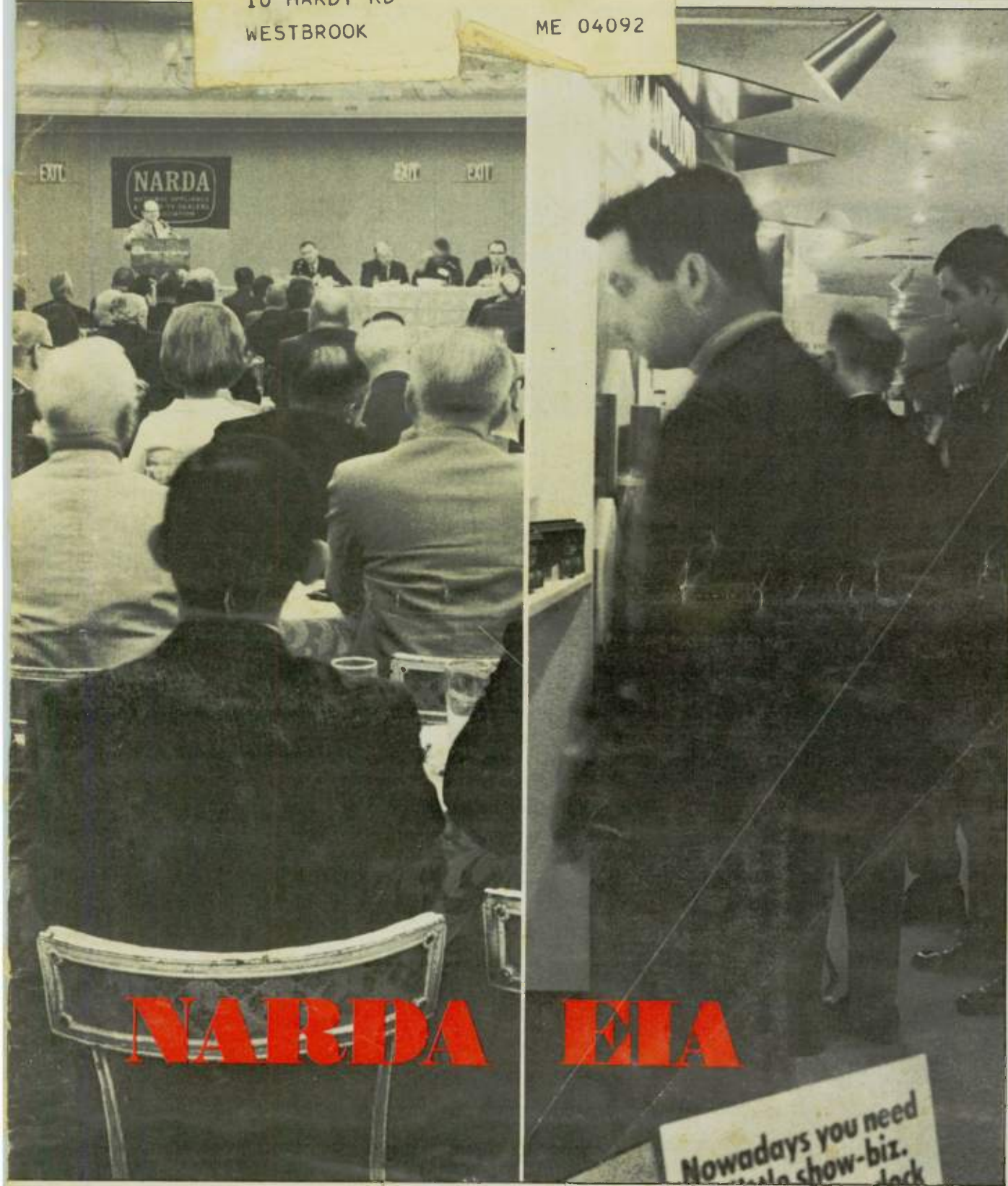


# MERCHANDISING WEEK

JULY 3, 1967

EDITED FOR THE CONSUMER ELECTRONICS, APPLIANCE, AND HOUSEWARES INDUSTRIES  READ BY THE RETAILERS OTHER RETAILERS FOLLOW  A BILLBOARD PUBLICATION  PRICE 50 CENTS VOL. 99 NO. 27

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◀ **NARDA/EIA REPORT:**  
retail reaction, product  
and price trends  p.5

**Stereo-8: why retailers  
should grab this hot  
new market; product  
features compared  p.19**

**NARDA's EDP System:  
ready to do more for  
retail efficiency  p.17**

**A powerful new market  
for retailers to pursue:  
electric scissors  p.26**

**NEXT WEEK**

**Two special reports: selling patterns for the future;  
what the Japanese are doing in a vital new area**

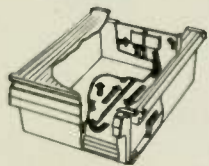
# Another Amana exclusive: The biggest top mount ever!

## No bigger than most 17's, but holds 18.9 cu. ft. of food.

### **Amana** 19

The all new Amana 19 is only 32 inches wide—no bigger than most 17's. But on the inside there's room for 18.9 cubic feet of food (including 186 pounds in the freezer alone). Truly the biggest top mount ever!

But don't worry, we didn't save space by skimping on the famous Amana features. They're all there to help you sell!

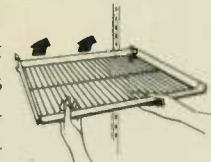


Like a meat keeper with its own temperature control that keeps meat fresh and flavorful *twice* as long as ordinary meat trays. It's actually a "refrigerator within a refrigerator." A separate jet of cold air surrounds the meat keeper pan, to cradle it in a blanket of cold (as much as 10 degrees colder than the rest of the refrigerator).



There's a choice of fast freeze shelf or automatic ice maker. The ice maker makes up to 9 pounds of ice (148

cubes) a day. Independent cold controls for both refrigerator and freezer—set one without affecting the other. Plus six adjustable cantilevered shelves\* on recessed tracks for more usable space. The housewife can easily adjust them for her needs. And of course, the longest most comprehensive warranty ever to back up any refrigeration product.



It's an all new product with broad new profit opportunities for you. Stock up with new Amana 19's and you'll be squeezing 19 cubic feet of customers into every 17 cubic feet of showroom.

\*Cantilevered shelves available in Model TCI-19D.



TR-19D  
18.9 Cubic Feet  
Automatic ice maker  
and cantilevered shelves\*  
available in Model TCI-19D

**Amana Exclusive—The Longest, Most Comprehensive Warranty—The Amana 5-year Total Appliance Warranty.** Amana warrants for 5 years from date of original purchase in U.S. or Canada, free replacement or repair, including related labor, of parts found defective as to workmanship or material under normal use, and returned through Amana's dealer-distributor organization. Owner is responsible for local cartage, repairmen's travel expense if required, replacement of gaskets, rubber or plastic parts, light bulbs, and accessories. Warranty does not cover taxes, duties, assessments levied at time of part export. Any product subjected to accident, misuse, negligence, abuse, delacement of serial plate or alteration shall void the warranty.

Backed by a century-old tradition of fine craftsmanship.  
AMANA REFRIGERATION, INC., AMANA, IOWA. Subsidiary of Raytheon Company

\*Pat. Pending

# AT PRESSTIME

□□□□ **New frontiers in color tv merchandising loom** ahead for the fall as the industry takes some giant steps to overcome any and all consumer reluctance to spend the price of a color tv set. The message on the new line is clear: consumers are being offered the greatest price value, as well as the highest level of convenience and quality, in the 1968 lines. Some standout examples at the EIA Show: Motorola will be promoting hard the reliability and easy serviceability of its new integrated circuit color sets; Andrea, a smaller manufacturer competing with the giants, will focus on quality by promoting a 5-year guarantee; practically every manufacturer has come up with a demonstrable feature, especially in the area of automatic color tuning, which it will stress promotionally; and there are significant improvements in remote-control color tv tuning.

To produce a demonstrable feature—one that retailers can use on the sales floor to break down consumer resistance and clinch sales—has been the chief goal of manufacturers in developing their new lines. And they have sought to provide the new feature with pricing at—or below—similar models in the 1967 lines. Retailers also have been given a greater selection of smaller-screen sets to promote, including RCA's 14-inch "portable" and small-screen units from a number of importers. (For a detailed look at how retailers view the color tv sales picture for the all-important second half, see story on p.7.)

□□□□ **New integrated circuit products from Japan** were unveiled, in prototype form, last week at the Consumer Electrics Show: Sony showed an IC b&w portable tv set with a 1-inch screen; Hitachi, a miniature radio; and Panasonic, an AM and a miniature FM radio. No prices or availability dates were given.

A number of domestic manufacturers also showed IC products at the Show: GE introduced two radios—a compact AM receiver with a trapezoidal shape, at \$19.95, and a stereo FM receiver with tuner-amplifier, at \$139.95 (MW, 26 Jun., p.5). Arvin has an AM-FM radio at \$39.95 with an IC in the audio section, and two stereo phonos with integrated circuitry at \$69.95 and \$104.95 (MW, 1 May, p.5). Fisher introduced an FM and an AM-FM stereo phonograph with ICs.

Philco-Ford is using ICs in its new color tv sets, in a color tv remote-control device, and in a stereo console; Motorola has an IC in some of its color tv sets; Sylvania is using ICs in all stereo consoles and new color tv sets; and Zenith has an integrated circuit in its top-of-the-line stereo FM tuner.

□□□□ **Retailers saw new home-oriented jukeboxes,**

amplified instruments made by hi-fi manufacturers, and prerecorded tape libraries, among the guitars and pianos at Chicago's NAMM Show last week. Seeburg, the jukebox manufacturer, introduced a line of stereo consoles that hold 50 records and can play them continuously. They range in price from \$795 to \$1,500. A home jukebox aimed at the teenage market was shown by Discomatic; it holds 40 45-rpm singles and carries a suggested list of \$189.95. Shure Brothers showed a microphone and amp-voice mixer directed at rock groups; Jensen, a new line of amplified speakers; Temple Sound Equipment, a line of amplifiers; and Telex, special headphones to be used in playing amplified instruments. In a Merchandising Seminar, Don Hall, Ampex' general manager, encouraged dealers to "merchandise tape with players. It's the only way to sell." Ampex plans to release over 500 different cassette selections this summer. Other tape libraries were shown by General Recorded Tape Inc., All Tapes Distributing Inc., National Tape Distributors, RCA Victor, and Tape Distributors of America Inc.

□□□□ **Philips will make Chrysler's tape deck in '69.** Chrysler has confirmed that it has contracted Philips of Canada—the company that makes some of Chrysler's auto radios—to manufacture cartridge tape decks for its 1969 cars. But although Philips' parent company is the founder of the cassette, the Chrysler decks will be made to Chrysler specifications—and that means 8-track. Motorola produces the 1968 units.

□□□□ **Maytag has restyled two dryers:** models DG406 (gas) and DE406 (electric) are successors to DE/DG306. The difference is a switch from chrome to satin aluminum trim.

□□□□ **A Renoir nude in the kitchen?** Possibly. The trend was set last week by the Chambers Corp., which showed new additions to its decorator series of gas and electric ranges. Doors on the new models are specially insulated, making it possible to panel the surface, or laminate art reproductions over it. The special feature, which is also available on built-in dishwashers and refrigerators from Chambers, means a price step-up of about \$12 to \$18 per door.

□□□□ **Hoover will move automatic washers and dryers** into the national market, hopefully by this fall. So far, the Blackstone-made automatics have been limited to certain marketing areas. Full promotional efforts behind the automatics will probably not be instituted until sometime next year.



Benjamin Abrams

## OBITUARY

Benjamin Abrams

Many industry veterans arrived late at the EIA Show opening in New York City last week, taking time off from business to pay their respects to Ben Abrams, one of the industry's pioneers.

A founder of Emerson Radio, Abrams died June 23—the eve of the industry's "coming of age" with its own bright, new show. The 74-year-old

Abrams suffered a heart attack while dining with his wife at a suburban New York City golf club.

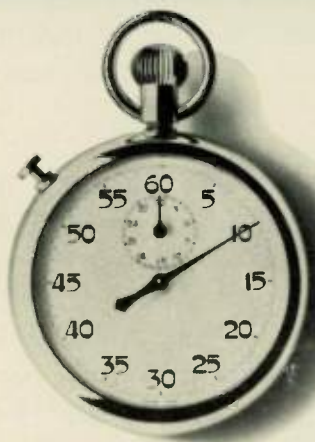
Ben Abrams retired last year, along with his brother, Max, after they had sold the business to National Union Electric. Abrams, with his two brothers, had founded Emerson 45 years ago. Under his guidance, Emerson claimed a number of industry "firsts," starting with the first radio-phonograph combination.

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# NOW, YOU CAN SELL A NEW WESTINGHOUSE COLOR TV IN 10 SECONDS FLAT.

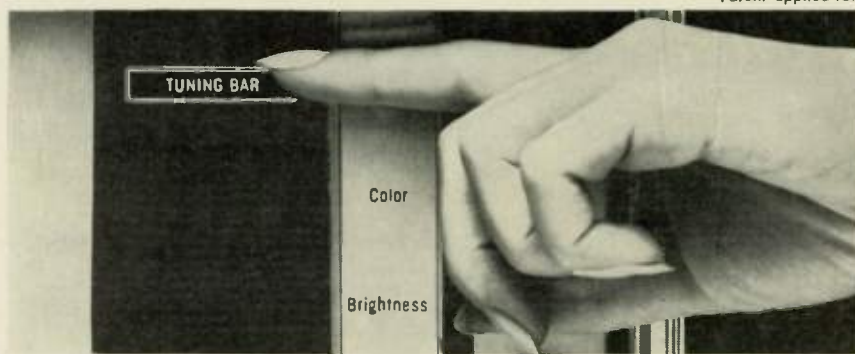
## JUST TURN IT ON.



in 6 seconds. All that's left is the fine tuning. And that takes 4 seconds.

### New Exclusive On-Screen Tuning Bar.\*

Just press the Tuning Bar on the front of the set. When a black bar appears on the screen, you know you're tuned in on the strongest signal the station is sending out. Press the Tuning Bar again and the black bar disappears.



However, if you're not tuned in properly, and two bars appear on the screen, simply turn the fine tuning knob until the bars come together to make one solid bar. Press the On-Screen Tuning Bar control again and you'll be watching a perfect color picture.

Total time elapsed: 10 seconds.

### Instant Color Fidelity.

Even then Westinghouse Color TV doesn't stop selling. The easiest set to tune gives you the purest color to watch. Thanks to Westinghouse Instant Color Fidelity, blues never turn green, greens never yellow.

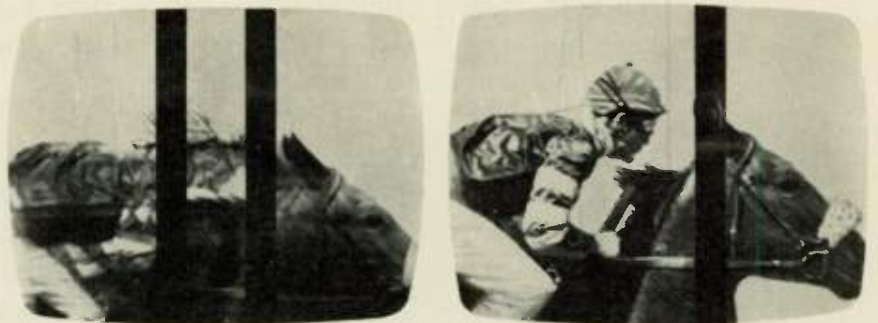
While other sets take as much as 40 seconds to warm up, Westinghouse Instant On® Color TV is ready to sell when you are.

In ten seconds flat.

First the sound comes on. As soon as you turn the set on. Then the picture follows

Even black-and-whites stay that way.

And with our Automatic Degausser, any magnetism caused by household appliances or other sources is automatically cancelled. There's no need for a service call to make adjustments.



### Looks just as good off as on.

Westinghouse Color Television looks like fine furniture because we make it like fine furniture. In pecan, fruitwood, walnut or maple. Each piece rubbed by hand till it reaches the warm, rich finish that good woods deserve.

Ask your local Westinghouse distributor for a demonstration of Westinghouse Instant-On Color TV, today.

It only takes 10 seconds.

You can be sure if it's

**Westinghouse**





Left to right: Robert L. Drake, of Drake's Refrigeration Service, Indianapolis, Ind.; John W. Fischer, also of Drake's Refrigeration; and John F. Lucas, of East Board Appliance Inc., in Columbus, Ohio



Mr. & Mrs. Walter Magni (left), of Forest City Appliance Co., Cleveland, Ohio, and Robert H. Harris, of Van Zandt Supply Co., distributor located in Huntington, W. Va.



Engaged in conversation: Mac Gale (left) and Jerome J. Jones, both buyers for Key Appliances, a Brooklyn, N.Y. cooperative buying group



A.L. Hecht, of Wards Co. Inc., in Richmond, Va., chats with Richard K. Willis, of Hechinger's, Washington (D.C.) department store



From left to right: Cyrus P. Giroir, owner of Cy's M.C. Appliance, in Morgan City, La.; J. Parker Conrad, also of Cy's M.C.; and Cy Pierquet, of Pierquet's TV-Appliances, located in Green Bay, Wis.

## A look ahead: retailers view industry doubleheader

The retailer reigned supreme on two fronts last week as the first Consumer Electronics Show combined with the annual NARDA meeting.

At the NARDA meeting an underlying current of optimism kept popping to the surface as retailer after retailer enthusiastically spoke of the coming fall selling season. Among leading topics at the convention were: how many dollars and how much valuable floor space to tie up in color inventory; and just when it would be most advantageous to buy color. An allied topic was also how much space and promotion should be devoted to b&w tv, which seems, in many cases, to be becoming a stepchild to color. In addition, dealers from around the country were animated about extended warranties: what to do about them, how to set up more profitable service operations, and how to produce sales in new product areas—such as vtrs and "whole-house" air conditioning.

From the dealer-oriented NARDA meeting—there were no manufacturers speaking—the retailers hopped right into the first Consumer Electronics Show, destined to be a success even before the official tape was cut. Registration outstripped expectations as dealers padded through carpeted exhibit halls, taking in a myriad of new products.

In words and pictures on the following pages, MW editors capture the feel and highlights of a big double-barreled week for the industry.

—MARTIN R. MILLER, Editor-in-Chief



Walter Evans (left) of Evans TV & Appliance, in Alhambra, Calif.; and John Waadt, of Waadt Electric Co., located in Van Nuys, Calif.



From left to right: Leon Sisemore, of Boulder Furniture & Appliance, in Tulsa, Okla.; Connie McCarthy, of Connie McCarthy Inc., in Charlestown, Mass.; and John L. Brown, of Home Improvement Co., in Lebanon, N.H.

# What retailers were saying about color tv, business, and sales



"Any dealer can carry his own paper, but he must grow into it gradually. Each year, to be trustworthy, he must show a good profit. And he must prove—by his delinquency aging—that he is a good collector."

—**GEORGE JOHNSTON**  
Johnston's, Minneapolis, Minn.



"An extended warranty is only as good as the dealer who offers it. The manufacturer could put a 50-year warranty on an appliance if he wanted, but if dealers don't stand behind it, it's useless. I've traded in four sets for customers whose dealers wouldn't fix them."

—**W. W. WESTWOOD**  
Westwood's,  
Billings, Mont.



"I think that color sales this fall will be good. Saturation is low and people will buy. My color inventory is a little high, but not really for this time of the year."

**HARRY H. BLOXOM**  
Wythe Appliances  
& Television Inc.,  
Hampton, Va.



"We just don't have any problems with inventories on color television. I carry only one line—and I've doubled my sales since going to a single line."

—**MR. and MRS. STANLEY H. KROME**  
Krome's Furniture Co., Minneapolis, Minn.



"Selling color is like selling air conditioners. To sell air conditioning you need hot weather. To sell color television you need September 1st."

—**JACK RICE**  
Paul Rice Appliances,  
Canton, Ohio



"No question in my mind that sales will go up in the fall. We had to order 70 color sets in the past month. Everyone is still concerned with the inventory problem, but it is lessening. Stereo console sales are increasing rapidly with the median sale for us in the \$325 to \$350 range."

—**JAMES J. RENIER**  
Renier's, Dubuque, Iowa



"I'm only looking to do as well this year as last in units; color tv dollars will be down because we will be selling lower priced and smaller sets. Saturation is still low, but there is more competition; the best customers have been sold."

—**HARRY HAGA JR.**  
Harry Haga Co.,  
Lynchburg, Va.



"Our members generally have been able to reduce their color tv inventories to healthy levels. Over half of the members of our board of directors will be buying selectively in the next few weeks for the fall selling season."

—**JULES STEINBERG**  
Executive vice president,  
NARDA



"We've advertised on tv for about two years now. We've kept up our newspaper ads and find that they are stronger with tv. When our newspaper had a 5-month strike starting last October, we stepped up our tv schedule and hardly lost any business at all."

—**C. D. McMULLIN**  
DeVeaux TV, Toledo, O.



"Our inventory is good now. We got out from underneath; we did it by advertising and selling like hell. Color is going along, but not in the volume that was predicted."

—**E. W. J. WADDELL**  
Waddell's Sound &  
Radio Ltd.,  
Windsor, Ont.



"On extended warranties, I feel the manufacturers should make them absolutely clear, so there's no question in the customer's mind on what they cover. I agree that in-warranty labor should be covered."

—**SAMUEL M. BOYD**  
Bailey-Wagner Inc.,  
Springfield, Mass.



"Inventories are getting closer into line. We should have business this fall as good as last fall—in fact, business could be better. Our best sellers have been 25-inch color sets selling in the \$450-to-\$600 range."

—**R. H. MASON**  
Mason's Furniture  
& Appliances,  
Tulsa, Okla.



"You look at my color purchases this spring and it looks like we've had a terrible time. Look at my sales; you will see things have been going on fine. I think we're going to have a good fall this year for color tv sales."

—**M. B. COOPER**  
M. B. Cooper  
Appliances,  
Jackson, Miss.

# Color tv: new retail problems added to the old

Retailers are worrying about dollars—total dollar volume—in looking ahead at color tv prospects for the make-or-break second half.

The big problem facing retailers, as outlined by buyers for leading department store and mass merchandising chains, will be to meet last year's total dollar value figures.

The problem results from a decline in the average retail selling price for color tv sets. Some buyers believe their average ticket sales this year will be below \$550, or almost \$100 lower than last year's.

And, to some buyers, this means they will have to move upwards of 20% more color tv sets this year in order to just match last year's total dollar volume.

Few buyers are optimistic enough to believe they will get a unit sales increase big enough to make up for the lost dollars on each unit sale. The problem exists for both the volume outlets and the independent appliance-tv dealers, but is more acute at the big-store level.

How retailers see color tv this fall—in total industry sales at retail—is generally below 6 million units. "We'll be damn lucky if the industry moves 6 million sets," the buyer for a leading East Coast department store chain said, echoing the opinion of most other key accounts interviewed at the EIA Consumer Electronics Show.

The drop-off in the average retail

selling price results from a number of factors: increased price competition in the first half as the result of a slow-down in the economy, the sales softness at the high end of the color tv product lineup, and the opening up of the smaller-screen color tv market.

The problem will remain, and, for some retailers, will get worse rather than better as manufacturers move to lower pricing on color sets for the mass market, and as sales increase on smaller-screen units. The 1968 color tv lines came in with pricing at or below 1967 levels, and most retailers believe the industry is close to major breakthroughs on color tv pricing for

the mass market.

The inventory problem, judging from trade comments, is most severe at this time on the distributor level. Retailers have worked hard during the first half to get their inventories in line, largely by cutting off open-to-buy. Manufacturers, too, have been able to get their inventories in line, largely through production cutbacks and through some blessing-in-disguise—such as the trucking strike in Chicago and labor problems earlier in the year at National Video—rather than through greatly increased unit shipments.

Distributors will seek to unload their 1967 carry-overs during the third

quarter, according to retailers. Many a key-account retailer reported that his distributor will be pushing the 1967 carry-overs during the third quarter and not actively selling the new 1968 lines until the fourth quarter. Some television set manufacturers, too, conceded that this appeared to be the case.

To get orders on 1968 sets, manufacturers have encouraged their distributors to set up package deals combining the old carry-overs with the new goods. Most packages, judging from buyer comment, are on a 50-50 basis: that is, order six 1968 models and get six 1967 carry-over models at sharp pricing.

Most manufacturers believe the old goods will be gone at retail by the end of September, but some retailers feel that the carry-overs probably will be around longer.

When to promote the closeouts on the 1967 lines is the problem facing retailers now. Should they promote hard in July and fight a traditionally slow month for color tv sales; or should they wait until mid-August, when the networks start promoting the new tv season, to advertise their special closeout purchases? Judging from buyer comments, many will wait. And, come mid-August, there will be plenty of retail promotional activity on "special purchases" and "closeout specials," warming up price competition and lowering further the average retail sales ticket.

—Ed Dubbs



Ken Dickinson, Foley's Department store, Houston, Tex., at Motorola's display of new IC color tv chassis.



Sig Schwartz, Midwest Sales Co., Memphis (Tenn.) distributor, takes a close look at Westinghouse IC.

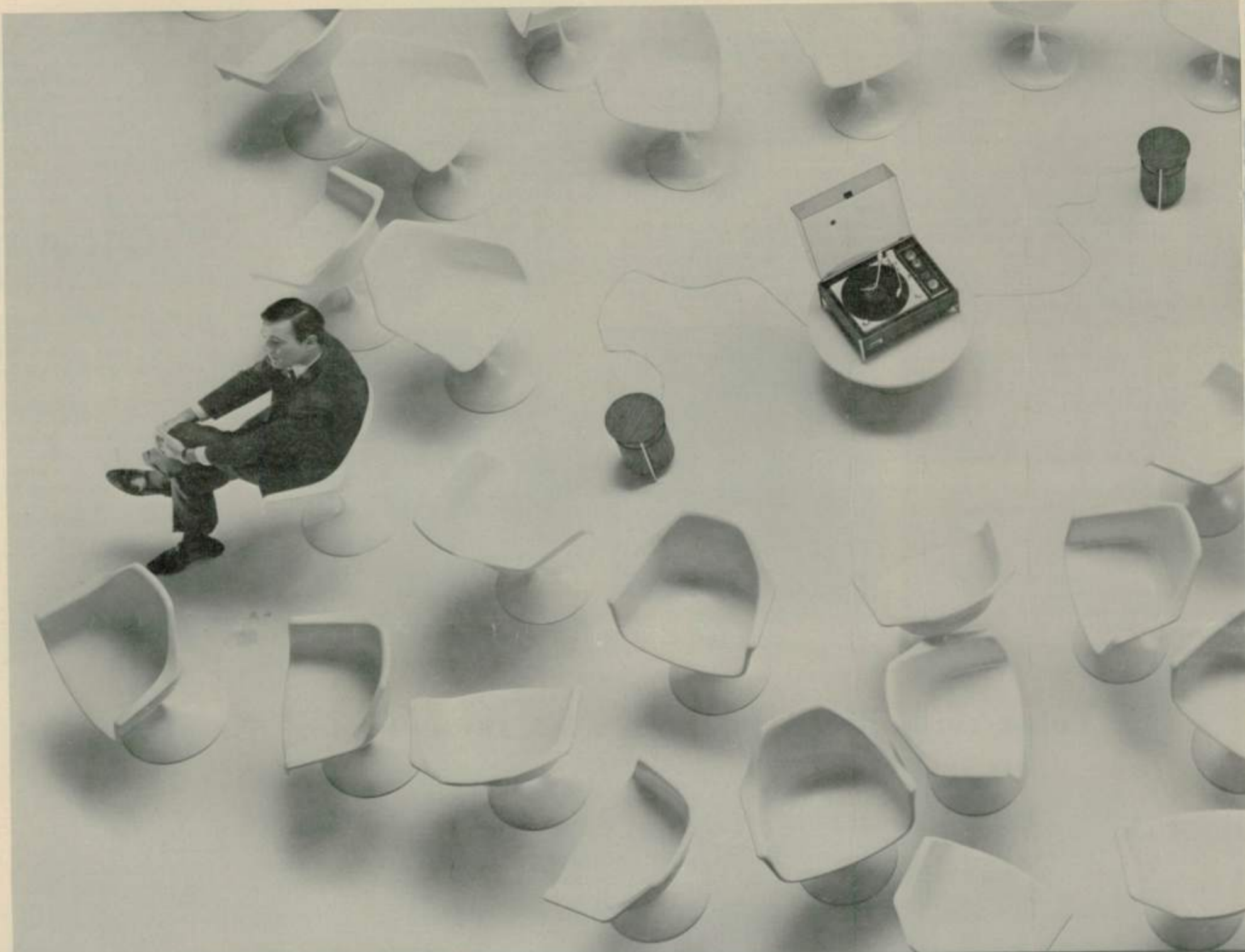
## Color tv: full-line makers used these leader list prices

Maker	18-inch	20-inch	23-inch color sets			
			Tables	Consolettes	Consoles*	Combinations
Admiral	\$359.95**	\$399.95	—	\$449.95	\$499.95	\$795.95
Emerson/DuMont	339.95	379.95	\$429.95	Open List	479.95	850.95
General Electric	***	***	***	***	***	***
Hoffman Electronics	399.95	—	499.95	—	569.95	1,195.00
Magnavox†	359.95	479.50††	469.50	—	549.50	750.00
Motorola	—	399.95	449.95	499.95†††	529.95	975.95
Olympic	299.95	—	—	—	399.88	Open List
Packard Bell	349.95	—	499.95	513.95	599.95	795.95
Philco-Ford	Open List	479.95††	—	499.95	599.95	795.00
RCA	369.95	399.95	469.95	549.95†††	629.95	799.95
Sylvania	329.95	399.95	—	449.95	499.95	895.00
Westinghouse	369.95	—	—	459.95	529.95	899.95
Zenith	369.95	399.95	469.95	499.95	579.95	1,050.95

\* Genuine hardwood solids and veneers. \*\* With stand. \*\*\* GE is dropping list prices, but its "going prices" at retail are expected to be competitive with RCA and Zenith. † Actual retail selling prices on price-protected line. †† Console. ††† Wood cabinet.

MORE EIA  
NEWS ON P. 10

*Again in '68...*





*the real sales-makers come from Zenith!*

**Sit anywhere...**

and you're completely surrounded  
with perfectly balanced  
stereo sound!

**Introducing  
Zenith's  
totally new  
Circle of Sound  
Stereo**

Sit to the left of it. Sit to the right of it. Sit behind it. Sit anywhere in the room. And Zenith's totally new "Circle of Sound" Stereo System *still* surrounds you with perfectly balanced stereo sound!

The secret: unique Zenith remote speakers that fire upward into inverted cones . . . so that stereo sound is uniformly dispersed in a complete 360° circle.

Zenith's "Circle of Sound" Stereo System also features a new solid-state dual-channel amplifier that delivers 80 watts of peak music power. Plus Zenith's Stereo Precision Record Changer and the famous Micro-Touch® 2G Tone Arm that makes it impossible to accidentally ruin a fine stereo record.

Be sure to hear the totally new sound in stereo — Zenith's new "Circle of Sound" Modular Stereo. It will be bringing some totally new stereo customers to your store!

**Why not sell the best**

**ZENITH**  
®

*The quality goes in before the name goes on*

The Moderne, "Circle of Sound" Modular Stereo. Model Y565

## B&w television sales at retail: black and blue, but fighting

The day is closer when black-and-white television, as long predicted, goes the route of the radio: compact and cheap.

Big-screen b&w already is black and blue in the sales department, although some manufacturers and retailers maintain they are getting good volume from big-screen consoles. But even they admit they are fighting the long-range trend.

When the day will come is still debatable. Some manufacturers and retailers believe it may be as soon as a year or 18 months, while others feel it will take longer. The timing, of course, is closely tied to what happens in color tv: in other words, how fast color tv goes the route of black and white in terms of pricing and compactness.

The b&w market is soft and getting softer all the time. On an industry-wide level, sales are off by about 30% so far this year. But there are retailers and manufacturers who claim their sales are up over a year ago; these cases, however, clearly are the exceptions.

The b&w market, more than ever, is shaping up as an under-\$100 market at retail, and small-screen b&w sets are already being merchandised in the same manner that high-end radios are merchandised.

No one is counting b&w dead—not by a long shot, and especially not in the portable area. In fact, most manufacturers are hoping the return to "true" screen sizes, especially the true 19-inch b&w portable, will spur portable sales. Most manufacturers will be dropping in the "true" screen sizes in January.

"The retailer who promotes b&w," the manufacturer line seems to be, "is going to sell b&w." But it is clear that a growing number of retailers are, from one point of view, becoming "color blind," or, from another point of view, no longer willing to flog a dead horse.

One way to move b&w sets was pointed up this spring when a number of manufacturers offered retailers a promotional package that permitted them to offer a low-end b&w portable free with the purchase of a color console.

This promotional tactic, judging from

manufacturer and retailer comment, not only helped to move b&w sets, but also put some needed sales life into color tv sales.

Some distributors—and other retailers, on their own—will be putting a similar promotional package together for the second half.

Assortments are being pared at retail, and even manufacturers have started the big cutback in their b&w lines, especially at the console end. The big guns in the color tv market clearly are keeping the big-screen b&w consoles in their lines chiefly for retailers who want them; they are not actually pushing them. There are exceptions, of course, such as Olympic and others, who push the big-screen black-and-white consoles.

The outlook for b&w, as some manufacturers see it, is for the market to settle at about 4.5 million sets annually, with the bulk of the units retailing at under \$100. Manufacturers shipped 7.28 million b&w sets last year.

The above-\$100 portable market also is being hurt at present, judging from retailers' comments. Most retailers, however, are hoping the new "true" screen sizes will enable them to get a good ticket—although certainly below \$150—for the "true" 19-inch b&w portable.

Just as color put the television industry back into the living room in many homes across the country, color also is seen putting the b&w small-screen portables into many rooms throughout the home. "I think the day will come when we'll even see b&w portables in the bathroom," one manufacturer commented.

The advent of small-screen color—GE's Porta-Color sets, and RCA's new 14-inch color set, for example—is expected to cut even deeper into b&w set sales. RCA expects the bulk of its 14-inch color set sales to come from young couples setting up new households: the same young couples who previously bought black-and-white portables.

And the day is not far off, too, judging from retailer and manufacturer comment, when the big b&w market will be straight out of comic strips: Dick Tracy's wristwatch tv.

—Ed Dubbs

## Something new from reel-to-reel, but it's still a cartridge Show

Reel-to-reel and cartridge tape recorders jockeyed for the spotlight at the Consumer Electronics Show.

Innovation and design were trumps that reel-to-reel could play—for the first time in many years. Cartridges and cassettes threatened to take over the Show by sheer numbers. It was difficult to find a manufacturer that was not showing an 8-track player, a cassette recorder, or Playtape. And the old standbys—like Muntz Stereo-Pak and Craig Panorama—were still there pushing the 4-track concept.

For many of the retailers at the Show, the whole concept of tape was a new one. Now that cartridge and cassette have brought the tape machine into the mass market, retailers were taking crash courses in tape terminology.

"I came here to find out more about cartridges and cassettes," said Pete Vrontikis, owner of Vrontikis & Son, in Salt Lake City, Utah. "Some of the manufacturers who supply us are beginning to carry those things."

But even newcomers to tape were eager to plunge into the growing tape market—a market that, according to Darrell Boyd, general sales manager for the Revere Mincom division of 3M, is growing at the rate of 30% a year, and has already reached 10% saturation.

Manufacturers were taking full advantage of what Boyd called "one of the most highly publicized unsold products until now."

Sony's annual show-stopper innovation was a reel-to-reel tape recorder, this time. The automatic-threading, automatic-changing tape recorder was the talk of the Show. When the unit hits the market some time next spring, it will be priced at about \$400 for a player-only version; at about \$500 for a player-recorder.

Bell & Howell just a few days before had also introduced the idea of cartridge convenience in reel-to-reel, with its automatic threading tape recorder.

But most retailers, while they talked and wondered, dismissed the new concept for anything but the audiophile market. They were still wondering whether the time had come to put their money where the cartridge and the cassette are.

The battle of the standards—it became all too apparent—is far from over. Even relative old-timers in the cartridge retail business were uncertain

which way to go. "After seeing the Show," said Chandler V. Hottel, of Audio Fidelity Inc., in Washington, D.C., "I think it'll be cassette. So I'm going to pick up some of those Norelco cassette recorders, phase out some of my 4-track, and stick to the high-end 8-track products."

A choice, not one standard, was the tack both manufacturers and retailers were taking at the Show's cartridge merchandising session. Manufacturers, gentler than usual in attacking competitive systems, agreed: retailers should carry a selection of systems and should rely on display, in-depth stock, and service to sell whichever system they choose.

"Up until now, we've just been selling each other," complained one retailer. "Now its high time for us to start educating the public."

One frustrating, abortive attempt was made to start doing just that—educate the public. The fledgling American Tape Cartridge Assn. held an industry-wide dinner at the beginning of the week. Its purpose: to gather support, form committees, and get the cartridge show on the road. By the end of the evening, tempers had flared, little had been accomplished, and some spokesmen were beginning to wonder whether there wasn't a better way to get action.

Merchandising the cartridge concept may still be a hit-or-miss technique for many retailers, but they do not have to worry about having enough product to sell. The 8-track home players, so scarce until now, were shown by Admiral, Zenith, Arvin, Motorola, RCA, Sylvania, Philco-Ford, Olympic, Delmonico, and a raft of other manufacturers. Even Borg-Warner seems to be heading for the home: its "Cart-Able 8," at about \$99 list, is an AC player with speakers that can be used in car or home.

In general, the list price for an 8-track deck seems to be holding at \$79.95.

The cassette's price is far less stable. Rock-bottom pricing for the monaural portable fell at about \$27 for a play-back unit; \$49 for a recorder. Sony hit the high for a portable recorder at \$99. And most other manufacturers fell somewhere between \$50 and \$70. But there were high-end stereo cassette recorders for the home, too—from Norelco, Mercury, Philco-Ford, Delmonico, General Electric, Ampex, and others.

—Amei Wallach



Leon Rubin, of Radio Clinic, New York City; Lewis Gurkin, of Panasonic; and Alan Rubin and William Grossman, also of Radio Clinic.



Eugene Bitter and Ed Green, of Liberty Music Shops, New York City.

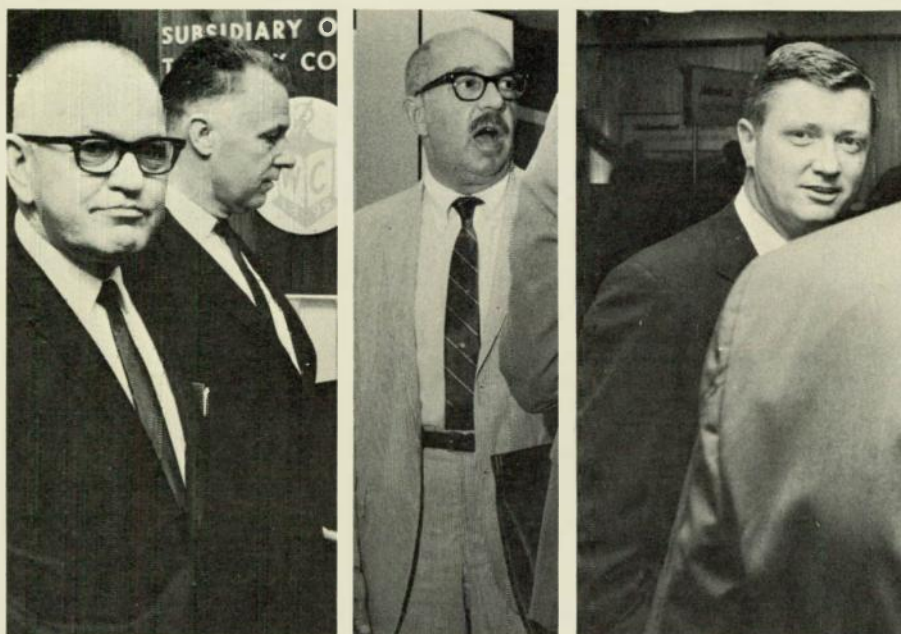
## Product sessions forecast big tape, color year—so what else is new?

Manufacturers dominated the EIA Merchandising Seminars with relatively pat answers to the big question: what's up for audio tape and color tv at the retail level?

The Seminars were scheduled to cover all product areas of consumer electronics—radios, radio-phonos, hi-fi components, vtrs, tape recorders, and home and auto tape; but the sessions that drew the crowds, and the topics that created the interest, were those that promised answers to the questions that most retailers came to the Show prepared to ask.

The questions were obvious. What and where next for color—and what will happen to other product areas on the way, particularly black-and-white tv? What are the latest battle plans for the audio tape war—escalation or coexistence?

And those prepared to give some answers were in attendance. Zenith, Admiral, and RCA had provided commentators on the color scene. Eight-track Motorola, 4-track Muntz, and cassette Philips were on hand for the tape session.



(left): Budd Myers, of Phonola, and Bernarr Wixon, consumer electronics buyer for Sears, Roebuck & Co. (center): Arnold Wyroth, television and stereo buyer for Platt Music, based in Torrance, Calif., a leased department operator in the 15 May Company stores in Southern California. (right): Roland Forsyth Jr., stereo buyer for Montgomery Ward & Company, Inc.

Yet, the answers were few. Zenith's Walter Fisher expressed optimism about color's second-half fate. One million more color units will be sold in the fall over 1966's record second half, he said. And, in the next three years, 20 million color sets will be sold. Retailers on the buying floor were not so sure. They realized that price reductions mean that they have a bigger selling responsibility just to meet their already-established mark. They talk of color television's potential, but they nibble their nails a little while they are doing it.

Tape? Topic titles like Wybo Semmelink's "You Can't Beat the (Philips cassette) System," and Earl Muntz' "You Get More With Four," (as in 4-track Muntz Stereo-Pak) failed to spark any competitive conclusion-making.

Seminar participants agreed that tape's future is limitless, but they confined their remarks to generalizations: "There is a place in tape for all track configurations: 8-track, 4-track, cassette, and 2-track PlayTape," and "The field is certainly big enough for all of us."

## The new face of consumer electronics: who is thinking young?



M.C. Peterson and Victor Johnson, of Sky City Discount, Asheville, N.C., with girl modeling Lloyd's fabric-coordinated portable.

The new face that the consumer electronics industry promised to put on for its first all-inclusive Show turned out to be that of the fresh-thinking, free-spending, "now" generation of the under-25.

The face that launched a thousand products with names like "Jet Set Mini Combo" and "Disco-Set" (these for-those-who-think-young products are covered in the EIA youth-market story, p.12) got an its-too-important-to-ignore evaluation at Tuesday morning's final merchandising session. The conclusion of one manufacturer: just another pretty face. The general viewpoint: maybe so, but one that influences \$30 billion annually in family sales, and makes another annual \$15 billion of its own.

It's the wrong face, suggested Philco-Ford's A.E. Allen, who explained that over-emphasis of the youth market means under-emphasis of "our best customers"; that is, the 35-and-over age group.

Admitting that the dealer or manu-

facturer who misses the opportunity to merchandise the young is missing the "marketing opportunity of a lifetime," Allen indicated that the biggest spenders are still the older, wiser, richer middle-agers. The real economic impact of today's youth will be felt, he said, when their age lines begin to show; when today's young customers acquire the maturity and money to really reflect the buying tastes that they are now developing through selective, discriminate shopping.

"The intervening years will bring incremental increases as today's young people grow toward the salary levels where their full economic wallop will be felt," Allen said.

But such a charming face, countered Arthur J. Sutherland, *Life* magazine's durable goods manager, and one that truly reflects the big buying power of the youth market. A youth orientation in electronics conforms to statistical evidence: 61% of Young America has a phonograph; 88%, a radio; 18%, a tape recorder; and 17%, a television set

of its own.

Sketching a profile of the diversified under-25 segment of the American market, Sutherland indicated that the whole can be perhaps best sold by selling the individual. Merchandising for the young means paying attention to individual tastes and preferences, not generalizations; and this, he explained, requires a great deal more understanding that many merchants possess at this time.

It's all right with me, agreed Ruth Whitney, executive editor of *Seventeen* magazine, who indicated that today's young people are among the most sophisticated and discerning of customers. To sell them, a retailer must be able to reach across the obvious "generation gap," and treat them as individuals with definite, intelligent tastes—taking care not to condescend. "A patronizing, palsy-walsy attitude" can be detected by young buyers, she continued, and their resentment is not soon forgotten.

—William Hutchinson

## FTC Chairman Dixon: there ought to be a law?

"Laws come where there is a vacuum," suggested Federal Trade Commission Chairman Paul Rand Dixon, at Monday's EIA panel discussion on consumer protection.

If the Dixon axiom holds true, then consumer electronics retailers may find themselves confronted with a new brand of consumer-oriented legislative activity—one directed toward a vacuum that, according to Dixon, they have allowed to develop.

Competition is fine, said Dixon, whose Commission has been occasionally accused of acting as if it thought differently. But, he indicated, when a manufacturer or dealer resorts to harmful extremes or deceptive practices he is overstepping his competitive rights—and here, the Federal Trade

Commission steps in.

Dixon's where-do-laws-come-from philosophy put into perspective remarks that he made earlier to EIA members at the scheduled Government-Industry Symposium. The FTC chairman delivered 20 minutes of criticism on many advertising practices of the television industry. Inconsistencies of manufacturer claims from advertisement to advertisement, product exaggerations, misrepresentations, and deceptive bait-and-switch practices were covered as examples of what he indicated the Federal Trade Commission has been seeking to eliminate and prevent for some time.

"An ounce of prevention . . ." explains the FTC-Dixon outlook. "The Commission has been emphasizing ed-

ucation and cooperation in recent years, including such programs as the issuance of industry guide rules and advisory opinion, the premise being that the best way of dealing with the violation of law is to prevent its occurrence," he said.

Those features that must be prevented: newspaper ads which fail to explain all conditions and stipulations of manufacturer guarantees; "accidental" ad slips, such as a picture of an expensive-looking, high-end console tv set alongside a price figure for a much cheaper table model; bait-and-switch ads that make the consumer think he can get an expensive set for a considerable price reduction, and then find that the advertised price was actually for a cheaper set of another brand.



Rosel H. Hyde, of FTC; Jack Wayman, of EIA (staff vp); and Paul Rand Dixon, FTC chairman.

## THE PACESETTERS

New dimensions have been created for home electronics products by a number of design and engineering innovations introduced at the Consumer Electronics Show last week.

A new concept in stereo speaker design—called the Verti-Plane Extension Speaker System (shown)—was introduced by Zenith. Each speaker in the system is housed in a slim cabinet and projects sound in two directions. List price is \$29.95 per speaker. Zenith also showed stereo speakers that fire upward and disperse sound outward circularly (MW, 26 Jun., p.7).

The 2-track "Music Machine" market was expanded by Playtape with six new units, including an auto cartridge tape player at \$32.95, and a home table model (shown) with AM-FM radio at \$69.95. Playtape last year introduced the 2-track cartridge tape concept with two low-priced portables. Plug-in stereo speakers will be added by the company later this year.

A new design in stereo-8 was introduced by Elgin. The company has built an 8-track cartridge tape player (shown) into one of two speaker enclosures; the two speakers fold and lock together for portability. List price is \$89.95.

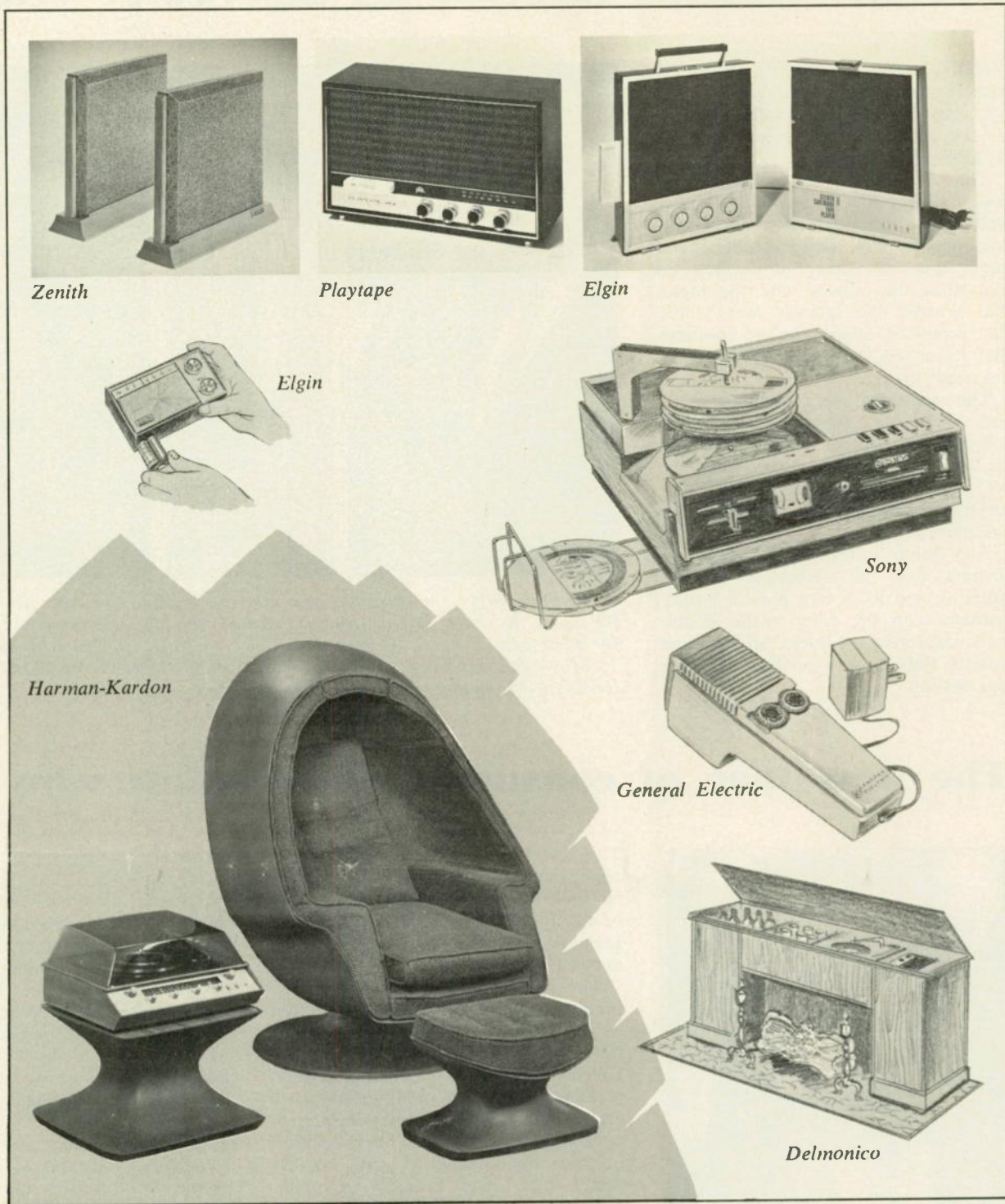
A new way of changing radio batteries that eliminates the necessity of exposing a portable receiver's circuitry also was introduced by Elgin. Called the Presto Battery Pak (shown), it is available with nine of the company's radios.

The first reel-changing tape recorder was unveiled by Sony/Superscope. Model 760 (shown) automatically changes up to five prerecorded 4-track stereo tape reels in a manner similar to a record changer; 3-, 5-, and 7-inch reels may be intermixed. Planned for introduction in the fall of 1968, the unit should sell at about \$495. Superscope also introduced a Sony 8-track cartridge tape deck—model TC-8—with record and playback capability and a vertical cartridge slot, priced at \$99.50.

Miniaturization has yielded new design in GE's rechargeable AM radio flashlight (shown). It has solid-state circuitry and lists at \$14.95.

A stereo lounge chair (shown) was introduced by Harman-Kardon. The chair features a built-in stereo speaker system at \$999.95, including a foot stool. A matching pedestal built to hold an amplifier deck lists at \$88.

A fireplace stereo console (shown) with AM-FM radio and 4-speed stereo phono was introduced by Delmonico at \$300; the unit also has a bar.



## Youth electronics come on strong for swinging retailers

With color, styling, and an infinite variety of gadgetry, the home electronics industry is primed to "swing out" this fall with the nation's youth. A dynamic emphasis is on the youth market, and retailers across the country emerged from last week's Show a bit more hip.

Indicative of the trend is General Electric's expanded youth electronics section, which now features an entire line of youth products, including walkie-talkies at \$14.95 a pair; a rechargeable, transistorized radio-flashlight that weighs ½ lb. and lists at \$14.95 (see sketch, p.12); and a combination portable AM radio-phonograph at \$27.95.

GE uses integrated circuitry in its transportable, microelectronic radio, model T1170, which the company bills as a gift appropriate for all ages. The compact unit measures approximately 4½ inches by 3¾ inches by 2 inches, weighs 2 lbs., and will list at \$19.95. Delivery is scheduled to begin during October.

Westinghouse's radio-flashlight-watch-and-lighter combination, model RS21-PO8, in white, will be featured by the

company as "the gift of many gifts." List is \$32.95. Another novelty item is the AM-FM lamp-clock-radio, model 975XLN, in ochre or white, at \$59.95.

Tape recorders—particularly cassette models—drew considerable buyer attention at the Show. They will be featured as ideal gifts for students during the fall selling season.

Philco-Ford has six new cassette models, ranging from the battery-powered portable TRC20BK, priced at \$59.95, to a deluxe AM-FM/stereo radio and stereo recorder combination, designated TRC47WA, and priced at \$239.95.

RCA expects its biggest youth market attractions to be in portable radios—the Beanbag, with plaid, weighted bottom, at \$14.95, and the purse-sized Coquette, at \$29.95—and a full line of portable phonographs starting at \$19.95.

From Arvin: a new portable phonograph unit, which includes guitar jack and guitar. It operates on batteries or AC current, and, when the guitar is plugged in, the phonograph serves as an amplifier. Suggested retail price is

\$99.95.

Really "with it" is Lloyd's Electronics' Disco-Set line of radio-phonographs featuring mod styling and op art design (see photo, p.11). The new sets—which carry a suggested retail price of \$29.95—have fabric accent on the sides and a carrying case cover with matching fabric strap. Lloyd's also has AM portable radios at \$14.95, and AM-FM portables at \$24.95.

In headsets, Telex introduced Amp-litwin, a stereo headphone with two 4-stage and battery-operated amplifiers. The price: \$79.50, including carrying case.

A spokesman for Zenith predicted that black-and-white television, particularly portable models, will continue to attract the youth market. A major item from Zenith, he said, will be the company's new 8-track stereo cartridge player, models Y635 and Y633, at \$79.95.

Westinghouse's mini-combo—which includes a 12-inch black-and-white television receiver, a 4-speed phonograph, and an FM radio with clock timer—will be shown at \$219.95 suggested list.

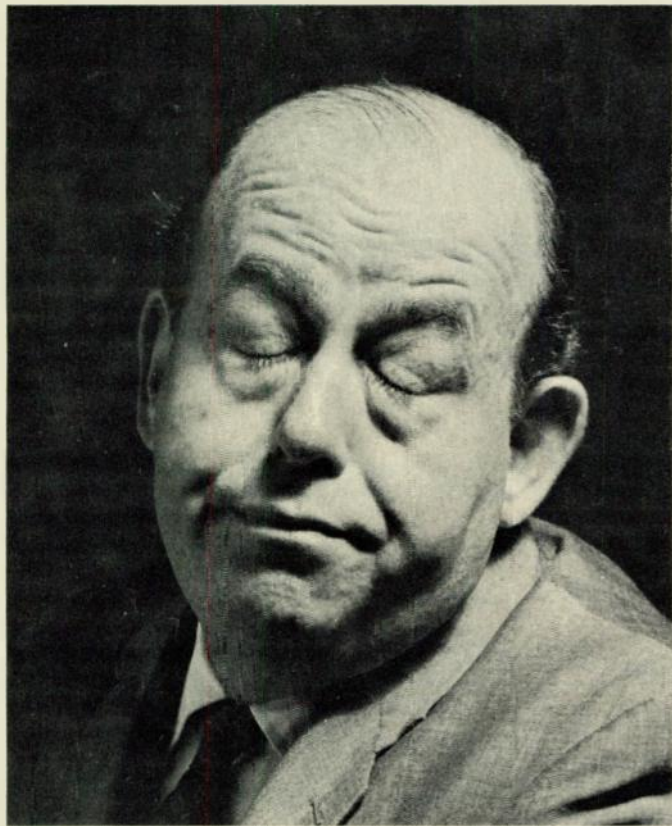
Japan keeps in step: Hitachi's AM-FM/FM stereo portable radio with swing-out extension speakers will carry a suggested list price of \$74.95. The radio weighs 4.84 lbs. and operates either on four C-cell batteries or AC power.

Crown has a new 12-transistor cassette recorder with AM-FM radio—model CRC9100F—which weighs 5.1 lbs. and retails at \$109.95. The unit has a socket for an automobile antenna, which may be plugged in to adapt the radio—both AM and FM—to car or boat.

Is the youth market overrated? One industry spokesman thinks so. Philco-Ford's Armin E. Allen, vice president and general manager of the consumer electronics division, warned last week against over-enthrallment.

Countering positions expressed by two speakers at Tuesday's merchandising seminar, Allen noted that the 15-to 24-year-old age group accounts for only 9% of total tv purchases, and that this percentage varies little in any product line other than portable phonographs.

—Neil Spann



# Frankly

**the retailers  
who don't read  
Merchandising Week  
sell very few  
appliances**

Our readers do 81% of the retail appliance business in America.

Can you blame us for insisting that if you're a manufacturer — with something to say to the men who sell your product—there is only one

logical place to do it. On the pages of Merchandising Week.

Our editorial pages speak with authority. So will your advertisement. But, most importantly, you'll be talking to the retailers who really count.

If you're not in Merchandising Week now, do yourself the favor of asking why. The answer you get might just be surprising.

**MERCHANDISING**  
*Read By the Retailers Other Retailers Follow* **WEEK**



Leon Kolipinski (left), Kolipinski Bros., Buffalo, N.Y.; Maurice Cohen, Lechmere Sales, Cambridge, Mass.



Billy Yates, General Appliance & Furniture, Dyersburg, Tenn.; Upton Zeisler, Rahr's, Manitowoc, Wis.; Ed Brown, NARDA's attorney; and Earl T. (Duke) Holst, Brac's, Des Moines, Iowa (left to right).



Pete Vrontikis, wife, and Mark Vrontikis (the youngest vice president at the convention), Vrontikis & Son, Salt Lake City, Utah.

## What was said at NARDA's all-dealer convention

It was, they felt, the best convention ever. NARDA dealers talking to NARDA dealers about dealer problems—with a few exceptions, like *Time* and *Life* magazines, which talked about market research and tying in with manufacturer magazine advertising, and the Rev. George Halsted, who talked about intangible, as well as tangible, rewards of the business.

"Of course," said one conventioneer, when it was all over, "they could have picked better subjects for some of the talks." For instance, "I didn't think the talk on floor planning pitfalls was particularly good—but I do think this convention was a lot better than sitting around listening to the manufacturers pontificate."

Few retailers who stood behind the lectern at New York City's Americana Hotel last weekend pontificated. They talked about everything from "How to Get into the Video Tape Recorder Business" to "How to Carry Your Own Paper." And the audience was attentive.

### "Inventories are in shape"

Retailers who came to this 22nd Annual Convention of the National Appliance & Radio-TV Dealers Assn. arrived in a good mood. They said that inventories, particularly color tv stocks, are down to healthy levels; sales generally are beginning to perk; and the national figures confirm what most knew personally: 1966 profits were the highest since 1955.

NARDA's board of directors, however, was unable to come up with a unanimous statement on inventory intentions to guide color tv manufacturers. Over half the board members, at a Sunday meeting, said they were open-to-buy, but will be buying selectively, picking those lines and models that offer the most profit protection. About one quarter of the members agreed that their inventories were in shape, but indicated they would postpone buying a few weeks until they had a clearer idea of the direction that business is taking. The remaining board members admitted they were confused by contradictory statements by manufacturers, distributors, other dealers, and the trade press, and would not buy until the confusion evaporated.

The board re-elected all the officers, who will now remain in office until NARDA's next convention, which will take

place at the Rice Hotel, Houston, Tex., in late February.

### "We have a new business"

Among the good ideas offered at the convention, many dealers felt Jack Rice's contribution was one of the best. Rice, of Paul Rice Appliances, Canton, Ohio, described whole-house air conditioning, which he distinguished from central or split-system air conditioning. Rice puts a large room unit in the basement wall and distributes the cool air via furnace ducts. He can cool an entire house this way for a total retail price as low as \$299.

The system, which works best with a single-floor home, can only work where there is a forced-air heating system. To figure how large a unit the house needs, Rice takes the number of square feet of floor space and multiplies by 22Btu to 25Btu. The air conditioner is set as close to the furnace cold-air return as possible; a duct is run from the furnace to the air conditioner and attached to the cold-air outlet with a canvas "boot" that Rice has made up; and the furnace blower is set to operate continuously.

Rice says his average installation cost is \$50, and a two-man crew can install one and a half to two systems a day. There is no need to insulate the basement cold-air ducts because the air conditioner acts as an efficient dehumidifier. The system, he claims, will maintain a 12-degree temperature differential between inside and outside, but

no more than a 2-degree differential between rooms.

"In an area in which we had no business three years ago," says Rice, "we now have a big business. Today most sales are coming from people who know someone we did a job for."

### "Become an institution"

Blunt George Johnston, of Johnston's, Minneapolis, Minn., outlined the pros and cons of carrying one's own paper. The cons: "Self-financing is a huge money sponge. Most dealers are not temperamentally suited to the finance business; they are trained to sweet-talk the customer. They abhor repossessions. Financing is loaded with detail, which most dealers don't like. They shy away from collecting where parts shortages and service complaints are involved. And a big risk comes with 'Milquetoast' collecting."

Johnston's store grants credit easily because it is a good collector; it takes trade-ins, so there is no alternate appliance around in case of a repo (he thinks of a repo as a demonstration that never matured); he has large cash reserves; and he charges a higher rate than competitors.

Because of all this, Johnston feels he has at least three big advantages: "Self-financing makes your business much more salable; you can give the customer tailored terms; and, to the customer, you become an institution. Time-payment contacts are regular and mutually arranged. With these repeti-

tive, habit-forming contacts, it is only natural that the customer looks to you for other appliance and tv needs."

### "Start a buzz session"

Don Quint, Beck & Quint, Norwalk, Conn., said there is virtually no retail market for the home video tape recorder at the moment, but he has been very successful selling systems to industry. "When I make an appointment to show the equipment to a firm's top executives," said Quint, "I arrive early, train the camera on the door of the meeting room, and turn off the monitor. When everyone has arrived, I explain what the equipment does and then play back the tape I have just made. After everyone has seen himself on tv, I ask the men for their ideas on how they could use a vtr in their departments to train their people or improve their operations. The president usually finds that now, instead of a sales presentation, he has a buzz session going." Quint always asks for an order, but is satisfied with a rental arrangement.

M.B. Cooper, M.B. Cooper Appliances, Jackson, Miss., described the controls he uses in his business: a monthly p&l and balance sheet, a monthly breakdown of sales by manufacturer, an analysis of gross profit by store (he has four) and department, and a p&l on his service operation. "I receive a daily report of the prior day's sales, along with a month-to-date figure and a projection of the month's performance based on the going rate."

Earl T. Holst, Brac's, Des Moines, Iowa, suggested that manufacturers take the small print out of warranties, maintain the service reserve themselves, and pay for in-warranty labor as well as in-warranty parts. Most dealers seemed to agree.

Robert J. Bond, of the U.S. Department of Commerce, said "We in Commerce do not believe that more regulation is the best way to protect the consumer." The best way, he said, is through voluntary activity initiated by the industry itself.

And Leon Debotte, president of the European Appliance Dealers Assn., implied that, tough as dealers may have things here, American problems are nothing compared to those European dealers face. It was a good way to end the convention.

—Wallis E. Wood



NARDA's Man-of-the-Year, Sol Polk (center), caught in a rare pensive moment. A convention highpoint was Polk's impassioned plea for dealers to support NARDA's educational efforts.

# After July 16 people will be buying Philco appliances with newspapers under their arms.



This full-page newspaper ad is going to set the standard for appliance promotions for a long time to come. It gives the details of the biggest appliance event in Philco-Ford history – the Diamond Jubilee Special.

There are four of these powerful ads, scheduled to run in over 100 of the biggest-circulation newspapers across the country. And they all carry full dealer listing. For four weeks, we'll be advertising the biggest news in appliances in your area.

And there's coast-to-coast advertising in the three biggest national magazines, too. Look, Life and The Saturday Evening Post will all be carrying our two-page spread.

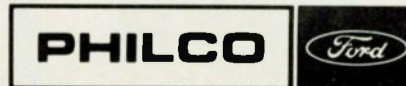
We call this promotion "the big one." And we have the merchandise to match the name. Two of our most popular refrigerator/freezers: a 16-cubic-

foot selling at \$259.95\* and a 19-cubic-foot side-by-side selling at \$399.95.\*

Plus an automatic washer, \$164.44;\* a family-sized dishwasher, \$124.44;\* and a tilt-top electric range, \$199.95.\*

Get your name and address on our newspaper ads. When the rush comes, you'll want them to know where to rush to! Call your Philco-Ford Distributor today!

\*Manufacturer's suggested retail price. Subject to Fair Trade where applicable.



FAMOUS FOR QUALITY THE WORLD OVER  
TELEVISION • STEREO PHONOGRAPHS • RADIO • HOME LAUNDRY  
RANGES • REFRIGERATORS • AIR CONDITIONERS  
PHILCO-FORD CORP., PHILA., PA. 19134

**Sign up for the big one – The Diamond Jubilee Special.**

□□□□ The fate of the ITT-ABC merger will be decided within the next month. The Federal Communications Commission approved the petition of International Telephone and Telegraph Corp. to acquire American Broadcasting Co.'s 17 AM, FM, and television stations by the same 4-to-3 vote that the Commission okayed the merger almost exactly six months earlier.

Both companies, however, have agreed to delay consummation of the merger for 30 days, pending a decision by the Justice Department on whether or not to take the case to court. Assistant Attorney General Donald F. Turner has

indicated he may seek to block the merger either through an antitrust suit or through appeal of the FCC decision.

ITT President Harold S. Geneen is known to be getting impatient. He may drop the whole idea in the face of a Justice Department suit.

Congress also may have a say in the matter. Chairman John D. Dingell (D-Mich.) of a House small business subcommittee says he may want to investigate the case on the basis of what he describes as "either a grossly negligent presentation of the facts or outright falsification." He has the support of Rep. Silvio Conte (R-Mass.), ranking Re-

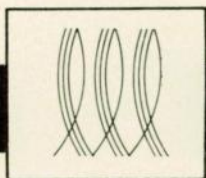
publican on the small business subcommittee. In other words, ABC and ITT are still a long way from merger.

□□□□ Public hearings on radiation emissions from tv sets will be held in late July or early August by a House Commerce Subcommittee on Health and Safety. Conducting the hearings will be Rep. John Jarman (D-Okla.), chairman of the subcommittee and co-sponsor of a proposed bill that would authorize creation of federal standards for electronics products.

Meanwhile, Rep. John Moss (D-Calif.) is continuing his criticism of the Public Health Service for its handling of emissions from General Electric color tv sets. He insists that the original Public Health Service statement—to the effect that no danger to viewers was involved in the radiation emissions—was totally misleading. Moss believes that the radiation level was many times above permissible limits.

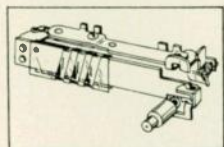
□□□□ Use of automatic dryers for pre-shrunk fabrics is under investigation by the Federal Trade Commission—but no changes in the dryers are contemplated. FTC has received a number of complaints that pre-shrunk garments shrink more in an automatic machine. FTC says this may be because of excessive heat in the dryer or because the housewife does not remove the garment for pressing while it is still damp.

The upshot of the Commission's investigation may be a new rule requiring that garment manufacturers warn consumers that fabrics may shrink excessively when they are machine dried.

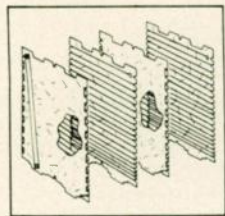


The toasters consumers are sold on...

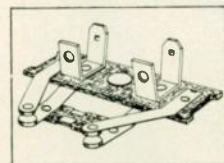
**Nickel-chrome heating elements on mica plates**—Special elements are matched and synchronized with the timer so each slice is uniformly toasted on both sides. Toasts one slice of bread perfectly, using any toast slot.



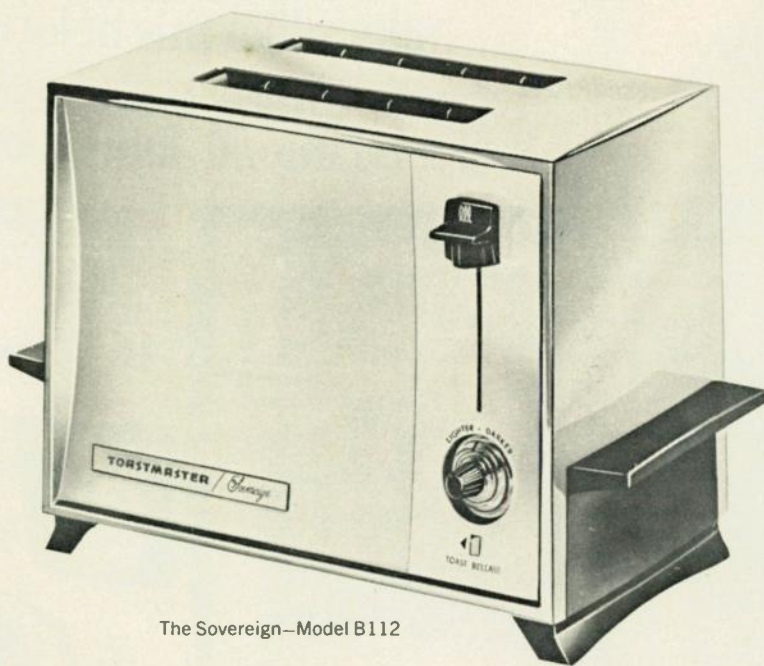
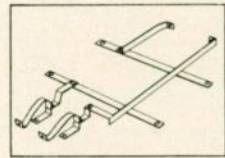
**Exclusive Superflex Timer**—Super-sensitive timer automatically compensates for voltage variations over a range of 100 to 130 volts, and for heat "build-up" in the toaster. Insures perfect toast every time.



**Bus bar construction**—All current is carried via rigid steel bus bars . . . instead of wires which flex and wear thin, or jar out of position and short out the toaster.



**New 2-pole safety switch . . . for a shock-proof toaster**—New 2-pole switch riveted to the steel base isolates line current from the chassis, makes it shock-proof when the toaster is inoperative even though plugged into outlet.



The Sovereign—Model B112

# The industry leader for workmanship, features, styling TOASTMASTER®

Toastmaster invented automatic toasters . . . and Toastmaster invented the 4-slice toaster, too. And it's easy to sell customers on Toastmaster superiority. Just turn a handsome Toastmaster toaster upside down and look inside. You'll see workmanship as fine, materials as handsome, a finish as carefully crafted as on the outside case itself. You'll see rigid steel bus bars instead of wires. You'll see special nickel-chromium heating elements on insulating mica plates. Inside . . . outside . . . Toastmaster toasters are made better to last longer. And your customers know it!



● **The Hostess**  
New peak of excellence. 4-slice toaster with separate controls for each set of slots can toast two slices light, two slices dark at same time. Model D 111

● **The Imperial**  
Powermatic feature makes it easier than ever to make perfect toast. Completely automatic—special motor lowers bread. No levers to push. Model B 122

● **The Princess**  
Has precision end-operated controls . . . toast lever, color control dial. Chrome-satin finish. Quality crafted for years of service. Model B 102



Sell the line consumers are sold on  
**TOASTMASTER®**  
...where one good thing leads to another

TOASTERS • COFFEE MAKERS • BROTHERS • IRONS • FRY PANS • PORTABLE VACUUM CLEANERS • WAFFLE BAKERS • MIXERS • BLENDERS • CAN OPENERS • HAIR DRYERS • HAIR CLIPPERS • VIBRATORS • SHOE POLISHERS • POWER TOOLS • FANS • HEATERS • HUMIDIFIERS • ELECTRIC KNIVES • BUFFET RANGES  
TOASTMASTER DIVISION • MCGRAW-EDISON COMPANY • ELGIN, ILLINOIS



## Why JFD feels its Smoothline can help retail television sales

Increased color television sales is what Tom Shea is talking about: "I believe that a dealer could increase his sales 50% with an improved antenna system. Perhaps more, if the quality of the pictures on his sales floor were particularly bad."

Shea is the newly appointed manager of the newly formed JFD Systems Division. The Division is part of JFD Electronics Co., which, among other things, manufactures antennas. Shea is responsible for marketing a new "Smoothline" master antenna television system, and one of the markets he sees for his product is in the color television showrooms of retailers throughout the country.

He feels that few dealers have the sophisticated equipment necessary to show color and UHF in the store. And "JFD Smoothline guarantees flat response and high gain so that no channel, VHF or UHF, suffers signal distortion at any point on the distribu-

tion system. This means color-perfect reception for every television receiver on Smoothline."

The system is complete, Shea says, including antennas, amplifiers, accessories, tapoffs, and coaxial cables. The system is unusual, he claims, because instead of having one large amplifier, it has a medium amplifier at the antenna and small amplifiers along the system as the signal falls off. This, he says, results in considerably less distortion.

Shea estimates that a 20-outlet, JFD master antenna system would cost around \$500 completely installed. He also said that a dealer could use a regular home antenna on his roof (to satisfy the customer who wants to know if the dealer is using any special antenna) and still have an excellent system with the other JFD components. "If you don't show good color in the store, how can you sell it for the home?" Shea asks.

## EDP: NARDA makes it easier for small dealer to use

Recent modifications in the NARDA Data System make it even more attractive to the small dealer than before, says Jules Steinberg, executive vice president of the National Appliance & Radio-TV Dealers Assn.

The program, which analyzes sales profits (not to be confused with the NARDA Service Data System, which computes service technician productivity), has not been as appealing to appliance-tv retailers as had been optimistically expected, so after a year the system is being beefed up and should offer more than ever to retailers. To interest the smaller dealer in electronic data processing (the larger appliance-tv retailer, say with annual sales over \$1.5 million, more often has his own EDP), NARDA has instituted five changes:

(1) **An extra report.** The subscriber has been buying four basic reports for his \$45 monthly fee. These are a Gross Margin Analysis Detail Report, which shows him the profit on each sale; a Profit Analysis by Item; a Comparative Profit Analysis by Manufacturer, which shows him the profitability of each brand; and a Comparative Profit Analysis by Class, which shows the profitability of each product.

A fifth, free, report—Purchases and Inventory Corrections—has been added. The new form lists all the purchases that a dealer has made during the month by manufacturer, product, model number, price, quantity received, and total cost. Steinberg points out that a dealer who keeps accurate sales records could easily use this to maintain a perpetual inventory.

Two optional reports—Salesman Performance and Inventory Control—available for a \$22.50 monthly fee.

(2) **A changed report.** The Profit Analysis by Item report lists, for every model, both current-month and year-to-year sales by units, gross profit dollars, and gross profits percentages. In the past, this information has been

arranged by manufacturer; that is, under General Electric would be refrigerators, washers, dryers, etc., followed by another company and its products.

Now, the information will be arranged by product. For example, under Color Television, the report will show the month's sales in each color tv brand the dealer carries. He can easily compare the profit performance of one line against another. To make this comparison formerly, he had to flip from one sheet to another.

(3) **A numerical listing.** From now on, model numbers will be shown in order under the manufacturer's name and product, so that the dealer can easily find a specific model.

(4) **A changed input form.** Before, a subscriber had to fill out two forms: a Sales List, which shows what he sold each day; and a List of Merchandise Received and Returned to Manufacturers. The Sales List has been changed slightly so that the small dealer who does not want the optional Inventory Control report need only use this one simple form. Each day he fills out the sheet (by hand, if he wishes), and, at the end of the month, he mails the sheets to the computer center in Norfolk, Va., with his \$45 check. If all goes well, the center returns his five reports within 10 days.

(5) **A new computer.** NARDA Data System has just begun using an IBM 360 computer that NARDA hopes will mean a faster turn-around time than in the past. The new computer also means NARDA can provide the extra report.

"Moving to the IBM 360," says Steinberg, "meant that we could either cut the price or give more services to subscribers. Because the price is now exceptionally low, we decided to give the dealers more."

Whether retailers will respond by subscribing in great numbers to the changed NARDA Data System remains to be seen.

—Wallis E. Wood

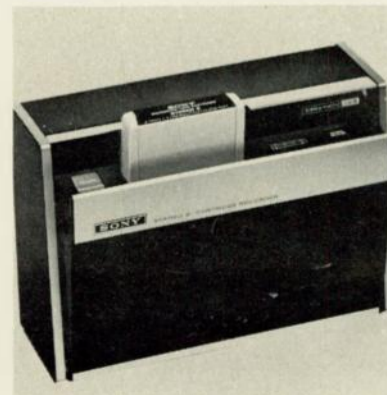
□□□□ **"Fabric Machines" and "Sensi-Dry" machines** come in Hotpoint's 1968 washer/dryer line, emphasizing the company's interest in cleaning "the ever-growing variety of wonder fabrics and permanent press clothing." Seven automatic washers variously offer the following features: a 16-lb. capacity, a solid tub, an 8-minute rinse cycle, solid-state controls, permanent press cycles, and a new, automatic, liquid bleach dispenser. The dryers—six gas and six electric models—feature a moisture sensing device. A buzzer warns the homemaker that the permanent press cycle is finished and that she should remove clothing before wrinkles are set. No prices were available.

□□□□ **Norge's 1968 laundry line** has three automatic washers and six dryers; three gas, three electric. The washers feature 18-lb. capacity, and infinite water-level control, three speeds, pushbutton programming, and timer settings for bleach and rinse conditioners. The dryers feature permanent press cycles and a "Stop-n-dry" control that halts tumbling; it is designed to dry hats, stuffed toys, and sweaters. All units have open list prices.

□□□□ **A stainless-steel dishwasher** from KitchenAid is being test-marketed in New England through its distributor, the Boyd Corp. KitchenAid, a division of Hobart Manufacturing Co., decided to use New England to test the unit because water there tends to corrode porcelain enamel; New England consumers accept stainless steel and have high quality standards. Distributor Boyd expects the dishwasher to retail at under \$400 and intends to sell the unit to department stores, specialty stores, and mass merchandisers; KitchenAid will decide whether to go national after it has evaluated the New England experience.

□□□□ **Distributors for Eagle Range** named by the company are: Eastern Sleep Products Co., Richmond, Va.; Lappin Electric Co., Milwaukee, Wis.; and Mills-Morris Appliance Distributors, Memphis, Tenn. Distributors in Indianapolis, Buffalo, and Des Moines will soon be named. Eagle formerly served the Richmond and Milwaukee markets direct, but is phasing out its one-step distribution. Says Sam Seyler, sales vice president, "We have never sold more than 30% of our units direct, but we're going to go even more heavily toward distributors." A local distributor after all, said Seyler, can help dealers reduce inventories, increase turnover, and provide market advice.

□□□□ **Correction:** the pictures of two Sony/Superscope tape cartridge machines were inadvertently mis-identified on p.50 of last week's issue (MW, 26 June). The products are correctly identified below: at left, the TC-8 solid-state 8-track cartridge recorder and reproducer; at right, the TC-50 "pocketable" cassette recorder.



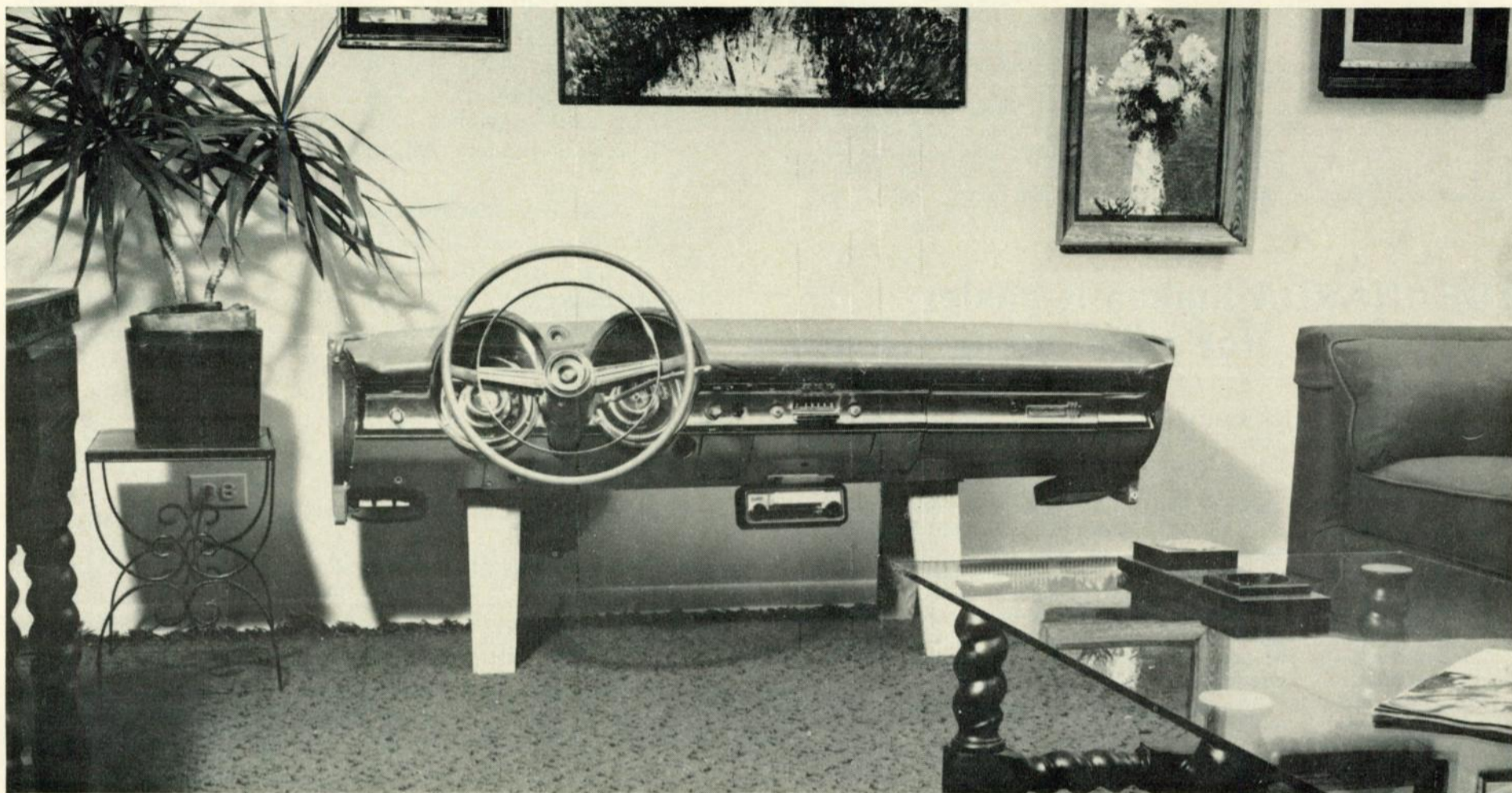
TC-8—\$99.95



TC-50—\$99.50

# What's new from Borg-Warner?

Here's a hint!



There's a great new product that's going to shake up the youth market. And it's going to open whole, new markets for the retailer.



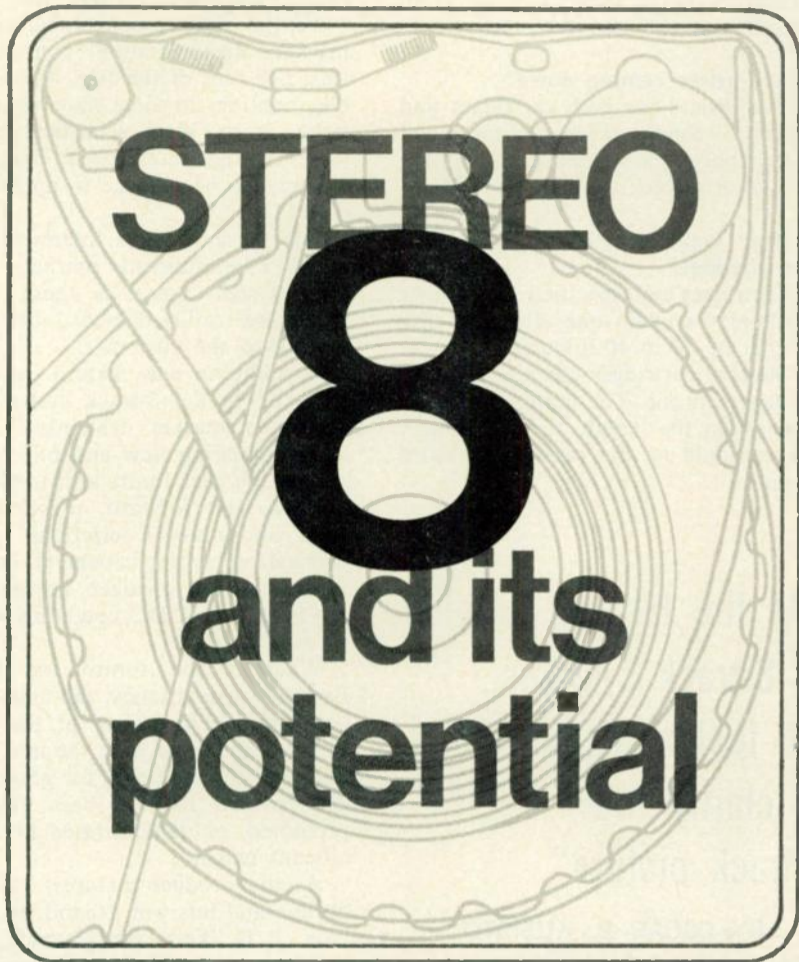
From Borg-Warner, the people who brought you the Deluxe Stereo 8-Track Cartridge Auto Tape Player, and the popular-priced Mark II.

See it at Booth No. A-310 at the Consumer Electronics Show or write:

**SPRING DIVISION**  
BORG-WARNER CORPORATION  
Bellwood, Illinois

automotive  
accessories





"It's just beginning.  
It'll grow when  
selections are increased  
and uses expanded"

From the look of the Consumer Electronics Show last week, it is high time to talk stereo-8. When nearly every major manufacturer from Admiral to Zenith—as well as a plethora of importers and smaller companies—has 8-track players to show, when some companies have even introduced 8-track player/recorders, when those manufacturers who were in the business before the Show expand lines and lower prices, it is time to take a closer look at this increasingly important new product.

What does this mean to the retailer? It means he has to acknowledge that for the moment, anyhow, most manufacturers have accepted 8-track as the system most likely to succeed for music playback in the home. Four-track cartridge players took a back-seat at the Show. And the cassette—although there in great numbers, and from many of the same manufacturers showing 8-track players—is still primarily a voice-only player. The coming year will show whether there will be any changes in that line-up.

Right now, however, most manufacturers agree with RCA's Jack K. Sauter, executive vice president-sales.

"I think the battle between 8-track and the cassette has been exaggerated," says Sauter. "The audio tape market is divided into segments: (1) the reel-to-reel market under \$80, which the cassette will take over; (2) the semi-audiophile market over \$100, which will probably stay reel-to-reel for some time; (3) the music playback market—where, right now, stereo-8 has a strong foothold."

"The tapes are getting  
better all the time.  
Our playback units  
have doubled in sales"

With 8-track so prominent in 1968 lines, many retailers are wondering whether it is time to take the plunge. To help them make their decision, Merchandising Week has run retail studies (p.19), collected specifications (p.22), and consulted industry leaders (pp.20,24,25). Here are the results of those efforts; they should provide some answers to your questions.

A Merchandising Week survey of over 50 department stores, mass merchandisers, appliance-radio-tv dealers, music stores, auto supply and tire shops, and furniture stores, gives some indication of which way the cartridge tape wind is blowing at retail.

In-depth telephone interviews with buyers in the stores revealed that: of all stores surveyed, 56% sell tape cartridge players, and 44% do not. That is a sizable jump over a survey conducted six months ago, when 35% of retailers surveyed carried cartridge tape players.

Most retailers, however, seem to have discovered that carrying players is not enough to get a foothold in this burgeoning new market. A hearty 90% of them carry prerecorded tape cartridges as well. The comments high-

lighted on this page illustrate what some of those retailers have to say about the cartridge concept in general and stereo-8 in particular.

Of retailers surveyed who carry cartridge players, 63% sell 8-track players for the car (compared with 30% six months ago), while 37% sell 8-track players for the home (compared with 30% six months ago). That home player figure will undoubtedly increase sharply by fall, when the home players introduced this month hit the marketplace. Until now, 8-track players for the home—as a matter of fact, any players for the home—have been in short supply.

About 40% of those who carry cartridge players carry 4-track players for the car (compared with 30% six months ago), and 37% sell 4-track for the home (compared with 20% six months ago); 43% sell cassette players (compared with 33% six months ago); and 20% sell PlayTape units (compared with 13% six months ago).

"There aren't any  
mechanical problems  
for the home user.  
But the tapes  
are priced high . . ."

Retailers carrying prerecorded cartridges break down this way: a whopping 96% of those who handle 8-track players sell the cartridges as well; 81% of those with 4-track players handle the cartridges, too; 11% of those selling cassette players sell cassettes as well, reflecting the shortage of prerecorded cassette material; and 30% of those with PlayTape sell the cartridges, too.

Where do they get those players and cartridges? Of the respondents, 43% were serviced by a distributor; 40%—mostly catalog houses—deal directly with the manufacturer, and 17% let rack jobbers take the worry out of merchandising the new product.

As for sales, 60% of the respondents said sales have gone up in the past six months—ranging from 2% to 150%. The rest said sales have stayed the same.

Installation of automobile players may have helped some of those sales. About 55% of those selling auto players install them; 25% either job out installation or let the customer choose; and 20% do both. Installation means more money to retailers—an average of \$17.33 per job.

A Billboard survey of 183 record dealers gives the other side of the cartridge picture. Of those surveyed, 43% carry tape cartridges; 57% do not. Of those carrying cartridges, 58% carry 4-track, 87% carry 8-track, 3% sell cassette, 13% sell PlayTape, and only 4% sell all four.

Like appliance-tv retailers, record dealers seem to feel cartridges and players are merchandising go-togethers: 62% of those surveyed carry players. Of those, 50% carry 4-track auto players, while 40% carry 4-track home units; 75% carry 8-track for the auto, 65% sell 8-track for the home; 17% carry cassette players; 13% carry PlayTape; 6% sell all six types. Player sales increased for 35% of the respondents, decreased for 2.5%, remained constant for 62.5%.

It's a business that has just started to grow. To learn more, turn the page.

—Amei Wallach

STEREO  
8

What's  
available

## Answers to questions your customers will be asking about stereo-8

BY HAROLD WALLY  
Wally's Stereo Tape City  
New York City

In order to sell the cartridge idea effectively, you first need a thorough understanding of what you are selling. So here are some answers to questions customers ask frequently—and to some of the questions that may be in your own mind, as well.

**Q. Can I use the same tape I play on my reel-to-reel home tape recorder on this tape cartridge player?**

A. No. The tape cartridge player will only play a tape cartridge of the type for which it is designed. To name a few: the 4-track-type cartridge, the Lear-type Stereo 8 cartridge, the Philips cassette. Some players play both 4- and 8-track cartridges. These are called compatible units.

**Q. What is a track?**

A. A track is a line of information. In the case of stereo, a pair of tracks—say, as a simplified example, one with the drums, the other with the melody—are played together to make a complete channel of music.

**Q. Can I tape my own music on these cartridges?**

A. Yes. Some manufacturers offer home units that both record and play back. These units attach to a record player or radio or mike for recording. But no automobile units record. However, record companies are offering more and more prerecorded music on cartridges.

**Q. How long will a tape cartridge last?**

A. With proper playing, a cartridge will outlast any amount of normal playing without losing its original quality. This is a strong selling point. A tape cartridge requires no delicate handling.

**Q. Will I get a good stereo effect in my car?**

A. Yes. The car acts as a near-perfect sound box, especially when speakers are mounted into the body of the car, preferably in the doors. You will be fully surrounded by the sound, as though you were in your own private listening chamber.

**Q. What is the best way to sell the cartridge concept?**

A. By aggressive advertising and promotion followed up by demonstration of the player in a car with speakers mounted into the doors. This is a new field, and it offers rewards to those who in turn offer the product, the music in sufficient quantity, and the service to back it up.

**Q. Why should I buy a cartridge player instead of a record player?**

A. No record player can conveniently be used in a car. A cartridge player lends itself to the unusual conditions in a moving vehicle.

**Q. Will a cartridge player obsolete my record player?**

A. It will be a slow transition. First, you'll have cartridges in the car; records at home. Then, after you've accumulated, say, 35 to 50 cartridges, you'll probably want a complete home player

or a deck for the home. And, you can even hook the deck to the speakers and amplifier in your existing stereo phonograph system. So records and tapes complement each other. Also, record quality is still better than that of cartridge tape.

**Q. What is the price range for 8-track players?**

A. Players range from \$79 to \$129, depending on the manufacturer.

**Q. Are prices coming down?**

A. Yes. Prices for both cartridges and players are coming down, and more and more importers are entering the market with lower-priced units.

**Q. How many songs are there on a tape cartridge?**

A. Cartridges not specified as twin or double-play contain one album of music (that is, 30 to 40 minutes). Twin or double-play cartridges contain 60 to 80 minutes of music. The number of songs depends on the length of each song—just as would be the case on a record album.

**"As the largest supplier of 8-track systems, we feel a responsibility to clarify the 8-track picture"**

BY OSCAR P. KUSISTO  
Vice president & general manager  
Motorola Automotive Products Div.

It has been stated in numerous publications that many retailers hesitate to handle tape players and cartridges because they are confused about 4-track, 8-track and cassette systems. This situation is regrettable, for they are not only losing profit possibilities, but also losing a chance to establish themselves in the *second fastest growing home* electronic product market, bested only by color television. This is not wishful thinking, but a fact made known by the U. S. Department of Commerce.

The confusion about 4-, 8-track, and cassette is understandable because the over-all picture of the tape player and cartridge industry has been distorted for many, many months.

The picture could be cleared and brought into focus if, instead of searching for the one and only one "right" system, the inherent advantages of each—4-track, 8-track, and cassette—are recognized and each system allotted its place in the market.

It is apparent the 8-track system is well established as the standard for the automotive and home entertainment industries. The entire U. S. auto industry offers factory or dealer-installed 8-track systems only. Many truck and foreign car manufacturers, and prominent auto accessory firms are selling 8-track. All major home entertainment manufacturers will include the 8-track system in their 1968 lines.

There have been many wild guesses as to the number of units for each system currently in use and projections of sales in the years ahead. We will refrain from guessing about numbers for 4-track and cassette, but as the largest supplier of 8-track systems, we feel a responsibility to clarify the 8-track picture to the best of our ability. Our best estimate of 8-track systems now in use is 900,000 units—650,000 auto and 250,000 home. For the remainder of

1967, we anticipate the industry will sell 400,000 units. In 1968, over a million units will be sold.

Presently, most of the auto 8-track tape players are factory- or dealer-installed. However, the opportunity for after-market sales by auto accessory stores and other retail establishments is tremendous considering the more than 86 million registered vehicles on the road, plus boats, trailers, and planes.

To the retailer concerned with this market, demonstration constitutes at least one half of the sale. The automobile, contrary to some statements in the trade, is an ideal acoustical environment for the stereo effect. Speaker locations can be selected to optimize this effect.

For those retailers interested in the home entertainment market, the 8-track system possesses those features which are readily demonstrable and appealing to the customer.

In addition, new features will be introduced in the 8-track system in response to market demands. Some of those appearing now and others to appear in the near future are: track identification, fast forward, preselection of track and musical selections (jukebox concept), recording capability, and automatic cartridge changer. Portable players for AC and DC operation will also be introduced.

What is the future for 8-track? Because of its infancy, the units sold to date are not indicative of the volume to be reached this year, the next, and in the years to come, and for good reason. The product has not been advertised, promoted, or demonstrated to any significant extent.

As the product matures, prices will decline and this will expand the market base. It is likely some 8-track players will be produced in a less sophisticated form, minus the automatic features, to essentially close the price gap between 4- and 8-track systems.

With all the demonstrable features the 8-track systems provide for auto and home players, and the added impetus of the compatibility of the two units, retailers must realize that the customer has to be exposed to the product. Therefore, sales volume will be directly related to advertising, promotions, and actual demonstration.

Good luck!

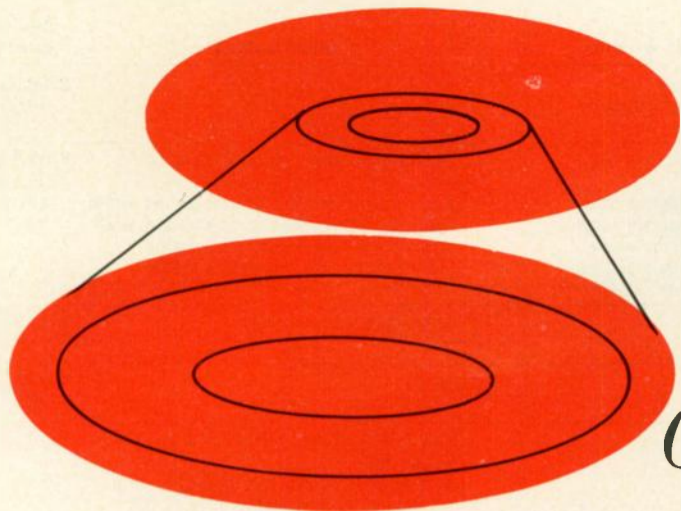
**Stereo-8 specifications:  
what to say  
when your customers  
ask about quality**


**Motorola 8-track player**


Specification	Room temp. At 72°F.	At 0°F.
Frequency response	50-10,000Hz	50-10,000Hz
Signal to noise ratio	-50db weighted	-50db weighted
Crosstalk	100Hz, -40db	100Hz, -40db
	1000Hz, -50db	1000Hz, -50db
	8000Hz, -50db	8000Hz, -50db
Separation	100Hz, -30db	100Hz, -30db
	1000Hz, -35db	1000Hz, -35db
	8000Hz, -40db	8000Hz, -40db
Tape speed	3.75ips ±3%	3.75ips ±4%
Drop out	.5db to 3db	.5db to 3db
Wow & flutter	.16% to .24%	.26% to .3%
Input voltage	11VDC to 16VDC	11VDC to 16VDC
Max. undistorted	100Hz, 3.5	100Hz, 3.5
Power output in	400Hz, 4.0	400Hz, 4.0
Each channel (watts)	1000Hz, 4.0	1000Hz, 4.0



Temperature range: -20°F. to 145°F.


Hz (hertz)-cycles per second




WHY DID ALL MAJOR  
MANUFACTURERS  
CHOOSE -TRACK STEREO  
FOR AUTO AND HOME PLAYERS ?


... Because the -track system possesses those major features that appeal to the broadest market: simple operation, compact size, long playing time, a degree of selectivity, superior sound quality, reliability . . . and most importantly, *auto and home compatibility*.


Today, the entire U.S. auto industry offers factory or dealer installed -track systems. Many truck and foreign car manufacturers have adopted the system. The big names in the auto accessory field are selling -track.

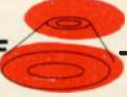
All major home entertainment manufacturers will include the -track in their 1968 lines. The system was selected because it approaches the audio quality found in present-day disc systems with features not found in conventional record changers.

WHY DID MOST MAJORS SPECIFY  
THE **MOTOROLA** -TRACK SYSTEM ?

 . . . Because they could count on the same sophisticated engineering reliability that designed and produced such Motorola market-makers as the electronic alternator system, the transistor ignition system, and the broad line of hi fidelity Motorola AM and FM car and home radios.

 It was Motorola engineers who, working with Ford and RCA and the Lear cartridge, developed the first 8-track player for Ford's 1966 auto line. It is Motorola you can count on for product reliability and capability.

 The majors specify Motorola. Do you?

THE WORLD'S LARGEST PRODUCER OF -TRACK SYSTEMS



**MOTOROLA**  
Automotive Products Division

# STEREO-8

## Specifications

MANUFACTURER	Model Number	Home or Auto	Deck or Self-cont. spkr.	Dimensions (DxWxH)	No. of Inputs	No. of Outputs	No. & size of spkrs.	Cabinet style & finish	Other features	Mfr.'s sugg. retail price
ADMIRAL CORP. Chicago, Ill.	YS-8151*	H	SC	—	—	—	8	walnut veneer	—	\$389.95
	STP-801	H	D	10 $\frac{1}{4}$ x 9 x 3 $\frac{3}{8}$	—	—	—	walnut grain on metal	—	79.50
*Console stereo radio-phonograph with built-in stereo tape player.										
ARVIN INDUSTRIES INC. Columbus, Ind.	97-C38	H	SC††	—	—	—	2/6x4" oval	walnut woodgrain vinyl	instant-play, auto. channel selector	\$159.95
	97-P38A	H	SC†	13 x14 x 8	—	—	—	—	—	139.95
	97-C18	H	SC†	13 x14 x 8	2	2	—	walnut woodgrain vinyl	auto. senses number of tracks and width	119.95
	97-C08	H	SC†	13 x14 x 8	2	2	—	walnut woodgrain vinyl	auto. senses number of tracks and width	99.95
	97-P88*	H	SC†	15 $\frac{3}{8}$ x45 $\frac{1}{2}$ x26	—	—	2/8" 4/3"	genuine walnut veneer	instant-play, auto. channel selector	—
97-P18**	H	SC†	13 $\frac{3}{8}$ x34 x24 $\frac{1}{2}$	2	2	—	genuine walnut veneer	instant-play, auto. channel selector	—	
*Console with 4-speed record changer & FM/AM/FM-stereo radio. **Console with 4-speed record changer. †4&8 solid-state compatible stereo. ††Amplifier & player can be purchased separately										
BOGEN COMMUNICATIONS Paramus, N. J.	M3C*	H	SC	16 x25 $\frac{3}{4}$ x10	—	—	1/10" 1/3 $\frac{1}{2}$ "	walnut	compactness, durability	\$521.95
*AM/FM stereo radio-phonograph console.										
BORG-WARNER CORP. Bellwood, Ill.	Deluxe	A	SC	3 x 8 x 7 $\frac{1}{2}$	—	—	—	—	—	\$119.95-129.95
	Mark II	A	D	—	—	—	—	—	—	89.95-99.95
CAPITOL RECORDS DIST'G CORP. Hollywood, Calif.	CD-885*	H	D	10 $\frac{3}{4}$ x10 $\frac{1}{4}$ x 5 $\frac{3}{4}$	—	—	—	walnut	Sens-A-Matic tuner, Eject-A-Matic, auto. on/off	\$149.95
	HP-895**	H	D	10 $\frac{1}{2}$ x15 $\frac{1}{8}$ x 5 $\frac{1}{4}$	3	1	—	walnut	Sens-A-Matic tuner, Eject-A-Matic, auto. on/off or continuous play, input selector	259.95
*Satellite. **Apollo										
COLUMBIA RECORDS CORP. New York, N. Y.	8000	H	D	8 x11 x 4	—	—	—	solid oiled walnut finish	auto. program selector, pilot light	\$ 79.95
	8500	H	SC	10 x24 x 6	—	—	—	washable pyroxilin fabric in Oxford gray with ebony trim	brushed aluminum control panel, four precision controls	139.95
CRAIG-PANORAMA INC. Los Angeles, Calif.	3104	A	SC*	—	—	—	—	chrome	cartridge dust covers	\$ 99.95
	3108	A	SC	—	—	—	—	chrome	cartridge dust covers	89.95
	3201	A	D	—	—	—	—	—	—	71.95
	3202	A	D	—	—	—	—	—	—	—
*Compatible 4&8-track machine.										
GENERAL ELECTRIC CO. Utica, N. Y.	M-8610	H	SC	8 $\frac{1}{2}$ x18 x 4 $\frac{1}{2}$	—	—	2/9x6"	walnut finished hardwood	instant-play, pilot light	\$139.95
	M-8600	H	D	8 $\frac{1}{2}$ x18 x 4 $\frac{1}{2}$	—	—	—	walnut finished hardwood	instant-play, pilot light	99.95
KINEMATIX INC. Chicago, Ill.	1779*††	H	D	? x18 x14	—	—	—	walnut	recording circuit, silent channel changer	\$499.00
	1748**	H	D	14 x14 x 6	—	—	—	walnut	—	169.95
	848**	A	D	—	—	—	—	—	—	69.95
	879††	A/H†	D	9 x 9 x 4	—	—	—	—	recording circuit, fast-forward	99.95
	859	A	SC	—	—	—	—	—	—	59.95
*With record player, no speakers. **Compatible 4&8-track. †Home use requires ac converter. ††Can record										
LEAR JET CORP. Detroit, Mich.	AS-830H	A	SC	7 $\frac{1}{4}$ x 8 x 2 $\frac{3}{4}$	—	—	—	chrome	push-button program selection	—
	AS-FM830H*	A	SC	7 $\frac{1}{4}$ x 8 x 2 $\frac{3}{4}$	—	—	—	chrome	push-button program selection, FM stereo indicator, multiplex switch	—
	ASR-830H**	A	SC	7 $\frac{1}{4}$ x 8 x 2 $\frac{3}{4}$	—	—	—	black and chrome	push-button program selection	—
	HSA-900	H	D	10 $\frac{1}{4}$ x 9 x3-9/16	—	—	—	walnut	push-button program selection	—
	PS-8	H/A	SC	13 $\frac{1}{2}$ x14 $\frac{1}{2}$ x 7 $\frac{1}{2}$	—	—	2/5 $\frac{1}{4}$ "	black vinyl	plays on batteries or ac, rechargeable, storage space for 8 cartridges, portable	\$179.95
	HSA-901	H	D	—	—	—	—	walnut	push-button selector, "on" pilot light	79.95
	HA-20	H	SC	—	2	—	2/5"	walnut	—	139.95
AS-831	A	SC	—	—	—	—	—	Synchro-Track control	119.95	
ASR-851**	A	SC	—	—	—	—	—	Synchro-Track control	144.95	
ASFM-871*	A	SC	—	—	—	—	—	FM stereo indicator light	169.95	
*With solid-state FM radio. **With AM radio.										
MATSUSHITA ELECTRIC CO. New York, N. Y.	RS-800US	H	D	8 $\frac{1}{2}$ x16 $\frac{1}{2}$ x 4 $\frac{1}{2}$	—	—	—	walnut	push-button channel selector	\$ 89.95
	RS-810	H	SC	9 x16 $\frac{1}{2}$ x 4	1	—	—	walnut	push-button selector, headphone input	149.95
MIDLAND INT'L N. Kansas City, Mo.	65-408	A	SC	8 x 8 x 3	—	—	—	chrome plate front, black accents	instant-play, push-button track selector	\$ 89.95
MOTOROLA INC. Franklin Park, Ill.	CP-5C	H	SC	7 $\frac{1}{2}$ x13 $\frac{1}{2}$ x21 $\frac{1}{2}$	—	2	2/5 $\frac{1}{4}$ " 2/3"	scuff-resistant vinyl over wood	removable speakers	\$139.95
	TM-706S	A	SC	7 $\frac{1}{2}$ x 8 $\frac{1}{2}$ x 3	—	—	2/5 $\frac{1}{4}$ "	chrome, die-cast escutcheon	track selector (w/spkrs.: \$129.95)	99.95
	CP-7C	H	D	8 x 9 $\frac{5}{8}$ x 4	—	—	—	walnut veneer & hardwood solids	—	79.95
MUNTZ STEREO-PAK CORP. Van Nuys, Calif.	AHW-12*	H	SC	—	—	—	2/3x5"	walnut	instant-play	\$129.95
	A-12*	A	SC	8 $\frac{1}{4}$ x 7 $\frac{3}{4}$ x 4	—	—	2/2 $\frac{1}{2}$ x10" 4/5"	—	instant-play, easy mounting	99.95
*Compatible 4&8-track machine.										
OLYMPIC RADIO & TV SALES Long Island City, N. Y.	TP-10	H	SC	12 $\frac{1}{4}$ x 7 x17 $\frac{3}{8}$	—	2	2/6"	gunmetal gray	lighted channel selector, portable stereo with four audiophile controls	\$119.95
	TP-9	H	SC	10 x17 $\frac{3}{8}$ x 7	—	—	—	black	push-button selector, portable stereo with three separate controls	99.95
	ST-213*	H	SC	17 $\frac{1}{2}$ x72 x27 $\frac{1}{2}$	—	—	—	oiled walnut veneers	exclusive push-button sound control center, 8-speaker stereo sound system	499.95
	ST-216*	H	SC	18 x60 x28	—	—	—	oiled walnut veneers	same	449.95
	ST-214*	H	SC	17 $\frac{3}{4}$ x60 x29 $\frac{3}{4}$	—	—	—	maple veneers	same	449.95
ST-215*	H	SC	18 x60 x28	—	—	—	cherry veneers	same	449.95	
*Stereo consoles with built-in tape cartridge										
ORRTRONICS INC. Toledo, Ohio	Automate 8	A	SC	—	—	—	—	—	controls on left, selector bar, ind. lights	\$109.95
	Sears SS8	A	SC	7 x 8 $\frac{1}{8}$ x 3 $\frac{1}{8}$	—	—	—	vinyl-clad steel and chrome	same, plus dust-guard door	—
PACKARD BELL Los Angeles, Calif.	TPA-4	H	D	—	—	—	—	—	—	\$ 89.95
	RPC-70	H	SC	—	—	—	—	pecan, "Espania" Spanish	includes AM/FM radio, record player	550.00
	RPC-70	H	SC	—	—	—	—	Mediterranean Pumice	same	570.00
	TPAK-2*	H	SC	—	—	—	—	walnut	—	89.95
*Consoles RPC-72 & RPC-74 can have cartridge player installed at factory for \$89.95.										
PHILCO-FORD CORP. Philadelphia, Pa.	1771-WA*	H	SC	16 $\frac{3}{8}$ x59 x24	—	—	—	walnut veneer	—	\$389.95
	1837-WA*	H	SC	16 $\frac{1}{2}$ x70 x24	—	—	—	walnut veneer	—	499.95
	8-WA	H	D	109/16x17 $\frac{3}{8}$ x6 $\frac{1}{8}$	—	—	—	pecan with black and chrome	built-in storage	—
*Solid-state phonos with tape cartridge players.										
RCA SALES CORP. Indianapolis, Ind.	VJT-38*	H	SC	18 $\frac{7}{8}$ x51 $\frac{1}{2}$ x26 $\frac{1}{8}$	—	—	2/horns 2/12" 2/3 $\frac{1}{2}$ "	antiqued colonial maple	—	\$425.00
	VJT-40*	H	SC	18 $\frac{7}{8}$ x51 $\frac{1}{2}$ x26 $\frac{1}{8}$	—	—	(same)	Early American	—	425.00
	YHD-38	H	SC	9 $\frac{5}{8}$ x29 $\frac{1}{2}$ x7-11/16	—	—	2/7"	Danish-style walnut	track selection, pilot light	149.95
	MHC-60	H	D	9 $\frac{5}{8}$ x12 $\frac{3}{8}$ x7-11/16	—	—	—	Danish-style walnut	track selection, pilot light	99.95
	YJD-22	H	SC	9 $\frac{5}{8}$ x29 $\frac{1}{2}$ x7-11/16	—	—	2/7"	Danish-style walnut	—	129.95
	MJC-28	H	D	9 $\frac{5}{8}$ x12 $\frac{3}{8}$ x7-11/16	—	—	—	Danish-style walnut	—	—
*Stereo console with FM/AM & FM-stereo radio.										
SYLVANIA ELECTRIC PROD., INC. N.Y.C.	TP-8	H	—	7 x10 x 4 $\frac{1}{2}$	—	—	—	—	auto. cartridge lock-in, cont. play, auto. off	\$ 99.95
SYMPHONIC CORP. New York, N.Y.	CP-20	H	SC	8 $\frac{3}{4}$ x24 x 5 $\frac{1}{4}$	—	2	—	walnut	—	\$129.95
	CP-10	H	D	8 x 8 $\frac{1}{4}$ x 4 $\frac{1}{2}$	—	—	—	walnut	comes with connecting cord	79.95
TAIKO CORP., Van Nuys, Calif.	T-802	A	SC	8 $\frac{1}{2}$ x 7 $\frac{1}{2}$ x 3	—	—	—	—	foot-pedal selector, instant-play	\$ 99.50
UNIVERSAL TAPEDEX CORP. Van Nuys, Calif.	UTX-800	H	D	10 $\frac{3}{4}$ x10 $\frac{1}{4}$ x 5 $\frac{3}{4}$	—	—	—	—	E-Ject-A-Matic, Sens-A-Matic, fast forward	\$149.95
	UTX-801	H	SC	10 $\frac{1}{2}$ x15 $\frac{1}{8}$ x 5 $\frac{1}{4}$	3	—	—	—	E-Ject-A-Matic, Sens-A-Matic, fast forward	259.95
VIKING TAPE RECORDERS Minneapolis, Minn.	811	H	D	—	—	—	—	walnut case	—	\$ 99.95
	811-W	H	SC	—	—	—	—	walnut case	—	149.95
	811-P	H	SC	—	—	—	—	—	portable case	149.95
ZENITH SALES CORP. Chicago, Ill.	Y-633W	H	SC	—	—	—	—	—	pilot light, storage area for 5 cartridges	\$ 79.95
	Y-635W	H	SC	7 $\frac{1}{2}$ x13-5/16x4 $\frac{7}{8}$	—	—	—	grained walnut, vinyl-clad	pilot light, push-button program selector	79.95

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Lear Jet Stereo 8  
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# STEREO

# 8

## How to merchandise it

### Tips from Calectron on merchandising stereo-8

BY J. A. RUBINSTEIN

Sales Manager, Tape Division  
Calectron Distributors

In order to discuss tape cartridge merchandising, let's first of all divorce cartridges from any concept applicable to phonograph records. The two are very dissimilar in shade, size, price structures, and application. The only characteristic they share is that they both reproduce sound.

Seldom has a new product hit the market with the acceptance, interest, excitement, and controversy that have accompanied tape cartridges. One of the elements of controversy, beside the 4-track/8-track argument over which there has already been too much dialogue, is the problem of display.

It is apparent that without the security type of display, many retailers would have been reluctant to quickly involve themselves with this new product. Yet, part of the consumer acceptance of cartridges has depended on their availability. So, in a sense, security displays have served their purpose. But it is time to re-examine the display methods that have evolved. Display behind locked, glass doors, non-display behind the counter are sufficient to convince the consumer that cartridges are available, but are these methods sufficient to *sell* cartridges, rather than store them until someone asks for a specific item?

Three major department store chains here in Northern California have elected to put cartridges in open display. In one instance, where wall space was available, the cartridges are in fixtures similar to paper-back book display, in rows of wire baskets.

The other two retail chains stock cartridges in browser displays, title strips up. It is significant that these stores average greater turns of inventory than do other locations with the identical merchandise placed under lock and key. There has been no indication thus far that shrinkage exceeds the acceptance range, but sales are substantially greater.

In such locations where it is not feasible or unreasonable that the retailer risks a nominal amount of pilferage, it is imperative that security fixtures are located near a checkout stand or that floor personnel are available to unlock the display. Frequently the consumer wants to examine the cartridge to see the titles on the album or the cover. If this closer examination requires that

he search for someone to help, he may decide it isn't worth the bother. Although it is not the same thing as asking for the key to the restroom at a service station, it may feel like it to your customer.

Many have been, perhaps, complacent about demonstration facilities. Kitchen gadgets, sporting and camping equipment, furniture, are usually displayed in an environment which demonstrates their applications. Few dealers have, for example, invested \$15 or \$20 in a dashboard from a junked car, mounted a tape player in or under it, and made it possible for the consumer to listen to and select tapes in an environment which resembles their ultimate use. When a stereo-equipped car is delivered, or a deck is installed, sales of six or more cartridges in one transaction are not uncommon. But in order to facilitate this, they must be demonstrated.

Another reason that playback equipment is important is this: defective merchandise. According to one of our suppliers, *there are very few defective cartridges*. Returns of so-called defective merchandise to the manufacturer approximate 5% of total production. Yet, 90% of merchandise is not defective! Cleaning or adjustment of playback equipment and consumer education in its use could virtually eliminate the return of merchandise. In order to determine if the fault lies with the cartridge or with the player, reliable equipment should be available in the store. Should an exchange be necessary, the retailer should exchange defective merchandise for the equivalent item, otherwise cartridges could be willfully damaged in order to trade them in for something else.

It isn't often we have an opportunity to bring a new concept to market, and that's what the tape cartridge is. The guidelines and limits are not yet established. To design them is the fun of it all.

### "Stereo-8 sales may take up some of the summer slack in records"

BY E. O. WELKER

Mgr., recorded tape merchandising  
RCA Victor

The steady sales of 8-track cartridge tape players are creating new cartridge customers every day. Many of these new stereo enthusiasts have not been active purchasers of phonograph records, but are now customers for stereo music, because they can play the same cartridge in their car and in their home.

These customers are starting from scratch in building a music library, and they are ready to buy—and not just one cartridge at a time.

What does this mean to the dealer?

1. He should display and merchandise a wide variety of entertainment in cartridge form. The cartridge buyer is a virtual "kid in a candy shop."

2. The cartridge display should be well "signed"—with cartridges displayed in musical categories—so the customer can see the full range of music available.

3. Customer catalogs should be available for the customer to take home and study. He will use it as a shopping list on his next trip to the dealer.

4. Accessories such as cleaning cartridges and tape caddies should be displayed and promoted. The new cartridge enthusiast is a natural customer for these items.

5. The dealer should keep track of sales and inventory. The rate of sale on best selling items is increasing week by week. For instance, what may have been a sufficient stock or order quantity of *The Sound of Music* a month ago, will not be sufficient today to avoid out-of-stock conditions and lost sales.

There are some indications that Stereo-8 cartridge sales may take up some of the slack that often occurs in record sales during summer months. Summertime is travel time for the thousands of motorists who have Stereo-8 players in their car.

Don't miss out on this business.

### "Availability is our most serious problem—getting hot, groovy music out fast . . ."

Less than one mile from the rolling waves of the Pacific Ocean, a pilot-training center for stereo tape cartridge products is working out the kinks of a future chain of franchised stores. The pilot store is called Stereo-To-Go (STG), and, within this beach resort community, it is a major supplier of 8-track machines and cartridges.

Open since last December, the all-cartridge retail operation is run by a corporation involving some half dozen investors, including actress Joan Blondell; Ellen Powell, daughter of the late actor Dick Powell; and Frank Mullen, former executive of Tape City, in Los Angeles, and Autostereo.

This first STG store, at 2800 Wilshire Blvd., is the projected training plant for future franchise managers. Mullen said that the corporation has begun laying out the franchise foundations around the country, but was not ready to announce where they would be located. Three quarters of the store's inventory is in 8-track machines and music. The concept behind the store is not to remain "married" to any one manufacturer, but to offer a broad presentation of players and libraries, with sales, service, and installation all under one roof.

STG features 8-track players by Borg-Warner, Lear, and Universal. The music library covers all 8-track duplicators. Like Mullen's former Tape City store, there is a "music bar," where customers audition titles through earphones or on speakers. Trained librarians discuss music with their patrons. The store employs two player installers. Mullen has high praise for the Borg-Warner machines: "We have had virtually no trouble with them."

Eighty-five percent of the store's machine sales are for autos, with installations for a 2-speaker rig \$15, and a 4-speaker assembly \$25.

If a player breaks down, there is a minimum \$4.50 charge if the machine has to be opened in order to be fixed. The store has set up a custom duplicating room, and Mullen points to a recent project whereby it duplicated a number of German language LPs for a television newscaster.

Mullen says there is no problem selling 8-track music at the existing market prices. "Availability is our most serious problem—getting hot, groovy stuff out fast while the artist is still big."

Mullen had been under the impression that 8-track, with Detroit's and the major label's support, was heading

toward becoming the industry's standard system. Now, he says, shaking his head, 4-track is bouncing back and people are still confused.

—Eliot Tiegel

### "The auto dealers could have had this market wrapped up — if they'd played it cool"

Auto-radio dealers are moving 70% of the tape players in the Milwaukee sales region, according to Chuck Mathias, manager-industrial appliance sales, at Taylor Electric Co., distributor of RCA, Lear, and Borg-Warner units.

"Our biggest seller in the home field is Lear's \$79.95 retail deck that plugs into existing equipment," Mathias said; "but if we could get enough of Lear's PS8 portable—which retails for \$179.95—it would be our best seller."

"In cars, Lear's AS830 at \$125 is definitely our best seller, and this is followed by the ASFM830 Lear that retails at \$175. We've tried two-end players, but the dealer who wants price on Monday usually won't buy on Friday if he gets price."

Asked why he thinks 8-track has far outstripped 4-track in his area, Mathias said: "I think it's Lear's national advertising in *Look*, *Life*, *Playboy*, and so on. People see these ads and they come in with the model number they want and won't be switched away."

Explaining that the poorest outlet for tape players has been automobile dealers and the color tv stores, Mathias said: "Some of the general appliance dealers are doing a job. American Appliance here has been running half-page newspaper ads and is using 12 color spots a week on television. They can't be stopped."

"The auto dealers could have had this market wrapped up if they'd played it cool, and some are selling tape cartridges by default merely because customers stumble over cartridge displays on the way to the coffee machine, while they're waiting for car repairs."

"Car tape," Mathias continued, "came at the wrong time for the auto industry. For one thing, it became a 3-way fight. The parts department handled the players and the sales force didn't get spiffs for what was a hang-on unit. Also, autos were doing well anyway, and the salesmen didn't have to work at selling them; so they didn't want to have to work at selling tape units."

While, at the very first, Taylor Electric had been troubled with defective units, now their defectives were running "less than 2%," Taylor said. "As for the home units, our defectives are just nonexistent."

Turning to installation, Mathias said 80% of all player purchases involve custom installation by the dealer. "The time required depends on the type of car, but, on the average, an installation shouldn't take over an hour and 15 minutes."

"We've gone out to check on dealers who complain of long installation tie-ups. Some have told us it's taking them four or five hours. We found that, first, they usually didn't have the right tools—hole cutters and such. And second, they left the job to sell a phonograph, or talk on the phone, or in some way they got distracted."

—Earl Paige



**"First we tried keeping the cartridges back of the counter; now we put them out front"**

A "please handle" policy on tape cartridges has created a booming business for Radio Frank. "First, we tried keeping the cartridges back of the counter," said owner Frank Meckrock, "but we now put them out front where the customers can handle them. First thing you know, the customer is picking up two or three extra cartridges he never intended to buy."

If Radio Frank returned to cartridges to behind the counter, "business would drop 50%," Meckrock said. Pilferage is rare, but if a clerk suspects anyone of thinking about pocketing a cartridge without paying for it, the clerk gives them extra special service and extra special attention.

Radio Frank, relying heavily on radio promotion, has been moving anywhere from 1,000 to 2,000 tape cartridges a month and installing player units at the rate of about 200 per month. Most of the business—"about 25 to 1"—is 8-track, Meckrock said. The firm promotes heavily on radio—mostly on weekends, when people "have got money in their pockets," including the major deejays shows of CKLW and WCHB in Detroit.

Tom Shannon on CKLW does an excellent job in marketing cartridges, Meckrock said. The radio advertising pulls 30-40 people into the stores on a Saturday. About the middle of May, business tapered off a little bit . . . "there were only three to four cars at a time waiting in line in our alley to have units installed. We used to have 30-40 cars waiting out there like for a car wash" he said. Radio Frank installs units in six cars at a time, doing this "all day."

Over-all, however, business has been very good. The firm is located "in Ford country." Executives of Ford Motor Co. get their cars free and all have tape cartridge players; they buy a lot of their cartridges from Radio Frank.

—Claude Hall

**"We don't fool around with cheap players"**

The normal problems involved in the young business of car tape merchandising could hardly discourage buyer Judy Cook, of the AJR appliance-tv store, 8540 S. Ashland, Chicago, whose entire store was devastated by the April 21 tornado that flattened wide areas here.

Currently moving about 200 tapes and 10 player units a week, from temporary quarters, Judy said: "We're building a new store just two doors down the street, and I plan on a completely new tape department with a waiting room, a showroom, and 600 tape titles featured in a special counter display.

"The counter will extend through a wall and into my office," Judy explained, "so that I can fill it from my office. I think that tape cartridges absolutely have to be displayed if they are to sell—but this must be in such a way that they are not stolen.

"We haven't had too much of a pilferage problem. We're using a 250-title rack with iron bars protecting the

stock for our display outside the counters."

What are Judy's problems?

"Right now I'm a little confused over the increase in defective cartridges," she said. "We haven't had too much of a problem in the year we've been handling tapes, but lately my defectives are running around 30% in 8-track. I'm not finding this on RCA or ITCC, but on certain other packages."

Asked if customers seem unduly disturbed when returning defective tapes, Judy replied, "Mine aren't. I think if you're interested and show that you want to help, they don't complain about defectives. We immediately tell them they can have another cartridge.

"A lot of people ask how to rewind the tape, and I tell them it is a continuous loop and does not have to be rewound. Some ask what is on the

other side of the tape, and, of course I explain that the program is only on one side."

Judy said that 8-track is selling at a 60-40 ratio over 4-track, and that this accurately reflects her traffic as far as age bracket is concerned. "The adult market asks for 8-track, but the youngsters want 4-track. It's been this way since Ford came out with 8-track, and 8-track started getting the publicity."

Judy has mixed emotions about advertising. "I think radio is good if you get on at the right time. I also think newspapers and magazines are effective. We have a local neighborhood newspaper that seems to be all right for us," she said, "but we haven't done too much advertising since the storm forced us to change our plans."

Turning to players, Judy said she is

stocking three 8-track models with prices ranging from \$100 to \$140, including installation. AJR also handles two 4-track models ranging from \$80 to \$100.

"We don't fool around with the cheap players, or what you might call a leader. If they come in looking for a cheap player, we tell them we don't carry them," she said.

AJR has had no calls for PlayTape or for cassette players or tape, Judy reported.

Asked for her opinion of the home tape cartridge market, Judy said: "I was just ready to stock home players when the tornado came. I think I'll go with the complete home unit, rather than the plug-in kind that you take from your car to your home."

—Earl Paige

## Universal Tapedex Proudly Announces THE BEGINNING OF OUR FAMILY LINE!



UTX introduces the new generation in quality 8-track stereo cartridge systems, specifically designed and engineered for high fidelity home entertainment.

FEATURING

**EJECT-A-MATIC™**

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plus

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MODEL UTX-800 TAPE DECK



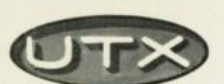
MODEL UTX-801 INTEGRATED TAPE PLAYER

See our complete product line at the 1967 New York Consumer Electronics Show, Room A-501, Americana Hotel, June 25-28

**UNIVERSAL TAPEDEX CORPORATION**



CONSUMER PRODUCTS DIVISION  
7660 Gloria Avenue, Van Nuys, California 91406



□□□□ **GE moves to a flat rate for in-warranty repairs** at its authorized service stations for housewares. The company has been using flat-rate reimbursement at its factory-owned Servicenters, and is now applying the concept to 160 other franchised operations, effective July 1. GE's decision undoubtedly will speed up adoption of the system throughout the industry. (Dominion Electric' announced earlier this year that it would reimburse service stations at a flat rate.)

The flat-rate system eliminates much paperwork at both ends: the service station and the factory. Under GE's flat rates, most in-warranty repairs will be reimbursed at either \$2 or \$3. The full range is \$1.50 for a flashlight to \$7.85 for major repairs on a 20-inch window fan. GE's William L. Parkinson, manager of product service, claimed that the company's flat rates are "tops in the industry," adding that he believes they will receive "overwhelming support" from franchised repair stations.

□□□□ **Space-age materials for the kitchen counter:** Corning's building products department is working on marketing plans for a new, white, Pyroceram kitchen work surface. A companion to Corning's Counter That Cooks, the "counter that doesn't cook," as a company spokesman called it, is of the same material used for rocket nose cones and is hard, heat-resistant, easy to clean. In addition to its use as a work and cutting area, the Pyroceram counter can be used as a warming surface, if a heat lamp is placed above. Corning, which suggests the material as an alternative to the maple or stainless steel insert sometimes found on kitchen countertops, contemplates offering it in three sizes. Price per square foot, installation costs, and exact channels of distribution have not yet been determined.

□□□□ **Key moves:** GE names Charles A. Crumm Jr. as mgr of market planning for clock and personal care products; J. Ralph Garbutt Jr., as market planner for the home care and comfort products division . . . Norelco appoints Engerman, Porter & Co. as reps for northern Illinois . . . Lawrence Freedman joins the Whittaker Corp., Los Angeles, Calif., as a vp. He was formerly vp-U.S. electric appliance operations for Ronson.

□□□□ **Close ties between housewares and electronics** were underscored last week at the Consumer Electronics Show, in New York City. Century Hardware, Milwaukee-based co-op, is typical of the housewares-oriented organizations shopping the Show. A number of housewares-hardware co-ops, including Cotter, have become key accounts for consumer electronics firms. Housewares buyers for many of the larger mass-merchandise chains, many of whom also buy portable radios and phonos, were well represented, too. Other familiar housewares "faces" included representatives of buying offices; hard goods merchandise managers who oversee consumer electronics as well as housewares; and housewares jobbers handling radios and portable phonos.



Joel Withers (left) and Max Gendelman (right), of Century Hardware, Milwaukee, Wis., flank Westinghouse's G.P. Harris at the EIA Show.

## The power scissors potential: housewares tries to cut in

The image of 20 million to 60 million women—ranging from Sunday sewers to serious seamstresses—is tempting additional manufacturers and importers into the electric scissors business. And the lure of a broadened market, representing outlets other than sewing/notions departments, is added incentive for the still unexploited product area.

Further brightening the scissors outlook are developments in battery technology, which are expected to make possible the design and marketing of a special, well-priced, rechargeable unit by next year.

The electric scissors business—dominated by Dritz, since that company pioneered the item nearly 10 years ago—has only within the past year come to the attention of other vendors, who apparently want to get a piece of the action. And, while there have been battery-operated scissors (mainly Japanese imports) on the market for some time, most industry sources call them "toys," saying that scissors using one or two dry-cell replaceable batteries do not produce enough power to do even a basic cutting job.

### The untapped market

The size of the potential market for automatic scissors varies according to who is discussing it. Some of the newer entrants into the field claim there are between 55 million and 60 million American women—nearly two thirds of the females in the country—who sew as a hobby.

An additional 10 million girls learning to sew each year in home economics and sewing classes are targeted as a future market by Dyno Merchandising Corp., which entered the power scissor field with a \$7.95 cord-and-plug unit earlier this year.

A more conservative estimate comes from Stanley Dritz, who believes that the number of women who actually cut patterns and sew any or all of their own clothing is closer to 20 million.

The market—whatever its size—is still virtually untapped, however. This is pointed up by the estimated unit sales for 1966: less than 1 million.

### Manufacturers are interested

Dritz, now a division of Scovill, is said to account for the sale of over one-half million units last year. In addition, Dritz is the source for Sears, whose private-label volume must be added to that sold under the Dritz name. Total industry dollar volume for 1966 is estimated between \$6 and \$7 million.

Proof that the power scissors business is blossoming can be seen in Sears' commitment to a second, step-up unit to be made by Arvin Industries and targeted for fall selling. Under Sears' label, the new item will be a 2-speed, plug-in model, with built-in light, to sell initially at \$10.95 suggested retail.

Equally significant are reports that General Electric has been eyeing the scissors business (MW, 19 Jun., p.39), and is interested in developing a rechargeable unit, GE spokesmen will only reply "No comment to questions regarding scissors."

Hamilton Beach (like Dritz, a Scovill

division) has often been cited as a candidate for developing and marketing a power scissors. Edward P. Reavey Jr., director of marketing, has frequently elaborated on his concept of a "cutting industry," in which he includes such diverse power-driven items as the electric knife, scissors, surgical instruments, and even lawn and garden cutting equipment.

Last fall, Reavey indicated that Hamilton Beach would manufacture three electric scissors for Dritz (MW, 3 Oct., p.25), but Scovill executives now say the plan has been postponed indefinitely. The Dritz scissors continue to be imported from Switzerland.

GE's anticipated entry into the scissors area is expected to give the entire industry a big boost—through the advertising, promotion, and prestige that GE would lend to it. Furthermore, GE's entry would make the scissors more of a housewares item.

Others, however, are less than enthusiastic about the prospect, pointing out that the scissors business has been relatively stable from a pricing standpoint, and that notions departments have been content to keep prices and profits steady. With GE in the picture, they are afraid the category will be hit with price footballing.

Another company that admits to being actively at work on a rechargeable battery-operated scissors is Kembric, represented nationally by Cy Miller Associates, New York City. At the Housewares Show, Kembric introduced a scissors powered by four C-cell replaceable batteries, styled with an open handle like an electric knife or mixer, at \$5.95.

Kembric also is working on a rechargeable model which Miller expects will be ready for test marketing either by fall or early next year. The problem, as he sees it, is the price. "We could have it now at \$19.95," he said, but added that he would prefer to get the price below \$15 list.

Another new entry into the scissors field—with a Japanese import that uses two C-cell replaceable batteries—is National Silver Co., New York City. The item, which carries a \$4.99 retail price with full mark-up, is expected to get top interest from variety and drug chains (as well as from the notions sections).

At one time, the Singer Co. was reportedly investigating power scissors as a natural accessory to its sewing machine business; apparently nothing has come of it, however.

### New applications cited

Most of the newer companies in the scissors area see expanded uses, including such household tasks as cutting self-adhesive, vinyl papers (Con-Tact, for example); shelf lining and trimming, wall paper; bathroom carpeting; and other do-it-yourself projects.

With some of these heavier jobs in mind, companies such as Dyno are looking to market heavier units with heavier motors and blades. Others see interchangeable blades — for paper, lightweight fabrics, and bulkier materials—as fulfilling additional consumer needs.

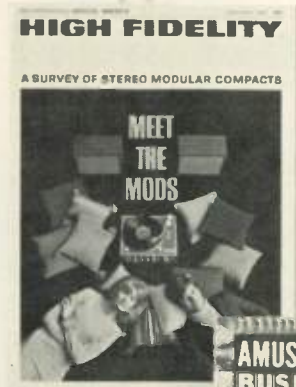
—Joan Bergmann

AS SEEN IN THE NEW YORK TIMES

# How to broaden your market dimensions in leisure and learning at home and work and play

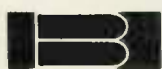
Alert professionals and marketing men have long recognized the vast sales potential of "leisure and learning." Thousands use Billboard publications regularly to reach the responsive audiences that add profitable new dimensions to their marketing plans. And you can too in these "leisure-learning" fields.

- For new market dimensions in music, recordings, tape cartridges and playback equipment of all kinds, use **BILLBOARD MAGAZINE**.
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- For new market dimensions in leisure-making appliances, home entertainment equipment, and housewares, use **MERCHANDISING WEEK**.
- For new market dimensions in the world of live, mass-entertainment, use **AMUSEMENT BUSINESS**.
- For new market dimensions in art, whether professional, commercial, or as a hobby, use **AMERICAN ARTIST**.
- For new market dimensions in the world of photography techniques, equipment and supplies for professionals and amateurs, use **MODERN PHOTOGRAPHY**.
- For new market dimensions in the growing field of automatic merchandising and contract food service, use **VEND**.



Other merchandising services of the corporation that provide new market dimensions include, at present: *Record Retailer*—Britain's only business weekly for the international music-record industry; *Astrostereo*—providing American Airlines passengers with the best in recorded music; *Record Source International*—programming recorded music for broadcasters throughout the world; *Record*

*Market Research*—analyzing weekly retail record markets; *Watson-Guptill*—publishing the fastest growing catalog of art and craft instruction books. Plus twelve directories, each merchandising an important facet of the markets we serve; all backed by modern composition and printing facilities and the latest modern computerized fulfillment and management information services.



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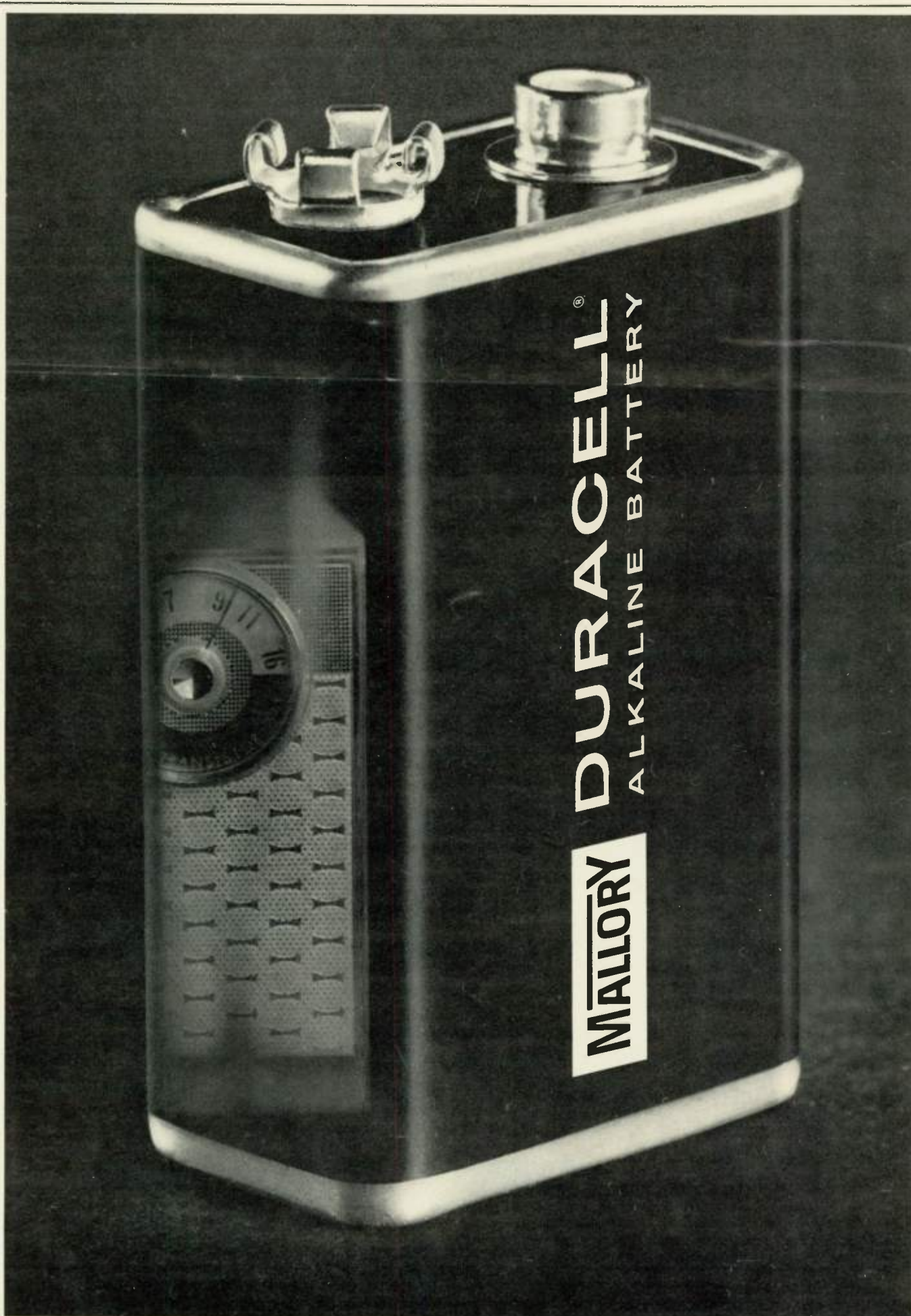
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□□□□ **Main-floor space for Country Inn cookware** is the idea behind West Bend's new pine hutch display unit, which picks up the Americana motif used in advertising and packaging for the avocado cookware. The upper portion of the authentic hutch is designed to show off the product; the lower section, to store it. West Bend hopes that the display will convey the message that cookware does not have to stay in the housewares department; that it can be coordinated and shown with other fashion merchandise. The Country Inn line now includes a "Fiesta" perc, and other matching appliances are planned.

□□□□ **Club romances Colorcast with a bit of blarney** in a new "Beauty and the Best" advertising campaign for its white, porcelainized, cast-iron cookware imported from Ireland. Aimed at the affluent gourmet and bridal markets, the Club Aluminum campaign seeks to educate the consumer over to cast-iron cookware, and to take the Club Waterford Colorcast line out of the price-competitive cookware market and deeper into gourmet and gift departments. The ads—in 4-color and black-and-white—will run from September throughout 1968, in publications such as *New Yorker*, *House & Garden*, and *Modern Bride*.

□□□□ **Colorcast's Irish heritage and cooking features** are played up in ads built around themes such as "What Is Black & White and Irish All Over?"; "How to Praise a Bride by Panning Her"; and "Take Cast Iron, Black Teflon, Siamese Teakwood, and Irish Hands." Readers are also invited to write for a free color booklet, "Beauty and the Best," which retells the ads' stories and shows the manufacturing process.

□□□□ **Club is following the trend to giftier packaging** with new wraps for its Colorcast line that repeats the color ads. Club uses a similar approach on its new Tempo line: the package has a 4-color, tip-on label that shows Club's display suggestion for the avocado and poppy cookware.

# Introducing the only 9-volt alkaline battery for the transistor radio market!

This new DURACELL® battery can send your profits on 9-volt sales soaring...insure you a bigger profit from the biggest share of the transistor radio market!

**WHY SETTLE FOR LESS?** With every sale of a new Duracell 9-volt alkaline battery you get real big profit—not the ordinary profit you get from ordinary batteries. Yet this remarkable battery is priced to sell, gives you more customers as well.

**MILLIONS OF POTENTIAL CUSTOMERS!** The 9-volt battery dollar market is big, the biggest of any single type of radio battery. More people own 9-volt transistor radios, and more replacements are needed by each radio. Now, with the new Duracell 9-volt alkaline battery, you can make *real* money from this market.

**LONGER-LASTING!** This new Duracell battery lasts far longer—in your customers' radios, and on your shelf. Even after 2 years storage, Duracell alkaline batteries keep up to 85% of their original capacity.

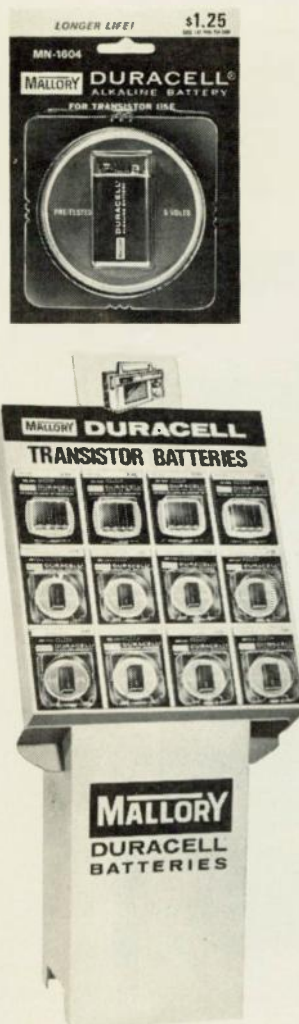
Carry the most complete line! The new Duracell 9-volt is the only alkaline 9-volt on the market. It rounds out the fast-selling line of long-lasting Duracell batteries now advertised in *Reader's Digest* and in hard-hitting local radio and newspaper campaigns.

Take full advantage of the big transistor radio market. Talk to your Mallory representative or distributor about the new Duracell 9-volt alkaline battery today.

Mallory Battery Company, a division of P. R. Mallory & Co. Inc., South Broadway, Tarrytown, N.Y. 10591. Tel.: 914-591-7000. (In Canada: Mallory Battery Company of Canada Limited, Sheridan Park, Ontario.)

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It's good business to do business with Mallory



**How to praise a bride by panning her.**

Pan the bride in Irish.  
It's not only romantic, it's practical.  
Even if she never boiled water before, she'll cook like an angel. (Or, at least, the groom won't fiddle while the roast burns. Low heat, no burning.)  
And if she happens to be a great cook, she won't be able to live without it. (She gets out of the pot every bit of the flavor she puts in.)  
Small wonder that the *Reader's Digest* (in England) said, "Absolute bliss to possess... incomparable for cooking evenly."  
Pan the bride with Waterford Club Colorcast, the iron cast, white porcelain cookware born in the Emerald Isle.  
It looks as good as it cooks.  
And cooks as good as it looks.  
Nothing sticks to the black velvet Teflon finish. The way the Irish bake it on, you can even beat it with a metal spatula. (No shillelagh, please.) The *London Sunday Telegraph* tried it and said, "Deserves the highest praise. The inner surface is like hard velvet... pitch black and proof against the most careless cook." (Or inexperienced bride.)  
Beauty, thy name is Waterford, thy heritage Irish.

Waterford Club Colorcast from Ireland

## HOUSEWARES NEWS

□□□□ The "non-woven," "disposable" shower curtain—which matches the latest in non-woven ready-to-wear—has been introduced by Ex-Cell Plastics. Made of DuPont's Reemay, a non-woven, bonded polyester, the curtain comes in four colorful patterns—paisley, stripe, floral, and Pucci-type geometric—making it possible for the consumer to coordinate her non-woven dresses with this latest addition to the disposable home furnishings market. The curtain, which can be machine-washed and ironed, retails at \$5.98, including liner. It will be ready for delivery in August, and can be expected to appear in bath shops, rather than in the specialized "paper boutiques," where most of the disposables are sold.

Ames is also working on a non-woven shower curtain in a new series of prints especially designed for the firm. An Ames spokesman declined to specify when the item will be ready, saying only that the company hopes to have it on display in its showrooms soon.

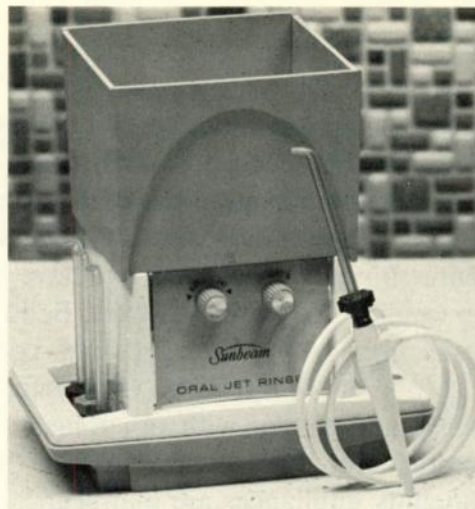
□□□□ **Electrics, accessories, and the teenager:** the display effect in psychedelic, and a trip to *Seventeen* magazine's "Switched On!" boutique, located in the publication's conference room, can be mind-expanding (see photo below).

*Seventeen's* editors rate appliances as basics on the teenager's back-to-school accessories purchase list, and they have created a display combination of housewares and ready-to-wear to help the "with-it," retailer turn on the teenage consumer and increase his sales. Gloves pop from toasters and a hardtop hair dryer wears a hat in the closet-sized display, which includes 19 small electric appliances—from cookware to can openers—that will be advertised and featured editorially in the magazine's July and August issues.

The boutique idea makes good retail sense, too, as a promotional push for personal care appliances and as a means of showing the teenager that the housewares department does not happen only for her mother. It is easy to set up: hot pink tracer lights frame the doors and silver Mylar forms a backdrop for the compact display. Tin cans painted in fluorescent pink and vinyl-lined cylindrical risers serve as pedestals for the items. *Seventeen's* "Switched On!" boutique will be on view through the end of this week, at 320 Park Ave., New York, N.Y.



The "Switched On!" boutique: electrics in a "hip" display



Sunbeam's new oral Jet Rinse has a suggested retail price of \$29.95



Sunbeam enters the denture cleaner market with a \$19.95 unit

## The personal care product scene: Sunbeam widens the selection

Add two more oral hygiene devices—from Sunbeam—to the rapidly expanding personal care field. The manufacturer's electric shaver/dental hygiene division has introduced an Oral Jet Rinse and a "whirlpool action" denture cleaner.

The Oral Jet Rinse features a motor-driven pump that delivers a high-pressure water stream through a jet nozzle at 12 spurts per second; the pressure can be regulated by a knob on the motor housing. The unit, which has a 2-pt.-capacity water tank, carries a suggested retail price of \$29.95. The device is similar to the Oral Water Jet introduced by Sunbeam's subsidiary, Northern Electric, at the June Housewares Show.

Sunbeam's denture cleaner operates on a "whirlpool action" principle. Dentures are placed on a suspended rack of the beehive-shaped unit, and a cleaning powder or tablet and warm water to cover the dentures are added. When the unit is turned on, the "whirlpool action" serves to flush, agitate, and aerate away food particles and stains and to reduce bacteria. Retail price is \$19.95. Additional cups are available for the cleaner where there is more than one denture wearer in a family. One cup with rack assembly and agitator will list at \$3.95.

A 14-day home-trial offer is available to retailers to introduce the product to consumers. Dealer kits with counter cards, stickers, window banners, magazine ad reprints, and ad mat proof sheets are being given for the initial promotion.

The denture-wearer market is estimated at over 40 million by both Sunbeam and Schick. The latter introduced its denture-cleaning devices, which work on sonic and ultra-sonic principles, at last month's Housewares Show.

Sunbeam also is showing a new high-end, multi-arch electric shaver—model SM7S—with two shaving heads, a barber-type trimmer, an armature-type motor, and a flip-open head for easy cleaning. In a zippered travel pouch, the unit carries a suggested retail price of \$29.95.

A broad, in-store demonstration is being planned by Sunbeam's shaver division for the fall season. The price of its model 555-11 shaver has been reduced from \$26.95 to \$24.50. And a free-goods offer on the model 444-2 shaver has been announced for distributors: one free shaver is provided for each 11 that are ordered, through

Sept. 15.

Personal care centers can be expected to spring up in greater numbers by the fall, as manufacturers go all out to help the retailer tell the personal care appliance story through display and advertising. Greater effort will be devoted to making personal care and self-enhancement a "family affair."

Facial sauna devices will get an extra push, as many retailers begin to suggest them for men—as beard softeners. Health Products Inc., manufacturer of Saunda, estimates that 5% to 10% of the machines sold to date are used by men. Hair dryers—especially the new mini models—and manicure sets are also naturals for promotion as gifts and basic men's grooming appliances.

Westinghouse, which has made inroads into the male gift market with its Steam-Press Valet, will continue its efforts in this direction for other appliances. Local print and television ads for personal care items will be oriented toward the man's market in the fall.

Toothbrushes will also be featured strongly. Sunbeam, for example, is offering a "truckload deal" promotion: retailers will be given a mini Tonka toy truck—packed with Sunbeam's CT-3, pink CT-7, and blue CT-8 toothbrushes, plus a dozen each of regular and hard replacement brushes—to be used as a display vehicle.

Promotions for hair dryers include GE's tie-in with Breck hair care products. And Oster will give heavy promotional support to its new hardtop model hair dryer with built-in radio. The firm plans a tv commercial and point-of-purchase displays for this product, which was rated one of the "hot items" at the Housewares Show and is expected to win the favor of the youth market.



Sunbeam's model SM7S multi-arch shaver retails at \$29.95

## INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week in bold-face type.

	Date	1967	1966	% Change
<b>FLOOR CARE PRODUCTS</b>				
Floor Polishers	April	78,865	91,574	- 13.88
	4 Months	351,694	402,242	- 12.57
Vacuum Cleaners	April	397,688	428,955	- 7.29
	4 Months	1,803,502	1,930,096	- 6.56
<b>HOME LAUNDRY</b>				
Dryers, clothes, elec.	May	80,300	75,300	+ 6.64
	5 Months	582,700	539,700	+ 7.97
Dryers, clothes, gas	May	37,000	33,300	+ 11.11
	5 Months	262,600	256,900	+ 2.22
Washers, auto. & semi-auto.	May	307,700	303,900	+ 1.25
	5 Months	1,488,000	1,583,600	- 6.04
wringer & spinner	May	38,900	48,800	- 20.29
	5 Months	184,800	211,500	- 12.63
<b>OTHER MAJOR APPLIANCES</b>				
Air Conditioners, room	May	564,600	367,900	+ 53.46
	5 Months	2,474,300	1,690,000	+ 46.41
Dehumidifiers	May	38,700	34,600	+ 11.85
	5 Months	134,900	134,200	+ .52
Dishwashers, portable	May	37,100	34,000	+ 9.12
	5 Months	209,900	184,300	+ 13.89
under-counter, etc.	May	72,500	87,200	- 16.86
	5 Months	354,800	418,200	- 15.16
Disposers, food waste	May	103,100	131,900	- 21.84
	5 Months	494,200	593,300	- 16.70
Freezers, home	May	96,500	93,300	+ 3.43
	5 Months	427,200	440,000	- 2.91
Ranges, electric	May	158,900†	165,800	- 4.16
	5 Months	745,200	900,100	- 17.21
Ranges, gas	May	132,300*	177,400	- 25.42
	5 Months	798,800	937,400	- 14.79
Refrigerators	May	388,000	438,100	- 11.44
	5 Months	2,243,400	2,492,500	- 9.99
Water Heaters, elec. (storage)	May	87,900	84,500	+ 4.02
	5 Months	426,800	442,500	- 3.55
Water Heaters, gas (storage)	May	216,090	206,580	+ 4.60
	5 Months	1,079,690	1,158,360	- 6.79
<b>CONSUMER ELECTRONICS</b>				
Phonos, port.-table, distrib. sales	June 9	34,678	30,231	+ 14.71
	23 Weeks	1,218,340	1,030,514	+ 18.23
monthly distributor sales	March	313,529	243,602	+ 28.70
	3 Months	834,805	688,544	+ 21.24
Phonos, console, distrib. sales	June 9	13,982	15,478	- 9.67
	23 Weeks	522,956	686,000	- 23.77
monthly distributor sales	March	140,856	167,712	- 16.01
	3 Months	383,067	491,446	- 22.05
Radios (home), distrib. sales	June 9	168,334	165,321	+ 1.82
	23 Weeks	4,405,423	5,112,747	- 13.84
monthly distributor sales	March	1,123,100	1,329,556	- 15.53
	3 Months	2,651,980	3,264,467	- 18.76
B&w Television, distrib. sales	June 9	64,069	73,735	- 13.11
	23 Weeks	2,151,285	3,035,618	- 29.13
monthly distributor sales	March	542,659	743,129	- 26.98
	3 Months	1,369,895	1,983,219	- 30.93
Color Television, distrib. sales	June 9	51,330	52,012	- 1.31
	23 Weeks	1,782,656	1,580,622	+ 12.78
monthly distributor sales	March	491,078	408,684	+ 20.16
	3 Months	1,161,461	941,984	+ 23.30

\*May Gas Range Total includes: 89,400 free-standing ranges; 17,500 high-ovens; 15,200 set-ins; and 10,200 built-ins.

†May Electric Range Total includes: 113,000 free-standing ranges; 45,900 built-ins.

Home Laundry and Major Appliance figures are now sales of manufacturers not distributors as in the past. Source: AHAM, EIA, GAMA, VCMA



## OF KITCHEN PLANNING

# A MAJOR SPECIAL FEATURE IN THE JULY 24 ISSUE OF MERCHANDISING WEEK

Since 1965, when some 4 million major appliance sales were lost by retailers who could not offer a KITCHEN PLANNING service, the number now entering this "market too good to miss" is on a steady rise.

In the July 24 issue, MW closes in on the profit potential picture of the current scene—with K.P. tips for retailers on:

**WHY** they should get in it  
**HOW** they should get in it  
**WAYS** to run it  
**WHERE** to look for profits

### For Advertisers:

A PRIME OPPORTUNITY . . . IN A HIGH-READER-INTEREST SETTING . . . TO REACH THE GROWING RANKS OF MAJOR APPLIANCE DEALERS NOW FINDING LUCRATIVE NEW PASTURES IN THE KITCHEN PLANNING FIELD.

**ADVERTISING DEADLINE: JULY 13**  
**RESERVE YOUR SPACE NOW**

**MODEL TP-707PJ SOLID-STATE CASSETTE TYPE PORTABLE TAPE RECORDER MODEL TP-707PJ SPECIFICATIONS:** Dual-track monaural, capstan drive ■ Phillips-type cassette ■ push-button operation w/fast forward ■ dual purpose VU meter indicates recording level, battery condition ■ handy cartridge release lever (cassette lifts out for easy removal) ■ auxiliary input, output, AC jacks ■ (converts to AC current with optional AC-603 adaptor) ■ 3 lbs. w/batteries ■ with remote control microphone, earphone, batteries, C-60 cartridge w/ mailing case ■ carrying case w/shoulder strap optional

**MODEL TP-718 AUTOMOBILE CASSETTE TAPE PLAYER MODEL TP-718 SPECIFICATIONS:** Dual-track monaural, capstan drive ■ Phillips-type cassette ■ attaches easily under auto dash ■ push-button operation w/fast forward ■ 6 transistors, 1 thermistor ■ constant speed transistorized motor ■ 2 watts output ■ 3½" speaker ■ can be connected to car speaker ■ operates from 6 or 12 volt car battery

**MODEL TP-728 AC/DC PORTABLE CASSETTE TAPE RECORDER MODEL TP-728 FIRST AC/DC PORTABLE CASSETTE RECORDER WITH NEW UPRIGHT STYLING IN THIS PRICE RANGE SPECIFICATIONS:** Dual-track monaural, capstan drive ■ Phillips-type cassette ■ push-button operation w/fast forward ■ AC or battery operation ■ built-in AVC automatically adjusts recording level ■ record safety interlock (cannot accidentally erase pre-recorded music) ■ 1 watt output ■ 4" x 2½" speaker ■ remote control cardioid microphone ■ auxiliary input, output jacks ■ built in AC adapter ■ weight 4 lbs., 7 oz. ■ with microphone, earphone, batteries, C-60 cassette w/ mailing case, AC line cord



## 3 Cassette Models from AIWA. You won't see them advertised in The New Yorker or Saturday Evening Post

Great magazines, sure. But why give *them* money that should be going into *your* profit-pocket? The only advertising these cassette-type portables and car player need is the exposure they get on your shelves. Wherever your customer may be . . . at home or outdoors . . . sitting, walking, or riding in his car, he can have a full-featured, long-lived, high performance AIWA cassette model that's easy to use . . . easy for you to sell. Why put advertising dollars behind a product that takes a commanding lead over competition *on sight!* Remember, AIWA is where the action is.

# AIWA the brand that sells itself

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