of six transistors and a diode.) Fairchild Camera and Instrument's Hong Kong subsidiary, Semiconductor

Ltd., offers a basic kit of silicon transistors for about 70 cents. And it is possible to purchase unselected scrap for about 35 cents a kit.

Parts production has started in Hong Kong, but it has not proven to be a panacea for the set makers there. Prices for the Crown Colony parts are no cheaper than for those imported from Japan; sometimes, the Hong Kong parts are more expensive. And many companies use the local parts only to obtain a certificate of origin or a Commonwealth Preference certificate.

All is not harmonious, either, between set and parts producers. Parts makers blame set assemblers for a lack of support and set makers blame the parts manufacturers for higher prices and lower quality than they can obtain from the Japanese.

Nevertheless, Hong Kong manufacturers are buying such parts in the Crown Colony as ceramic and variable capacitors, printed circuit boards, plastic cabinets, i-f transformers, leather carrying cases and silicon transistors.

But most manufacturers still rely heavily on the Japanese for many of their components. Indeed, one of the most striking aspects of the Hong Kong radio industry has been its ability to consistently undersell Japan's own set manufacturers in the U.S. market while using Japanese parts.

In 1962, the Japanese tried unilaterally to regulate the Hong Kong industry by shutting off the supply of transistors and diodes. The move failed to halt Hong Kong's growth, and the Japanese, making the best of a bad situation, switched to a more lenient quota system.

What you don't get for your money

In a remarkable position to collect cheap parts from all over the world, Hong Kong radio manufacturers work determinedly to keep their prices down. They also have learned that there is more than one way to build a radio and still call it a 6-transistor set.

The best example from Hong Kong of this tactic is the pocket six with only one stage of intermediate frequency (i-f). Generally, 6-transistor radios are built with two i-f stages.

What the elimination of a stage of i-f means to a radio's performance is simply this: sensitivity and selectivity are cut, but advertising copy remains unimpaired. The transistor normally used in the missing stage of i-f is switched to the audio stage and so the radio remains a 6-transistor set with its capability for volume unimpaired. But reception in a fringe or shielded area will be markedly reduced. By building radios this way, a Hong Kong manufacturer could undersell competition by an estimated 40 cents a unit.

Even a comparison of the sensitivity of normal 6-transistor sets can be eye opening. The Japanese Class C standard for export to the United States is a maximum input of 60 db, which is 1,000 microvolts per meter, for a 5 milliwatt output.

Sanyo Electric of Hong Kong, a branch of the giant Japanese company based in Osaka, claims its 6-transistor sets average 49 db, or 280 microvolts per meter for the 5 mw output. Some Hong Kong manufacturers admit that the sensitivity of their cheapest "6-transistor" set is as poor as 72 db, or 4,000 microvolts per meter—or even worse.

Often, the exact value is a well kept secret between the set manufacturer and the buyer, who is pushing for a low-low price. In their own defense, some Hong Kong assemblers say that the low prices of these radios make them a good value for the money. Others would prefer to avoid building this type of six altogether—if buyers would stop insisting on such low prices. That would be impossible, pointed out

one manufacturer, if the American public realized it could have value for its money. All that would be necessary would be for the public to give a few more cents to the dealer, for the dealer to pay a few more cents to the importer and for the importer to give a few more cents to the manufacturer.

The price of Hong Kong sets includes no fundamental design or creative styling costs. Circuits are not original and are sometimes supplied by transistor manufacturers anxious to sell components. Cabinets may be different, but are not fundamentally original.

Compare this situation with Sony Corp. of Japan. A Japanese manufacturer like Sony spends money on research labs whose cost must be charged to indirect overhead. The circuit and mold designs for a high-class radio are very expensive, Sony officials point out. Hong Kong assemblers simply do not have these costs because their problems are different: how to modify . . . how to change . . . how to cut costs.

When an engineer means a lot

Even if Hong Kong manufacturers wanted to improve basic designs and circuits, they would not find the task an easy one. The cause: trained engineers are scarce in the Crown Colony, so scarce in fact that poaching is an accepted practice.

More sophisticated radios, like multi-band and FM models, can create problems for many Hong Kong companies because they lack technical know-how.

Even relatively routine changes can be held back by a lack of engineering talent. Fairchild Instrument's Hong Kong subsidiary, Semiconductor, has run smack into this problem in its attempt to sell assemblers silicon instead of germanium transistors.

Semiconductor claims several advantages for its silicon transistors—better sensitivity, elimination of soldering problems and high-temperature operations and higher intrinsic transistor reliability. But the company, only a phone call away from the set assemblers, thus far has convinced only one, Electra Instruments, to switch to silicon transistors, although several others are experimenting with limited runs.

The problem once again can be traced to a lack of engineers and engineering talent. Many of Semiconductor's potential customers in Hong Kong are afraid to make the switch to silicon because sets must be redesigned. Circuit configurations do not change, but circuit parameters do. And some of the Hong Kong assemblers do not have the engineering talent to make this minor change in circuits successfully.

Because the silicon transistors are inherently high-frequency devices, some manufacturers have trouble with amplifier circuit oscillation. Conversely, others have had trouble with the local oscillator stopping oscillation at higher battery voltages than with germanium. Although Semiconductor is willing to redesign sets in order to win customers, many Hong Kong manufacturers prefer to pass up the offer rather than let anyone get a close look at their plants.

The scarcity of engineers has driven up wages for everyone. One company says that the average pay of its engineers is \$350 per month, a whopping salary by Hong Kong standards. Another says that a Japanese or Chinese engineer with no experience can get as much as \$175 per month to start.

A staff of expatriates can be costly. Return passage and a housing allowance must be paid, and housing is not cheap in Hong

buyer must have inside dope

Kong. Poaching aggravates the situation. Most companies can offer better salaries as inducements, and others (e.g., Semiconductor) can promise more intensive training than the radio industry could offer. With international companies there also is the chance that a talented engineer might be sent to the home office for additional training.

Costing out the labor market

Among Hong Kong's principal assets nothing stands out quite so openly as its large supply of low-price labor.

Including fringe benefits, wages probably run in the neighborhood of 70% of Japan's, although some Crown Colony radio manufacturers pay even less. Their scale might run to only 50%-60% of the wages paid in Japan.

Typical *daily* wages for the radio business, according to an official of Hong Kong's Department of Commerce and Industry:

- for a recruit: \$1.
- for a semi-skilled worker: \$1.40-\$1.60.
- for a skilled worker: \$2.

Hong Kong now has a slightly greater demand for workers than the number available, but a factory that wants more labor can still get it. The average radio factory is on one floor, or half a floor, in a 10-story factory building. This building is surrounded by many similar structures. And the diverse businesses on the other floors of all these buildings are, in reality, competing for the same workers.

Companies like Sanyo Electric and Semiconductor Ltd. report that they have no labor shortage. Significantly, both have air conditioned plants and good working conditions. Sanyo estimates that its cost for labor in Hong Kong is about 70% of what the company pays in Japan. (This takes into consideration not only straight salaries, but bonuses and other benefits a Japanese worker would receive.)

For simple manual operation, the girls of Hong Kong learn as rapidly and produce as much as their Japanese counterparts, Sanyo officials observe. Only when the work becomes more complicated does the comparative productivity of the girls fall off.

The reasons for lower productivity of many of the girls lies in the social conditions in Hong Kong. Schools are neither compulsory nor free. More discriminating companies report that they reject girls for illiteracy. Even so, many companies say their average worker has had only three to four years of schooling.

The government's helping hand

The absence of government controls in the free port of Hong Kong make buying and selling an easy matter.

This almost complete freedom from government interference has benefited the radio business in the Crown Colony another way, too: anyone with the necessary capital to start a radio plant has been encouraged to do so with the assurance that he can move his money elsewhere immediately—tomorrow if he so desires.

Taxes are attractively low. The maximum corporate income tax: 12½%. The personal income tax is also limited to 12½% at the top of the scale.

There are some problems, though. The only really dark spots in the picture are the high cost of rent and the amount of land available for factory sites.

In addition to high rents, the Crown Colony government levies "rates" that are equivalent to 17½% of the rent. Typical cost of land in Kwun Tong, a district in which many of the electronic factories are located and

others are being built, is \$10.50 per sq.ft.

Although the government speaks of "land sales," the property in Hong Kong is never really sold. It is rented. In the Kwun Tong area, which is being leased by the Crown Colony from China, the period of individual lease is 34 years, which is the length of the Crown Colony's lease less 10 days.

In other areas leases vary, but property is typically leased for 75 years with an option for another 75 upon payment of a premium.

The government is also trying to ease the housing situation in Hong Kong. Many of the girls working in the radio factories now live in new resettlement blocks put up by the government in an attempt to get squatters off the hillsides. These resettlement blocks are large buildings with 10 or more stories. A family of four gets a room of about 100 sq.ft.; a family of seven gets twice that.

Hong Kong's hold on the future

Cheap radios no longer produce the profits they once did and competition is increasing, not only inside Hong Kong, but elsewhere.

To survive, the Crown Colony's manufacturers already have begun to look for new fields to conquer.

FM radio and other multi-band sets are just creeping over the horizon in Hong Kong. Set makers there long ago spotted the FM boom in the U. S. and are gearing up to grab a share of it. But a lack of engineering talent may hamper the effort.

Hong Kong manufacturers could find it difficult to produce this equipment at less expensive prices than Japan with the relatively good quality required for these applications. There is the danger that in the beginning Hong Kong's prices for FM will not be low enough, that quality will not be good enough and that quantity will not be high enough.

Some observers estimate that the shift from 6-transistor, one-band set production to FM-AM units could cut Hong Kong production by as much as 80%. And there are other potential bottlenecks: parts and test equipment.

Then there is the lack of basic support for industries and the space to grow in. Thus far, the radio industry has not felt the pinch of any of Hong Kong's major drawbacks—lack of space, not enough water or electricity.

But this situation could change if the Crown Colony's flirtation with television flowers into a romance. So far, nothing has happened. Hong Kong manufacturers are impatient and are not likely to start anything that will not pay all costs almost immediately.

Tv offers several problems, including a lack of space. Even if this problem were solved, there would still be the sticky problem of hiring hard-to-find engineers and buying hard-to-get parts at unfavorable prices. One manufacturer estimates that production would have to top 500 sets per day for Hong Kong to compete with Japanese television.

One observer has already noted that tube television set production is not a mature industry in Japan, and, if it were suitable for Hong Kong, the Crown Colony would have set up its own assembly lines by now. Another observer adds: Hong Kong poses no technological threat to Japan because Hong Kong has no technology.

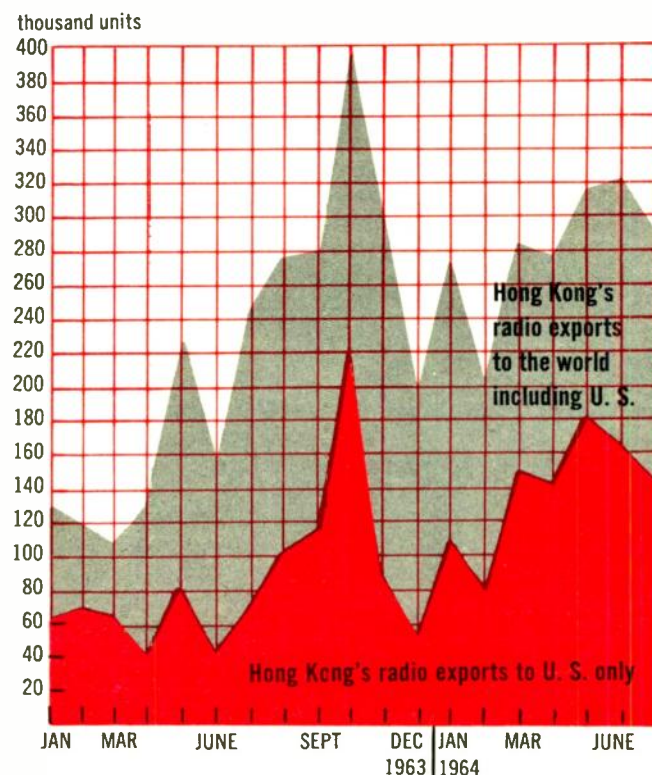
All this again illustrates one of Hong Kong's weakest points: the difficulty of moving up to more sophisticated products.

Nevertheless, Hong Kong radio manufacturers, disturbed about the price of the 6-transistor radio and the outlook for this bread-and-butter business, seem determined now to take the next step: FM radio.



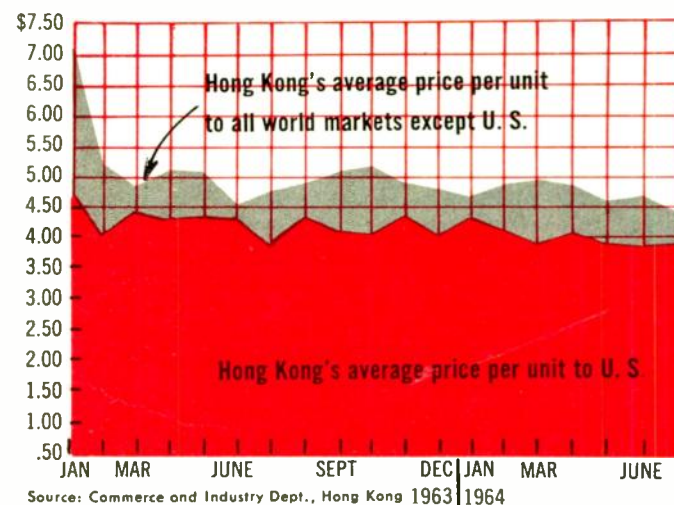
Growth in Hong Kong's production facilities

Although land is scarce in Hong Kong, there is still room to build new radio factories. The building on the right is typical of the new resettlement blocks the government is constructing for the labor force.



... growth in radios shipped to the world

Always an important customer for the Crown Colony's transistor radios, U.S. importance has grown this year. For the opening eight months of 1964, America's share of Hong Kong shipments hit 50.1%.



... but a decline in prices radios command

As the radio market grew, prices dropped and, as the charts clearly show, American buyers were purchasing more for less. The average price after eight months of 1964 fell to \$3.99 f.o.b. Hong Kong.

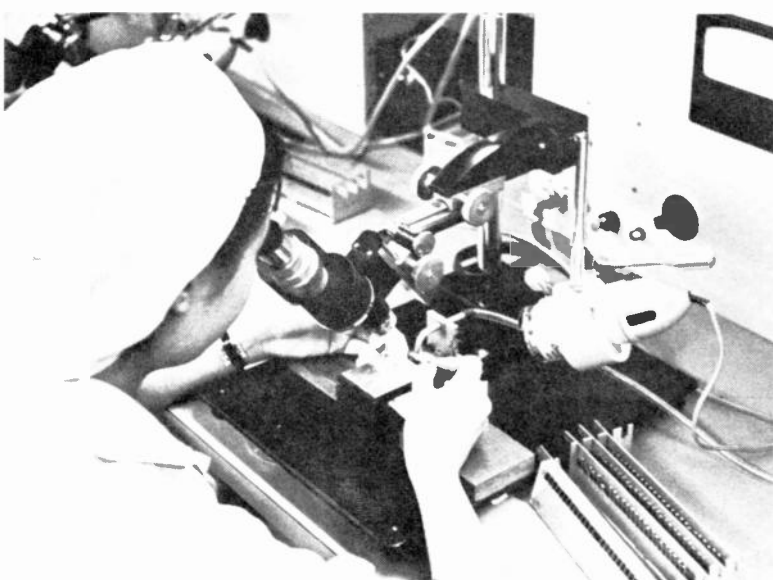
Turn page for some brutally frank quotes from the men on the inside ▶

Inside Hong Kong: some brutally frank quotes



"It is better to add 20 workers than one engineer."

That frank statement, from a managing director of a Crown Colony radio assembler, illustrates a simple Hong Kong equation: labor is cheap; engineers are expensive; spend your money for labor. For the type of girls working here, a set assembler may pay only \$1 to \$1.60 a day. And engineers not only command higher wages, they are scarce and poaching is common.



"Our company could not survive on the 6-transistor radio business because we cannot sell enough at the price we want."

Such is the reality of doing business in Hong Kong, according to more than one radio assembler. The answer may lie in better technology, upgrading. One hope is shown here: transistor assembly, good equipment.



"Our Goal is to become a little Zenith."

Quality is part of Harold Sandler's story for Trans-World Electronics. Minimum sensitivity for a T-W six: 60 db. In Trans-World's quality control room samples from every lot are tested before the company ships its radios. "Our policy is not to build phony radios," says Sandler.



"A bottleneck on anything, especially FM, could break many of these people."

This harsh verdict on Hong Kong assemblers comes from a supplier. Here is an example of a bottleneck in action: printed circuit boards etched in the backyard of this Hong Kong factory in the tank against the wall are washed in buckets and then spread out to dry in the sun.



"We're not selling radios; we're selling labor."

This is a candid analysis from a director of a company who preferred to remain off the record. But the facts back him up. One of Hong Kong's principal assets for the transistor radio business is its large pool of low-priced labor. The girls sorting transistors may start for \$1 a day. Skilled workers earn \$2.



"There always will be a market for a pocket six."

Unlike some of his competitors, Jack S. Yuen, managing director of Kendy Enterprises, believes in the future of the 6-transistor radio and can envision this scene—the girl listening to the finished radio in the final test booth—being repeated for years. Yuen also believes prices will not fall much further.



"I prefer to concentrate on a better product as long as my buyers give me a chance."

A remark from W. Groen of Electra, it represents the lament of many Hong Kong assemblers who find it difficult to upgrade because of constant pressure on prices. Here is one attempt. Masaru Hirose of General Electronics shows a new FM set he designed. The f.o.b. HK price: about \$13.50.

Who are the king-pins in Hong Kong?

As colorful as the Hong Kong atmosphere is, the men who manufacture transistor radios there more than match it.

Because of the unique opportunities the British Crown Colony offers a manufacturer, a remarkably variegated collection of people have been drawn into the electronics business there. Chinese and Americans, Europeans and Japanese have all invested in the transistor radio business—not because of any romantic attachment to electronics, but quite clearly because portable radios appear to be lucrative.

Here is a rundown on some of the men and companies who currently crank out radios or parts in Hong Kong. Each company in its own way represents a different aspect of the picture. Considered together, they will give you an excellent look at how things are done in Hong Kong . . . and at what price.

Atlas Electronics Corp., Ltd.

Even competitors in the keenly competitive Hong Kong market acknowledge that Atlas is the largest producer of transistor radio sets in the Crown Colony.

Atlas does not make all of the radios itself; it controls two other manufacturers, Champagne Engineering Corp., Ltd., and Continental Electronics, Ltd. But all three are supplied with components from a central stockroom at the Atlas plant. The three companies, with a total of 600 employees, actually represent four separate factories with a total floor space of 45,000 sq.ft.

The plant facilities are about average for Hong Kong, according to Fred Ezekial, one of the Atlas owners, but he claims that better than average engineering goes into his company's products.

Six technicians, who have no direct contact with production, make up the company's engineering team. In addition, Atlas uses a "large number" of young men who have been educated in technical schools. The engineers at Atlas are mainly self-educated; in fact, the company feels that engineers with degrees have not worked out well in the operation.

Six-transistor radios represent about 50% of the company's production. Atlas officials admit that about 10% to 15% of its sixes have only one i-f stage, but point out that total July production (almost 100,000 sets) includes only 6,000 units with a single stage i-f.

At the other end of the spectrum, Atlas produces 8-, 10- and 12-transistor models and two-band units for Europe.

The price for Atlas' best portable six, in large quantities, runs about \$3.50, f.o.b. Hong Kong, with earphone, but excluding packing, carrying case and battery. The complete set costs about \$3.80. Aside from better circuits and parts, about 20% more labor goes into this set than into low-end Atlas models, which sell for about \$3.25, according to company officials.

Searching for new horizons, Atlas already has its eye on the expanding FM market. If plans work out, the company will begin building FM radios of its own design by the end of the year. Atlas, which may make its own tuning unit, took a crack at building FM sets earlier this year but called the whole thing off when it ran into production snags. (The main problems: alignment, tracking and proper trimming.)

Ezekial believes his company can avoid the price war by turning to FM. The saving graces of FM, he believes, are: (1) small initial quantities; (2) quality will become a more critical factor and (3) FM radios will not resemble one another and compete so directly.

The severe price squeeze in the six-transistor radio field occurred, Ezekial points out, because almost every factory in Hong Kong and Japan produced almost identical low-end ra-

dios. Constant pressure on prices forced quality down and "only people who had firmly established themselves in the market could afford to resist price pressure," Ezekial said.

For components, Atlas tends to concentrate its purchasing in Hong Kong. The company winds its own antenna coils, makes most of its printed circuit boards, cabinets and battery snaps. The cabinets are made by its own plastic injection division, which uses Japanese-produced molds. For variable capacitors, Atlas goes to Elcom Manufacturing, a company in which it holds an interest. Atlas buys ceramic capacitors from Unicom Electronics, another Hong Kong company. Atlas also uses Toko coils, which are made in the Colony. As an experiment, Atlas is producing 5,000 sets using silicon transistors produced by the Hong Kong subsidiary of U.S.-based Fairchild Camera & Instrument Corp.

Wireless Products, Ltd.

A former partner of Atlas, Michael Cappon, started Wireless Products two years ago. Cappon himself owns 44% of the company. Amrex International, a large trading company, holds 51% and the remaining 5% is held by a Chinese partner.

Wireless got off to a slow start in October, 1962, opening too late to catch the Christmas business. But today, in a plant with 25,000 sq.ft., Wireless has about 300 employees, and Cappon claims production has been doubled every month until it hit 63,000 units in July.

Although Cappon feels the future of the miniature 6-transistor radio is limited, he has ambitious plans. Wireless will construct a 12-story building (14,000 sq.ft. per floor) on newly acquired property, taking four floors (all air conditioned) for itself and renting the rest. Construction will take about 15 months, Cappon estimates.

Hong Kong has been at the wrong end of the radio market, explains Cappon, who wants to produce more complex sets in the belief that this type of radio offers Hong Kong an even greater advantage over Japanese competition because of the Colony's cheaper labor costs. The immediate goal: start building FM sets in time for the Christmas-1965 market.

To make money in FM, Cappon says he will have to make his own tuners. The reason: cost of a Japanese tuner would gobble up roughly \$3 of the \$10 f.o.b. Hong Kong price on a finished FM radio.

The market for 6-transistor sets is saturated, Cappon believes, and he does not see much future for these sets after another two years. Cappon blames the U.S. for the constant pressure that has forced prices of these sixes down.

The U.S. is the "biggest destroyer of quality . . . of goods that ever existed in the history of man", he charged. "It is all through the one mistaken impression that the cheaper the price, the greater the market." Cappon believes the loss-leader sixes are good for neither the dealer nor the manufacturer. The dealer would not be so badly off if he knew what his loss was going to be, Cappon argues, but prices just keep going down. And for the manufacturer, he says, the loss-leaders represent a possible profit of only 15 cents a unit and risks on delivery and quality of parts.

Although he would not reveal his own prices, Cappon says his company offers a higher quality set but sells at the same price as everyone else. Wireless radios are tracked at several frequencies while some small makers do not bother at all, according to Cappon. His aim: offer a complete range of sixes. In this way, Wireless can then provide a certain percentage of sixes at cost. The company also produces eights, tens and twelves. In fact, Cappon

claims more than half of the company's production is devoted to sets with eight or more transistors.

Wireless buys most of its parts in Japan, but purchases some in the U.S., England, Italy and, of course, Hong Kong. The Hong Kong parts, which Cappon claims represent over 25% of the value of his radios, include gift boxes, plastic cabinets, leather cases, front panels, screws, hardware and batteries. Printed circuit boards are made in Hong Kong from laminate purchased in Japan, Germany or England. One of the secrets of his success, Cappon says, is buying parts in huge quantities—e.g., 10 million resistors at a crack.

Wireless is also thinking about using silicon transistors produced in Hong Kong; they are cheaper, Cappon explains, but not as well matched or graded as selected Japanese transistors.

Trans-World Electronics, Ltd.

Unlike most other Crown Colony radio manufacturers, Trans-World relies on U.S. engineers instead of Japanese or Hong Kong talent. Even the transistors in its radios are American, purchased from the General Electric Co.

Trans-World is 49% owned by Transaire Electronics, a company with a 10,000 sq.ft. plant in Mineola, L.I., N.Y. Chairman of both companies is Harold Sandler. A vice president at Transaire, Max Katz, is resident manager of the Hong Kong factory, and he is backed up in the U.S. by chief engineer Erich Gottlieb, who once worked in GE's applications engineering department.

Trans-World radios are designed in the U.S. and often produced on pilot runs in Mineola before full production starts in Hong Kong. Until now, Trans-World has built 6-, 8- and 10-transistor radios at "promotional prices," according to Sandler.

For next year, Trans-World has big plans: (1) it has run 5,000 all-silicon transistor FM-AM car radios at Mineola and will bring the model to Hong Kong for full-scale production; (2) FM-AM portable and table radios and plug-in transistor clock sets are slated for production; and (3) all-silicon transistor walkie-talkies for both American OEM manufacturers and importers will be built.

At its new Hong Kong plant—Trans-World has a four-year lease—the company will start producing mechanical parts, including tools and dies for cabinets and grilles—even to the anodizing of the grilles. And Trans-World will manufacture its own leather carrying cases.

To make money, the company must produce 100,000 sets of each model, according to Sandler. During the past year T-W built about 150,000 units of its most popular model.

Sandler likes to talk about quality. "It is not our policy to make phony radios," he said. Because of his policy Sandler estimates that he has turned down orders for 250,000 radios. Minimum sensitivity for a Trans-World 6-transistor set is 60 db. "We will make better sets," Sandler explained, "but not worse. If the Japanese are good enough to do this, it is the least we can do."

The future of cheap sixes, Sandler believes, will soon reach a point where only a few set makers will be left—paralleling the industry's experience with 2-transistor toy radios.

Sandler is looking in other directions. Trans-World is not only in the radio business; it wants to make any quality-built electronic product within its capability so it can continue to expand. Sandler says he has already

Turn the page for more about the Hong Kong kingpins you should know ▶

Who are the kingpins in Hong Kong?

CONTINUED

talked to buyers about supplying component assemblies for transistor tv sets and stereo amplifiers.

Like some other Hong Kong manufacturers, Trans-World is starting to use silicon instead of germanium transistors. But Sandler's supplier for these is still GE.

Electra Instruments, Ltd.

An expanding company, Electra operated in a small factory but turned out a steady flow of radios with production lines jammed into 5,000 sq. ft. Last month, the company moved into larger quarters (15,000 sq. ft.) and may double this space in another year.

Currently, the company has 150 employees including four Japanese engineers, three Hong Kong draftsmen and 17 technicians. Capacity at the old facility for 6-transistor radios was 60,000 to 70,000 per month, but Electra turned out a mix—sixes, eights, tens, elevens and twelves—cutting monthly capacity to about 35,000 units.

Electra's manager, W. Groen, confidently predicts that the 6-transistor radio will be a big seller for the next several years, but he devotes only 15% to 25% of the company's production to sixes. His reason is simple and dramatically illustrates the ruggedness of the price competition in Hong Kong today: Groen does not believe he could remain in business for more than a year if he depended strictly on sixes for income.

Groen has even manufactured 4-transistor sets; a test run of 1,500 was built to sell at \$3.50 in the U.S. specifically as "fours," according to Groen.

Like many other Hong Kong manufacturers, Electra is planning to build FM sets next year. Groen believes in the future of the radio business in Hong Kong and is trying to build better sets as well as a reputation for a satisfactory product.

Electra was the first Hong Kong company to make wide use of silicon transistors produced by Fairchild's subsidiary in the Crown Colony. About 80% of Groen's radios incorporate the silicon transistors.

Other Hong Kong parts used by Electra include i-f transformers, printed circuit boards, ceramic capacitors, variable capacitors (polyvaricons), plastic materials and leather. Groen purchases some of these radio materials in

Japan through his own Japanese buying office.

Coronet Industries, Ltd.

A company that turns out a 6-transistor radio for R. H. Macy, Coronet Industries has an excellent reputation in Hong Kong for building a quality product. The company, 51% owned by Electronic Industries of Australia, operates two plants in the Crown Colony, one with an area of 14,000 sq. ft., the other with 6,000 sq. ft.

Much of Coronet's production is exported to the United Kingdom under Commonwealth Preference. To secure the preference certificate, about 50% of the transistors Coronet uses must be British so that the Commonwealth value of the radio is over the 51% mark. Coronet also makes an 8-transistor table model under the Pye label for sale in world markets outside England.

For some time, Coronet has attempted to get out of the 6-transistor business because of the squeeze on profits, but demand for sixes keeps the company in production.

Macy's pays more for its six because it wants a quality radio in a more attractive display box, according to Coronet's N. Butler.

The company will start making FM radios with Japanese tuners, according to Butler, who claims that not many other Hong Kong manufacturers successfully produce two-band units. In Coronet's design group there are two Japanese engineers and an Englishman, who arrived in Hong Kong last August. As an added control on its product, Coronet maintains separate quality control and production engineering departments.

General Electronics Co.

General Electronics Co. is part of a complex that includes Unicon Electronics (producer of ceramic and polystyrene capacitors) and Elcom Manufacturing (i-f transformers, oscillator coils, variable capacitors). General manager of all three is Yui-Kwong Luk, but financial backing comes from a variety of sources. General is almost completely Hong Kong-owned; Unicon has American investors; and Elcom is mainly owned by still other Hong Kong residents and some Japanese.

General's radio factory has 10,000 sq. ft. of floor space. The company employs about 180 girls, although there is room for more than

300. One Japanese engineer does almost all the company's design work.

According to Luk, General is interested in producing larger, more complicated radios. The company plans this month to start building three versions of a 9-transistor, 4-diode set—FM/AM/SW and FM/MW/Marine Band for the U.S. market and an FM/MW/LW for the United Kingdom. The tuners will be imported from Japan.

The total operation of the three companies has worldwide ramifications. A prime example: the Unicon ceramic capacitors in General's radios are made from ceramic powders imported from the U.S. and England. Manufacturing equipment comes from Japan, test equipment from England and the U.S. Not only are the capacitors sold in Hong Kong, but Unicon produces on order (lead time: 2½ months) for companies in the U.S. (e.g., General Electric), the United Kingdom, Australia, Italy and Spain.

Kendy Enterprises, Inc.

Operating with three plants, two for radio assembly and one for parts fabrication and offices, Kendy employs a labor force of about 300, including two engineers and 15 technicians.

About 40% to 50% of the company's radios are shipped to the U.S. In July, Kendy produced about 30,000 transistor radios (40% single-band, 60% two-band) and had a capacity of 40,000 units, according to Jack S. Yuen, managing director. Yuen also admits that his company has made some 6-transistor sets with only one i-f stage.

Kendy makes its own printed circuit boards, models for cabinets and knobs and winds its own input and output transformers. Quality of the transformers, Kendy claims, is better than a medium grade transformer from Japan. The company can get better gain because its own transformers can be wound to the exact number of turns to match transistor characteristics. The same is true of Kendy's own antenna coils.

The company is buying transistors from as many sources as possible—Toshiba, Mitsubishi, Kobe Kogyo, for example—explained Yuen, because Japanese companies are working under a quota.

The future? Yuen believes there always will

Some of the king-pins you must know



Harold Sandler and Max Katz (r) run Trans-World Electronics, Ltd.



Fred Ezekial owns part of Hong Kong's largest transistor radio builder, Atlas.



Jack S. Yuen, Kendy's managing director, checks part of his production line.



W. Groen runs Electra Instruments, first to make wide use of silicon transistors.

be a market for pocket sizes, although it will become a "boy's radio." And he is confident that the price market in the U.S. will not dip much further.

Semiconductor, Ltd.

A subsidiary of Fairchild Camera & Instrument Corp., Semiconductor, Ltd. employs 800 (mostly girls) and assembles transistors in an air conditioned factory with 30,000 sq. ft. of floor space.

All by itself, Semiconductor may alter the transistor radio business in Hong Kong. The key: silicon transistors.

The silicon wafers from the U.S. are the company's most important raw material. These are cut into individual transistors, mounted, tested and encapsulated. Mainly, Semiconductor is turning out ultra high frequency transistors for American tv sets. But the company also is producing lower frequency r-f transistors, audio and audio output transistors for radios.

Although Fairchild's ultimate aim is to capture a portion of the American television market for its transistors once the transistorized tv set takes hold, Semiconductor is bent on selling its radio transistors in the Far East now. The bulk of its radio transistors are not fallouts, Semiconductor says. Some are.

To get the radio business in Hong Kong, Semiconductor is willing to redesign sets for assemblers who will use its silicon transistors. "In order to use silicon instead of germanium transistors, circuit parameters have to be changed." Despite the engineering aid and the price of a basic kit (Semiconductor says it can sell a kit of six transistors and a diode for 70 cents) many Hong Kong manufacturers refuse to buy Semiconductor's kits because they do not want outsiders to know exactly what they are doing.

Sanyo Electric (HK) Ltd.

What is probably the best looking radio assembly plant in Hong Kong belongs to Sanyo, a branch of that giant Japanese company based in Osaka, Japan. Sanyo originally set up a factory in Hong Kong to export radios to the United Kingdom (import quotas in Great Britain were keeping Sanyo radios out).

But now Sanyo also is building 6-transistor sets for Channel Master in the U.S.

Sanyo's Honk Kong plant differs from most others there, too, because it is not truly involved in the local price wars. Sales are made by the home office in Osaka and allotted to the Hong Kong factory as part of the company's over-all policy. Moreover, the sensitivity of Sanyo's radios are much better than many others made in Hong Kong.

Only last August Sanyo expanded its air conditioned plant from 12,000 sq. ft. to 24,000. Ultimately, it will have 36,000 sq. ft. Pre-August monthly capacity, measured in 6-transistor radio production, was 55,000 units.



Michael Cappon owns 44% of Wireless Products, was once partner at Atlas.

A directory of who's who in Hong Kong

TRANSISTOR RADIOS
Registered Manufacturers

Aero Electronics, Division of Aero
Technical Corp. Ltd.,
203 King's Road, 1/f., H.K.
Tel: 27715 (Mr. J. Day)

Astor Electronic Mfg. Corp.,
115-117 Tung Chau St., 3/f., Kln.
Tel: 801152 (Mr. S. Y. Au)

Atlas Electronic Corp. Ltd.,
1016-1018 Tai Nan St., 4/f., Kln.
Tel: 861206, 860402 & 30380 (Mr. H. T. Wu)

Champagne Engineering Corp. Ltd.,
15-17 Hing Yip St., Kwun Tong,
Tel: 821209 & 30388 (Mr. Wu or Mr. Yam)

Coronet Industries Ltd.,
650 Castle Peak Rd., 6/f., Kln.
Tel: 861020 (Mr. N. Butler)

Electra Instruments Ltd.,
43-45, Tung On Street, 5/f., Kln.
Tel: 23171 (Mr. W. Groen)

Eastrex Electronics,
524 Jaffe Rd., gr. fl., H. K.
Tel: 768144 (Mr. Wong Hang)

International Electronics Division
of International Service Corp. Ltd.,
64 Castle Peak Rd., 2/f., Kln.
Tel: 868214 & 868215 (Mr. G. Baker)

International Transistor Corp (HK) Ltd.,
31 San Shan Road, 3/f., Kln.
Tel: 24793 (Mr. Fong)

Kendy Enterprises, Ltd.,
28 Whitfield Road, gr. & 1/f., H.K.
Tel: 709795 (Mr. K. S. Yeung)

Sanyo Electric (HK) Ltd.,
Chung Hing Industrial Mansion,
9/f., Flat B, Tai Yau St.,
San Po Kong, Kln.
Tel: 833922 & 827155 (Mr. Y. C. Cheng)

Sunlight Electronics Mfg. Co.,
A.I.L. 166, Island Rd., Aberdeen, H.K.
Tel: 29289 (Mr. K. P. Yeung)

Union Metal Works Ltd.,
989 Kong's Road, H.K.
Tel: 700137 (Mr. S. H. Sung)

Wealth Industries,
Fairview Mansion,
D5, Paterson St., H.K.
Tel: 32083 (Mr. Hsu)

Wireless Products Ltd.,
32, Tai Yau St., 8/f., San Po Kong, Kln.
Tel: 37046 (Mr. A. M. Cappon) Office.
82800 (Factory)

Zephyr Radio Co., Ltd.,
28-28A, Wing Hong St.,
Wui Wah Fty. Bldg., Kln.
Tel: 861811 (Mr. Corbin)

Registered Assemblers
Fida Engineers Ltd.,
SIL 635 Ah Kung Ngam, Block C-D,
6/f., Shauiwan, H.K.
Tel: 36768 (Mr. Tsui)

Oriental Electronic Corporation Ltd.,
95, How Ming St., 7/f., Kwun Tong, Kln.
(Mr. Chapman Hung)

Trans-World Electronics Ltd.,
33 Sheung Heung Rd.,
8th fl., Kln.
Tel: 831887 (Miss Lana Tsui)

Assemblers
Continental Electronics Corp.,
Tung Kin Fty. Bldg., 2/f.,
198, Tsat Tse Mui Rd., Bk. C. & D, H.K.
Tel: 30380 (Mr. H. T. Wu)

Empire Electronics Co., Ltd.,
546-548, Castle Peak Rd., 3/f., Kln.
Tel: 861477 (Mr. C. W. Wen)

Stereo Radio Manufactory,
425 W Queen's Rd., West 11/f.,
Front Block, H.K.
Tel: 444335 (Mr. Yung)

Wiltronic Ltd.,
27, Wong Chuk Hang Rd., 2/f., Aberdeen.
Tel: 90138 (Mr. S. H. Cheung)

Arvin Waller Inc.
32, Tai Yau St., 9/f.,
San Po Kong, Kln.
Tel: 832215

General Electronics Co. (HK) Ltd.,
Amoy Can Industrial Centre,
Ngau Chi Wan, Kln.
Tel: 830259 (Mr. Y. K. Luk)

Tisco Electronics,
32, Tai Yau St., San Po Kong, Kln.
(Mr. Tse Man Cheung)

Zano Engineers Ltd.,
Yue Foo Mansion, 3/f., Hong Keung St.,
San Po Kong.
Tel: 21800 (Mr. K. Leung)

TRANSISTOR RADIO COMPONENT MANUFACTURERS

Name, Address & Telephone	Products
Semiconductors Ltd. 12, Hing Yip St., g/f., Kwun Tong Tel: 825681	Silicon transistors
Toko Electronic Mfg. Co. 47, Hoi Yuen Rd., 2/f., Kwun Tong Tel: 828914	I. F. Transformers, Oscillating Coils
Unicon Electronics Co. Ltd. N.K.I.L. 1744, Ngau Chi Wan, 2/f., Kln. Tel: 830251	Ceramic Condensers, Polystyrene capacitors
Elcom Manufacturing Co. Ltd. N.K.I.L. 1744, Ngau Chi Wan, 7 f., Kln. Tel: 830251	I. F. Transformers, Polyvaricon (variable condensers).
Sprague World Trade Corp. Eastern Branch 651 King's Rd., 6-8/f., H.K. Tel: 705254	Electrolytic Condensers, Polystyrene film capacitors.

Name, Address & Telephone	Products
Stereo Radio Manufactory 425W, Queen's Rd., W., 11/f., Front Block, H.K. Tel: 452756	Loud speakers
Elcap Electronics Ltd. c/o Voltron Co., Ltd. 682-684, Castle Peak Rd., 8/f., Kln. Tel: 868321 & 868322	Condensers & Capacitors.
Note: Hong Kong has about six dry cell and battery manufacturers not included in this list.	

MANUFACTURERS OF SUB ASSEMBLIES

Oak Electronics Ltd. 32 Tai Yau St., San Po Kong	TV Tuners
Ferrotec Ltd. 650, Castle Peak Rd., Kln. Tel: 866963	Computer memory cores

SOURCE: COMMERCE AND INDUSTRY DEPT., HONG KONG

Who packs your Christmas housewares promotion with a program so complete?



Full-hour TV spectacular in color!

"Rudolph the Red-Nosed Reindeer," featuring these animated puppets—plus Burl Ives singing bright new tunes. Nationwide on NBC-TV, Sunday, December 6th. That's in addition to "General Electric College Bowl," our weekly TV show every Sunday on NBC-TV.



National consumer advertising!

Full-color spreads in the December issues of Life, Look, Holiday, Saturday Evening Post, American Home, Ladies' Home Journal, House & Garden and House Beautiful. Strongest Christmas campaign in the business!



Full-color advertising in supplements!

This Week, Parade, Family Weekly and the Independents. 285 markets in all—as local as your Town Hall!

Only General Electric.



Local newspaper advertising!

Big 1000-line ads in 300 newspapers. And all concentrated during your heavy Christmas selling season!



Complete Christmas tie-in package!

Everything you need in point-of-sale to help you sign your name to the biggest Christmas promotion you've ever had!



Most complete line of electric housewares

in the industry! Why bother looking elsewhere? Nobody even comes close to General Electric! Call your General Electric distributor today.

Who else?

HOUSEWARES DIVISION, BRIDGEPORT 2, CONN.

GENERAL  ELECTRIC

OCTOBER 12, 1964



all Salutes the “Waltz Through Washday” promotion

Choose your partner for extra sales:

ACTIVE all the #1 controlled
suds detergent

OR

COLD WATER all the revolutionary
liquid detergent

Here's a 2-step sales-building offer!

PLAN #1: Feature the large size (multi-week supply) as a premium with every purchase of a washer. It's an excellent way to give that extra sales boost to washers. Also, you can offer either of these sizes free as an inducement when trading customers up from a low-end to a high profit model. Offer can be supported by your ordering a free “Big Supply” window trim, featuring the “Waltz Through Washday” theme.

PLAN #2: Here's a great way for you to build store traffic! Feature the small size as give-aways. You'll be amazed at the tremendous pulling power **all** has. Incidentally, it's a good idea to use these sizes in washer demonstrations. Order free “Single Package” window trim with “Waltz Through Washday” theme for special displays. Remember, **all** assures top machine performance and the cleanest possible wash.

CHOOSE YOUR PLAN NOW AND SEND IN THIS HANDY ORDER BLANK!

TERMS:

1. Active **all** 2's—\$8.50 a case.
2. Active **all** 24's—\$8.50 a case.
3. Cold Water **all** ¾ Gal. Size (4)—\$8.00.
4. Cold Water **all** Pt. Size (24)—\$9.00.
5. Active **all**—\$2.50 advertising allowance per case—deductible from invoice.
6. Cold Water **all**—\$2.35 advertising allowance per case—deductible from invoice.
7. Ship freight prepaid—we will bill open account.
8. Minimum order—3 cases.
9. Not for resale—for promotional use only. Prices subject to change without notice.



LEVER BROTHERS COMPANY, WASHING MACHINE BUREAU, 390 Park Ave., New York 22, N.Y.

Please ship me the following, freight prepaid. Bill open account.

- _____ Cases of Active **all** 2's (Two 20-lb cartons per case.)
- _____ Cases of Active **all** 24's (Twenty-four 24-oz. packages per case.)
- _____ Cases of Cold Water **all** ¾ Gallon Size (4 per case.)
- _____ Cases of Cold Water **all** Pint Size (24 per case.)

☐ Free package mat. ☐ “Single Package” window trim. ☐ “Big Supply” window trim.

Name _____

Firm _____

Firm Address _____

City _____ Zone _____ State _____

Signed: _____

1965 AUTOMATIC HOME LAUNDRY WASHERS

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y=yes N=no, UNDER CONTROLS: P-programmed M-manual B-both programmed and manual, UNDER FINISHES: P-porcelain enamel B-baked enamel, A-acrylic, S-stainless

MODEL NUMBER	TOP OR FRONT LOADING	TYPE OF WASHING ACTION	CAPACITIES			SCHEDULING						OTHER FEATURES										FINISHES (See Key)				OVER-ALL DIMENSIONS H x W x D (IN INCHES)	HEIGHT TO WORKING SURFACE (IN INCHES)	APPROXIMATE SHIPPING WEIGHT (LBS.)	
			DRY LOAD (LBS.)	MAXIMUM HOT WATER (GALS.)	MAX. EXTRACTION (RPM)	NUMBER OF SPEEDS	WASH AGITATION TIME-EXCLUDE SOAK (MIN.)	MIN.-MAX. TIME AVAIL.	NO. OF CYCLE SEL.	NO. OF WASH TEMP'S.	NO. OF RINSE TEMP'S.	SELECTIVE RINSE TEMP.	COLD WASH OR SOAK	CONTROLS (SEE KEY)	NUMBER OF RINSES	WATER LEVEL SELECTION	PRESSURE OR TIME FILL	IS THIS A SUDS SAVER MODEL?	BLEACH INJECTOR	RINSE CONDITIONER INJECTOR	PERFORATED OR SOLID TUB	INSTRUCTIONS ON LID	CABINET MATERIAL	TOP AND LID	OUTER TUB				INNER TUB
A.B.C. -- American Motors Corp., 14250 Plymouth Rd., Detroit, Mich.																													
AW 207	T	Orbital	1 12	22'	550	1	9 12	4	2	2	N	S	M	4	Y	T	N	N	N	S	N	A	P	P	P	1	39' x 27 x 28 1/2	36	249
AW 417	T	Orbital	1 12	22'	550	2	9 12	16	3	2	N	S	M	4	Y	T	N	N	N	S	N	A	P	P	P	1	42' x 27 x 28 1/2	36	261
AW 637	T	Orbital	1 12	22'	550	2	9 12	12	5	2	N	S	P	4	Y	T	N	N	Y	S	N	A	P	P	P	4	43' x 27 x 28 1/2	36	262
BLACKSTONE -- Blackstone Corp., 1111 Allen St., Jamestown, N.Y.																													
BA 500	T	Agitator	12 14	24	680	1	1 13	3	2	2	Y	S	M	2	Y	T	N	N	N	S	Y	A	P	B	P	1	43' x 26 x 27	36	258
BA 600	T	Agitator	12 14	24	680	2	1 13	3	2	2	Y	S	M	2	Y	T	N	N	N	S	Y	A	P	B	P	1	43' x 26 x 27	36	261
BA 650	T	Agitator	12 14	24	680	2	1 13	3	2	2	Y	S	M	2	Y	T	N	N	N	S	Y	A	P	B	P	1	43' x 26 x 27	36	258
BA 750	T	Agitator	12 14	28	680	2	1 13	3	2	3	Y	S	M	2	Y	T	N	N	N	S	Y	A	P	B	P	1	43' x 26 x 27	36	260
EASY -- Easy Appliance Div., Hupp Corp., 1135 Ivanhoe Rd., Cleveland 10, Ohio																													
ACM	T	Spurinator	14	26.1	660	4	1 10	3	3	2	Y	WS	M	9	Y	P	Y	Y	N	S	Y	A	S	P	P	5	45' x 27 x 25	36	256
ADM	T	Spurinator	14	26.1	660	4	1 10	3	3	2	Y	WS	M	9	Y	P	Y	Y	N	S	Y	A	S	P	P	5	45' x 27 x 25	36	261
ABM	T	Spurinator	14	26.1	660	2	1 10	3	3	2	Y	WS	M	9	Y	P	Y	Y	N	S	Y	A	S	P	P	1	43' x 27 x 25	36	259
ASM	T	Spurinator	14	26.1	660	1	1 10	3	3	2	Y	WS	M	9	Y	P	Y	Y	N	S	Y	A	S	P	P	1	43' x 27 x 25	36	256
WA 010	T	Agitator	10	22	660	1	1 10	2	3	2	N	W	P	2	N	T	N	N	N	S	N	A	S	P	P	1	43' x 27 x 25	36	250
FRIGIDAIRE -- Frigidaire Div., GM, 300 Taylor St., Dayton, Ohio																													
WDA 65	T	Vertical Pulsator	12	24	710	1	2 11	3	2	2	Y	WS	B	3	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	253
WCDA 65	T	Vertical Pulsator	12	24	710	2	2 11	3	2	2	Y	WS	B	3	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	254
WCDA 65	T	Vertical Pulsator	12	24	710	2	2 11	3	2	2	Y	WS	B	3	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	257
WD 65	T	Vertical Pulsator	12	25	710	1	2 11	3	2	2	Y	WS	B	3	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	263
WDP 65	T	Vertical Pulsator	12	25	710	1	2 11	3	2	2	Y	WS	B	3	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	254
WDR 65	T	Vertical Pulsator	12	25	710	1	2 11	3	2	2	Y	WS	B	3	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	257
WCD 65	T	Vertical Pulsator	12	25	710	1	2 11	3	2	2	Y	WS	B	3	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	263
WIA 65	T	Vertical Pulsator	12	26	1010	2	2 11	7	2	2	Y	WS	B	4	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	256
WI-65	T	Vertical Pulsator	12	26	1010	2	2 11	7	2	2	Y	WS	B	4	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	258
WCI 65	T	Vertical Pulsator	12	26	1010	2	2 11	7	2	2	Y	WS	B	4	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	259
WCIR 65	T	Vertical Pulsator	12	26	1010	2	2 11	7	2	2	Y	WS	B	4	Y	T	N	N	N	S	Y	B	P	P	P	5	44 x 27 x 26 1/2	35 1/2	265
GENERAL ELECTRIC -- General Electric, Appliance Park, Louisville, Ky.																													
WA 550A	T	Oscillating Agitator	14	31	600	1	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	42' x 27 x 25	36	215
WA 650A	T	Oscillating Agitator	14	31	600	1	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	43 x 27 x 25	36	215
WA 655A	T	Oscillating Agitator	14	31	600	1	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	43 x 27 x 25	36	222
WA 750A	T	Oscillating Agitator	14	31	600	2	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	44' x 27 x 25	36	230
WA 755A	T	Oscillating Agitator	14	31	600	2	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	44' x 27 x 25	36	237
WA 850A	T	Oscillating Agitator	14	31	600	2	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	44' x 27 x 25	36	232
WA 355A	T	Oscillating Agitator	14	31	600	2	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	45 x 27 x 25	36	239
WA 950A	T	Oscillating Agitator	14	31	600	2	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	45 x 27 x 25	36	232
WA 155A	T	Oscillating Agitator	14	31	600	2	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	45 x 27 x 25	36	239
WA 1250A	T	Oscillating Agitator	14	31	600	2	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	45 x 27 x 25	36	236
WA 1255A	T	Oscillating Agitator	14	31	600	2	0 14	2	3	2	N	WS	M	2	Y	P	N	N	N	P	Y	BA	P	P	P	1	45 x 27 x 25	36	245
HAMILTON -- Hamilton Mfg. Co., Two Rivers, Wisc.																													
WA 205	T	6 Vane Agitator	14	31	680	1	1 10 8	2	3	2	Y	WS	M	5	Y	T	N	N	N	S	N	A	A	P	P	1	40' x 27' x 27	36	240
WA 215	T	6 Vane Agitator	14	31	680	2	1 10 8	2	3	2	Y	WS	M	5	Y	T	N	N	N	S	N	A	A	P	P	1	43' x 27' x 27	36	240
WA 315	T	6 Vane Agitator	14	31	680	2	1 10 8	2	3	2	Y	WS	M	5	Y	T	N	N	N	S	N	A	A	P	P	1	43' x 27' x 27	36	240
WS 315	T	6 Vane Agitator	14	31	680	2	1 10 8	2	3	2	Y	WS	M	5	Y	T	N	N	N	S	N	A	A	P	P	1	43' x 27' x 27	36	240
WA 405	T	6 Vane Agitator	14	31	680	2	1 10 8	2	3	2	Y	WS	M	5	Y	T	N	N	N	S	N	A	A	P	P	1	43' x 27' x 27	36	240
WA 505	T	6 Vane Agitator	14	31	680	2	1 10 8	2	3	2	Y	WS	M	5	Y	T	N	N	N	S	N	A	A	P	P	1	43' x 27' x 27	36	240
HOTPOINT -- Hotpoint, A Division of the General Electric Co., 5600 W. Taylor, Chicago, Ill.																													
LW575	T	Agitator	15	27	600	4	8 15	2	3	2	Y	WS	B	4	Y	T	N	N	N	S	Y	P	P	P	P	3	45' x 25' x 28 1/2	36	250
LW585	T	Agitator	15	27	600	4	8 15	2	3	2	Y	WS	B	4	Y	T	N	N	N	S	Y	P	P	P	P	3	45' x 25' x 28 1/2	36	250
LW570	T	Agitator	15	27	600	2	8 15	2	3	2	Y	WS	B	4	Y	T	N	N	N	S	Y	P	P	P	P	3	45' x 25' x 28 1/2	36	250
LW550	T	Agitator	15	27	600	1	8 15	2	3	2	Y	WS	B	4	Y	T	N	N	N	S	Y	P	P	P	P	3	45' x 25' x 28 1/2	36	250
KELVINATOR -- American Motors Corp., 14250 Plymouth Rd., Detroit, Mich.																													
W 307	T	Eccentric	1 12	22'	550*	1	9 12	4	2	2	N	S	M	4	Y	T	N	N	N	S	N	A	P	P	P	1	39' x 27 x 28 1/2	36	235

TOASTMASTER®

puts
new

imp



Watch for page ads in...


LIFE
OUT NOV. 9

Look
(2 WEEKS)
OUT NOV. 17

Look
(2 WEEKS)
OUT DEC. 15

LIFE
OUT DEC. 14

LIFE
OUT NOV. 23

8 solid weeks in **LIFE** and **Look**
plus  selling 75% or more of all homes
in over 200 market areas... *(including yours)*

act into holiday selling!

Watch for this spread in...

Look
(2 WEEKS)
OUT DEC. 1

LIFE
OUT DEC. 7



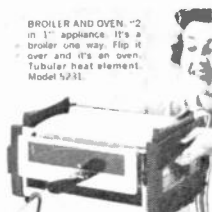
LIKE GIVING TWO TOASTERS IN ONE: This Toastmaster 4-slice toaster pops up a family size order of toast all at once. And, it's the only 4-slice model with separate controls for each pair of slots. Makes light and dark toast simultaneously. Two balanced toasting elements for each slot insure perfect toast every time. When toasting 1 or 2 slices, uses just half the power. Model 6111.



DRIES HER HAIR QUICKLY and quietly—just the way she wants. Large bonnet, choice of 4 speeds make this Toastmaster Hair Dryer most desirable. In smart zip-stry print handbag case. Model 1622.



NEW SMOKELESS BROILER-ROASTERS. It's true, no smoke! Lets families enjoy indoor barbecues year-round. Drippings float on water in stainless steel pan—won't burn in. Cleaning's fast, easy. Has grill for broiling. Model 5293.



BROILER AND OVEN—2 in 1 appliance. It's a broiler one way. Flip it over and it's an oven. Tubular heat element. Model 5231.



TOASTMASTER SHOE SHINER—buffs 'em up electrically. Extra-long handle. 2 buffers. 2 daubers. black and brown polish. In wood chest with accessory caddy. Model 5802.



NOT EVERY TOASTER IS A TOASTMASTER, but the one she wants for Christmas is. Only Toastmaster toasters have this fresh, contemporary styling and controls up front where they're easier to reach. Model 6112.



ONE OF TEN different Toastmaster Power Tools. All are precision crafted for years of dependable use. He'll love 'em. Shown, W drill. Model 5421.

Doesn't someone you know deserve a **TOASTMASTER** gift this Christmas?

TOASTMASTER

aster Division • McGraw-Edison Company • Elgin, Illinois
TOASTERS • COFFEE MAKERS • FRY PANS • BROILERS • WAFFLE IRONS • HAIR DRYERS • IRONS • MIXERS • BLENDERS • CAN OPENERS • SHOE POLISHERS • HAIR CLIPPERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS

PLUS

**NATIONAL
TV EXPOSURE
EVERY WEEK
ON NBC, CBS, ABC**

and "Instant Heat"
Heater Ads in

**Family
Circle**
NOV.—DEC.

Be ready to supply when they're ready to buy!

The biggest Christmas promotion in Toastmaster history starts next month. Over 149 million sales messages will be seen in over 27 million homes across the country. Thousands of customers in your area will be looking for Toastmaster gift appliances. Check your inventory, stock up and tie-in *now*. Ask your Toastmaster distributor for complete details, or write directly to us.



TOASTMASTER®

Toastmaster Division • McGraw-Edison Company • Elgin, Illinois

TOASTERS • COFFEE MAKERS • FRY PANS • BROILERS • WAFFLE IRONS • HAIR DRYERS • IRONS • MIXERS • BLENDERS • CAN OPENERS • SHOE POLISHERS • HAIR CLIPPERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS

OCTOBER 12, 1964

25

McCall's

First Magazine for Women

"MY FIRST HUNDRED YEARS IN HOLLYWOOD" by JACK WARNER
18 MARVELOUS HAIRDOS THAT FALL INTO PLACE
NURSING HOMES—ARE THEY REALLY FOR PEOPLE?

LADIES' HOME
JOURNAL

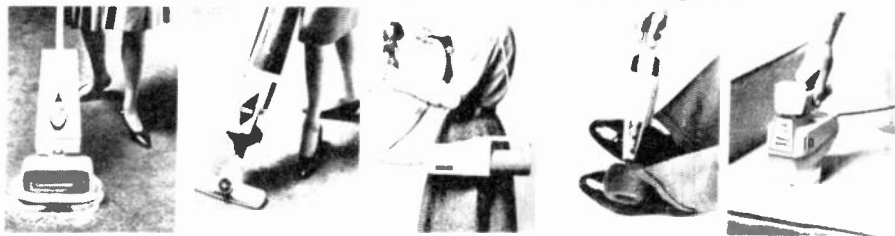
LIFE



To get this toy Regina (\$7.98 value)
for only \$2.49...

It's Little Miss Regina, an exact replica of the world's largest selling rug shampoer-polisher. Press the switch and watch the little vacuum, just like the famous Regina. Operates on 4 AA batteries. Washes and polishes. Perfect for the young child who loves to clean. Also a great gift for the young girl who loves to clean. Price, just \$2.49. (Value \$7.98). The Regina Corporation, Rahway, New Jersey.

just buy any of these Regina worksaver gifts!



When Regina runs a toy promotion, we don't kid around.

We mean business. Big business for every dealer who ties in. Because when it comes to putting over a toy promotion, Regina knows its business. (Remember our toy Elektrikbrooms? They swept the industry!)

This time we're pushing for an even bigger success. We're offering a toy polisher to help make Regina sales a pushover in your store. It's a "Little Miss Regina" battery-operated model of our famous Rug Shampooer-Polisher.

How can it miss, when you offer a \$7.98 value at a traffic-building \$2.49? When you run a full page ad in LIFE—plus additional ad backing in McCall's and Ladies' Home Journal—how can it miss? How can it miss when Art Linkletter's House Party features it as a prize on 185 TV and 253 radio stations? When Monte Hall talks it up on 184 NBC TV stations?

So polish off your year with Regina's Toy Promotion. It's no kid stuff! The Regina Corporation, Rahway, New Jersey.

REGINA

1964 is Regina's year . . . and you can bank on that.

ABC unveils 1965 laundry line

The ABC Div., American Motors, announces its 1965 home laundry line featuring "orbital agitator action," of four automatic washers with matching gas or electric dryers.

The "orbital agitator action" combines water turbulence with gentle, safe handling of clothes. The large 12-vane agitator rotates with an eccentric motion in one direction, while 180 holes in agitator produces thousands of jets of sudsy water for clean, gentle wash action. Automatic pre-treating (1-min. agitation in concentrated detergent solution) loosens heavy soil, eliminates pre-scrubbing. Gearless drive mechanism has five-year guarantee. Uses 33 gal. water for complete wash cycle.

Top washer AW-637 provides choice of normal or small load settings and selection of right combination of wash and rinse-water temperatures, agitation and spin speeds. Normal load setting washes regular or family size loads in a full tub of water; small settings provide shorter wash-and-rinse cycle in half-tub water. A dial controls six separate settings for any fabric. Illuminated windows in backguard; automatic bleach or rinse

additive dispenser in backguard injects right amount to wash or rinse water at right time. A washing guide is provided on underside of lid. Washes from 1 lb. delicate fabrics to 12 lb. overalls.

Matching deluxe dryer (ADE-637 electric, or ADG-637 gas) offers automatic termination or manual timed settings. Automatic setting dries according to fabric regardless of load size with three settings: wash-wear; regular fabrics; or heavy fabrics. Manual selections are regular heat to 60 min., or fluffing with no heat. A signal tells when clothes are ready. A special cooling-off period at end of each cycle fluffs away wrinkles. Other features are porcelain-on-steel top; interior drum light; concealed lint tray behind door; venting from both sides or back. Top gas model has electric ignition. Washer and dryer together occupy 54-inches and come in copper, turquoise, yellow or white. Other electric dryer models operate on 115 or 230v; gas models have constant pilot. Other models are AW-417, AW-53 and AW-207 washers with matching dryers. ABC Div., American Motors Corp., Detroit, Mich.



Oki slates tape recorders for U.S. market

Oki Electric Co., Ltd. (Japan) introduces to the U.S. market four solid state tape recorders, their newest product. This four tape recorder model line is only the first of a line specially designed for the U.S.

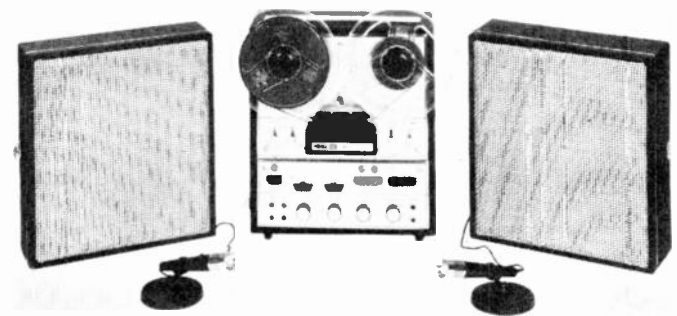
The line contains no tubes but is all-transistor. Units weigh less than 25-lbs., and can be operated in vertical or horizontal positions by individual pushbutton controls.

Top-of-line Oki 555 is a 27-transistor 4-track stereo tape recorder with 6 diodes and 4 silicon rectifiers. Features detachable 2-way slim-line speakers, which when not in use, attach to the

tape recorder and become part of the carrying case. Unit measures 11 $\frac{7}{8}$ x13 $\frac{3}{4}$ x12 $\frac{1}{2}$ with speakers included. By plugging its specially devised inverter into a car lighter, it can operate from any auto battery.

Remainder of line includes: 333, 17-transistor compact 4-track stereo recorder also with detachable speakers; 222, 8-transistor 4-track monophonic; 111, 7-transistor 2-track mono recorder.

Oki is also introducing their second item in a complete line of home entertainment products made especially for the U.S. This will be a telephone-radio, suitable for either home or office.



Oki 555 top-of-line tape recorder

The Oki line is being marketed in the U.S. solely by *Chancellor Electronics, Inc.*, 457 Chancellor Ave., Newark, N. J.

Magnavox Stowaway U107



Magnavox portable tv additions

Magnavox has added two new UHF-VHF 16-inch models to their portable tv line.

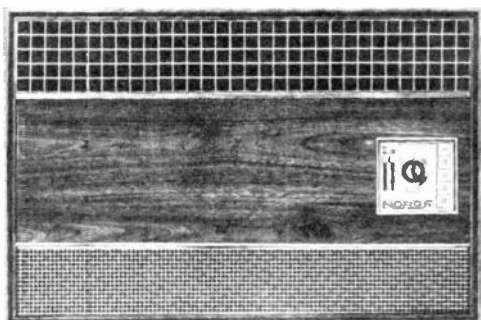
In addition to streamlined design, the compact Stowaway (U107) and Vagabond (U108) have features which include clear optical filter; telescoping dipole antenna; 3 IF stages; front tuning controls; 4-inch oval speaker and earphone jack. The deluxe Vagabond is also equipped with an earphone for private listening and a channel

selector window.

Both slim-line sets are lightweight; have tilt-down handles for easy carrying; and measure 16 $\frac{1}{4}$ x19x10 $\frac{3}{4}$ inches.

Stowaway in champagne is priced at \$124.90. Vagabond, which retails at \$134.90, comes in a selection of decorator color combinations: brown and fawn, white and buff, or beige and smoke. *The Magnavox Co., Ft. Wayne 4, Ind.*

Norge air conditioner ACE-1C85-0



Norge broadens 1965 air conditioner line

Norge has increased its 1965 room air conditioner to 30 models ranging in capacity from 5,100 through 29,000 Btus.

Additions include a 7 $\frac{1}{2}$ amp and 115v model with a 7,000 Btu rating, incorporating a real hardwood front. The decorator series will have a competitively priced 7,000 and 8,000 Btu series in 115 and 230v.

Two new models in the multi-room series are

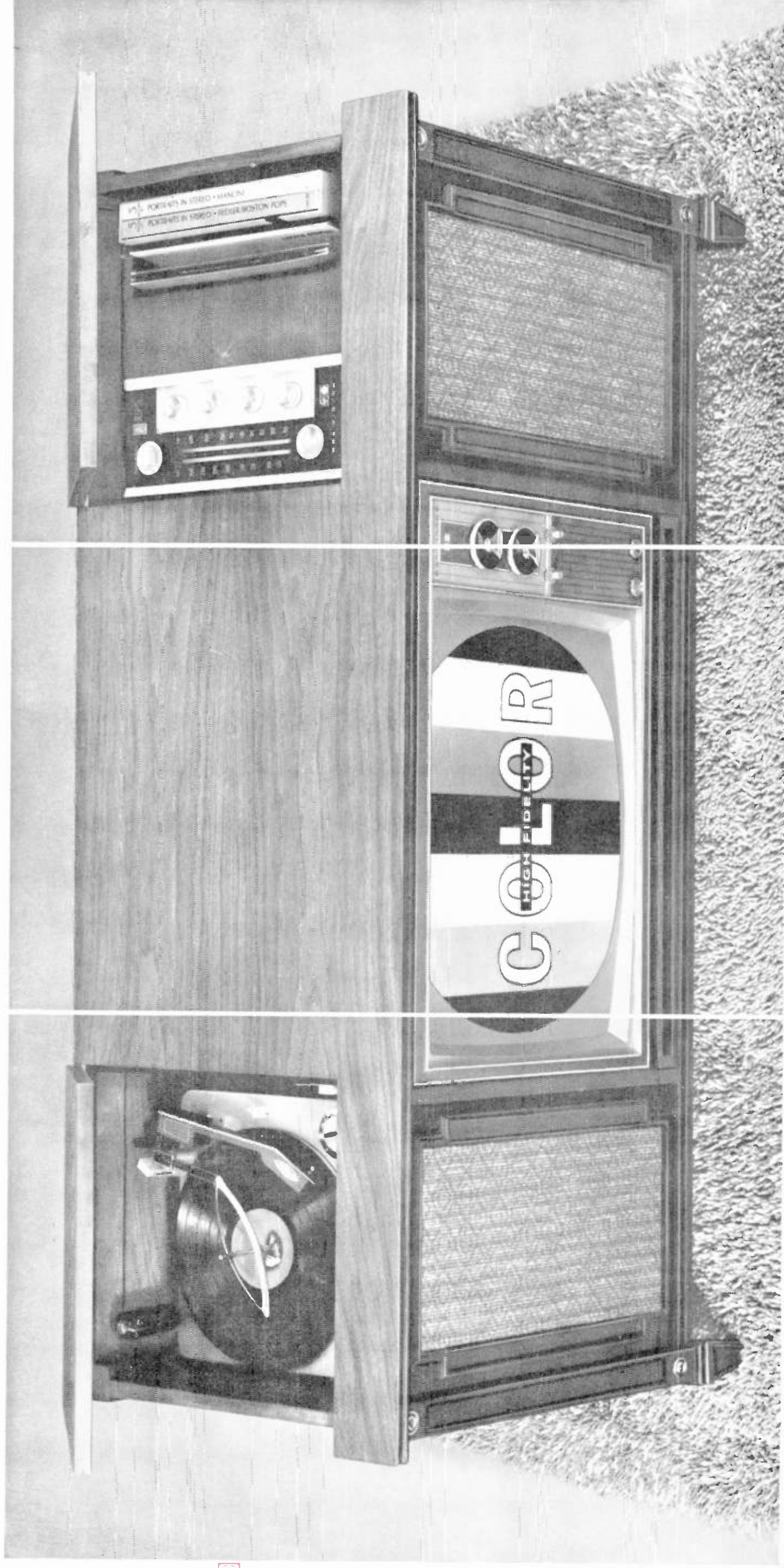
21,000 and 29,000 Btu models also with real hardwood fronts.

Greater emphasis on through-the-wall installation with four models designed particularly for this type mounting are available.

Styling emphasis is on real hardwood fronts; operational features concentrate on quietness. *Norge Div., Borg-Warner Corp., Merchandise Mart, Chicago, Ill.*

3 REASONS

why they'll want an RCA Victor Combination!



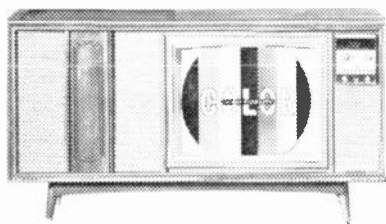
1 STEREO by RCA Victor for realism that rivals the concert hall! The Brindisi (above) features Studiomatic Changer, Feather Action Tone Arm, 8 speakers, powerful Solid State amplifier. Plug-in jacks for stereo headphones, too! Remember... RCA Victor's experience in the reproduction of sound goes back to the first days of the famous "Victrola"® phonograph.

2 COLORTV by RCA Victor is America's first choice! RCA Victor New Vista "Living" Color TV is the most widely proved Color TV you can sell. It has better color purity and greater contrast than ever before. All-channel New Vista® tuning and sharp, clear black-and-white picture, too! Remember, more people own RCA Victor than any other TV... black-and-white or color!

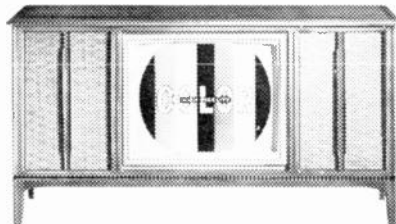
3 FM-AM, FM STEREO RADIO brings a wonderful world of listening pleasure to any home. The Brindisi has a deluxe 9-tube FM/AM radio with AFC, slide-rule tuning, separate bass, treble, and balance controls—plus built-in FM Stereo. You'll be proud to show and sell *any* of the nine truly outstanding RCA Victor Home Entertainment Centers.



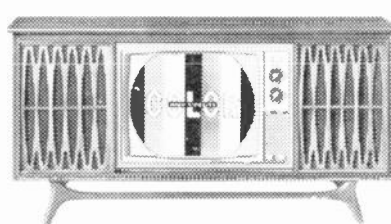
9 REASONS why they'll buy an RCA Victor Combination!



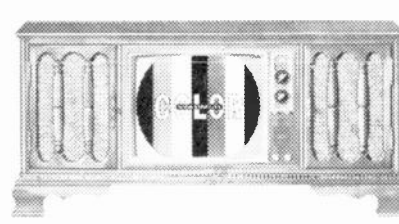
The GLENRICH—Popular price leader in a popular Color Combination line. Contemporary styled hard-board cabinet protected by a tough finish that resists burns, scratches, stains.



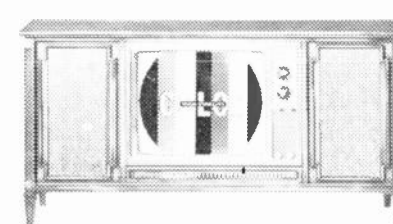
The HALIFAX—Step-up Color Combination model. Highly styled contemporary cabinet in Autumn Mahogany or Natural Walnut veneers and selected hardwoods, two lift lids.



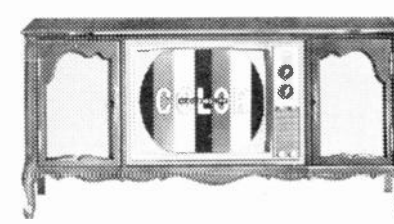
The STOCKHOLM—Magnificent Danish-styled lowboy Color Combination. All-wood cabinet has dowel-latticed louvered grilles, two lift lids, handy record-storage compartment.



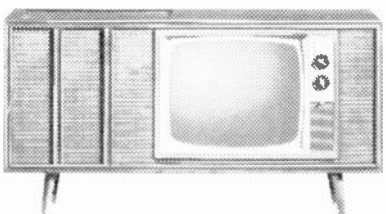
The YORKTOWN—Richly detailed Early American lowboy Color Combination in handsome, all-wood cabinet with two lift lids, convenient record-storage compartment.



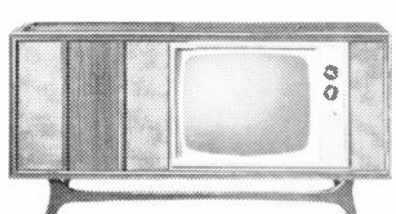
The BRINDISI—Distinctive Italian Provincial styling in a lowboy Color Combination. Rich, all-wood cabinet, has two lift lids, built-in record-storage compartment.



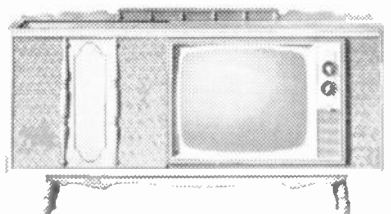
The VERSAILLES—RCA Victor's finest Color Combination. Authentic French Provincial design in a sweeping, all-wood cabinet with two lift lids, large record-storage compartment.



The WYNNEWOOD—Handsome Black-and-White Combination featuring clean-lined contemporary styling. Cabinet has sliding lid, tough finish that shrugs off burns, stains, scratches.



The TONSBURG—Superb Scandinavian-inspired cabinetry in a Black-and-White Combination. Features sliding lid... rugged finish helps protect against unsightly burns, stains, scratches.



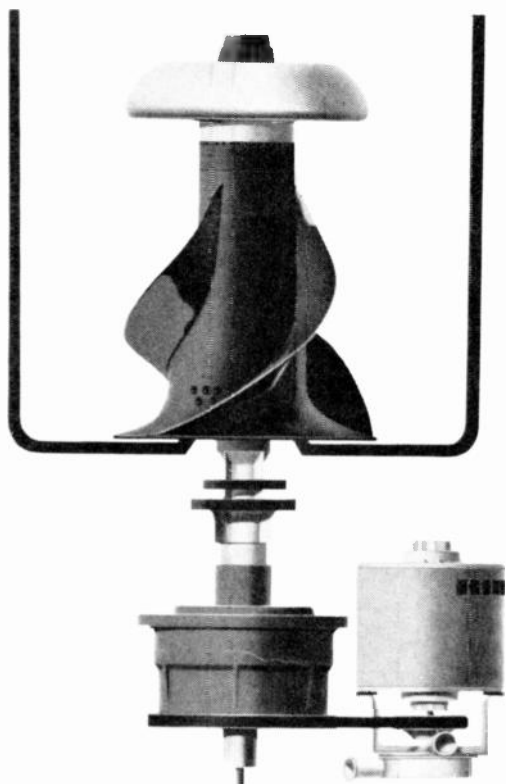
The BAINBRIDGE—Early American styling in a lavishly decorated Black-and-White RCA Victor Combination. Cabinet has sliding lid... rugged finish resists burns, stains, scratches.

Look 'em over... the big selling features... the big selection of styles... *the big competitive advantages!* Isn't this just what you need to sew up sale after sale? Combinations are big profit makers and RCA Victor makes it easier than ever for you to get bigger-than-ever profits. Remember—more people own RCA Victor than any other TV—black and white or color. And more TV servicemen own RCA Victor Color TV than all other brands combined! (Trendex Survey, May, 1964.) Get with RCA Victor now!



The Most Trusted Name
in Electronics

Tmk(s) ®



4
very strong
reasons why...

...new Hotpoint
washers can handle
big 15-lb. loads

FIRST, the redesigned tub is 25% bigger than last year. Fifteen pounds of laundry fits in with room to spare. SECOND, our rugged spiral fin agitator stirs up loads as no straight fins can—whether it's 2 pounds of delicate fabrics or a 15-lb. family wash. THIRD, we built a heavy-duty co-axial transmission that makes big-load washing a no-strain operation. FOURTH, every Hotpoint washer has a hefty $\frac{1}{2}$ -horsepower motor. That's 50% more horses than most washers have. In short, Hotpoint has the strongest washer story going. Better call your Distributor. While you're talking to him, ask about the new Hotpoint electric and gas dryers, too!

Hotpoint

first with the features women want most



See Johnny Carson selling Hotpoint
this week on The Tonight Show NBC-TV

HOTPOINT • A DIVISION OF GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

UNFAIR

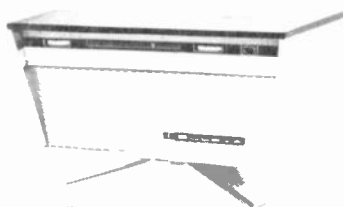
When you sell Bulova radios and phonographs you are protected against unfair competition

Bulova sells its radios and phonographs only through *selected* merchants. And to make sure you are protected against unfair competition, we fair-trade our merchandise.

Result: You make more profit when you sell the line that's first in Radio Ideas . . . the line that's noted for the beautiful craftsmanship of its styling . . . the line with one of America's best known and

most trusted names — Bulova. Bulova radios and phonographs are richly supported by national advertising that benefits you . . . and not your unfair competition.

But the most important thing we have to say is this: You don't have to put up with footballed prices or unfair competition when you feature Bulova radios and phonographs!



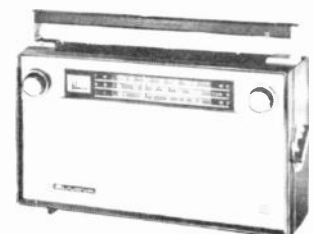
New Bulova "Embassy" Radio-Clock One front is a handsome clock. The other an 8-transistor radio. Turns on a swivel. Brass gold trim \$65.00*



New Bulova "Performer" All-transistor clock radio. Only 5 1/2" long. Wakes you to music or gentle buzzer. Walnut tone or decorator colors. \$49.95*



New Bulova all-transistor "Stereo S-919" 2 powerful speaker systems give thrilling sound. Automatic 4-speed changer. Walnut tone. \$144.95*



New Bulova "Trident" 12-transistor. AM-FM-SW portable. AC power or rechargeable batteries. Ebony. \$69.95*

See the complete line of 28 exciting **RADIO IDEAS** from BULOVA

See your Bulova representative, or write or phone the Bulova Watch Company, Inc., 630 Fifth Avenue, New York 20, New York, LT 1-0400.

© 1964 *All prices subject to change in the Far West

new products CONTINUED



Realtone RP1974 Senator

Realtone 1965 transistor radios, tv, and walkie-talkie

Realtone announces 14 transistor models for 1965, including pocket portables of six, eight, nine and ten transistors and totable radios; leather cabinet portables; a walkie-talkie; multiband and FM-AM portables; and a six-inch transistorized personal tv receiver.

Radio TR 1660, Duke, 6 transistor

direct tuning has leather case, 9v battery; ivory or teal blue. No. TR-1811, Plaza, 8-transistors, 1 diode, 1 thermistor; leather case, 9v battery in green or ivory. No. TR1820, Lancer, 8-transistors, 1 diode, 1 thermistor; slide rule tuning; 9v battery; black or ivory. No. TR-1948, Lark, 9-transistors, 1 diode, 1 thermistor; direct tuning, leather case, ivory or teal blue, 9v battery. No. TR1069, "Statesman", 10 transistors, 1 diode, 1 thermistor, direct tuning; leather case, black or teal, 9v battery. No. TR1973, Claridge, 9 transistors, 1 diode, 1 thermistor; "super powered" slide rule vernier tuning; 4 "AA" batteries" black or teal green. TR1974, "Senator", "tatable" 9 transistors, 1 diode, 1 thermistor; cordovan or tan; 4 "A" batteries.

Portaphone, TR-6134, 100 mw

transceiver, citizens band, has 11 transistors, 1 diode, 1 thermistor, 2 crystals; leather case and 8 "AAs."

Reporter, TR-7637 5 transistor tape recorder, built-in microphone; 3 inch reel; variable speeds 9v battery and two "C" cell batteries.

Wavemaster, TR2864, 2-band radio standard and shortwave 8 transistor, 1 diode, 1 thermistor; slide rule vernier tuning; leather case; external antenna cord and batteries, black. Melody, TR-2051 2-band radio; FM-AM; 10 transistors, 3 diodes, 1 thermistor; slide rule tuning leather case; 4 "AA" penlight batteries; teal blue or black. International, TR 3449, 3 band radio FM-AM-SW; 14 transistors, 6 diodes, 2 thermistors; FM, standard broadcast and shortwave; afc stage; slide rule tuning; 4 "D" cell flashlight batteries; black. Globepacer, TR-2663, 11 band radio (4 FM,

5SW, 1 LW and 1 MW bands); 16 transistors, 8 diodes; 6 "C" cell batteries; external wire antenna; black.

Transvision, TR-6867, six-inch screen transistor tv has 28 transistors; 27 diodes, 2 tubes; operates on 115v ac or rechargeable battery; black and grey.

All are gift boxed with earphone. **Prices**, from \$10.95 for Duke to \$199.95 for transistor tv. *Realtone Electronics Corp., 71 5th Ave., N.Y.*

LOOKING FOR A 42% INCREASE IN RECORDING TAPE SALES—OR MORE?

This new display—the one below—is doing it in hundreds of stores tested across the country. Recording tape sales increased from 42% to as high as 200% or more! It's called the Floor Cabinet Display FCD-2. And you'll just have to try it to find out how much it will increase your sales.

Unit displays 144 rolls of SCOTCH® Brand, Recording Tape, has hooks for accessory items. All in full view for easy self-serve convenience. Walnut-finish hardwood with gold trim. Send us the coupon and we'll tell you more about the FCD-2 as well as the other display units shown.



WCD-3 wall or counter display. Includes three holders for 7" rolls, three for 5" rolls, two for "Living Letters," plus display of accessories, literature.



Mailbox Deal LL for "Living Letter" Tapes. For counter or wall. Comes stocked with 24 rolls each of 150', 300', 600' lengths.



Point-of-sale power for accessories. AD-1 display holds splicing tape, sensing tape, leader and timing tapes, end-of-reel clips.

Magnetic Products Division, 3M Company,
Dept. MEV-104, St. Paul, Minn. 55119.

Send me complete descriptions, prices and ordering information for display units for "SCOTCH" Recording Tapes and Accessories.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Magnetic Products Division **3M** COMPANY
SCOTCH TAPE, 3M COMPANY, ST. PAUL, MINN. 55119



Corning drip coffeemaker

A four-cup drip coffeemaker is added to the Corning Ware line. Similar to the eight-cup drip maker introduced recently, it features a heat-proof Corning Ware six-cup teapot as a lower bowl, and a clear, heat-resistant glass upper bowl, both with measure marks. A stainless steel lid fits either part. Employs a special valve flow control that allows heating brewing water in actual serving container. Upper and lower assemblies available separately. \$9.95 complete or \$3.95 for upper only. *Corning Glass Works, Corning, N.Y.*



Magnavox American Colonial FM49

Magnavox clock radios

Magnavox has introduced two new clock radios in Colonial and contemporary furniture styles.

Designed in the shape of a spice cabinet, the maple American Colonial (FM49) may be hung on the wall or placed on a table. Features of this deluxe FM-AM clock radio include seven tubes plus rectifier; FM afc; avc; tone control; pushbutton band selection; 6-inch oval speaker; slide rule dial; slumber switch; awake to music control and awake to alarm control.

Streamlined styling of the walnut encased Carousel (C-7) makes it suitable for any modern room setting. This AM clock radio has six tubes; 4-inch speaker and planetary tuning and is also equipped with automatic volume control; awake to music control; awake to alarm control and slumber switch.

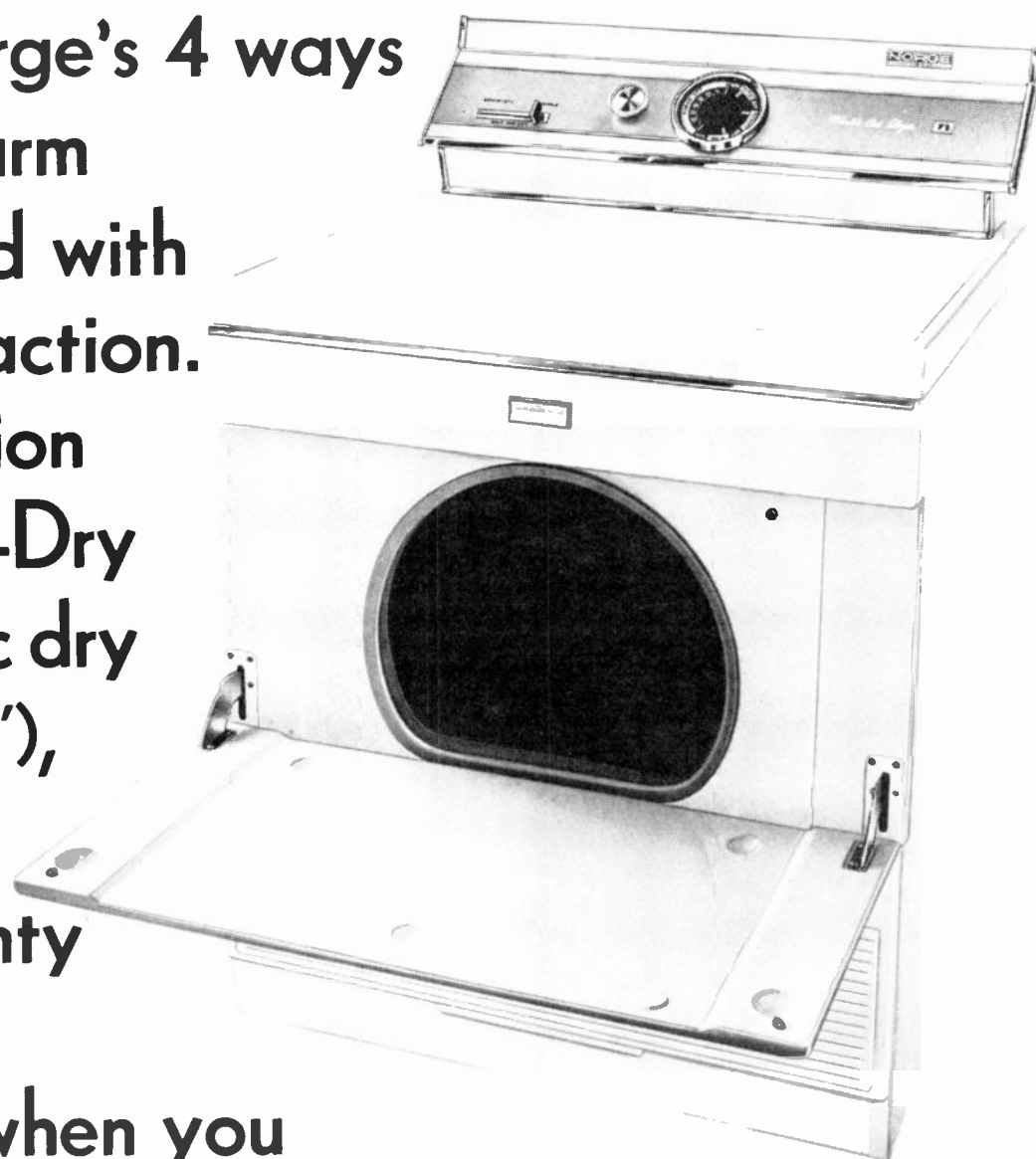
Prices, American Colonial, \$79.95; Carousel, \$39.95. *The Magnavox Co., Ft. Wayne 4, Ind.*

What makes the Norge 15 the toughest dryer to sell against?

Exclusives.

Big ones. Like Norge's big-capacity 6 cu. ft. drum (a full cubic foot bigger than other makes). Or Norge's 4 ways to dry. Choices of warm and cool air combined with tumble or no-tumble action.

With Norge's 3-position Hamper-Dor, Stop-N-Dry control, two automatic dry cycles, biggest fan (21"), biggest lint filter (252 sq. in.), biggest warranty (5 years). Why fight competition like this when you can sell it? Join the club. You'll be glad you did with every trip to the bank.



NORGE

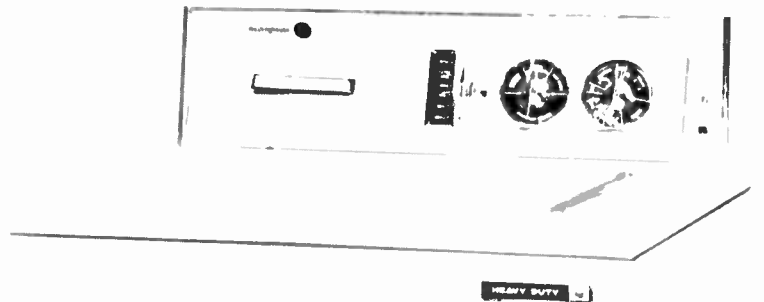
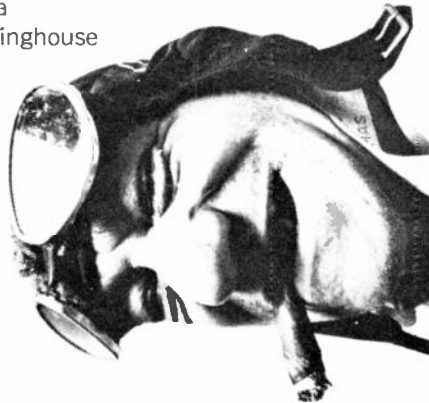
home
appliances **BORG** **WARNER**

Norge Sales Corp., Subsidiary of Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54, Ill. • In Canada: Moffats Ltd., Weston, Ont., Export Sales, Borg-Warner International, Chicago 3, Ill.



**“We’re here to paint you
a pretty picture of a
Westinghouse Laundry Franchise”**

“Since I became a
franchised Westinghouse
laundry dealer,
my sales have
really soared.”



Behold a scene candidly recorded at one of the
Westinghouse distributor showrooms. Here you
see dealers fighting to place their orders
after introduction of the new Heavy Duty 15.”



"Boo hoo
I hate Westinghouse. Think of the
torment they're putting me through.
Not only do I have to decide which
of their two marvelous washers to
purchase, but I also have to decide
which of their magnificent colors to
pick. Oh, I do wish Henry were here
to help me. On second thought, it's
a good thing he isn't. (Chartreuse is
my favorite color.)"



"M-m-m-m-m, I think Westinghouse is wonderful.
I think Westinghouse regional managers are
wonderful. I think Westinghouse distributors
are wonderful. I think my husband is wonderful
(he's a Westinghouse dealer). I think my new
mink coat is wonderful."

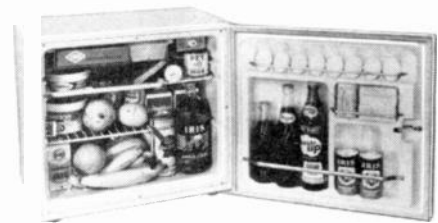


"Come on, everybody, hop aboard."



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





Norcold compact compressor refrigerator

Norcold introduces a compact compressor refrigerator with capacity of approximately 2 cu. ft. to retail at \$69.95.

No. E-200 comes equipped with a lock, making it suitable for refrigerated storage of drugs in doctor's offices, etc.

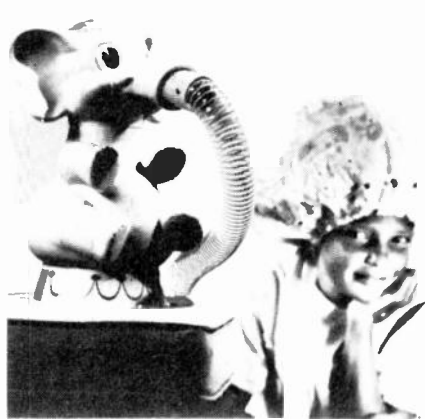
Cooling is provided by a hermeti-

cally sealed compressor, air-cooled condensor, and rollbond freezing compartment. Temperatures can be automatically controlled by a five-position thermostat. Freon-12 is used as the refrigerant.

The bonderized steel exterior is finished in white melamine enamel; interior in pastel green high-impact PVC. Walls are insulated with foamed styrene and fiber glass. It measures 20x17x18.1 inches.

Each refrigerator is equipped with defrost tray, ice cube tray, upper and lower wire shelf and two keys for the door lock. Storage space in the door includes egg compartment, butter keeper, and shelf for bottles. Shelves can be arranged for upright storage of tall bottles.

Unit operates on 110-115v ac and weighs about 44-lbs. *Norcold, Inc., 16200 So. Maple Ave., Gardena, Calif.*



Dominion hair dryer

A new hair dryer, No. 1882, designed to appeal to children has been added to the complete hair dryer line by Dominion.

Moulded of soft, washable vinyl in the shape of an elephant, it not only performs efficiently as a hair dryer, but doubles as a room night light.

Styled in pink on a gold-trimmed blue base, the elephant has blue eyes, white tusks and nails, and is dressed in a bright gold circus headpiece. A flexible pink hose attaches to the elephant's trunk to direct air to the fast-drying bonnet styled in white with a pink floral design.

A four-position rotary switch controls off, cool, hot, and light.

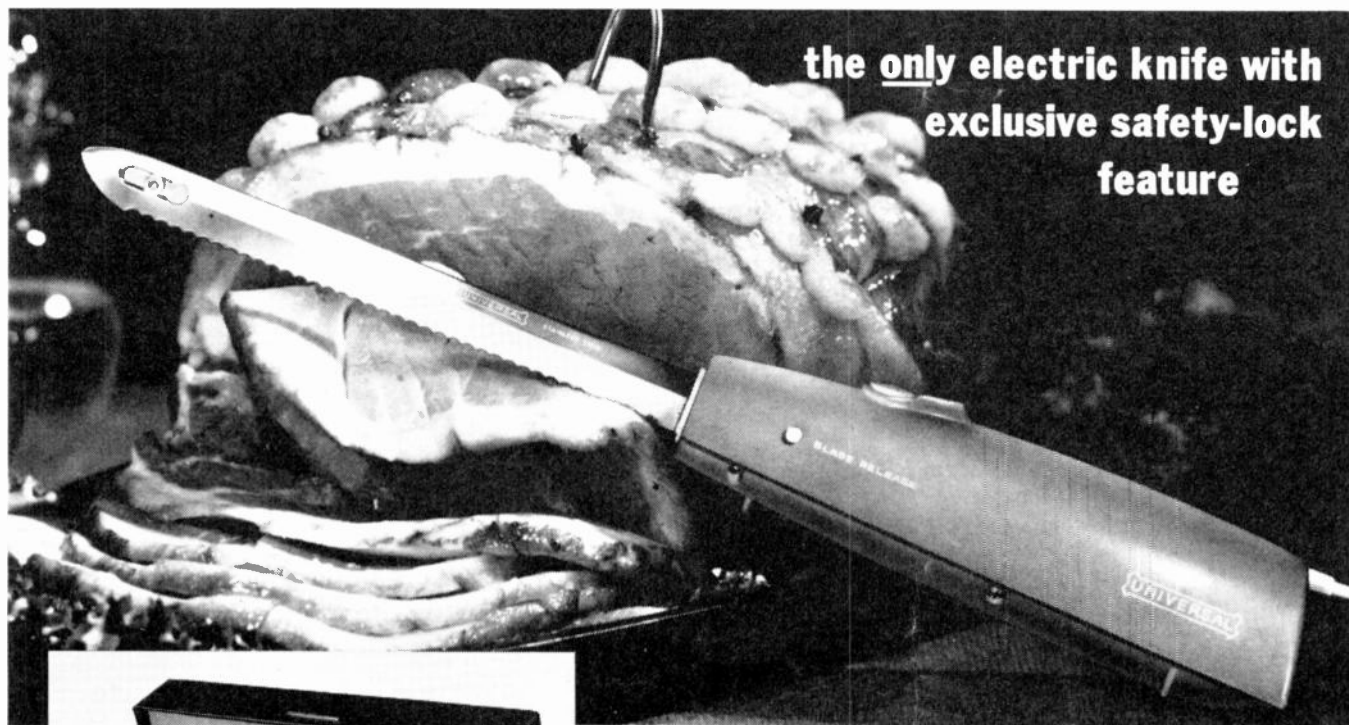
Carries a one-year "over-the-counter" replacement guarantee.

Price, \$17.95. *Dominion Electric Corp., Mansfield, Ohio.*

HIGH QUALITY AND AMAZING LOW PRICE

to carve out sharp new profits for you!

NEW UNIVERSAL ELECTRIC SLICING KNIFE



No. 1503, 120 Volts-AC, 90 watts.
3 in carton. Shpg. Wgt. 8 lbs.

List Price **\$2195***

*Manufacturer's list prices are for identification purposes only and are not offered as, and should not be regarded or represented as, any indication of the usual prices for which this merchandise is regularly sold in any area.

Only UNIVERSAL gives you the slim handle custom-tailored to fit the hand... such light weight... so much power!

- Safest. Exclusive Safety-Lock prevents accidental starts.
- Powerful 90 Watt motor.
- Lightweight, better-balanced for easy handling.
- Self-sharpening stainless steel blades.
- Slices everything neatly and quickly; thick roasts to soft bread.
- Quiet, air-cooled, permanently lubricated motor.
- Blades release for cleaning without handling.

The hottest gift item in years. Carefully made by UNIVERSAL, craftsmen famous for fine cutlery for generations. Feature it for Thanksgiving, Christmas and all year long.

POWERFULLY ADVERTISED ON 7 TOP NETWORK TV SHOWS AND IN 8 NATIONAL MAGAZINES! ORDER TODAY. FEATURE FOR FAST SALES.

UNIVERSAL

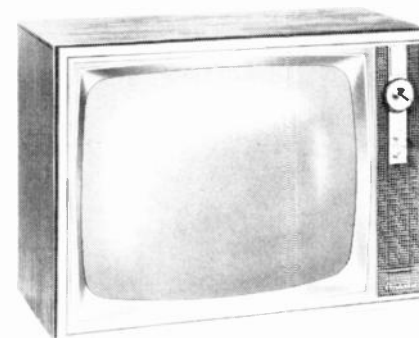
711 FIFTH AVENUE • NEW YORK, N.Y. 10022



Toshiba book radio

This six transistor radio 6P66 which is only 11/16th-inch deep achieves its slim silhouette through use of folded down mounted transistors. It is powered by four pen-light batteries; chassis is mounted into an impact resistant case molded in the shape of a book and small enough to be slipped into pocket or handbag. Dimensions are 3-1/16 x 4-5/16 x 11/16 inches. It is gift wrapped in an unbreakable flexible plastic book-jacket case.

Price, \$19.95. *Tokyo Shibaura Electric Co., Ltd., 530 Fifth Ave., New York, 36, N.Y.*



Andrea tv

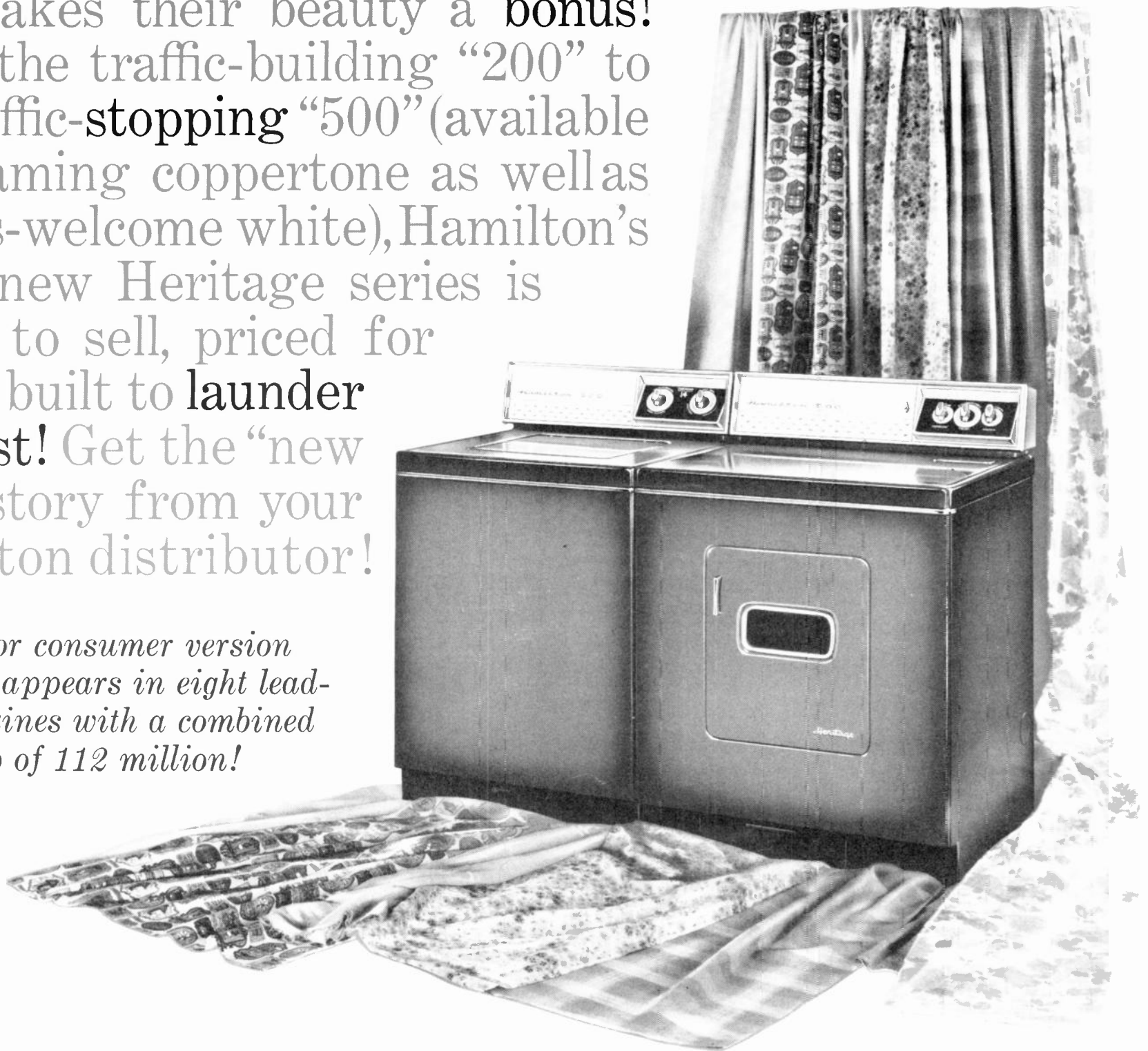
Andrea Radio Corp., announces the introduction of a new 23-inch deluxe table model tv set to its expanding line. An optional feature of the new set is removable 13-inch legs, which, when used, convert the Andrea Glenn to a lowboy console type of tv set.

Andrea Glenn's cabinet features a new sculptured front, combining a champagne gold frame and brown decorative control panel highlighted with gold trim and knobs. It is available in mahogany, blonde or fruitwood to blend with any decor.

This deluxe table model, with its 282-sq. in. viewing area, features a Ray-Star Nuvistor turret tuner; built-in antenna; extended range speaker; hi-fi picture and sound; heavy-duty power transformer hand-wired horizontal chassis and 27 tube performance. **Price, \$280.** *The Andrea Radio Corp., Long Island City, N. Y.*

That Hamilton look! Eye-catching and catching on fast! Never before have any automatic washers and dryers combined such smart new styling with so many people-pleasing features. These new Hamiltons look as smart as they act—and their hard-working dependability actually makes their beauty a bonus! From the traffic-building “200” to the traffic-stopping “500” (available in gleaming coppertone as well as always-welcome white), Hamilton’s great new Heritage series is styled to sell, priced for profit, built to launder and last! Get the “new look” story from your Hamilton distributor!

A full-color consumer version of this ad appears in eight leading magazines with a combined readership of 112 million!

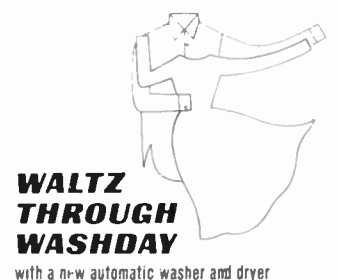


Hamilton

HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN

The Hamilton Automatic Washer features 14-pound capacity; a new DuraGleam stainless steel tub for lifetime beauty and performance; automatic load adjustment; five-way rinsing action; a remarkable filter flow that actually washes the wash water, makes clothes *Hamilton* clean; and the kind of hard-working reliability you know is Hamilton’s!

The Hamilton Dryer, gas or electric, features exclusive twin-air streams that give *balanced* drying—cradle-warmth and *safe* hi-speed; 5-year warranty on the dryer drum; Hamilton’s exclusive Sensitron electronic dryness control that turns dryer off when clothes are at pre-selected degree of dryness; clothes-freshening Sun-E-Day lamp; whisper-quiet operation!

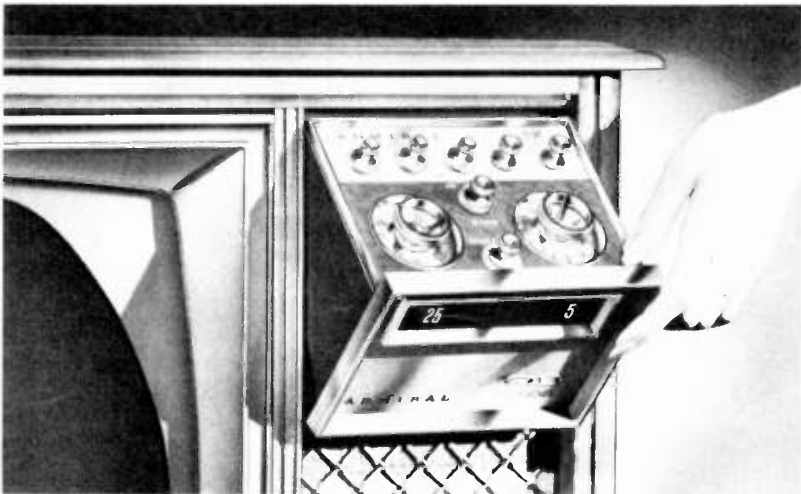


SELL THE EX

"Exclusive" means *only Admiral has it!* Here's proof that Admiral is the pioneer in creating exciting products—crowd-pulling exclusives that roll up profits for you!

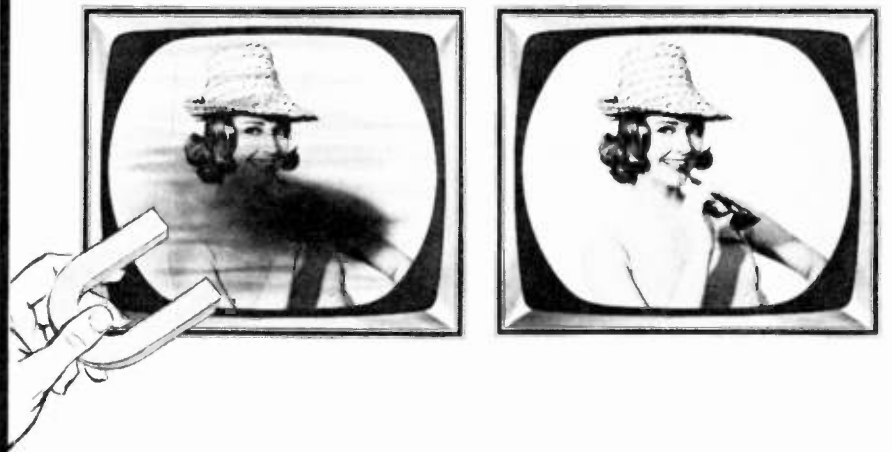
O.K., Mr. Dealer. Take a good look at the features on the products you're now selling. Do they have the kind of exciting product exclusives that Admiral dealers are selling profitably right now?

EXCLUSIVE!



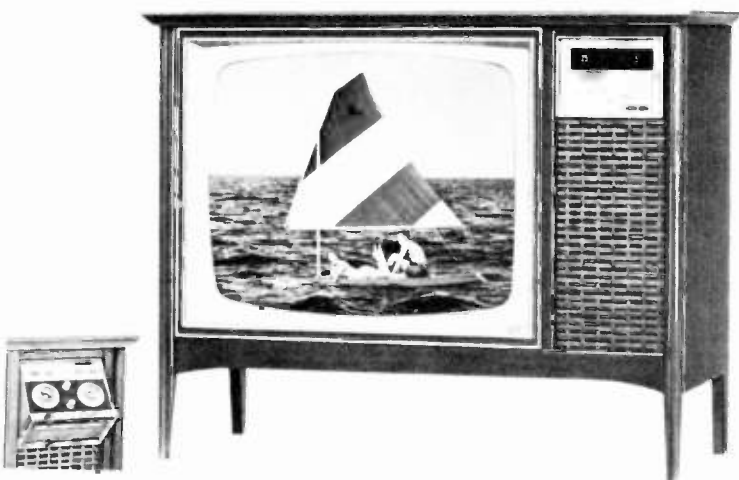
Tilt-Out Control Center! (Patent Pending) Just a finger-touch and viewer is in perfect control of Admiral Color or new 25" tv. Tune standing up, easily and naturally; no bending, stooping or fumbling. Tilt in . . . *there's* the beauty look in fine furniture! *No knobs show!*

EXCLUSIVE!



Automatic Degausser in Admiral Color TV. Only Admiral does the total job of correcting the effects of magnetic interference from every possible source—from appliances or from moving the set. No false or half-effective degaussing. Works every time the set is turned on (after being off for a few minutes).

EXCLUSIVE!



First 25" TV—with Tilt-Out Control Center! Big picture in slim cabinets. 17% more picture area than 23" tv, to stir up customer excitement! Admiral dependability in every precision-crafted chassis . . . fine-furniture beauty in every handcrafted cabinet. No knobs show!

EXCLUSIVE!



First all solid-state stereo line in the industry! No tubes anywhere, including FM/AM, FM stereo multiplex radio. Guaranteed 5 years!* And for the first time, sell the new Modular System—studio-quality components—in the beautiful cabinetry your customers want!

NOW who's got the exclusives? Where's the excitement that builds profits? What's the brand to sell? **EXCLUSIVELY...**

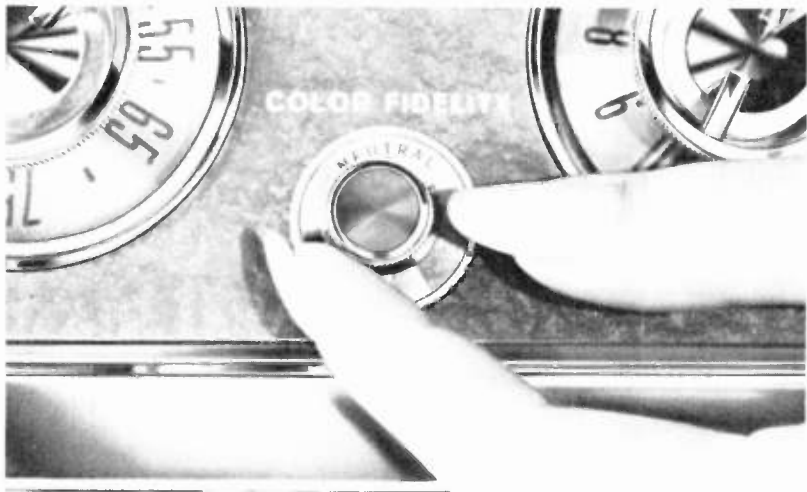
*5-year warranty: Admiral warrants each new solid state stereophonic instrument to be free from defects in factory workmanship or material under normal use for 90 days after date of sale to consumer; the FM/AM stereo multiplex radio tuner, pre-amplifier and amplifier are so warranted for five years. Admiral obligation is limited to supplying suitable replacement parts. The warranty is effective only if the instrument is registered with Admiral within 10 days after date of sale to consumer. Specifications subject to change without notice. Admiral, Chicago. Canadian Admiral, Port Credit, Ontario.

EXCLUSIVES !!

If you're not selling Admiral now, show this page to your distributor and see what *he* says about exciting product exclusives. Or, on second thought—*don't*. It would only embarrass him.

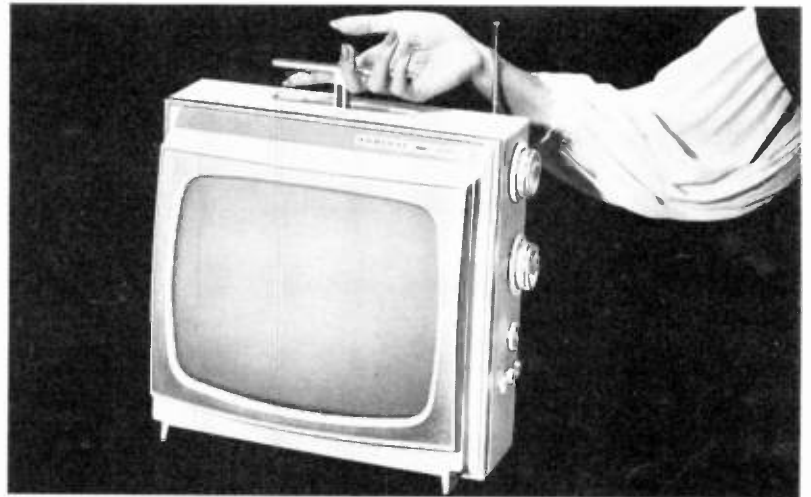
Call your Admiral distributor and get the facts about the Profit Franchise with Admiral exclusives. We'll see that you get the V.I.P. treatment *fast*.

EXCLUSIVE!



Color Fidelity Control! Unlike anything ever devised! It dials unbelievably beautiful color realism into the picture (new-black-and-white warmth, too). The one and only control customers can demonstrate themselves without touching any other knobs—without getting the picture out of adjustment.

EXCLUSIVE!



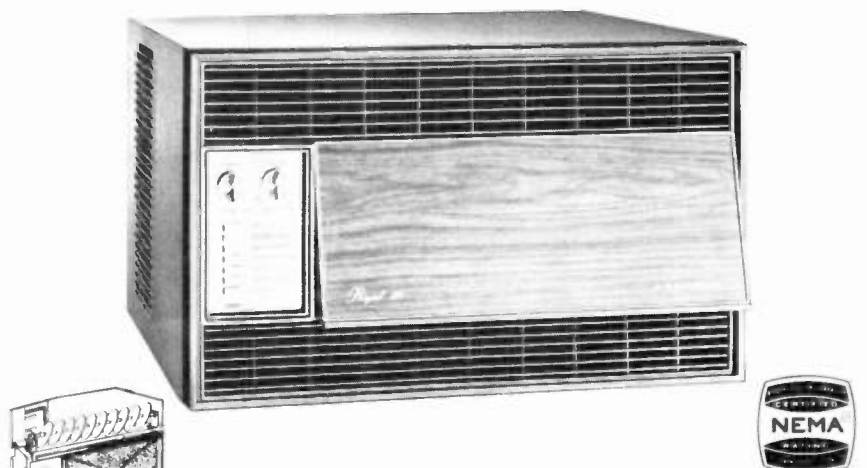
New 13" Playmate Portable! New 13 has 30% more picture area than the popular Admiral Playmate 11, in the same size cabinet! Sell the most powerful, most popular personal portables ever made... with 82-channel tuning at no extra cost! Here's the step-up from the famous Admiral Playmate 11.

EXCLUSIVE!



Duplex 19: Only side-by-side freezer-refrigerator 35 $\frac{3}{4}$ " wide! America's most exciting appliance in three sensational new models—35 $\frac{3}{4}$ " w. (19.1 cu. ft.), 41" w. (22 cu. ft.), and 48" w. (26.5 cu. ft.). All foam-insulated; all capacities NEMA-certified! Exclusive LIFETIME WARRANTY** on Dura-last door liner.

EXCLUSIVE!



Admiral air conditioners with Cycle-Aire and Arctic Window! Only Admiral has the COOLossal combination: Cycle-Aire spins cool comfort corner-to-corner; Arctic Window tilts out for maximum cooling. Tilt in wood grain front for the smart furniture look! 21 quality models, 4,500 to 29,000 BTU; \$99.95 to \$595.00!

Admiral®



MARK OF QUALITY THROUGHOUT THE WORLD

**Admiral warrants each new Refrigerator, Dual-Temp and Duplex to be free from defect in factory workmanship or material, under normal use, for one year after date of sale to original consumer; the hermetically sealed refrigeration system is so warranted for five years, and the Dura-Last inner door liner(s) and food compartment liner (on models so equipped) are so warranted for the life of the Refrigerator, Dual-Temp or Duplex. Warranty applies if the Refrigerator, Dual-Temp or Duplex is not subjected to misuse, negligence or accident. Admiral's obligation is limited to supplying suitable replacement parts. The warranty is effective if the Refrigerator, Dual-Temp or Duplex is registered with Admiral within ten days after date of sale to consumer.



CAST YOUR BALLOT FOR NARDA'S MAN OF THE YEAR

For the third straight year, TIME, The Weekly Newsmagazine, is sponsoring NARDA's Man-of-the-Year award. It will go to the individual who has stimulated the most noteworthy

news in the appliance industry.

Vote now for the individual you think should be NARDA's Man of the Year. Voting deadline is midnight, October 31.

Clip out and mail to:

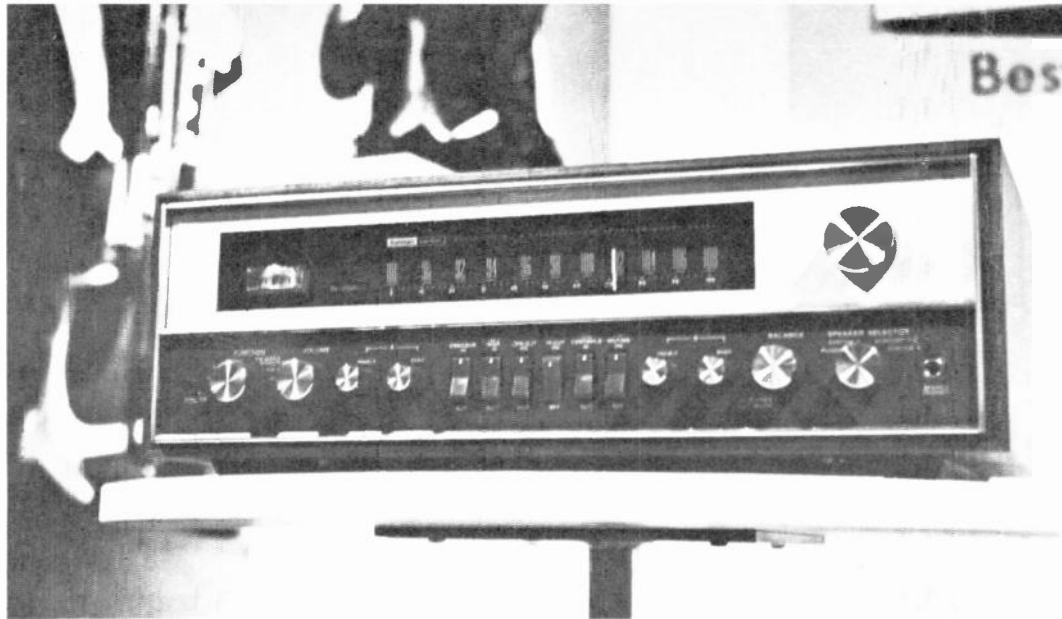
Arthur H. Ober, TIME Magazine
TIME-LIFE Building
Rockefeller Center
N.Y., N.Y. 10020

My vote goes to

Your name

Your store

Your city



(1) The trend toward transistorization—and the reaction to the trend—are illustrated above. Harmon-Kardon, which showed a new line of FM stereo receivers (one of which is here), has gone all the way and did not show any tube equipment at the show.

The three new receivers in the line, which Harmon-Kardon says are priced competitively with tube equipment, cost \$279, \$389 and \$469.

A sign displayed by Dynaco, which produces both wired components and kits, also reflects the feelings



of Marantz and McIntosh—but few other manufacturers. And while McIntosh's Dave O'Brien said, "We're not yet satisfied with the performance we get from power transistors," most manufacturers felt that solid-state has won virtually all the battles.

The New York Hi-Fi Show: three trends to watch

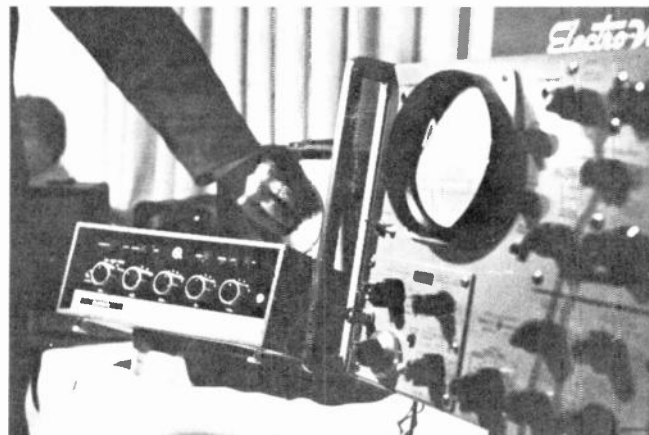
The New York High Fidelity Music Show has come and gone. The narrow halls of the New York Trade Show Building no longer reverberate with demonstrations of quality sound reproduction. Now that silence has fallen, what are the lessons of the show; where is the components industry heading? Here are the apparent trends:

The trend is to transistors. There was more transistorized equipment than ever before, and at least one company—Harmon-Kardon—has gone all the way with transistorization and is no longer making any tube-type consumer electronics equipment at all. Three major holdouts are Marantz

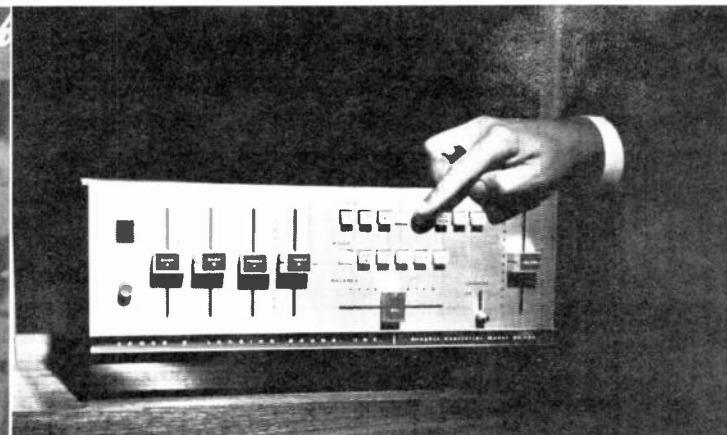
continued on p42



(2) The trend toward package goods is illustrated here by a Benjamin changer-amplifier combination which lists for \$229.50. Two speakers designed specifically for this system add about \$100 to the price. The result is a handsome, compact stereo phonograph.



(3) The trend toward diversification is illustrated by the re-entry of speaker manufacturers into the component business. Electro-Voice (above, left) demonstrates one of its two new solid-state amplifiers, designed to operate Electro-Voice speakers. Another



speaker manufacturer which is diversifying its line is the James B. Lansing Co., which showed (above, right) this unusual solid-state amplifier with slide controls. This is the first of several components the company intends to introduce. It costs \$450, fair-trade.



FIT ANY MAKE RANGE

98 out of 100 openings, regardless of range make or model

With a minimum inventory, you can provide on-the-spot replacement of range heating units. Keep customers satisfied with prompt service . . . cut inventory investments and service time. Stock General Electric Calrod® units in kits or components. Available from your General Electric Parts Distributor.

830-29

GENERAL  ELECTRIC



The shape of the future may be indicated by this unique speaker-lamp, which is one in a line by Acoustica Associates. The lamps radiate sound a full 360 degrees and so can be put anywhere in a room. They list from \$200 to \$240.



A unique turntable was shown by Marantz. The arm tracks along the radius, straight in from the side. This, says Marantz, gives better performance or both reproduction and needle life. The units cost about \$250 and received much attention at the show.

Hi-fi trends

CONTINUED FROM P41

McIntosh, and Dyanco. These companies say about the same thing.

Saul Marantz, for example, says in an ad, "Only when the development of solid-state electronics has reached the stage wherein its application to FM tuners, amplifiers and preamplifiers can match the dependability and performance of Marantz-designed vacuum tube circuitry will our equipment be transistorized."

But for most companies, the question is only: how long will it take before the whole line is transistorized? This may mean that dealers who have stocks of tube equipment could be caught in the middle as claims for transistor components become more strident and widespread. Dealers at the show indicated that they were aware of this possibility.

Manufacturers, on the other hand, felt there was nothing to these fears. "The industry wouldn't let the market be disrupted," said one manufacturer about the introduction of transistor components. "The change-over will be gradual enough so that any dealer who buys carefully doesn't have to worry," he added.

What the trend means is more equipment in less space, and more power with less heat. Benjamin, for example, introduced a changer-stereo amplifier unit that takes about the same space as a changer alone. There were many new receivers shown as manufacturers put an amplifier, pre-amplifier, and FM tuner into one compact (and expensive) unit.

continued on p44

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 18 key products. New figures this week in bold-face type.

	date	1964 units	1963 units	% change
FLOOR CARE PRODUCTS				
floor polishers	August r	92,492	81,899	+ 12.93
	8 Months r	738,553	636,391	+ 16.05
vacuum cleaners	August r	389,895	326,069	+ 19.57
	8 Months r	2,851,844	2,674,762	+ 6.62
HOME LAUNDRY				
dryers, clothes, elec.	August	115,200	114,668	+ .46
	8 Months	619,887	574,057	+ 7.98
gas	August	56,761	58,793	- 3.46
	8 Months	330,200	290,041	+ 13.85
washers, auto. & semi-auto.	August	324,721	313,674	+ 3.52
	8 Months	2,249,285	2,132,821	+ 5.46
wringer & spinner	August	59,994	66,037	- 9.15
	8 Months	437,431	434,821	+ .60
OTHER MAJOR APPLIANCES				
air conditioners, room	August	117,800	55,300	+113.02
	8 Months	2,069,300	1,571,500	+ 31.68
dehumidifiers	August	21,100	11,100	+ 90.09
	8 Months	180,000	209,700	- 14.16
dishwashers, portable	August	18,800	12,600	+ 49.21
	8 Months	170,900	154,500	+ 10.61
under-counter & others	August	53,900	43,500	+ 23.91
	8 Months	446,500	360,500	+ 23.86
disposers, food waste	August	103,500	90,500	+ 14.36
	8 Months	758,700	684,400	+ 10.21
freezers, chest	August	41,800	57,500	- 27.30
	8 Months	310,900	320,600	- 3.03
upright	August	64,200	65,900	- 2.58
	8 Months	481,800	473,000	+ 1.87
ranges, elec., free-standing	August	87,000	83,700	+ 3.94
	8 Months	740,000	678,300	+ 9.10
elec., built-in	August	64,700	72,700	- 11.0
	8 Months	534,100	524,200	+ 1.89
ranges, gas, total	July	157,500	152,600	+ 3.21
	7 Months	1,228,400**	1,166,200	+ 5.15
**Seven-month total includes 905,100 free-standing ranges, 202,700 built-ins and 120,600 "set-ins."				
refrigerators	August	399,900	349,000	+ 14.58
	8 Months	3,051,300	2,730,300	+ 11.76
water heaters, elec. (storage)	August	84,400	67,500	+ 25.04
	8 Months	647,900	651,100	- .49
gas (storage)	July	218,500	206,700	+ 5.71
	7 Months	1,619,800	1,573,100	+ 2.97
CONSUMER ELECTRONICS				
phonos, mfrs. ship., port.-table	July	198,369	230,282	- 13.86
	7 Months	1,245,559	1,421,608	- 12.38
distributor sales	July	184,613	211,645	- 12.77
	7 Months	1,173,623	1,331,370	- 12.05
phonos, mgr. ship., console	July	95,424	106,766	- 10.62
	7 Months	752,243	809,738	- 7.10
distributor sales	July	101,706	87,336	+ 16.45
	7 Months	760,041	724,081	+ 4.97
radio production (ex. auto)	Wk. Sept. 25	264,630	242,990	+ 8.91
	38 Weeks	7,364,579	7,160,545	+ 2.85
distributor sales	July	794,326	698,043	+ 13.79
	7 Months	4,813,774	4,633,713	+ 3.89
b&w television production	Wk. Sept. 25	203,816	181,821	+ 12.10
	38 Weeks	5,555,459	5,024,245	+ 10.57
b&w distributor sales	July	557,183	446,441	+ 24.25
	7 Months	4,000,256	3,405,249	+ 17.47
color tv production	July	90,186	*	*
	7 Months	689,531	*	*

Sources: NEMA, AHLMA, VCMA, GAMA, EIA. *Not available. New manufacturer shipment figures in bold face type; r: revised figure.

Give your Sales an X'mas Bonus!



Feature the fabulous ACME DEBONAIR for the Holidays!

The Acme Debonair puts the accent on better living . . . better giving. A 'natural' for the gift giving season. Treat the Debonair combination refrigerator-sink-range-bar, to the window and floor space it deserves and treat yourself to bigger bonus sales than you ever anticipated.

Get all the profit-filled facts on Acme's entire line of refrigerator-bars and efficiency kitchens from 27" to 72".

Order today or write for illustrated catalog and prices.

"where inches count"

ACME NATIONAL REFRIGERATION CO.
P.O. BOX 188, ASTORIA 5,
NEW YORK



WHAT'S THE BIG IDEA?

It's Westinghouse giving a woman a good look at the only permanent, no-stick electric fry pan in her **LIFE**—and offering her a \$3 refund reason for coming into your store!



Westinghouse Electric Corporation Portable Appliance Division, Mansfield, Ohio

GET THE IDEA?

Women are going to see this fry pan in **LIFE** and in **THIS WEEK** magazine time after time, from Nov. 1 to Dec. 4. You know how many millions of women turn these pages. But do you realize that this fry pan has big advertising support in day and night television too? They're going to see it all over—from Walter Cronkite to The Real McCoys. You're going to get a lot of customers who want a fry pan and a \$3.00 saving (with no cost or bother to you). Here's advertising that answers all their questions before they come through your door. There's only one permanent, guaranteed *no-stick cooking surface in the business. And that comes from Westinghouse! Now here comes ad after ad in **LIFE** and **THIS WEEK** magazine. Here comes commercial after commercial on CBS Network television. We're really going to light a fire under those fry pan sales of yours!

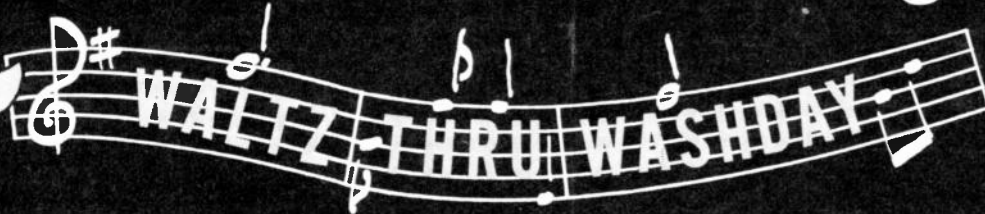
If the surface of this appliance loses its no stick qualities through cracking, peeling, chipping or wearing, under normal household use with recommended care, within one year of purchase, Westinghouse will replace the no stick body cooking to the original purchaser when the defective unit is delivered prepaid to any authorized Westinghouse Portable Appliance Service Center.

You can be sure if it's Westinghouse





A fresh, new, exciting



PROMOTION

that's really going over big!



choice
of
3 colors

Your Choice
of these

Wash
-N-
Wear



"DAYTIME" DRESSES



with the purchase of a

SPEED QUEEN®

automatic washer or dryer



Ask us about it!

IT'S UNIQUE! IT'S DIFFERENT! IT'S FRESH! IT HAS UNIVERSAL APPEAL. WOMEN REGISTER SPONTANEOUS INTEREST.

It's a tie-in promotion with one of the leading manufacturers of "daytime" dresses in the country — along with Eastman Kodak, makers of the heavily advertised "KODEL" polyester wash 'n wear fabric.

You'll get more free, word-of-mouth advertising out of this promotion than any you've ever run. Interest and excitement snowball. When a woman receives one (or two) of these smartly tailored, '65 style dresses with her washer or dryer purchase, she spreads the news among friends and relatives. No home laundry promotion ever offered has so much built-in chain reaction. It's a Speed Queen promotion . . . and Speed Queen only!

There is still time to get in on this highly successful promotion. Write, wire or phone.



McGRAW-EDISON

SPEED QUEEN®

a division of McGraw-Edison Co., Ripon, Wisconsin

Famed for Dependability

Hi-fi trends

CONTINUED FROM P42

KLH, which started a trend with its portable stereo phonograph, has added an FM tuner. The unit is Model 20, and lists for \$399.95.

While there is more power than ever available in small, relatively cool, units (several 150-watt amplifiers were shown), there is not the wattage race among component manufacturers that there is among package-unit manufacturers. One manufacturer suggested that this is because the people who buy components are a little more sophisticated and do not equate watts with quality.

The trend toward package goods—or at the very least, toward a clean furniture look in components—was confirmed. KLH has been followed in its production of a changer-amplifier combinations by Fisher, Scott, Pilot, Shure, Electro-Voice, Lesa and Benjamin. These units, which can usually be used with a tuner or tape recorder, feature good looks and simplicity of operation. They are not designed for the audiophile or hobbyist, because few audiophiles would have a changer in their systems.

Prices for the transistorized components are still generally higher than for tube equipment—but the comparison is becoming harder and harder to make. And Sherwood has two comparable amplifiers, one tube, one transistor, which have the same price: \$180. Harmon-Kardon pointed out, however, that the difference is becoming academic, and the comparison is not between a tube unit and a transistor unit, but between two transistor units.

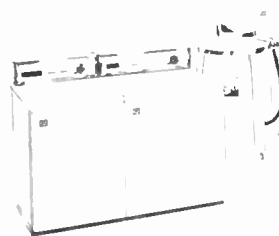
The trend toward diversification was indicated by three speaker companies which have begun making components: Electro-Voice, Jensen, and Acoustica Associates. Jensen introduced a solid-state amplifier, a solid-state receiver and Electro-Voice two solid-state amplifiers and a solid-state receiver. Dynaco showed a tape recorder, the first in its line, which it imports from Denmark.

It has been suggested that this move by the speaker manufacturers is an attempt to retaliate against the mass merchandisers that have been selling hi-fi "systems." The system combines a brand-name changer and amplifier with private-label speakers. Electro-Voice can now offer its own package. On the other hand, Jensen's \$450 amplifier is not going to find a mass market.

Attendance was off from last year's show: 22,000 people went through this year, 27,000 went through last year. Last year's show, however, was a day longer.

Several new products were introduced: Marantz's turntable that has an arm that tracks along a radius, Acoustica's lamp-speakers. Both Pilot and Fisher showed consoles and reported favorable reaction by the public. Revere-Wollensak's automatic tape recorders that play tape cartridges attracted crowds.

"The trouble with the show," said one manufacturer, "is that it attracts the wrong kinds of people. You get the students and the people who want to argue about impedance and frequency response." The people who are buying are the people who buy package goods, and this, finally, seems to be the direction in which the component industry is heading.



◆ 5-PIECE DISPLAY KIT IN COLOR

This is the large unit (58" x 36") of a 5-piece hang-up display . . . furnished as part of the complete promotional package including samples of the dresses in both styles.



The story behind the story

by Martin R. Miller, ASSOCIATE EDITOR

Let Charlie do it.

It is depressing to note that this old saw is still true in segments of our own industry. For years we have seen many successful promotional efforts by individual companies, but until recent years the giant appliance industry has shown a strong resistance to any fresh new promotional approach that would lift the industry out of the price-conscious level it occupies in the minds of most consumers.

The opening wedge that let in the warming rays of cooperation was the air conditioning industry's decision to do something about its problem of wildly exaggerated advertising claims for room air conditioner capacity. When a standard was finally hammered out and accepted by the manufacturers of the National Electrical Manufacturers Assn.—with the exception of Frigidaire—the industry was on its collective way.

The certification program was a milestone because: (1) it demonstrated that manufacturers who were intense rivals for the consumer dollar could sit down and arrive at a measure benefitting them all; (2) it turned out to have immense promotional possibilities because the manufacturers could not devote their time to selling and promoting a product that had been standardized for the consumer. The NEMA certification seal on an air conditioner remains an important testament to that fact.

The next step, and it was a giant one, was the "It's a Breeze" promotion inaugurated in 1962 for the promotion of dryers. Spawned through the mating of the American Home Laundry Manufacturers' Assn. and enterprising U.S. Steel, (always at the forefront of attempts to coordinate industry promotions; look at Operation Snowflake), the promotion grew rapidly. From the first exploratory efforts right through the current 1964 "Waltz Through Washday," the industry-acclaimed promotion has produced new sales records and shown that cooperation between rivals will not detract from each other's sales effectiveness. And when washers were added to the campaign last year, sales zoomed. Of course, the industry was enjoying a good year anyway, but the "Waltz" was a smasher.

Taking its cue from the "Waltz", Edison Electric Institute this year intensified its efforts to come up with a promotional plan-book that has some sales oomph (MERCHANDISING WEEK, 5Oct.p3). Heretofore, as admitted by an EEI spokesman, the EEI planbook had been lacking in focus and all-out promotional push. Some interested observers and potential benefactors—you gentlemen in your stores—have agreed with this criticism and argued that EEI spread itself too thin and tried to do too much.

For instance, it is well known that the home builder business has benefitted tremendously from the Medallion Home program, but appliance dealers say this ad program does not move merchandise on their floors. Other critics say that the program

was not well coordinated with other elements of the industry.

But EEI and NEMA are working on the wrinkles, and last year, for the first time, the two associations put out all dealer material together. Problems of coordination remain, however. For example, although EEI has come out with its 1965 planbook and has announced that it has all its printed dealer material ready to go, one of the sponsoring trade allies of EEI, U.S. Steel, has not announced

themes and dates for its own promotions in 1965. In fact, it is quite possible that U.S. Steel, which will probably promote air conditioners for the first time this year, has a different time schedule for this product as well as a different theme. This could lead to retail confusion if it is not straightened out.

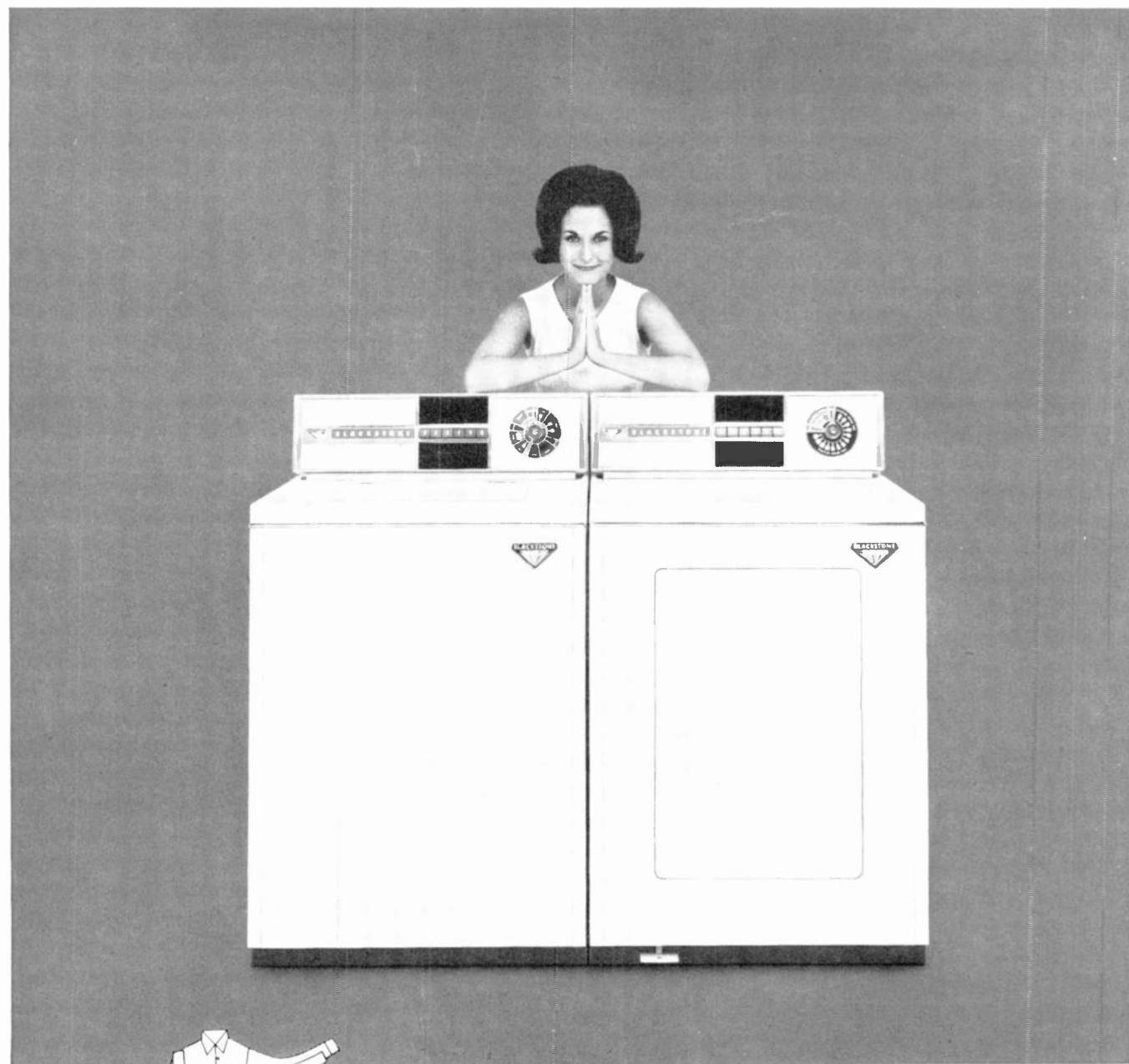
What's on tap for 1966? EEI is at its drawing board, and on it are plans to begin plugging the products of the

consumer electronics industry. Projected for 1966 are a color tv campaign and a push for home modernization. Local action committees, such as those in the "Waltz," would be set up to make the promotion swing.

For quite some time, rumblings have been heard about an all-industry consumer electronics promotion. At this writing, the buzzing behind the scenes continues, as various segments of the industry attempt to plan a coordinated campaign.

But the "Let Charlie do it" attitude should not be invoked. A standstill attitude never sold an appliance or helped a retailer.

The major appliance end of the industry has proved that it could rid itself of intramural differences. MERCHANDISING WEEK and its readers are waiting for the consumer electronics industry to stop waiting for Charlies.



Blackstone has the next waltz with her.

Why?

Exclusive Gyro-Balance, the patented suspension system that ends thump, "walk", vibration and premature shut-off. Spins even a 4' x 6' shag rug smoothly through the cycle.

Stainless Steel Tubs, on top models, to provide a consumer-wanted plus that gets those extra trade-up dollars. Beautiful, permanent, enduring quality; complete corrosion protection.

12 to 14 Pound Capacity, and extra flexibility to take any kind of load from the family wash-basket. Twelve pounds dry, of regular wash and fourteen pounds of selective loads.

An All-New 1965 Line, trim, sharp, sleek. Jet, turquoise and magenta accents on metallic control panels. Slim "kitchen-cabinet" dimensions, fit anywhere, flush-to-wall.

Protected Sales Territories, so you can put your heart into selling Blackstone, because you know "the guy across the street" can't steal the sale.

Let's Waltz Together! For complete words and music write, wire or phone . . .

BLACKSTONE CORPORATION • 1111 Allen Street • Jamestown, New York

The department store of the future

"The traditional department store has successfully made the transition to multi-unit operation required by the profound changes in the social and economic pattern of our cities, and in so doing it has created a significant innovation in retail institutions, namely the planned regional shopping center."

With these words, Malcolm P. McNair, Professor Emeritus of retailing at Harvard Graduate School of Business Administration, praised the traditional department store's ability to adjust to change.

McNair said that successful stores of the future . . .

. . . will have wide appeal and at the same time will carry the glamour

of fashion and the image of better living;

. . . will sell whatever consumers want, either actually or potentially, and will not reject, out of hand, any channel to the consumer for any goods or any services;

. . . will orient control functions to the task of profit planning;

. . . will rely substantially on research and long-range planning;

. . . will cultivate flexibility in thinking and organization;

. . . will make use of data processing and automated flow of merchandise and apply statistical approaches to the process of decision making;

. . . will learn how to make careers in retailing again attractive to young

men and women of superior ability and education.

"I believe," said McNair, "that in this period the traditional department store now finds itself in a position where it is more exposed to competition, and particularly competition of the retail innovators, than it was prior to the suburban revolution, and that, if it is to maintain its position, there will have to be more changes than in the past."

Who, McNair asked, will be the retail counterparts of industrial companies like General Motors, DuPont and Standard Oil, who have adjusted successfully over the years? Whoever it is, he concluded, it will have the characteristics outlined above.

A service group strikes at RCA

An Ohio servicemen's group has taken a bold step; it has resolved to stop buying "any product or equipment" from RCA. Why? The group says that RCA has been cutting sharply into business that properly belongs to the independent serviceman.

In addition, the group, Television Service Assn. of Ohio, avowed to press in Congress for a "divorcement" of RCA "from service and repair completely and fully . . . similar to and comparable to the divorcement proceedings of the motion picture industry as it is related to the sale of motion pictures."

The association's lawyer, Robert Shuff of Akron, said copies of the resolution have been sent to the Federal Trade Commission, the Small Business Administration and to Rep. James Roosevelt (D-Calif.), chairman of the House subcommittee on dual distribution.

He promised that "we will call on the Federal Government in the near future on this divorcement proceeding."

The word from RCA Service Corp. on all this, from its Cherry Hill, N.J., headquarters, was "no comment at this time." The RCA complex is composed of separate sales and service corporations.

The boycott is a bold move on the group's part because it was openly taken in face of recent FTC charges of restraint of trade against other service groups who have recently resorted to similar actions.

Last week, for example, an FTC complaint against Philadelphia-based Television Service Assn. of Delaware Valley went to the hearing stage. TSADV was charged with attempting to stop wholesale distributors from selling equipment and parts at retail by, among other means, boycotting them.

But Lawyer Shuff indicated the evidence the group has prepared against RCA will be strong enough to keep it on the right side of the FTC and possibly even enlist its aid.

Although the service group's resolution cited only RCA by name, it did note a trend among "other large manufacturers" to move into the independent's area of operations. But, said one of the association's members: "RCA has the most extensive service organization. They're also the ones we can produce evidence on, against what they're doing."

The group's charges against RCA are that, in expanding its "operation into the field of sales, service and installation," it is competing unfairly against the independent serviceman and acting in restraint of trade.

The Ohio service association charged specifically that RCA (1) "has contracted to service and repair television sets of competing manufacturers;" (2) that it "is entering into licenses and/or franchises with hotels and motels with regard to the installation and service of television equipment and other related products."

These developments, said the group, will bring about the extinction of the independent. So, at its convention, it resolved to stop buying and to stop recommending the purchase of RCA products.

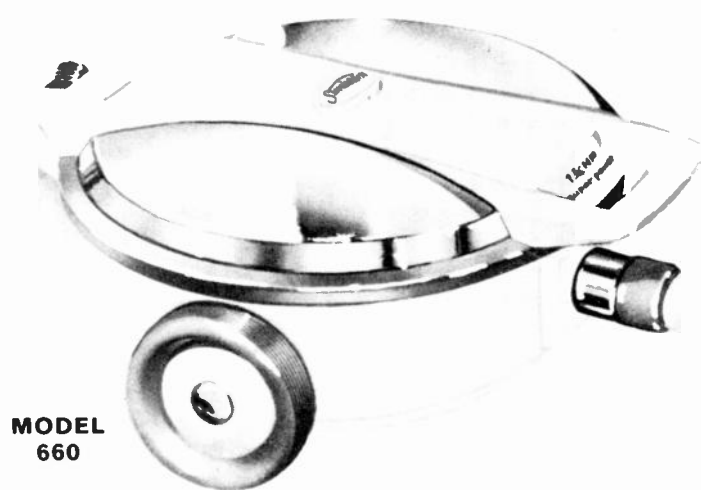
NEW FROM SUNBEAM!

**One
and
three-
quarter
horse-
power!**

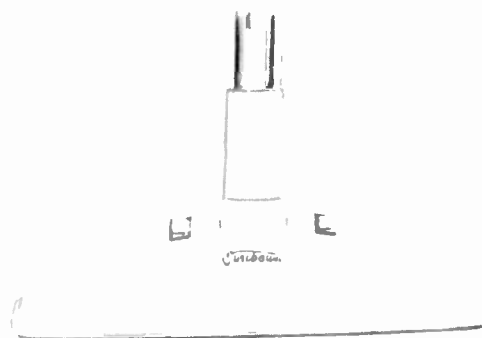
**BRUSHED CHROME
COVER**

**5 YEAR
GUARANTEE
ON HOSE**

(repair or replacement)



MODEL
660



AMERICA'S NEWEST MOST POWERFUL HOME CLEANER



—The fastest growing
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1³/₄ H.P. SUPER POWER VACUUM CLEANER

Gets the dirt other cleaners miss! Research shows your customer's deep concern about "hidden, dangerous" carpet dirt. Now you can sell the vac that digs down extra deep into carpets and rugs, upholstery and drapes—Sunbeam's 660 Super Power cleaner. So beautiful too, with its brushed chrome cover, sleek new styling. Comes completely equipped with a deluxe set of accessories, including 12-inch floor and wall brush.

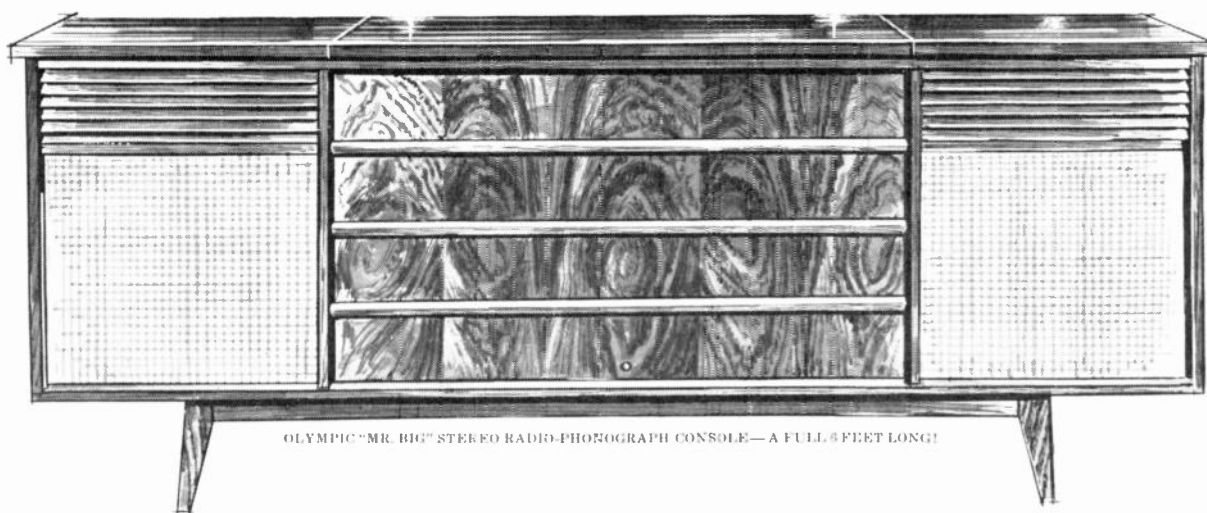
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Good Things Happen First at Sunbeam!

Sunbeam Corporation • Chicago, Illinois 60650

"MR. BIG" IS THE ONE!

with the great sales action demo



OLYMPIC "MR. BIG" STEREO RADIO-PHONOGRAPH CONSOLE—A FULL 6 FEET LONG!

Meet "Mr. Big"...one of Olympic's handsome new stereo hi-fi stars...bigger in size, greater in sales values, promotable in price, and dramatic to demonstrate!

- First, stretch your arms wide...show your customers that "Mr. Big" is a full 6 feet long
- Next, instantly switch stereo record music or stereo FM radio from the set to remote speakers...and demonstrate "stereo in two rooms at once"
- Or, switch either radio or record music back and forth, between the set and remote speakers...to demonstrate convenient "room-to-room" entertainment!

Use these action demos to clinch more sales. Call your Olympic distributor now!

Olympic Model S140: AM/FM Stereoplex Radio with solid-state AFC, 1-Speed Deluxe Stereo Hi-Fi Phonograph with diamond stylus, "no scratch" retractable cartridge. Olympic Multi-Sonic sound system with 8 speakers, 12" woofers. Danish Modern styling in genuine oil-rubbed Walnut veneers or Early American in Maple-finished veneers and solids...with record storage space at both ends!

OLYMPIC'S THE ONE

with full profits for you from "Mr. Big!"

with exclusive Olympic 3-Way
quality/performance/value guarantee



Olympic



from the space age laboratories of **LEAR SIEGLER, INC.** / **OLYMPIC RADIO & TELEVISION DIVISION**
OLYMPIC BUILDING, LONG ISLAND CITY 1, N.Y.



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By JOHN J. COOKE
Vice President & Secretary

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One of America's largest manufacturers of floor-care equipment and portable appliances is seeking a Division Manager to cover the entire South and direct the selling efforts of six manufacturer's representative agencies. Management experience in major appliances, portable appliances, or housewares essential. Substantial salary and incentive program commensurate with experience. Many company benefits. Interviews conducted on a local basis. Write for interviews to Raymond H. Finberg, General Sales Manager, Shetland/Lewyt Corporation, Shetland Industrial Park, Salem, Massachusetts.

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Sub. of LIFSCHULTZ TRANSPORT, Inc.

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COAST TO COAST

5th & 6th DAY EAST COAST TO CAL., ARIZ., NEV., ORE. and WASH.

7th DAY TO EAST COAST
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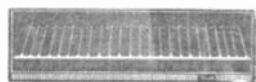
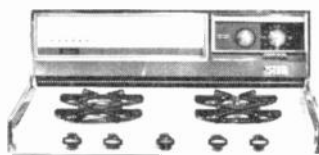
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BALTIMORE — BOSTON — NEW JERSEY
HOLYOKE — NEW HAVEN — PROVIDENCE
LOS ANGELES — SAN FRANCISCO — SEATTLE

Tappan backs you all the way—with full-page color advertising for the new Silhouette line in the Saturday Evening Post.

Don't stoop to scrape or scour or scrub. Ever, ever again.



**New
Tappan Silhouette
Gas Range—
with removable
chrome oven liners
for easy cleaning.**



Tappan had you in mind when they designed the new Silhouette Gas Range. They took the strain and scrape out of cleaning an oven by giving you removable chrome oven liners. Liners you can slip out easily and clean off quickly at the sink, because food won't stick to their hard chrome surface. Liners that sparkle and shine and control over-all cooking temperatures. Even the oven door lifts off for easy cleaning.

Then Tappan added dozens of other quality conveniences. Top-mounted controls, for easy reach. A timing clock and see-in oven. A controlled oven

thermostat that eliminates pre-heating problems.

And Tappan included all these fine features in an eye-catching 30 inches of gleaming coppertone. (Or sparkling white porcelain, if you prefer!) The Silhouette slides easily into your kitchen space, and looks built-in.

The final result of this custom-designing is waiting for you at your Tappan dealers. It's called the Silhouette Range, and is available in both gas and electric models. See it soon. The Tappan Company, Mansfield, Ohio. Tappan-Gurney Ltd., Montreal.

You live better automatically with a

TAPPAN