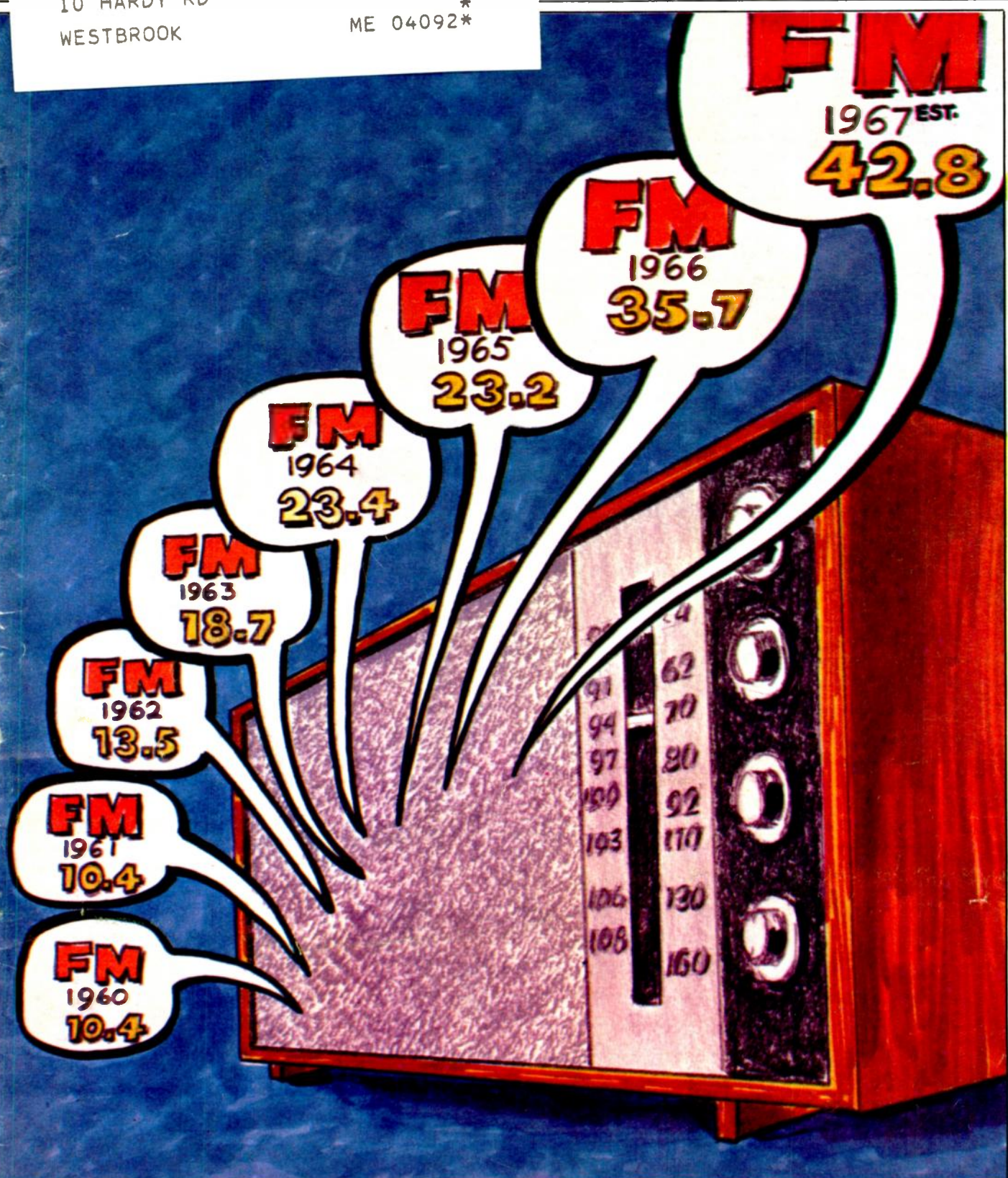


# MERCHANDISING WEEK

NOVEMBER 6, 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. 45

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← **Radio marketing today: FM leads the way to retail boomtimes   p.13**  
*(At left: Radios with FM bands are rapidly approaching the point where they will account for 50% of total radio sales volume)*

**Retailers eye New York as Korvette's big move heralds knock-down fight with two giants   p.5,32**

**Appliance 'Info-tags': beating the government at its own game   p.28**

**The retailers other retailers follow: Macy's Wexler     p.6**

**NEXT WEEK**

**Retail cooperatives: the inside story on how they operate and are affecting distribution patterns**

# Three more ways to clean up with Hotpoint Total-Clean Ranges:

## New Self-Clean Ovens.

Now, an expanded line of three Self-Clean models joins the Hotpoint family of Total-Clean Ranges. Every one features an extra-large, 23"-wide Self-Clean Oven. It's easy to operate (and to demonstrate).

And since they belong to the Total-Clean family, they've all got removable drip pans and trim rings, removable control knobs, removable

storage drawer, and recessed cooktop. Infinite heat control and fast heating Calrod® Units are also featured in this entire line.

So why not add the Self-Clean line to your Total-Clean lines of porcelain-ovens and Teflon®-ovens. There's one in every price bracket with the cleanability to clean up in sales. Call your Hotpoint distributor.



New valued-priced model makes the luxury of Self-Clean almost a necessity. Has all the standard Total-Clean features and a baked-on porcelain finish. Truly a value leader. Model RB740 in Coppertone, Avocado, White.

This one adds customer-tempting features like two 8" Calrod units. High-Speed for greater cooking flexibility. These features and many more make this one a real easy step-up. Model RB745 in Coppertone, Avocado, White.



Even more luxury, like a Rota-Grill Rotisserie and Automatic Roast-Right Meat Thermometer. The Rota-Grill automatically turns and bastes meat. And the Roast-Right cooks meat just right, holding it at serving temperature. This one's got everything going for it—and for you! Model RB790 in Coppertone, Avocado, White.

®Registered trademark for DuPont TFE finish.



See Hotpoint appliances sold this week on The Tonight Show, NBC-TV, starring Johnny Carson.

# Hotpoint

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J. D. Williams, Public Relations Director (r)  
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American Cryogenics, Inc., Atlanta, Ga.,  
is one of the nation's largest producers of  
industrial gases and associated equipment.

## J. D. Williams and H. Royce Mitchell preview the new Yellow Pages Industrial Usage Study

“We’d spend money to get it—that’s what we think of your Industrial Usage Study. Yet it’s free for the asking! The study gives us a real feel for our market. It also verifies our own research on the extent to which customers find us through the Yellow Pages. But then, we don’t have to be sold on the value of Yellow Pages in reaching businessmen. We already advertise in it extensively. If anything, your study’s usage figures are on the low side.”



The Yellow Pages Industrial Usage Study was conducted by Audits & Surveys Inc. among 6819 buyers in manufacturing firms. The study covered 140 products and services classifications.

The results of this survey will be available in booklet form after April 15th. Reserve your copy now. Call your Yellow Pages representative. Find him in the Yellow Pages under Advertising—Directory & Guide.

Switch to



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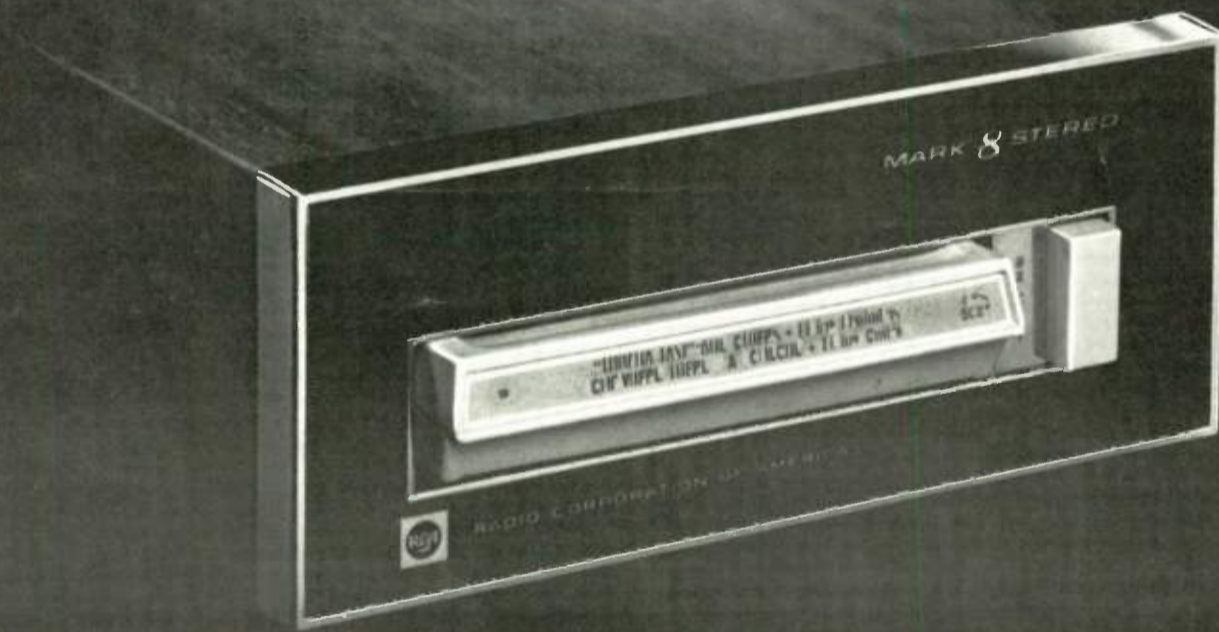
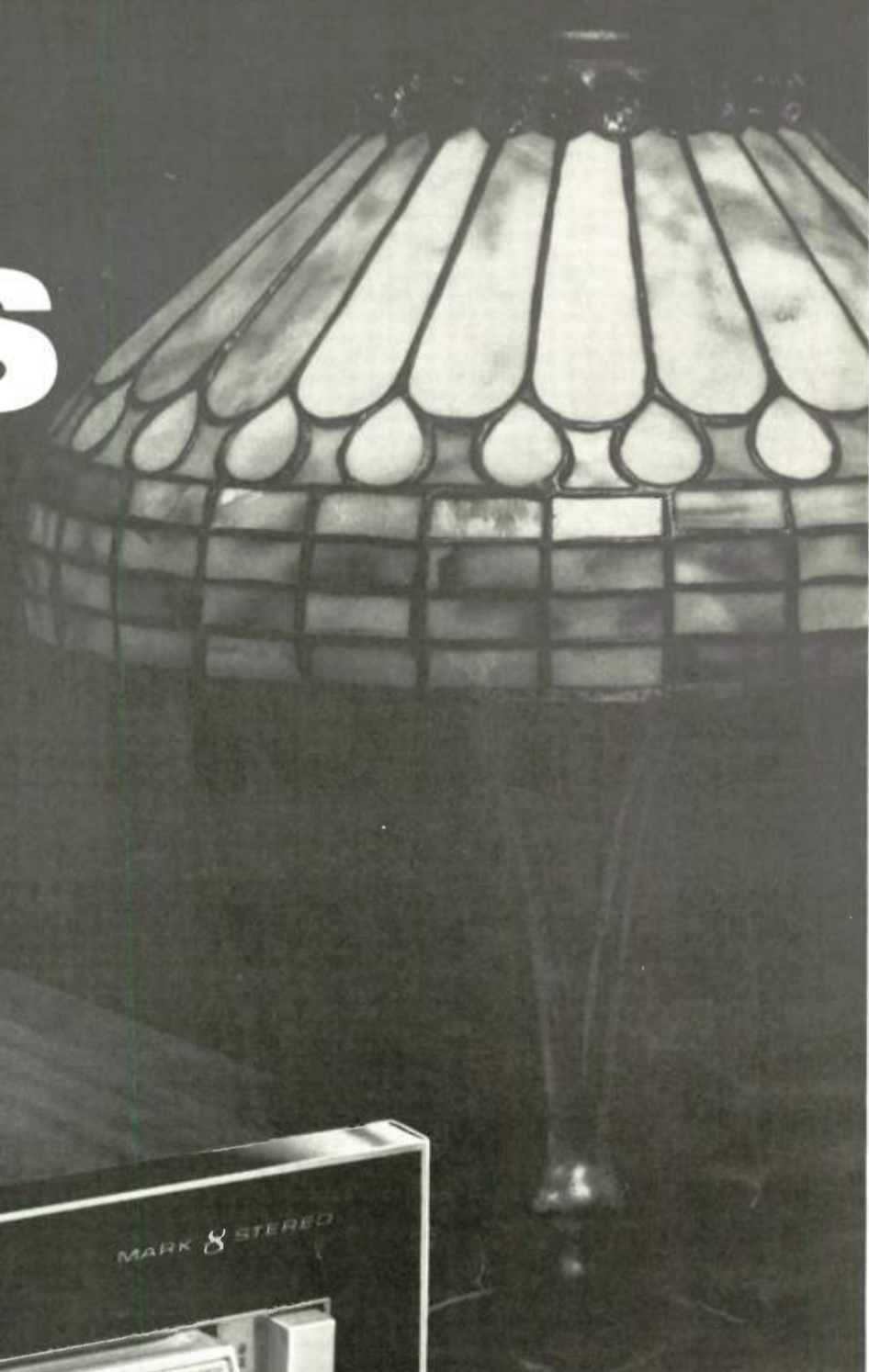


**Lifetime Stainless Steel  
Tub and Dryer Drum**



A Division of Mc-Graw-Edison Company, Ripon, Wisconsin 54971

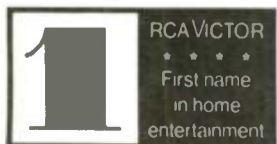
# Auto tapes go home



## ... with RCA Victor's new Mark 8 stereo cartridge players!

These smart players let your customers enjoy up to 80 minutes of uninterrupted stereo music with a single cartridge. MJC 26 (above) plays through any stereo console, stereo table radio or component system with plug-in tape jack. YJD 22 (left) is self-contained, has two 7" oval speakers. MJC 28 (right) is a larger step-up version of the MJC 26.

All three have cabinets of Danish-style walnut veneers and selected hardwoods. Now that you know why auto tapes go home, get the players that bring home the profits. See your RCA Victor distributor.



The Most Trusted Name  
in Electronics

Trmk(s)<sup>®</sup>



## AT PRESSTIME

□□□□ **Macy's will launch a "Leisure World" promotion** in New York City, beginning today. The promotion brings together several merchandising divisions at Macy's, including hard goods, with home electronics and records playing a key role. Luggage, sporting goods, camping equipment, and other merchandise will be tied into the "Leisure World" promotion.

□□□□ **A new 14-inch color tv receiver, from GE,** which uses the "in-line" electron gun system now featured on Porta-Color models, is expected to be introduced soon. GE spokesmen will neither confirm nor deny industry rumors that the company will expand its small-screen color tv line.

□□□□ **Sears opened its 32nd new store this year—** in New Brunswick, N.J.—last week. The 303,500-sq.-ft. complete department store is now Sears' largest in that state. Of the 32 stores that Sears opened during fiscal 1967, 15 are complete stores; the remaining 17 are medium-size department stores. In addition, eight already existing outlets were enlarged or modernized, bringing the chain's grand total to 801 stores, accounting for \$6 billion in business annually.

□□□□ **Robert W. Sarnoff is RCA's new chief executive** officer, effective Jan. 1; he succeeds Elmer W. Engstrom, who continues as chairman of the executive committee. Sar-

noff, son of RCA pioneer David Sarnoff, retains his duties as president.

□□□□ **Hotpoint offers 13 dishwasher models** in its 1968 line: three convertibles, four top-loading portables, two front-loading portables, and four undercounter designs. Multi-level washing action (on all but the low-end portable model), a cherry top with a groove to catch gravy, and an optional woodgrain-vinyl front are new features available on some Hotpoint models. The new convertible line features improved washing and drying actions.

□□□□ **Frigidaire has promoted W.H. Anderson** to executive assistant general sales manager in a realignment of its sales department. William F. Switzer, general sales manager of the Frigidaire division of General Motors, recently said that Anderson would assume over-all supervision of all sales field operations. Speculation has been that Anderson is being groomed to take over as sales manager when Switzer, who reaches retirement age on Aug. 20, 1968, steps down. The latter, a 34-year Frigidaire veteran, has been general sales manager since 1962.

On another front, a Frigidaire spokesman says the anti-trust suit simmering in Washington against General Motors "could affect any division" of the company—including Frigidaire. Reports of the possible antitrust action stress the automotive side of GM, however, and Frigidaire says its division is "not in any monopolistic position."

## Korvette at Herald Square: 'Good Neighbor Bassine'

Proudly but humbly, E. J. Korvette Inc., a mellowing discounter that is headed by a realistic businessman, Charles C. Bassine, opened its largest store last week—on New York City's Herald Square, right between Macy's and Gimbels.

The proud-but-humble Korvette attitude resulted mainly from Bassine's realism: he knows that Gimbels could clobber Korvette in soft goods and bargain-basement merchandising, and he knows that Macy's could murder Korvette in hard goods merchandising.

Korvette at Herald Square is a bright and shiny addition to the famous 34th St. shopping area; but its 10 selling floors are small in comparison to Gimbels' space—let alone Macy's, which bills itself as the world's largest store.

So nobody but nobody was looking for a down-and-out price fight—at least not at Herald Square, where the attitude has been one of friendly competition, if not cooperation, aimed at reinforcing Herald Square's dominant retailing position.

If a pricing war does break out, in

fact, it undoubtedly will come from the promotional department stores—S. Klein and J. M. Mays—on 14th St. Both Klein's and Mays are known to be fearful that Korvette will draw traffic to 34th St.—and away from 14th St.

The humble Bassine said he is not looking to take any business away from Macy's or Gimbels, but that he would be happy with a share of the increased business he expects Korvette to generate at Herald Square. "We're in a growth situation," he said.

Competition among the three giants has been going on for years in the New York metropolitan market, and Korvette long has had some units near Macy's and Gimbels suburban branch stores. But the Korvette Herald Square store does mark the coming of age of one of the original discounters. And Korvette's store No. 45 does Herald Square proud. —Ed Dubbs  
(For a closeup look at the high-end approach that Korvette Herald Square takes in housewares, major appliances, and home electronics, see p.32.)

## The consumer protection song: new notes for retailers

Consumer protectionists got a big boost last week from assorted Congressional figures, President Johnson, Betty Furness, and spokesmen for several national consumer organizations.

Gathered in Washington, D.C., for the annual Consumer Assembly were approximately 1,600 people interested in what steps business and government plan to take to increase the power of consumers. Here's what they heard:

A truth-in-lending push of new intensity is on the way for the "Full Disclosure" bill, which has been red-taped in the House Consumer Affairs Subcommittee for some time and is now about to move through the full House Banking and Currency Committee—by Thanksgiving, said committee chairman Wright Patman (D.-Tex.).

The bill may be stronger than consumers and retailers expect. The one

that moved through the Senate in July (MW, 17 Jul., p.3) has been expanded in the area of revolving credit charges to the satisfaction of the President's Special Assistant for Consumer Affairs, Miss Furness, and the consumer-protection movement's Grand Old Man, former Illinois Senator Paul Douglas—but to the extreme displeasure of many retail groups.

Patman says the bill now puts "some teeth into the concept of truth-in-lending," but retailers (including NRMA) feel it bites too heavily by complicated paperwork.

The President supports the bill, however, as he noted in a visit to an Assembly session where he voiced dissatisfaction with an economic system that allows some stores (he mentioned "discounters") to add credit charges that can double an item's cost.

Terming his tenure a "consumer's administration," the President noted that there are now 12 major pieces of legislation directed toward consumers before Congress, and though "there are votes lost in every measure," he plans to "do right."

Doing "right" also includes preventing the passage of a present wave of import-limiting legislation, which affects various home goods, and pushing for his 10% surtax, he indicated.

The next rallying point for consumer protectionists may be a National Commission on Product Safety, which would touch on everything from faulty electrical appliances to automobile malfunctions. Betty Furness, who won a verbal Presidential head-pat as "very talented," announced that a bill calling for the establishment of such a commission has been adopted by the

House Committee on Interstate and Foreign Commerce. Praising the bill, which is sponsored by Senator Warren G. Magnuson (D.-Wash.), Miss Furness urged the Consumer Assembly's delegates to press for its passage.

The problem of industry standards—a sore point for appliance manufacturers who feel that they don't need a Big Brother's help—was touched on briefly but comprehensively by consumer standard-bearer and General Motors' pain-in-the-corporation Ralph Nader. In an applause-spattered speech Nader called for sweeping consumer-protection reforms of giant U. S. corporations. Indicating that whatever industry has done on its own is simply not enough, he urged the Federal government to step in, set standards, and end questionable industry practices.

—Bill Hutchinson



## Herbert I. Wexler: Macy's N.Y. hard goods boss sees higher margins coming

"The day will come," predicts Macy's Herbert I. Wexler, "when appliance and tv manufacturers will have to set up regional warehousing to service retailers with overnight deliveries."

The day also will come, Wexler believes, when major appliance and home electronics manufacturers will be providing their retail accounts with additional services—including some now handled by retailers themselves—such as delivering individual purchases to the consumer's home, installing the products, and providing follow-up, in-home servicing of the product.

The reason, according to Wexler, is that the manufacturer can do all these things cheaper than anyone else, including distributors and retailers. "The distributor," Wexler added, "can be the selling agent."

Wexler is quick to point out that retailers should pay for these increased manufacturer-provided services—but out of increased profit margins.

Herb Wexler is vice president and hard goods administrator for Macy's New York, supervising one of the biggest department store hard goods operations in the country. Wexler started in the stockroom at Bamberg's, went to college at night, and worked his way up the buyer route. He was radio and tv buyer for Macy's New York before being named hard goods administrator in 1955.

### Profits must be improved

Wexler is convinced that major appliance and home electronics manufacturers must do more to put profits back into the retail appliance-tv business. He's further convinced that increased profits are coming.

"The day has to come," he emphasizes, "when we get 40% [margin] in white goods and television. Re-

tailers can't sustain themselves with the way markons are now."

When asked what Macy's now makes in the way of markons (Macy's can cut a price as well as it can hold a price), Wexler avoided a direct answer, saying: "I think it's all over the lot. It depends on how you keep your books."

"Sears is so successful in the appliance business," Wexler notes, "because they make over 40%. Why are they so aggressive? Because it is so profitable."

"Manufacturers think if they give the dealer a higher markon, they will lose their share of the market [to other lines still being sold at less markon]," Wexler points out. "With expenses as they are, they probably will get a bigger share. The retailers would concentrate their efforts more."

### 'Variation models' help

Wexler notes that manufacturers have taken some steps toward improving profits on appliance-tv products, such as development of model variations (or

derivatives), or improvement of services, such as regional warehouse operations.

"Everyone talks about variation models now," Wexler points out. "They've proved to be part of the answer—but they need more development. Could be more sophisticated, more like Vista than happenstance."

Wexler, of course, was referring to Sunbeam Corp.'s consigned Vista line of electric housewares. Sunbeam was one of the first electric housewares producers to adopt the so-called two-line approach: offering a second line, in this case, Vista, for profit-oriented retailers to supplement the regular, or "open," Sunbeam line.

### Closer relationships needed

In fact, Wexler believes the major appliance and home electronics industries could learn a lot from the housewares industry.

"Housewares manufacturers do work more closely [with retailers]. I'm not sure I know the reason. We're more friendly with the Wear-Evers, the Far-

bers, the Rubbermaids than we are with the GEs and the Norges.

"Maybe it's because they are so big," Wexler added, "and they feel they don't have to get down to the retail level."

"One of the real fruits of what Bernie Zients was trying to get across must be more aware of what the retailer's problems are." Wexler was referring to a critical speech that Zients, executive head of Gimbel's New York, made before the Institute of Appliance Manufacturers in Washington, D. C., earlier this year (MW, 6 Mar., p.5).

Wexler said he believed the National Housewares Exhibit helps bring about closeness between manufacturer and retailer in that industry. "A lot of retailers and chain stores," Wexler said, "get an opportunity to meet the factory people and to follow up these meetings."

Wexler also said he believes that "maybe the distributors are overly protective" in the major appliance and home electronics fields. In other words, maybe they want to guard their middle position between supplier and retailer.

Wexler said he recently read an interview with the head of a leading appliance manufacturer. The article, he noted, pointed out that the company was being forced to raise its prices because of increased costs.

"Not one time did he [the manufacturer] say anything about the retailer having the same problem."

"We know the retailer has the same problem." —Ed Dubbs

*(Editor's Note: This is the first of two articles reporting on a recent interview with Herb Wexler, who had some frank statements to make about the appliance-tv business. Wexler's views next week in the second article.)*



Macy's catalog features a washer

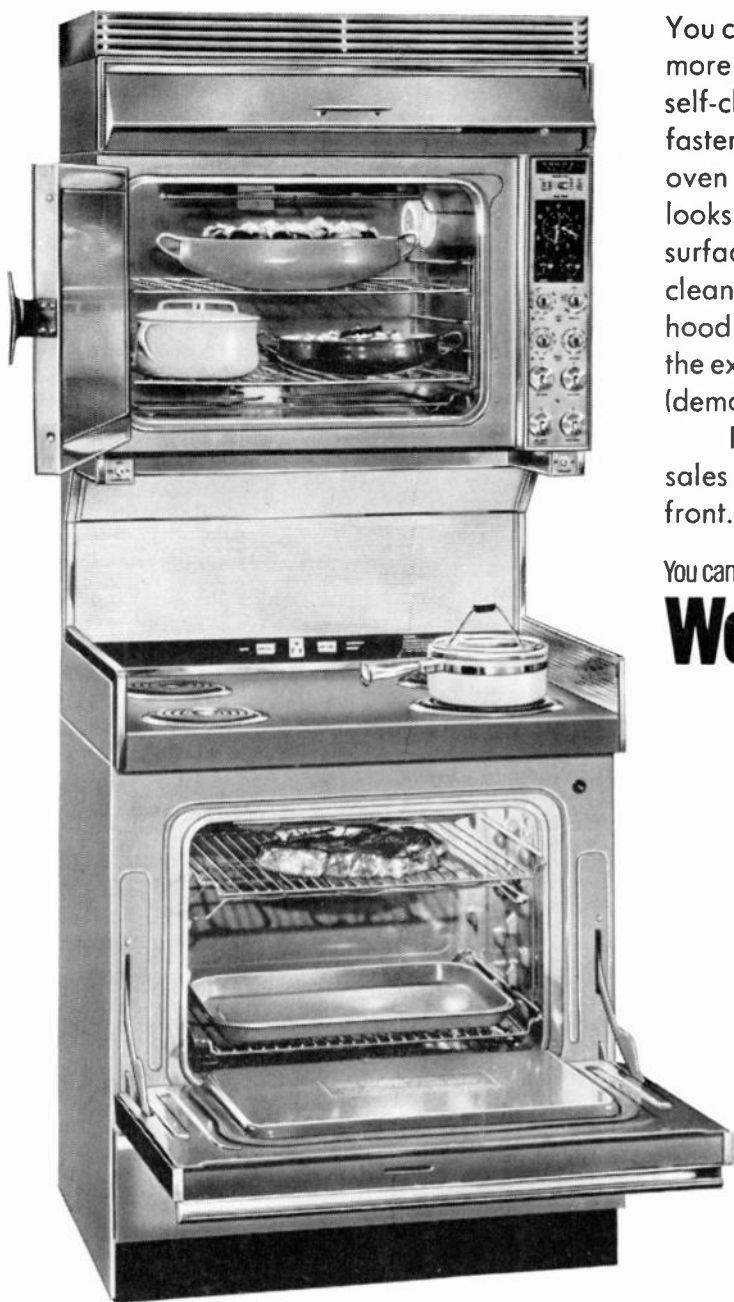


Macy's has revamped the small appliance department at Herald Square



Mugs: one of Macy's new "shops"

# The new Westinghouse Continental Range cleans itself, stirs by itself, broils meat on both sides by itself and practically sells itself.



You couldn't ask an eye-level range to have more selling features. Take a look: automatic self-cleaning oven. No-turn Speed Broil® unit for faster, more flavorful broiling. "Magic Mirror" oven window that preserves the range's good looks when the oven light is off. Automatic surface unit. Plug-out surface units for jiffy cleaning. Roast-guard. Built-in two-speed range hood venting both ovens and top of range. And the exclusive Westinghouse Automatic Stirrer (demonstrates itself!).

For excitement—and movement—on your sales floor, put a Westinghouse Continental out front. See your Westinghouse dealer.

You can be sure if it's

**Westinghouse** 

# THIS BUSINESS IS PEOPLE



## Harry Kane: the marketer LSI chose to head up reorganized Olympic

The appointment of Harry Kane as president of Olympic Radio & Television Division of Lear Siegler Inc. (LSI) completes the reorganization of Olympic begun about two years ago by Harold Goldsmith, LSI consumer electronics group vice president.

Goldsmith relinquishes the title of president of Olympic to Kane, who formerly was president of Westinghouse Appliance Sales & Service Co.

(WASSCO). Goldsmith said he had planned to give up the additional position for some time, pending "the finding of the right qualified person."

He described Kane as a "topnotch marketer" who would head Olympic's "well-oiled organization" and "continue to build the brand-name image for Olympic in home electronics and related products."

Kane was vice president and general manager of WASSCO before being named president last year. Earlier, he spent eight years at Whirlpool, rising to general sales manager for laundry equipment.

**KEY MOVES:** Motorola Consumer Products Inc. has named **H. Carl Gates** as manager of phonograph products, a position that had been vacant for some time; Gates had been stereo sales manager and room air conditioning manager for Admiral. . . . **Lewis**



Gates

Berry

Brown

**C. Berry Jr.** has been appointed product manager for the Westclox Division of General Time Corp. at its Athens (Ga.) facilities. . . . **Edward I. Brown** has been named president of the Remington Electric Shaver Division of Sperry Rand Corp. Brown succeeds **Henry C. Landsiedel**, who is relinquishing the position following a recent illness; Landsiedel continues as a consultant to the division. Brown had been a vice president of Sperry Rand's Vickers Division; his background is in engineering.

**J. Joseph Spelman** has been appointed national sales manager for Toshiba America Inc. Spelman previously was with Sylvania and Stromberg Carlson. Spelman sees his job as a "field" one, planning to spend some 90% of his time in the field working closely with key retail accounts. . . . **Philco-Ford Corp.** names **Hermitage Music Co.** of Nashville as personal electronics distributor in Tennessee; Hermitage is a one-stop record operation serving the Southeast. . . . **John R. Krawczyk** has been assigned to the newly created position of field training coordinator for Philco-Ford's parts and service office; he is a veteran of 17 years service in Philco-Ford training activities.

The board of directors of the National Housewares Manufacturers Assn. has elected **Scott Rexinger**, president of McGraw-Edison's Toastmaster division, as a director until April, 1969. Rexinger fills the unexpired term of **Louis H. Barnett**, formerly chairman of Loma Products division of Vistron Corp., who resigned as a director because he is no longer affiliated with the housewares industry. . . . **Dr. Bradley Dewey Jr.** is the new president of Reeves Soundcraft Division of Reeves Industries. . . . **Roy B. Shackelford** has been appointed manager of the Ohio office of Superior Electric Co. with headquarters in Medina. . . . **Ronald E. Weaver** of Seth Thomas and **Brian Abdella** of Westclox will represent General Time Corp.'s two divisions in the Assn. of Home Appliance Manufacturers.

**WEST COAST WINNERS:** Three retailers have been named winners in the refrigerator-freezer advertising and promotion contest sponsored by the Electric & Gas Industries Assn. in San Francisco. The winners are: Dick Silva, co-owner of Gordon & Silva, San Jose, in the large-store category; Carl Hagstrom, co-owner of General Appliance Co., San Francisco; and Tom Martino, of Martino Furniture, in the small-store category. Additional winners were Western Appliance, Cheim Lumber, and Cook & Son, all of San Jose. The winning entrants boosted refrigerator-freezer sales in July and August from 5% to 23% ahead of the year-earlier level by tying in with a U. S. Steel promotion. For the same period, total sales reported by some 2,500 appliance dealers to Pacific Gas & Electric Co. showed an average increase of 1.4%.



Martino

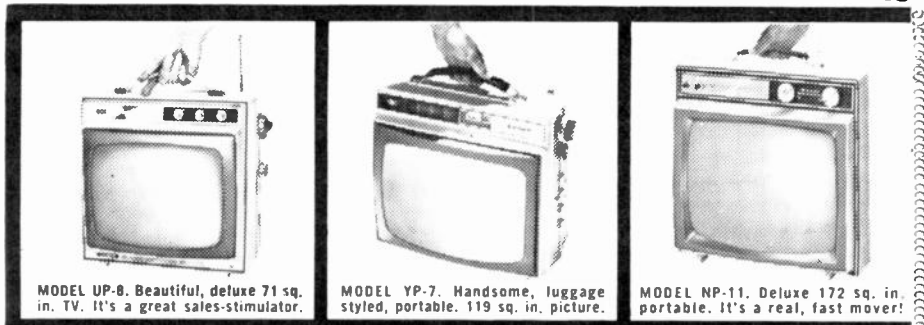
Hagstrom

Silva

**we get carried away...**

Did your sales poke along this Spring and Summer? Not if your brand was SHARP. Our sales rose like a bucking bronco! What makes us so tall in the saddle? Specializing — in portables, the Home Entertainment that moves. In TV, there's a SHARP model in every fast-moving category, and a full profit at the right price on every fast-moving SHARP model (like our high-stepping model TU-30P, above). So for the kind of action you're looking for, join the SHARP round-up of leading retailers. They know that SHARP gets carried away — and never comes back.

the big move is to Sharp  
**because . . .**



**Sharp** has an in-warranty repair rate much lower than the industry's.

U.S. Department of Commerce figures utilized in determining industry repair rate.

SHARP ELECTRONICS CORPORATION, CARLSTADT, NEW JERSEY 07072 • U.S. SUBSIDIARY OF HAYAKAWA ELECTRIC COMPANY LTD. • In Canada, Import House of Canada, Scarborough, Ontario



# SERVICE NEWS



□□□□ **The need for more tv-radio repairmen** is pointed up dramatically by the latest estimates compiled by the National Electronic Assns. Inc. (NEA).

Applying the usual statistical projection formulas to the results of its continuing surveys of independent electronic service dealers, NEA says the total manpower needs of such operations is approximately 15,600 technicians.

□□□□ **The competition for trained servicemen** among retail radio-tv service outlets remains intense, as can readily be seen by dividing the 15,600 men needed into the total number of independent electronic service dealers now in business—38,200, according to NEA.

Another figure that reinforces industrywide feeling that the lack of home electronics repair technicians is reaching a crisis point is NEA's estimate that about 25% of the service dealers now in business find it necessary to resort to sporadic hirings of part-time help (students, teachers, laboratory technicians, firemen, policemen, etc.) to handle the repair load that is resulting from the Soaring Sixties' sales of home electronics.

□□□□ **To help fill the gap** between the supply of trained personnel entering the job market and the demand for these men from service dealers, NEA has been operating apprenticeship training programs under the provisions of the U.S. Manpower Development Training Act of 1962.

In cooperation with the U.S. Labor Department's Bureau of Apprenticeship and Training, NEA has been receiving federal funds for projects consisting of 16 weeks of classroom schooling and 16 weeks of on-the-job training.

Two new projects are under way, for 20 trainees each—one in Waterbury, Conn., one in Columbus, Ohio.

Slated to begin soon are repeat projects, following on the heels of recently completed courses, in the Des Moines-

Waterloo, Iowa, area. NEA's Detroit project is now in the on-the-job training phase, where students receive in-shop training while actually employed as apprentices.

□□□□ **A complete picture of retail radio-tv service**, in addition to its manpower needs, has also been painted by NEA's

statistical projections.

Of the 38,200 total full-time radio-tv service dealers, about half are one-man operations; but the other half (shops with more than one technician) do 75%-80% of the retail service work, and employ 52,000 technicians..

(None of these figures include manufacturer or distributor service operations.)

The 19,100 one-man shops perform 12%-16% of the service work, and the remaining 4%-8% is done by fringe oper-

ators, hobbyists, factory technicians, etc.

□□□□ **How many radio-tv service dealers also sell home electronics products?**

NEA estimates that approximately 80% of the shops with more than one technician sell one or more brands of radio and/or tv.

Of the 19,100 one-man independent electronic service dealerships, NEA estimates that about 20% sell one brand of radio and/or tv.



## Nobody buys a stereo for kicks.

Time was, a hearty kick often got an old radio or an appliance working happily again. But not any more — it takes an expert to service a modern phonograph, and everybody knows it. When you become a Philco Qualified Service Center you'll give your prospective customers confidence in your expert service. Confidence to buy.



Your service technicians can get all the training they need right in your own area. And when they're through, we keep them wired in to all the latest developments with our Tech Data Service.

And you can get *more* service business, too. Your store can appear in our Yellow Pages listings, and you become the HQ for Philco Service in your area — there's plenty of attractive store identification for you. And you'll get the fastest parts delivery in the industry.

Philco Qualified Service gives your customers confidence. And that's what sells the goods. That's the basic idea — for all the details call your local Philco-Ford Distributor and ask for the Service Manager.



Philco-Ford Corporation  
Philadelphia, Pa. 19134

FAMOUS FOR QUALITY THE WORLD OVER



were in Congress. And Administration officials feel time is on their side in the fight over a surcharge on personal and business income taxes. Accelerating inflation next year is expected to convince holdouts that a tax hike is necessary.

It does appear now, however, that the President has just about given up efforts to push the tax boost plan through Congress before it adjourns, probably by Dec. 1. He takes the attitude, in private conversations, that he has done all he

can to convince Congress of the need for a tax increase.

□□□□ **A catch-all import quota bill** probably will not be grafted onto the Social Security bill, after all. Senate Republican leader Everett M. Dirksen (Ill.) had planned to use the Social Security measure as a vehicle for getting quota legislation onto President Johnson's desk. His theory was that the President wants a Social Security increase so much he wouldn't veto it.

The White House made it perfectly clear, however, that this was the wrong tack. Officials insist that Johnson would not approve a measure that could shred U.S. trade policy, just because Social Security was the hostage. With little time left this session, it seems that the massive protectionist drive led by Dirksen is dead—for this year.

□□□□ **A viable non-commercial broadcast system** in the U.S. is a small, but very important, step closer to reality. Congress has completed action, and sent to the President for his signature, the 1967 Public Broadcasting Act under which a quasi-government corporation would pour funds into an ever-increasing chain of non-commercial radio and tv stations.

It's only a small start that is authorized by Congress. The 15-member board of directors—to be named by the President—will have a federal grant of just \$9 million for its first year of operation. Long-range financing proposals will be submitted by the Administration next year, and could include an idea put forward some time ago by the Carnegie Commission: an excise tax on tv sets.

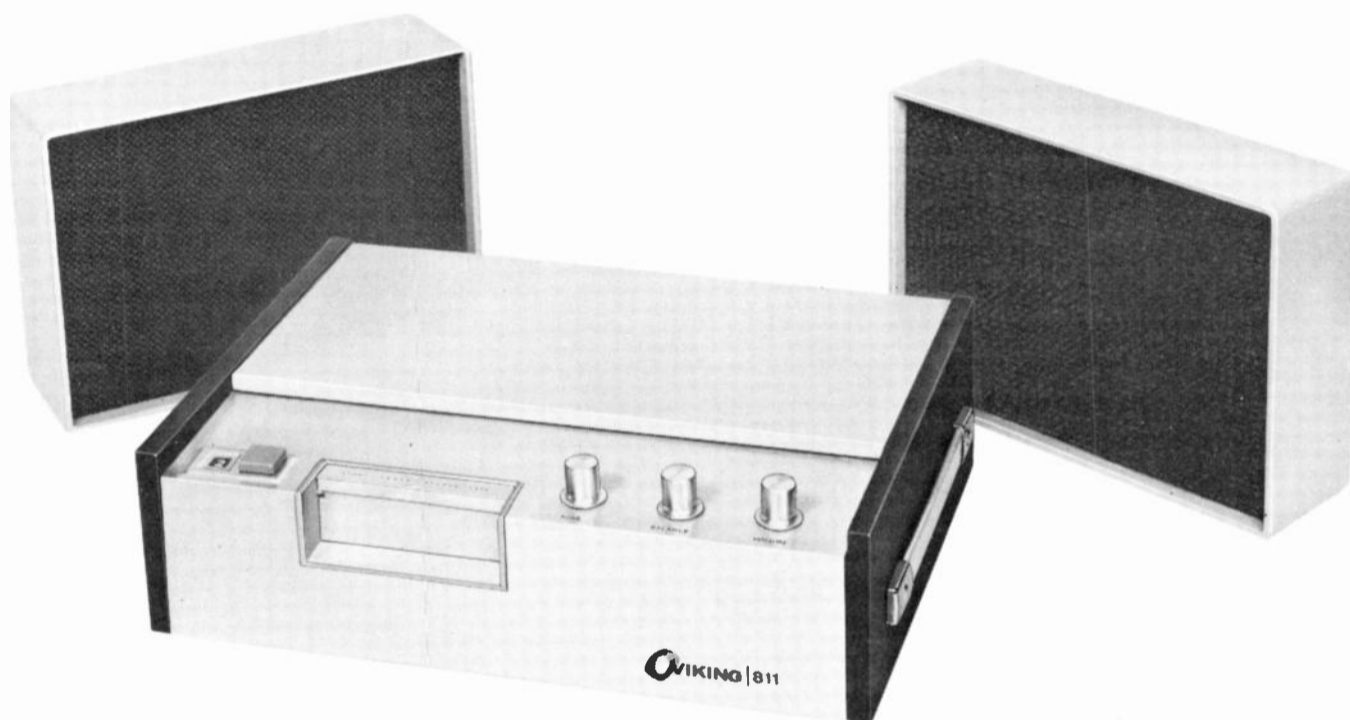
□□□□ **The question of FCC authority over CATV** systems will be settled, once and for all, by the Supreme Court. The high court has agreed to review a California case in which a lower court ruled that the FCC has only limited authority to regulate CATV operations. This is contrary to other lower court rulings. The general feeling in legal circles is that the Supreme Court will confirm FCC authority.

□□□□ **The taxing-spending battle** between the White House and Congress rapidly is reaching a new phase. One reason is that the economy bloc in the House is bending a little—approving funds originally denied some controversial programs. It won't be long before all ap-

propriations bills—except, perhaps, those for foreign aid and the poverty program—will be passed.

Then the ball will be in President Johnson's court. He will make some spending cuts, which he steadfastly has refused to do while the bills still

## THE LINE YOU CAN BANK ON



Viking's new solid state 8 track stereo tape cartridge players rival the richness of hi fi systems . . . built with the same high quality that made them the choice of General Motor cars. Three models from \$99.95 . . . so superior in sound we'll give your money back if you find another that sounds better. We ought to know — we've made tape cartridge equipment for over 10 years.

And in open-reel tape recorders Viking sets the standards. A complete line of high quality stereo component-style tape recorders from \$124.95.



433



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88



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The Viking line means quality you can bank on — whenever your bank is open for business. For complete information write Sales Manager.

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DIVISION OF THE TELEX CORPORATION  
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# INDUSTRY TRENDS

Color television made the only sales gain in home electronics during the week ending Oct. 13. Distributor-to-dealer sales for the category totaled 131,067 units, an increase of 16.31% over the comparable week last year. The cumulative 41-week sales figure was up 15.17% over 1966.

Portable and table phonograph sales continued their steady 13-week decline, dropping 26.53% from last year's figure for the week. Console phonos dropped only 4.06%, compared to the previous week's drop of 13.28%. The cumulative total for consoles to date this year is 20.59% behind last year's pace.

Distributor sales in home radios were down 12.15% from last year's figure

for the week, with cumulative 41-week sales off 12.85%. Radio sales have declined continually since the week ending July 21.

In the b&w tv category, sales were off 19.07% from the same week last year and 11.85% from the previous week's total. So far this year, b&w tv distributor sales have fallen 25.89% from the first 41 weeks of 1966.

Floor care products saw a drop in manufacturer shipments during the month of September. Floor polishers were down 5.53% from September, 1966, with a 9-month cumulative decline of 6.31%. Vacuum cleaner shipments fell 5.63% for September and 1.11% for the first nine months of this year.

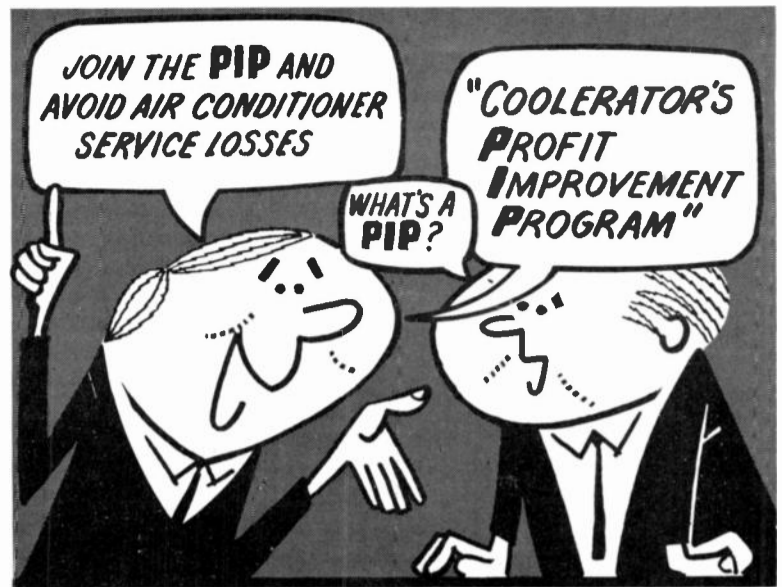
An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week in bold-face type

	Date	1967	1966	% Change
<b>HOME ELECTRONICS</b>				
Phonos, port-table, distrib. sales	Oct. 13	<b>96,584</b>	<b>131,450</b>	- 26.53
	41 weeks	<b>2,551,224</b>	<b>2,649,431</b>	- 3.71
monthly distributor sales	August	272,506	361,963	- 24.72
	8 months	1,891,202	1,782,007	+ 6.13
Phonos, console, distrib. sales	Oct. 13	<b>34,218</b>	<b>35,666</b>	- 4.06
	41 weeks	<b>1,051,681</b>	<b>1,324,274</b>	- 20.59
monthly distributor sales	August	104,998	145,890	- 28.03
	8 months	801,235	1,015,343	- 21.09
Radios (home), distrib. sales	Oct. 13	<b>287,179</b>	<b>326,876</b>	- 12.15
	41 weeks	<b>8,991,383</b>	<b>10,317,316</b>	- 12.85
monthly distributor sales	August	847,046	1,010,416	- 16.17
	8 months	7,014,371	7,930,104	- 11.55
B&w Television, distrib. sales	Oct. 13	<b>121,393</b>	<b>149,999</b>	- 19.07
	41 weeks	<b>4,149,745</b>	<b>5,599,024</b>	- 25.89
monthly distributor sales	August	441,999	555,299	- 20.40
	8 months	3,264,921	4,491,065	- 27.30
Color Television, distrib. sales	Oct. 13	<b>131,067</b>	<b>112,689</b>	+ 16.31
	41 weeks	<b>3,834,987</b>	<b>3,329,678</b>	+ 15.17
monthly distributor sales	August	427,820	372,787	+ 14.76
	8 months	2,729,555	2,487,037	+ 9.75
<b>MAJOR APPLIANCES</b>				
Dryers, clothes, elec.	September	219,300	196,700	+ 11.49
	9 months	1,217,100	1,132,900	+ 7.43
Dryers, clothes, gas	September	96,800	95,700	+ 1.15
	9 months	546,500	526,100	+ 3.88
Washers, auto. & semi-auto.	September	423,500	326,400	+ 29.75
	9 months	2,977,800	3,069,800	- 3.00
wringer & spinner	September	41,100	49,700	- 17.30
	9 months	347,700	406,500	- 14.47
Air Conditioners, room	September	67,900	81,100	- 16.28
	9 months	3,484,600	2,734,000	+ 27.45
Dehumidifiers	September	9,900	5,700	+ 73.68
	9 months	246,000	225,200	+ 17.23
Dishwashers, portable	September	61,200	50,900	+ 20.23
	9 months	379,900	326,500	+ 16.35
under-counter, etc.	September	95,700	88,400	+ 8.26
	9 months	693,000	751,400	- 7.77
Disposers, food waste	September	145,500	132,100	+ 10.14
	9 months	995,600	1,080,700	- 7.88
Freezers, chest	September	41,700	36,100	+ 15.51
	9 months	355,200	358,500	- .92
Freezers, upright	September	58,500	67,500	- 13.33
	9 months	522,400	526,300	- .74
Ranges, electric	September	153,000†	181,400	- 15.66
	9 months	1,351,600	1,566,600	- 13.72
Ranges, gas	September	204,800*	183,100	+ 11.85
	9 months	1,552,500	1,635,300	- 5.06
Refrigerators	September	430,900	434,200	- .76
	9 months	3,568,800	3,859,800	- 7.54
Water Heaters, elec. (storage)	September	95,800	95,500	NC
	9 months	816,900	806,400	+ 1.30
Water Heaters, gas (storage)	September	219,070	215,940	+ 1.45
	9 months	1,886,830	2,029,100	- 7.01
<b>FLOOR CARE PRODUCTS</b>				
Floor Polishers	September	101,323	107,250	- 5.53
	9 months	789,116	842,283	- 6.31
Vacuum Cleaners	September	514,586	545,277	- 5.63
	9 months	4,061,762	4,107,515	- 1.11

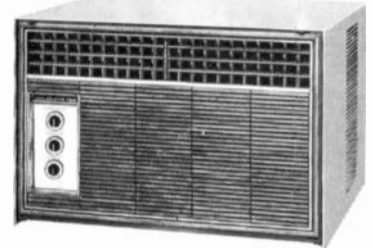
†September Electric Range Total includes: 105,200 free-standing ranges; 47,800 built-ins.

\*September Gas Range Total includes: 153,700 free-standing ranges; 22,000 high-ovens; 9,800 set-ins; and 19,300 built-ins.

Source: AHAM, EIA, GAMA, VCMA



## Coolerator 5-Point Profit Improvement Program



1. **Early Bird Program**—A money-maker for you. Ask your Coolerator representative.
2. **Direct Buying**—Opens a great opportunity to increase your profits.
3. **Profit Protection**—Lets you develop your market to its full potential.
4. **Uncompromising Quality**—Your best protection against service losses.
5. **Features That Sell.**

Let's talk it over.

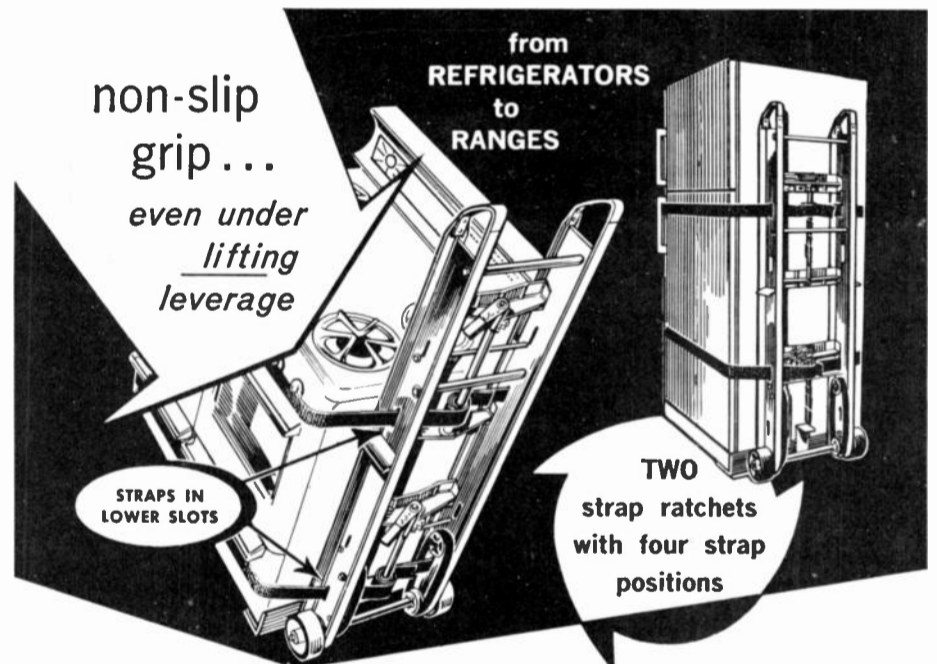
# Coolerator®

Manufacturers also of Coolerator Central Air Conditioners, Dehumidifiers, Humidifiers.

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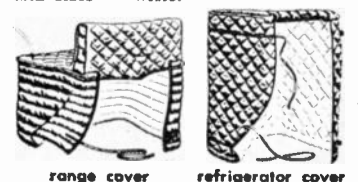


## NEW YEATS model 14

You get the performance of two dollies in one with the new YEATS model 14. Has two strap ratchets and four strap positions from which you can grip appliances. Fast grips everything from washers to refrigerators. Appliance cannot slip off even when a second man lifts against an appliance on stairs. And you get all the other famous YEATS features: featherlight aluminum alloy frame with felt padded front, endless belt step glides and close pivoting wheels. Save up to a dollar's labor handling each appliance. See your YEATS dealer or write direct.

**NEW FINGER TIP RATCHET RELEASE**  
Even when strap ratchet has stretched belt in tightening, new trigger device releases ratchet grip with finger tip.

**"Everlast" COVER AND PADS**  
YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — write.



**YEATS** APPLIANCE DOLLY  
SALES COMPANY  
1304 W. Fond du Lac Ave.  
Milwaukee, Wis.

# Are you worried about selling Portable Color TV?

No need to. As long as it doesn't come bouncing back to you next week along with an angry customer.

So instead of a tranquillizer, take a Panasonic Portable Color TV and put it on your shelf. Alongside some of those other portables. But don't turn it on.

First, look at it. Then look at the others. Notice the unusual design of Panasonic. That good-looking black and silver styling. And notice the usual cluttered-up controls are gone. Panasonic hides them behind a sliding door. This set will go anyplace. Living room, office, bedroom or den. Then take a look at the picture size. Ours is bigger than comparable portables. 118 square inches. Not much, but every little bit counts.

Now, turn them all on. Compare the color. Panasonic should have an edge. Because our Portable Color has 4 IF stages. Not the usual 3. That means better color reception, even in fringe areas. It has even got a gizmo that tells you when color is being broadcast. And the color is rich. True to life. Just like you see with your own eyes. Thanks to automatic degaussing, Keyed AGC and all the other good engineering inside the set. That's the reason it weighs more. Because it's got more inside.

Next, let's talk about what we started to talk about in the first place. Will it stay sold? 'Cause that's what makes any good salesman nervous. He doesn't want it bouncing back

for costly annoying service repairs. He doesn't believe in angry customers.

Is our set reliable? We think it is. For one thing, it has 63 solid state devices. That number should stand up pretty good when you compare it to the others. And solid state means reliability. But the best way to find out about reliability is after it's been in a customer's home for a few months. We're sure if you ask a Panasonic Dealer who's selling our Portable Color, he'll give you that answer.

Finally, we're telling your customers about Panasonic Portable Color in *Life, Look, Reader's Digest, National Geographic, TV Guide, Time, Newsweek, U.S. News & World Report, New Yorker, Saturday Evening Post*. The ads are running from now 'till Christmas. Count 'em. 10 different magazines. Full page. Full color. We're telling everybody that Panasonic has the color portable for people who are still nervous about color.

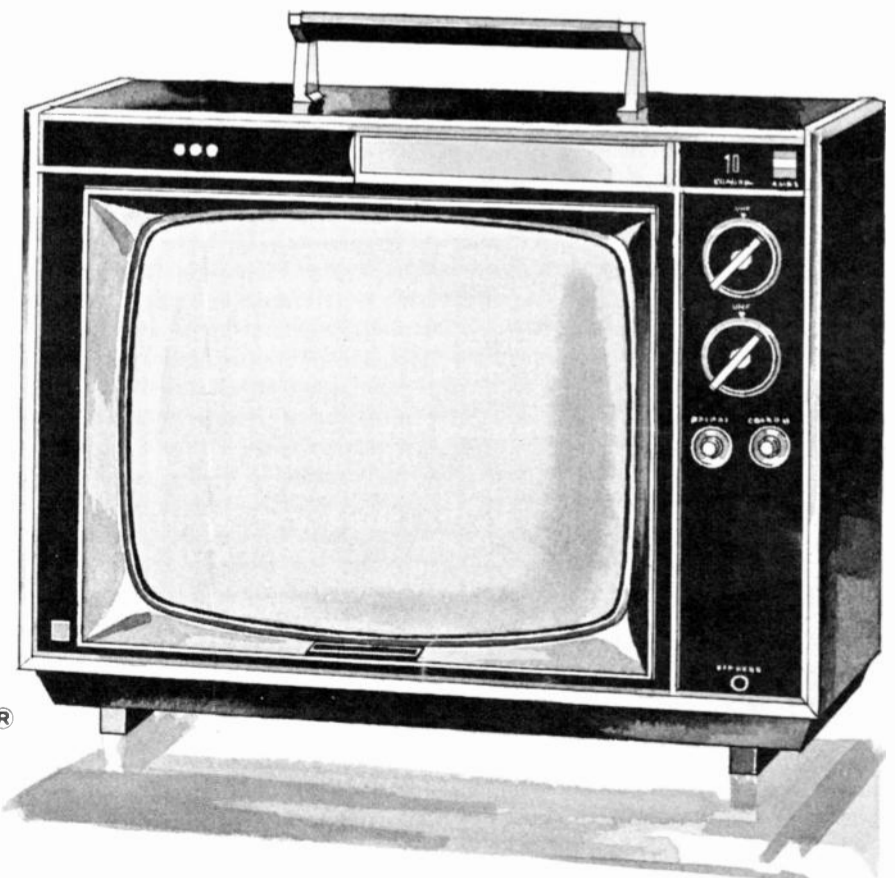
Call a Panasonic Sales Representative. Let him add a bit of color to your life.

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43-30 24th St., Long Island City, N.Y. 11101 (212) 973-5700

MID-WEST SALES/PANASONIC CHICAGO  
4615 N. Clifton Ave., Chicago, Ill. 60640 (312) 784-2200

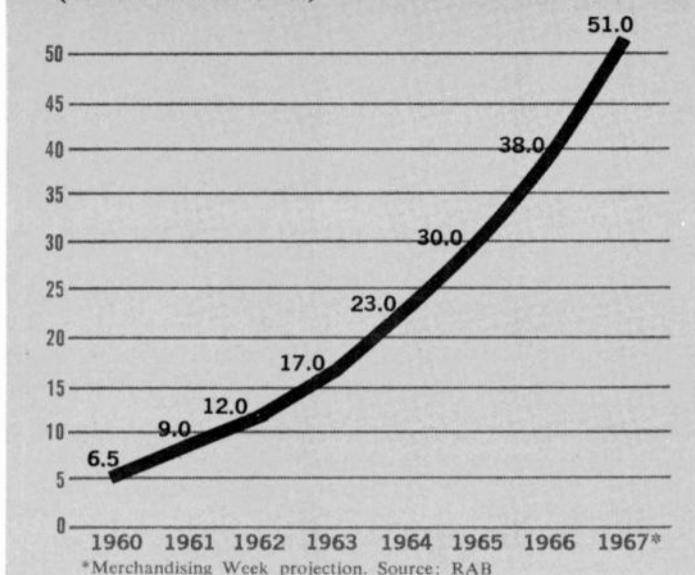
WESTERN SALES/NEWCRAFT, INC.  
8692 Wilshire Blvd., Beverly Hills, Calif. 90211 (213) OL 5-5160

HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC.  
205 Kalihi St., Honolulu, Hawaii 96819. Phone 852-928



**PANASONIC**<sup>®</sup>  
TODAY'S LEADER IN TOMORROW'S LOOK

**The growth of FM radios in U.S. homes  
(in millions of units)**



The sweet sound of money is booming forth from the radio market this year. Industry forecasts have set the volume level for 1967 sales at a record-breaking high, with FM sounding off louder than ever before. How can retailers tune in to this action? Check this page and the following seven for market facts, retail merchandising reports, and brand-by-brand product comparisons.

## Radio marketing outlook: FM leads the way

**FM and FM-AM radio sales by type:  
distributor-to-dealer sales, 1960-67\***

Year	Tables	Clocks	Portables	Total
1960	648,126	120,541	14,684	783,351
1961	719,848	73,096	257,085	1,050,029
1962	853,984	151,787	256,244	1,262,015
1963	866,749	262,049	276,785	1,405,583
1964	987,690	432,134	514,685	1,934,509
1965	1,153,696	728,457	1,206,421	3,088,574
1966	1,238,263	947,724	1,516,842	3,702,829
1967*	1,380,663	1,428,220	2,019,606	4,828,489

\*Projected. Source: EIA and Merchandising Week's Research Dept.

With little fanfare or promotion, the radio industry is on its way to another record sales year.

**Distributor-to-dealer sales** of radios this year, according to Merchandising Week projections, will hit a new high of 38.5 million units, with a sizable chunk of that total to be realized in the final two months of the year.

**Innovation in radios**, particularly in product design and application, is opening new markets and keeping sales on the rise. In the future, look for more emphasis on specialty products, FM and AM/FM portables, and streamlined styling in both portable and table models.

"Radio proliferates new ideas, probably more so than any other home electronics product," said M.J. Guiheen, sales manager of Westinghouse portable products division. "For this reason, its growth potential is tremendous."

"We're constantly discovering new markets. Only a few years ago, our goal was a radio for every house; then a radio for each room; today, as the radio goes portable, we're talking in terms of one for every pocket."

Innovation is, in fact, spurring the industry with new and novel products: a bean-bag radio, a lighter-flashlight-clock-radio, and even a clock-penset-radio. Such combinations are only the beginning of a trend.

"A combination of functions is what we're seeing develop," said Guiheen. "Several functions are being combined into a single attractive package."

The novelty radio idea has even penetrated fashion. Bulova displayed a prototype necklace-radio with matching earrings as speakers at the National Jewelry Show in New York City this summer (MW, 14 Aug., p.17). Although the company has no immediate plans to produce the product, it illustrates how far the specialty radio idea could go.

**FM is on the move.** With distributor-to-dealer sales estimated at 16.5 million for the year (see chart), FM will command 42.8% of the total radio sales, compared with a mere 10.4% in 1960, and 35.7% last year.

And the FM penetration is still gaining. Jack Wayman, consumer products division vp of Electronic Industries Assn., predicts that FM penetration will hit 50% next year, and reach "the high 60s in the late 1960s."

**Where the money is:** Wayman also notes that factory dollar sales value of U. S. brand FM radios in 1966 amounted to 54.5% of total radio sales dollars, versus 35% of unit sales. FM table radios represented about 71.6% of the total dollar value of all table radios sold.

While AM radio prices averaged about \$10.00 in 1966, FM models

averaged \$26.62—a clear reason for more retail interest in FM.

**Application of solid-state devices** in radio design is bringing a more streamlined styling to both portable and table units.

Richard W. Hanselman, vice president of product planning and development for RCA, said: "The introduction of solid-state devices has given the designer more freedom, with the result being smaller packages and lower silhouettes, particularly in clock radios."

"This trend will continue as we compete with other products for available space in the home, and we expect that compact, attractive packages will win out."

Will AM units fade off the market as FM sales continue to rise? Probably not. As GE points out, although there is a trend for consumers to replace their old AM clock and table radios with AM/FM units, there still is a steady demand, particularly from teenagers, for AM portables.

**Why the FM boom?** Programming is one good reason. With the number of commercial FM stations operating on the air expected to reach 1,828 this year (see chart), a larger market is being exposed to FM broadcasting. Programming is being diversified to appeal to a broader portion of the nation's radio audience.

"Time was," said William D. Greene, director of CBS/FM, "when FM was considered purely a classical music domain. Your station choice at one time was more or less limited to which symphony, string quartet, or well-tempered clavichord you wanted to hear."

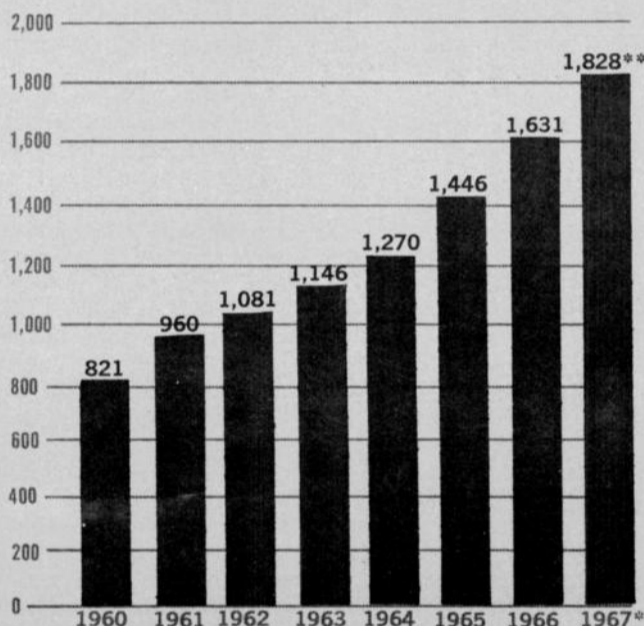
**"Diversity in FM program content** is more dominate today. Music is still dominate, of course, but the music ranges from Vivaldi to Sonny & Cher, not to mention all the in-betweens, such as the Boston Pops kind of light classics, the show tunes, and the jazz of the 40s."

As FM programming goes more commercial, the characteristics differentiating it from AM become less distinct. In some cases there seems to be no difference at all.

This development prompted the Federal Communications Commission about three years ago to rule that AM/FM broadcasters in cities with a population in excess of 100,000 must not entirely duplicate AM programming on their FM stations. The FCC requires at least 50% separate programming.

**For the retailer**, the radio industry's era of innovation can bring more sales, and even greater earnings in the future. For ideas from successful retailers on how to cash in on an expanding market, and how to attract more customers to your store, turn the page.

**Commercial FM stations on the air\***



\*Based on FCC records: includes licensed stations plus those operating under construction licenses.  
\*\*Merchandising Week projection.

**By Neil Spann**

with Bruce Weber, Los Angeles;  
Bill Williams, Nashville; and  
Jerianne Roginski, Chicago.

Cover by Joan B. Antoine



John Hopper, assistant manager (l.) shows FM radios

### Radio retailing tactics *continued*

Just a block away from Times Square, on the fringe of midtown Manhattan's hurdy-gurdy discountland, stands New York City's lone outpost of the 180-store Radio Shack chain. The manager is new, the store is small, the customers are tough, and the competition is rough. Nevertheless, business is good. Here's the story behind this store's success:

## Radio Shack's methods: survival tips for center-city stores



Store manager Murray Adelman (l.), gets a helping hand from 15-year-old son Steven on most Saturdays



Adelman displays new products in shop windows, with hi-fi units on one side, "heavy stuff" on other

**THIS CARD ENTITLES BEARER TO RECEIVE FREE EACH MONTH ONE RADIO SHACK® BATTERY FOR 12 MONTHS Worth up to \$3.48**

23-464 23-465 23-466 23-467 23-468		Present card each month to salesman or cashier at any Radio Shack store. No battery given without this card. Non-transferable. Good only for batteries at left.
--	---	---

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Radio Shack provides dealers with free battery cards to lure customers back to the store

Eleven months ago, when Murray Adelman jumped feet first into the knock-down business of radio retailing in the middle of New York City, his experience had been almost exclusively in restaurant management.

"I was given the Radio Shack franchise, the only one in New York City," he said, "on the basis of my experience in business management. I knew nothing about selling radios and very little about electronics."

Since then, he said, "I've learned sales by studying my products and knowing their features; and I've had to learn fast. This is a tough market area here; if we can't give a customer what he wants, he walks around the corner to a competitor who can."

**What he gives his customers**, based on his own savvy and the help he gets from the Boston headquarters of the Radio Shack chain, are the kinds of thing most retailers located in the cores of big cities must give in order to survive.

**"Pricing** is an effective drawing card; you can't overlook it," he said. "On some of our high-end AM/FM-stereo radios and record changers, for example, I feel that our price is up to \$100 lower than that of comparable sets on the market."

**Brand selection** is another thing Adelman can offer to his customers. Although the rapidly expanding Radio Shack chain is moving almost exclusively into its own private label, "Realistic," the stores carry several other brand names. Panasonic and Realtone are represented in portable radios; and, in table models, Panasonic, York, Lloyds, Arvin, and Juliette are available.

In the higher-priced component field, his customers have a choice of Scott or Pilot, in addition to the Realistic label.

**Servicing** is handled by an independent repairman. "I'd like to have a serviceman here, but I can't find a good one available. Then, too," he continued, "we don't have space enough at this location for our own service department."

Each product carried by Radio Shack has a one-year warranty on parts and labor. Any customer who returns a product within seven days of purchase, whether it's defective or not, is given either a replacement or his money back.

**To attract more customers** into the store, Adelman relies heavily on Radio Shack's direct-mail program.

"Advertising rates in the New York City newspapers are too much for our one-stop operation to finance, so we mail out fliers or catalogs each month to customers on our mailing list. One of our most effective means of getting a customer back into the store is the company's free battery card."

**Here's how the battery card idea works:** Each customer who signs the store's mailing list is given a card. This battery card entitles him to receive one Radio Shack Battery free of charge each month for 12 months. The total value over the one-year period is \$3.48.

"This brings some people in here every month." And a customer can use the card at any one of our 180 stores across the country."

Each time a free battery is given out, a clerk perforates the card, signifying that the customer received his battery for the month. The card is nontransferable, and is good only for the company's "penlite," "D," "C," or 9v batteries.

**How to build up a mailing list.** Murray Adelman does it by explaining to his customers that the store gives away three transistor radios each month in a drawing. Each name on the store's mailing list goes into a pot for the drawing; the winners are announced at the end of the month.

"They're generally skeptical when I ask that they sign the mailing list. But the possibility of winning something generally changes their attitude," Adelman explained.

Portables outsell table units 4 to 1 at the New York store, and about 90% of current sales, Adelman said, are FM or AM/FM.

**Best sellers in the AM category**, he said, are Radio Shack's high- and low-band AM/VHF Patrolman units at \$24.95 each.

"These sets receive police, fire, and marine weather reports. They're hot items the year-round. I sometimes sell 50 of them a week.

"Other big items for us," he continued, "are the Realistic AM/FM portable at \$14.95, and, at the high-end, the DX 150 multiband receiver at \$119.95.

"But we still have a big demand for AM, primarily from teenagers, who want a bargain in pricing. They're mostly interested in rock 'n' roll music, rather than in fine sound, so a less expensive set meets their needs."

**On trading up**, Adelman said: "I find out right away what the customer wants, and about how much he's willing to pay—whether it's in the \$100, \$200, or \$300 range. Then I work from there by explaining the additional features a customer can get for a few dollars more."

"I try to sell him a system that he can add to in the future, but one thing I don't want to do is sell him something he doesn't want."

**To check the pilferage problem**, Adelman rearranged the display areas at the front of the store, moving shelves in such a way that, when entering or leaving the store, a customer must pass the cashier's desk.

"This has helped, but we still have the problem, and it'll probably never be solved altogether. Each of us here has trained himself to be on the lookout at all times. Even as I work with a customer, I'm constantly glancing around the room, keeping my eyes open for a shoplifter."

**Backing up Adelman** on the sales floor are two full-time staffers, including assistant manager John Hopper.

Adelman's 15-year-old son Steven works on Saturdays, "and anytime I get in a pinch," the senior Adelman said.

"Shoppers like to talk with Steven. They have confidence in what a kid tells them; they think that a kid won't tell a lie."

For Steven, working with electronics is more like fun than work. Since joining his father's staff four months ago, he has picked up the fine points of selling; today, he handles his customers like a seasoned pro.

As Adelman works on gaining greater sales in his market area, he will also have the support of the progressive planning from the Boston headquarters that has molded Radio Shack, a division of Tandy Corp., into one of the fastest growing chains in the home electronics field.

Adelman said the chain is expanding with about 25 stores a year. When Tandy Corp. acquired Radio Shack about four years ago, he noted, there were only nine stores.

Gearing up to the fast-paced youth market that has elbowed Los Angeles into a crazy-quilt of sprawling suburbs has been the crash course taken by discounter White Front at one Southern California outlet. Price talks to the teen market, but portability is where it's at. Selling radios in the megalopolis requires quick reflexes and promotion that is to the point.



At Canoga Park, two of the teens who have made the radio business go

## White Front and teens: a lesson for metro-area discounters

If you want to make it selling radios in Southern California, take a tip from White Front: tune into the teen market. The West Coast mods and minis have a lot more flower-power going for them: they have the money for "instant music": for AM-FM portables, transistor pocket radios, and novelty portables.

Because of the en masse teen appeal of radios—teenagers purchase 68% of radios, according to the Los Angeles Chamber of Commerce—home electronics' vintage industry has revived, and is being heard in the cash registers of both discounters and small independents throughout Southern California.

"Whether the teenager or young adult wears far-out clothes or is a 'square,'" says a White Front salesman, "today's mod mob wants radios. It's avant-garde."

This "fountain of youth" has nourished the radio business into full bloom. And White Front feels the "flower generation" has had a lot to do with radio's revival.

Just how big the radio revival is in this market is evident from the upswing in business done by White Front's Canoga Park store so far this year: radio sales—primarily in portable AM-FM sets—have just about doubled compared to last year's. Next year, White Front expects to carry an even larger inventory in small pocket-sized portables, table models, and multi-band portables.

Though price is a big drawing-card at the Canoga Park store, it is not the only consideration. Many of the store's teen customers come from Woodland Hills, a neighboring middle-income community. The store's success is in good measure due to its unabashed efforts to appeal to teenagers with an image that mirrors the excitement young people find in life without getting complicated.

Talking to teens on their terms has paid off for the Canoga Park store. It doesn't overplay the market; it doesn't bother to "sell up" customers to more expensive sets, nor does it have a problem with radio returns.

"The price is right," said one salesman, "and parents, with an eye on the household budget, realize an inexpensive portable goes a long way in delighting teenagers."

White Front actively promotes radios in community, suburban, and metropolitan newspapers and with advertising flyers. It prices its merchandise within the reach of the teen wallet and well within the financial grasp of senior citizens.

The store's price range extends from \$2.96 for a transistor pocket radio to \$79.96 for a GE AM-FM-stereo table model. In some lines, prices are very

competitive: for example, the 10-transistor AM-FM portable at \$8.96 and the GE AM-FM portable at \$29.96. In table models, a best-seller at White Front is the AM-FM table radio, with two antennas, and acoustically designed cabinet, which the store advertises at \$16.96.

**Promotions are right to the point.** White Front hits hard at the RCA and General Electric lines, both in portables and table models. Although teenagers purchase by instinct, in the view of one White Front buyer, they still go for "name" U.S. brands, not the inexpensive foreign lines. RCA, GE, and Admiral receive most attention at White Front, not only from its customers, but also from the discount house itself.

Novelty radios do well, too. They sell even without any promotional propaganda behind them.

**Portability is the "prime mover"** at White Front: "Southern California is a portable radio market. It doesn't matter if it's a vest-pocket transistor or an AM-FM model. It all sells."

With car-bound commuters jamming Southern California's highway complexes and the younger generation constantly on the move—to school, to parties, to recreation, to part-time jobs—portables are everywhere. What sells is a mixed bag: FM portables, multi-band portables, pocket transistors, single-band portables.

**The emphasis on youth** at White Front is not taken at the expense of the "other" generation. Portable merchandising is aimed at every consumer: pre-teens, young adults, and vintage citizens.

"We pitch 'em all," said the buyer. "And we push portables for the active family, not just sister or brother. We want every kid in the family to have their own portable or desk radio—or both."

**Untapped markets have been found:** businessmen, for example, appreciate portables for office use. Senior citizens, in numbers that equal or surpass San Francisco's hippies, purchase radios to wile away leisure hours. The sports fan is another largely unexploited well-spring being tapped by White Front's Canoga Park store.

"The radio market here, at least, has included and affected most people one way or another," said one White Front store manager. Portable radios have become part of the climate, part of the scenery: in the hands of business executives, supermarketing housewives, conservative bank tellers, and, of course, the teenie-boppers digging the Big Beat.

"The portable radio market is big," said a White Front buyer, "and we want a big piece of the action. We're going after it, too—in a big way." ➔



The sign is big, like the radio business. . .



because the radio is ever-present. . .



even when homework is being attended to.

## Henry Ragan projects an image: big business in a small town

"I advertise by radio because it's far more successful than anything else I've tried. It stands to reason, if you're selling radios, the best way to do it is by radio."



Henry Ragan broadcasts his own radio commercials over local station WDKN



An unassuming store front welcomes customers to Friendly Neighbors

By most city standards, Henry Ragan uses highly unorthodox methods of selling radios. But Ragan is not a city salesman. His home base is Dickson, Tenn., a town of 6,000 residents, located about 40 miles from metropolitan Nashville.

Henry Ragan owns and manages the Friendly Neighbors Stores, two outlets (a third is on the way) carrying a complete line of household furnishings, including major appliances and home electronics. The stores bear out the image that their name suggests.

Ragan is a "friendly neighbor"—and he looks like one. Comfortably dressed in denims and an overall jacket, he is pure country, and proud of it. He also happens to be a sharp merchant who knows how to move 200 radios a year.

Ragan sells radio by radio. "It stands to reason," he said, "if you're selling radios, the best way to do it is by radio. It's far more successful than anything else I've tried."

This approach allows him to personalize his advertising just as he has personalized his business. Ragan and his sales personnel do their own commercials on the air. "That way they get to know us all," he explained in his slow, rural drawl.

The retailer currently sponsors a 30-minute and a 1-hour program every day, and runs spots as often as 100 times a week when a sales campaign is under way. The station over which he broadcasts—WDKN—is a 1kw AM station with 3,000w of radiated power on FM. Friendly Neighbors occasionally receives mail orders from long distances, but most of its clientele centers around a 7-county area of central Tennessee and southern Kentucky.

Ragan's only use of the print media is an advertisement in the Yellow Pages of the Dickson telephone directory—or, more specifically, the last Yellow Page. Even this, however, is linked to

the radio commercials. Rather than announce the telephone numbers of his stores over the air—which most people would forget anyway, he feels—Ragan signs off his commercials with: "Look us up in the last page of your phone book, and give us a call."

Friendly Neighbors' radio mix is composed of Zenith and Philco-Ford models ranging from \$29.95 to \$79.95. "I sell more Zenith than Philco," Ragan said, "but that's probably because I've handled Zenith longer. I just naturally talk about it more. But Philco sells pretty well."

Every radio Ragan handles has an FM band: "I quit selling AM-only two and a half years ago when the local radio station added FM broadcasting," he said. "I think every radio in town now has an FM band."

Table models are the best sellers. "The only time I sell any of the portables is during the football season. Country people have to work on Saturdays, and they like to take their portables with them to listen to the games. Otherwise, they're strictly interested in home sets."

Novelty radios? "I don't move very many of them," Ragan said. "These are plain people here, and they don't care for the frills. However, they do want radios with an audio-frequency control switch, and all of them specifically ask for built-in antennas, even though almost all sets today have this feature anyway."

Ragan tries to trade up every customer—"at least to get him somewhere in the middle of my price range. But country people are hard bargainers. The way I go about it is to tell them that, with a little stronger radio, they might be able to pick up a ball game in Cincinnati that they might not otherwise get on a cheaper set. Most of these people are baseball fans, and that's a good selling point."

But, he emphasized, "we never try

to pressure. These people are my friends."

Ragan offers radio service on a limited basis. He services only those brands he carries, but will take care of any Zenith or Philco-Ford model, even if it was purchased at another dealer. "We'd like to do more servicing, but there's a shortage of technicians," he said.

Product returns? "Let me tell you something," Ragan said. "In the six years I've been in the business, I've never had a radio brought back under any circumstance. That's right—never. That speaks pretty well of Zenith and Philco, doesn't it?"

The radios are displayed prominently in both Friendly Neighbors outlets, which, like many small-town stores, are quite small and compact. "I put them in a spot where 95% of the customers who come through the store must pass right through the middle of the radio department."

Ragan's business experience—since he left the farm 22 years ago—has been in retail sales. Six years ago he decided to go into business for himself, and shortly afterward began to experiment with radio advertising techniques.

He attributes much of his success to his radio commercials. "People kept coming into the store and talking about them, so I knew we had found the answer."

Ragan doesn't really know what percentage of his home electronics unit or dollar volume comes from radios. "That would take me too long to figure out."

And Ragan has little spare time. Aside from his duties as owner of and radio announcer for Friendly Neighbors Stores, Ragan sells on the floor, does the buying, makes "the necessary trips," and, perhaps, above all, tries to live up to his role of "friendly neighbor."

## Tempo Music carves out a niche: success in the suburbs

"At one time we discontinued radios because they were not selling. But about two years ago, we began getting so many requests for them that we restocked our supply. Since that time, radio has been a growing part of our business."



Wally Preissing shows a radio display in his northwest Chicago music store

Located in a northwest Chicago shopping center, Tempo Music has had to scrap hard for a share of the local radio market. Within two blocks it has four major discount houses battling for the same sales.

How does Tempo compete? Wally Preissing, manager and co-owner of the Norridge, Ill., music store, says his company has struck a winning formula by winning over the local youth market.

Shopping centers and teenagers don't always mix, Preissing noted: "Generally, teens don't congregate at shopping centers enough to give us the business that we really desire. An ideal location would be near a school, or, better yet, near a teenage hangout."

To lure more teenagers into the store, Preissing promotes his up-to-date record and sheet-music department, which offers the latest in pop tunes, including the week's top-10 recordings.

This approach works for Tempo, and Preissing is finding the sound-conscious youth of today an excellent source of business that helps radio sales come alive.

Although Preissing's operation does not offer service on the premises, the company does refer customers to a nearby independent serviceman.

"We have no financial tie with him," explained Preissing, "but we know he does a good job."

Replacement, rather than repair, is Preissing's way of handling returns on just-purchased radios that turn out to be lemons. "It's better for customer relations to make a replacement right away, rather than keep the customer waiting for repairs. But if it's a minor repair, we will refer the customer to the serviceman."

Tempo is an example of a music store that grew disenchanted with sagging radio sales during the discounting squeeze of the early 1960s, but soon had a change of attitude.

A consumer demand for radio prompted Preissing to restock his supply less than two years after dropping the radio business. Now radio commands a growing part of the store's business, which also includes musical instruments, as well as other home electronics products.

AM outsells AM/FM about 4 to 1 at Tempo, with AM portables leading the store's best-seller list. Preissing singled out, as particularly hot items, the \$19 AM portable models by Panasonic and Masterwork. Also hot is the portable cassette tape player/recorder, a popular follow-up to a radio pur-

chase. "Teenagers use them for tapping the top tunes," Preissing said.

More liberal credit policies, which he said took effect at the store about a year and a half ago, have given a sharp boost to impulse buying, especially for higher priced items.

"A customer is much more likely to pay those few extra dollars for a finer set, if the purchase can be charged."

When trading up a customer, Preissing shows the uncommitted shopper the radio line from the high-end down: "I generally show the highest priced unit first," he explained, "and in many cases the customer will buy without asking to see one of our cheaper models."

Advertising in suburbia. According to Tom Lorenzin, general manager, advertising in suburban newspapers is cheaper and more effective for Tempo than comparable advertising in one of the major Chicago dailies.

"Proximity has much to do with the results," Lorenzin explained. "For example, a consumer who reads our ad in a Chicago daily might live 30 miles from our store. It wouldn't be practical for him to hop into a car and drive here to check out a sale. But a resident of the Norridge area could check it out in five minutes."





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Under AC Feature: N = none; B = built-in;  
O = optional; INCL. = included. Under Type of Tuning: D = direct; S = slide rule; V = vernier; L = log scale. Under Carrying Case & Earphone: INCL. = included in price; OPT. = optional at added cost; N.A. = not available.

### Key to Other Features:

1. Radio Dial Light
2. Gift Package
3. Input Socket for Phono or Tape
4. Movable Carry Handle
5. Carrying Strap
6. Battery Saver
7. Car Mounting Bracket
8. Built-in Clock
9. Pushbutton Station Selector
10. Pushbutton Band Selector
11. Includes Phono
12. Integrated Circuits
13. Includes Batt. Tuning Meter
14. Fine Tuning Dial
15. AC 'DC or Car Battery
16. Presto Battery Pack
17. Automatic Tuning
18. Stereo Adaptor Available
19. Built-in Noise Eliminator
20. Remote Control Station Selector

MODEL NUMBER	IDENTIFICATION		BATTERIES INCLUDED IN PRICE	POWER SUPPLY		FM CONTROLS			FM STAGES			FINISH MATERIAL		TYPE OF TUNING (SEE KEY)	SPEAKERS	OVER-ALL CABINET DIMENSIONS			CARRYING CASE (SEE KEY)	EARPHONE (SEE KEY)	TELESCOPE OR BUILT-IN ANTENNA	OTHER FEATURES (SEE KEY)	MANUFACTURER'S SUGGESTED RETAIL PRICE
	NUMBER OF TRANSISTORS, DIODES, AND THERMISTORS	TYPE OF BANDS		NUMBER AND TYPE OF BATTERIES	AC FEATURE (SEE KEY)	AUTOMATIC FREQUENCY TONE CONTROL	BALANCE CONTROL	AUTOMATIC GAIN CONTROL	RADIO FREQUENCY	TUNED RADIO FREQUENCY	NO. OF INTERMEDIATE FREQUENCY STAGES	BODY CASE	TRIM			NUMBER	ROUND OR OVAL AND DIAMETER	H x W x D (in inches)					

### EMERSON — Emerson Television Sales Corp., Box 499, Stamford, Conn.

31P60	9TR, 2D	FM/AM	Y	1-9 Volt	N	AGC		Y	N	3	Plastic	Metal	D	1	2 1/2 R	4 1/2 x 2 1/2 x 1 1/2	13 oz.	N.A.	Incl.	T	2,5	\$ 12.88
31P55	12TR, 5D			4-Penlite	O	AGC, AFC, TC					Plastic	Metal	S, L		2 1/2 R	3 1/2 x 5 1/4 x 1 1/2	1 1/2 lbs.				2,5	24.95
31P61	9TR, 4D			4 "C"	O	AGC, AFC					Leatherette	Plastic			3 1/2 R	5 1/2 x 9 x 2 1/2	1 1/2 lbs.				2,3	29.95
31P63	12TR, 8D			4 "C"	B	AGC, AFC, TC					Leatherette	Metal			3 1/2 R	6 1/2 x 10 1/2 x 2 1/2	3 1/2 lbs.				2,3	39.95
31P51	12TR, 8D	FM/AM/MB/SW		6 "D"	O	AGC, AFC, TC		Y			Plastic	Metal			4x6 O	8 1/2 x 11 1/2 x 3 1/2	12 lbs.				1,3	Open

### GENERAL ELECTRIC — General Electric, Radio Receiver Dept., 1001 Broad St., Utica, N.Y.

P1725	Solid State	FM/AM	Y	1-9V	N	AGC		N	N	3	High Impact Plastic	Metal Insert	D	1	2 1/2 R	4 1/2 x 3 1/4 x 1 1/2	13 oz.	N.A.	Incl.	T-B	2,5	19.95
P1720			Y	1-9V	N	AFC, AGC		N			Metal Grille	S, V, L			2 1/2 O	4 1/2 x 3 1/4 x 1 1/2	13 oz.	Incl.	Incl.		2,5,6	24.95
P1820			N	4-Penlite	O			Y				*			3 R	4 1/2 x 6 1/2 x 2 1/2	1 1/2 lbs.	N.A.	Opt.		4,6	27.95
P975				4-Penlite	O					4	Vinyl	**			3 1/2 R	6 1/2 x 4 1/2 x 2 1/2	1 1/2 lbs.				5,6	39.95
P1921				4 C-Cell	Incl.	AFC, TC, AGC				4	High Impact Plastic	***			6 O	6 1/2 x 9 1/2 x 3 1/2	3 1/2 lbs.				4,6	59.95
P1860		FM/AM/SW		4-Penlite	O	AFC, AGC				3		♦♦♦			3 R	4 1/2 x 6 1/2 x 2 1/2	1 1/2 lbs.					34.95
P1931				4 C-Cell	Incl.	AFC, TC, AGC				4		***			6 O	6 1/2 x 9 1/2 x 3 1/2	3 1/2 lbs.					69.95
P990				6 D-Cell	O					4	Vinyl	♦♦			4 R	8 1/2 x 12 1/2 x 4 1/2	10 lbs.				1,5,6	109.95
P2920				5 D-Cell Flashlight	O					3	High Impact Plastic	Soft Vinyl			7 O	8 1/2 x 12 1/2 x 3 1/2	8 lbs.				1,3,4,10	99.95
P2900				6 D-Cell Flashlight	B			Y		4	Soft Vinyl	♦♦			7 O	9 1/2 x 14 x 6	12 lbs.				1,5,6,10	175.00

\* Metal Grille, Die Cast Escotcheon \*\* Plated Plastic Front, Metal Grille \*\*\* Plated Trim, Metal Grille \* Die Cast Escotcheon, Metal Grille ♦♦♦ Die Cast Front, Metal Grille † Without Batteries

### HALLICRAFTERS — Hallicrafters, 600 Hicks Rd., Rolling Meadows, Ill.

FM-1000	10TR, 4D	FM/AM	Y	4 AA	B	AFC, TC, AGC		Y	N	5	Plastic		S	1	3 R	5 1/2 x 8 1/2 x 2 1/2	4 lbs.	N.A.	Opt.	T	2	39.95
CR-44	12TR, 5D	*	N	4 D-Cells	O	AFC, TC, AGC		Y	N	5	Leatherette	Metal	S	1	4 R	8x10x4	5 lbs.	N.A.	Opt.	T	1,2,4	119.95

\* LW/AM/MB/FM/VHF/FM

### HITACHI — Hitachi Sales Corp., 48-50 34th St., L.I.C., N.Y.

KH-811	8TR, 4D	FM/AM	Y	4-Penlite	O	AGC		Y	N	3	Plastic	Metal	S	1	2 R	4 1/2 x 2 1/2 x 1 1/2	1/2 lb.	Incl.	Incl.	T-B	2	21.50
KH-980	9TR, 6D					AFC, TC, AGC					Plastic	Metal			3 R	3 1/2 x 7 1/2 x 1 1/2	1 1/2 lbs.	Incl.			2	27.95
KH-970	9TR, 5D										Leather	Metalic			3 1/2 R	4 1/2 x 8 1/2 x 2 1/2	1 1/2 lbs.	N.A.			2,4	29.95
KH-1010	10TR, 5D										Leather	Metalic			2 1/2 R	5 1/2 x 3 1/2 x 1 1/2	1 1/2 lbs.				2,5	24.95
KH-1005	10TR, 5D			4 Flashlight	N						Plastic	Plastic			4 R	6 1/2 x 9 1/2 x 2 1/2	4 lbs.				1,3,4,10	34.95
KH-1006	10TR, 5D			4 Flashlight	B						Plastic				4 R	6 1/2 x 9 1/2 x 2 1/2	4 lbs.				1,3,4,10	39.95
KH-1021	10TR, 6D	FM/AM/SW/MW		4 D-Cell	N						Leather				6 O	7 x 11 1/2 x 3 1/2	5 lbs.				3,4,10	54.95
KH-1101	11TR, 9D	FM/AM		4 Flashlight	O						Plastic	Metal	D		3 1/2 R	4 1/2 x 9 1/2 x 1 1/2	2 1/2 lbs.				2,4,17	49.95
KH-1230	12TR, 8D	FM/AM		4 Flashlight	O							Metal	S		5 O	4 1/2 x 8 1/2 x 2 1/2	4 lbs.	Incl.			1,2,18,19	45.00
KH-1326	13TR, 8D	FM/AM/2 SW/MW		5 D-Cell	N					3		Plastic			6 O	7 1/2 x 13 x 3 1/2	8 lbs.	N.A.			1,3,4	75.00
KS-1700	17TR, 13D	FM/AM		4 Flashlight	O					4	Leather	Metal			2 4 R	5 1/2 x 9 1/2 x 3 1/2	4 1/2 lbs.	N.A.			4,10	74.95

### MAGNAVOX — The Magnavox Co., 2131 Bueter Rd., Fort Wayne, Ind.

2FM806	8TR, 3D	FM/AM	Y	*	N			N	N	3	Plastic		D	1	2 1/2	4 1/2 x 2 1/2 x 1 1/2		Incl.	Incl.	T	5	19.95
FM92	9TR, 3D			*	N			Y				V			2 1/2	4 1/2 x 3 x 1 1/2					5	24.95
FM807	11TR, 5D			**		AFC						S, L			2 1/2	5 1/2 x 3 1/2 x 1 1/2					5	29.95
FM808	10TR, 6D			**	O	AFC, TC					Texon				3	7 1/2 x 5 1/2 x 2 1/2		N.A.			4	34.95
FM91	10TR, 5D			***							Plastic				5 Oval	8 1/2 x 10 1/2 x 4					4	44.95
FM100	10TR, 5D	FM/AM/MB		****											5	9 1/2 x 12 1/2 x 4					5	59.95
FM104	10TR, 5D	FM/AM/SW/MB		****	B										5	9 1/2 x 12 1/2 x 4					5	79.95

\* 1 #1604 Neda Carbon Zinc \*\* 4 Neda #15 Carbon Zinc \*\*\* 4 Neda #14 Carbon Zinc \*\*\*\* 4 Neda #13 Carbon Zinc

### MASTERWORK — Columbia Records, 51 West 52nd St., N.Y., N.Y.

104	10TR, 4D	FM	Y	3-1.3V Mercury	N	AFC		Y	N	3	Plastic	Die Cast	S	1	R-2	2 1/2 x 3 1/4 x 1 1/2		N.A.	Incl.	T	2	19.95
2882	10TR, 1D	AM/FM		1-9V	B						SKAI Leatherette				R-3	3 1/2 x 5 x 1 1/2					1,5	22.50
2884	10TR, 3D			4-Penlite											R-3	4 1/2 x 8 x 2 1/2					1	29.95
2886	12TR, 3D			4-Penlite		AFC, TC									R-3	6 x 8 1/2 x 2 1/2						39.95
2888	12TR, 3D	AM/FM/SW		4 "C" Cells											R-4	6 1/2 x 9 1/2 x 3 1/2						49.95
2890	12TR, 3D	AM/FM/SW													R-4	6 1/2 x 9 1/2 x 3 1/2						49.95
2892	12TR, 3D	FM/AM/SW-1/SW-2													R-4	10 1/2 x 7 1/2 x 2 1/2						59.95
2894	13TR, 5D	AM/FM/LW/SW-1/2/3		6 "C" Cells		TC, AFC									O-4x6	12 x 4 1/2 x 8 1/2					1,14	79.95
2896	17TR, 9D	*		8 "D" Cells		AFC, TC, AGC		Y							O-4x6	12 1/2 x 8 1/2 x 5 1/2					1,4,10	99.95

\* LW/AM/SW-1/SW-2/SW-3/FM

### MIDLAND — Midland International Corp., 1909 Vernon St., North Kansas City, Mo.

10-409	9TR	FM/AM	Y	9-Volt	N	-		N	N	4	Plastic	Chrome Kiss Print	V	1	R 2 1/2	4 1/2 x 3 1/4 x 1 1/2	14 oz.	N.A.	Incl.	T-B	2,5	14.95	
10-412	12TR			6-Penlite	O	-		N	N	4	Simulated Leather	Chrome Kiss Print	V		R 2 1/2	4 1/2 x 7 1/2 x 2 1/2	1 lb.				2,4	19.95	
10-430	12TR			4-Penlite	O	AFC		Y	Y	6	Plastic	*	S		R 3	6 1/2 x 4 1/2 x 2 1/2	1 lb. 14 oz.					27.95	
10-450	14TR			4 D-Cells	B	AFC, TC				6	Simulated Leather	**			R 4	7 x 10 x 3	6 lbs. 2 oz.						34.95
10-535	45TR	FM/AM/VHF		4-Penlite	O	AFC				5	Simulated Leather	***			R 2 1/2	7 1/2 x 5 1/2 x 3 1/2	2 lbs. 6 oz.						39.95
10-555	14TR	FM/AM/LW/SW1/SW2		4 D-Cells	B	AFC, TC				6	Plastic	Wood Grain			O 4x6	8 1/2 x 11 1/2 x 4	6 lbs. 14 oz.					1,2,4	59.95

\* Spun Metal Grille Chrome Knobs \*\* Die Cast Chrome Front \*\*\* Chrome Knobs, Chrome Printed Grille

### MOTOROLA — Motorola, Inc., 9401 West Grand Ave., Franklin Park, Ill.

TP1-D	10TR, 3D	FM/AM	Y	1-9 Volt	N	AFC, AGC		Y	N	3	Polystyrene	Metal Grille	V, S	1	2 1/2 O	2 1/2 x 4 1/2 x 1 1/2	12 oz.	Incl.	Incl.	T-B	2,5	19.95	
TP8-D	12TR, 3D			Six 1 1/2 V C's		AFC, AGC		Y	N	3		Plastic Grille	V		4 R	9 x 7 x 3 1/2	2 lbs. 2 oz.	N.A.	Opt.				29.95
TP10-D	10TR, 5D*					AFC, AGC, TC			Y	4		Die Cast Grille	V, S, L			9 1/2 x 6 1/2 x 4	4 lbs. 8 oz.			Opt.		4	49.95
TP11-C					B						Texon					9 1/2 x 7 x 4 1/2							

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- Carrying Strap
- Battery Saver
- Car Mounting Bracket
- Built-in Clock
- Pushbutton Station Selector
- Pushbutton Band Selector
- Includes Phono
- Integrated Circuits
- Includes Batt. Tuning Meter
- Fine Tuning Dial
- AC DC or Car Battery
- Presto Battery Pack
- Automatic Tuning
- Stereo Adaptor Available
- Built-in Noise Eliminator
- Remote Control Station Selector

MODEL NUMBER	IDENTIFICATION		POWER SUPPLY		FM CONTROLS		FM STAGES			FINISH MATERIAL		TYPE OF TUNING (SEE KEY)	SPEAKERS		OVER-ALL CABINET DIMENSIONS			CARRYING CASE (SEE KEY)	EARPHONE (SEE KEY)	TELESCOPE OR BUILT-IN ANTENNA	OTHER FEATURES (SEE KEY)	MANUFACTURERS' SUGGESTED RETAIL PRICE
	NUMBER OF TRANSISTORS, DIODES, AND THERMISTORS	TYPE OF BANDS	BATTERIES INCLUDED IN PRICE	NUMBER AND TYPE OF BATTERIES	AC FEATURE (SEE KEY)	AUTOMATIC FREQUENCY TONE CONTROL	BALANCE CONTROL	AUTOMATIC GAIN CONTROL	RADIO FREQUENCY	TUNED RADIO FREQUENCY	NO. OF INTERMEDIATE FREQUENCY STAGES		BODY CASE	TRIM	NUMBER	ROUND OR OVAL AND DIAMETER	H x W x D (In Inches)					

## PHILCO-FORD — Philco-Ford Corp., Tioga and "C" Sts., Philadelphia, Pa.

T92BK	9TR, 3D	FM/AM	N	4 "AA"	N				Y	N	3	Plastic	Frame	D	1	3	4 1/2 x 7 1/2 x 2 1/2	1 1/2 lbs.	N.A.	Opt.	T-B	4	\$ 19.95
T93BK	10TR, 6D			4 "AA"		AFC						* Metal Grille	S,V		2 1/2	5 x 7 1/2 x 2 1/2	2 1/2 lbs.						29.95
T95BK	9TR, 7D			4 "C"		AFC						Plastic	S,V,L		3 1/2	7 1/2 x 10 1/2 x 4 1/2	2 1/2 lbs.						32.95
T910BKG	9TR, 3D		Y	1-9V								Plastic	Metal Grille	S,V		2 1/2	5 x 2 1/2 x 1 1/2	1/2 lb.	Incl.	Incl.		2	19.95
T913BK	11TR, 3D		N	6 "C"	O	AFC, TC			Y			Leatherette	***	V		4	7 1/2 x 11 x 4 1/2	6 1/2 lbs.	N.A.	Opt.		4	59.95
T992	10TR, 4D			4 "AA"	N					N		Plastic	†	D		3	4 1/2 x 7 x 2	1 1/2 lbs.					21.95
T993GY	10TR, 5D			4 "AA"	N	AFC						Plastic	Spkr. Grille	S,V		3	3 1/2 x 7 1/2 x 5 1/2	2 lbs.					29.95
T96BK	12TR, 6D			4 "D"	O	AFC, TC						Leatherette	Die Cast W/Overlay			5 O	7 1/2 x 10 1/2 x 4 1/2	5 lbs.					39.95
T97WA	12TR, 6D			4 "D"								Hardwood	Die Cast W/Overlay			5 O	7 1/2 x 11 1/2 x 4 1/2	6 1/2 lbs.					49.95
T999BK	13TR, 6D			4 "D"								Simulated Leather	Grille	S,V,L		6 O	9 1/2 x 12 1/2 x 4 1/2	6 1/2 lbs.					99.95

\* Plastic, Leatherette Ends \*\* Metal Grille & Overlay \*\*\* Die Cast Front With Overlay † Speaker Grille & Overlay

## RCA — RCA Sales Corp., 600 North Sherman Dr., Indianapolis, Ind.

RJM10	9TR	FM/AM	Y	9V	N	AGC			Y	N	3	Plastic	Metal Grille	S,V	1	2 R	4 1/2 x 3 x 1 1/2	1 lb.	N.A.	Incl.	T	5	16.95
RJM12	9TR			6-Penlite									Metal Grille			2 1/2 R	4 1/2 x 5 1/2 x 1 1/2	2 lbs.					19.95
RJM36	9TR			9V									"Snap Shot" Case			2 1/2 R	2 1/2 x 4 1/2 x 1 1/2 †	2 lbs.					24.95
RJM21	10TR			4-Penlite	O	AGC, AFC							Hot Stamp	S,V,L		3 1/2 R	6 1/2 x 8 3/8 x 2 1/2	4 lbs.				4	26.95
RJM23	10TR			4-Penlite	O	AGC, AFC, TC							Hot Stamp	S,V,L		3 1/2 R	6 1/2 x 8 3/8 x 2 1/2	4 lbs.				4	29.95
RJM38	9TR			9V	N	AGC							Miniature Style	V		1 1/2 R	5 1/2 x 1 1/2 x 1 1/2	1 lb.					29.95
RJM40	10TR			4 "C" Cells	O	AGC, AFC, TC						Padded Vinyl	††	S,V		3 1/2 R	6 x 9 1/2 x 2 1/2	4 lbs.				4	34.95
RJM45	10TR											Plastic	"Easel" Handle	V,L		3 1/2 R	5 1/2 x 8 1/2 x 2 1/2	4 lbs.				4	39.95
RJM50	10TR	FM/AM/SW1/SW2												S,V,L		3 1/2 O	5 1/2 x 9 1/2 x 2 1/2	5 lbs.				4,14	49.95
RJM68	16TR			6 "D" Cells						Y				S,V,L		6 O	8 1/2 x 11 1/2 x 4 1/2	11 lbs.				1,4,14	99.95

\*\* FM/AM/LW/SW1/SW2/SW3 • Die Cast Front, Metal Grille † (Closed) †† Die Cast Metal Handle

## REALTONE — Realtone Electronics Corp., 34-Exchange Place, Jersey City, N.J.

2222	10TR, 5D	FM/AM	Y	9V	O				Y	N	2	Plastic	Grille	S	1	3 R	4 1/2 x 5 1/2 x 1 1/2	1 lb. 1 oz.	N.A.	Incl.	T	2	21.95
2256	10TR, 7D			9V	B	AFC, AGC, TC					2	Leatherette				2 1/2 x 3 1/2 O	4 1/2 x 7 1/2 x 2 1/2	2 lbs.					27.95
2287	10TR, 9D			4 C-Cell	B	AFC, AGC					3	Leatherette				3 1/2 R	5 x 8 1/2 x 3 1/2	4 lbs.					39.95
2315	10TR, 7D	FM/AM/SW		4 C-Cell	O							Plastic					6 x 9 1/2 x 2 1/2	3 lbs.					34.95
2410	10TR, 8D	FM/AM/SW/MB		4-Penlite		AFC, AGC, TC						Leatherette					8 1/2 x 5 1/2 x 2 1/2	2 lbs. 3 oz.					39.95
2436	12TR, 8D	FM/AM/SW/MB		4 C-Cell		AFC, AGC, TC						Plastic				4 1/2 x 3 1/2 O	6 1/2 x 10 x 3	4 lbs. 8 oz.					54.95
2445	13TR, 9D	FM/AM/AIR/Police		6 C-Cell		AFC, AGC			Y			Leatherette	Metal Frame			4 R	7 x 10 1/2 x 3 1/2	6 lbs. 8 oz.				1,2	67.95
2424	14TR, 5D	FM/AM/SW/MB		4 C-Cell	B	AFC, AGC				N			Grille			3 1/2 R	6 x 9 1/2 x 3 1/2	3 lbs.				2	49.95
2540	12TR, 7D	FM/AM/MB 2SW		4 C-Cell	O	AFC, AGC, TC							Metal Frame Grille			4 1/2 x 3 1/2 O	9 1/2 x 7 1/2 x 4	6 lbs.				1,2	64.95
2646	12TR, 4D	FM/AM/MB/LW/2SW		4 D-Cell												4 R	6 1/2 x 10 1/2 x 3 1/2	5 lbs.				2	64.95
2676	13TR, 7D	FM/AM/MB/LW/2SW		6 D-Cell						Y						6 x 4 O	8 1/2 x 12 x 5	5 lbs.				1,2	89.95

## SABA — Saba Corp., Svc. Dept. USA, 724 N. 7th St., Allentown, Pa.

Transcontinent	10TR, 5D *	AM/FM/SW/LW	N	5 C	O	AFC, AGC					13	Novodur Plastic	Metal	S	1	O 6	10 x 7 x 2 1/2	7 lbs.	N.A.	Opt.	T	1,3,4,10,6,9,7	99.95
2000	12TR, 7D *	AM/FM/3SW			O	AFC, AGC					13	†				O 7	11 1/2 x 7 1/2 x 3 1/2	8 lbs.				1,3,4,10,6,9,7	129.95
Transall	16TR, 13D *	AM/FM/3SW			B	AFC, AGC					15	†				O 9	13 1/2 x 7 1/2 x 3 1/2	12 lbs.				1,3,4,6,9,7	159.95

\* 1 - Stabilizer † Novodur W/Leather Cover

## SHARP — Sharp Electronics Corp., 178 Commerce Rd., Carlstadt, N.J.

FX-174	9TR, 3D	FM/AM	Y	4-Penlites	N	AFC, AGC			Y	N	3	Plastic	Metal	S	1	2 1/2 R	5 1/2 x 3 x 1 1/2	1 lb.	Incl.	Incl.	T		19.95
FX-163	9TR, 3D	FM/AM		4-Penlites	N	AFC, AGC										2 1/2 R	3 1/2 x 6 1/2 x 1 1/2	1.6 lbs.	Incl.				24.95
FY-115	12TR, 4D	FM/AM/SW		4 C-Cells	O	AFC, TC, AGC										5 1/2 x 3 1/2 O	6 1/2 x 8 1/2 x 2 1/2	2.8 lbs.	N.A.			10	39.95
FX-27 *	12TR, 5D	FM/AM		4 D-Cells	B								Plastic			4 R	6 1/2 x 9 x 2 1/2	3.8 lbs.				1,4,10,7,15	49.95
FV-1710	18TR, 10D	FM/AM/MB/2SW/LW		8 D-Cells	B					Y		Plastic & Metal	Metal			6 x 4 O	8 1/2 x 12 x 4 1/2	10.5 lbs.				1,3,4	120.00

\* Auto Portable

## SONY — Sony Corp. of America, 47-47 Van Dam St., L.I.C., N.Y.

8FS-40W	26TR, 17D, 5TH	FM Stereo/FM/AM	Y	6 "D" Cells	B	AFC, TC, BC, AGC			Y	N	4	Metal	Chrome	S	2	3 x 5 O	7 1/2 x 1 4 1/2 x 5	10 3/4 lbs.	N.A.	Incl.	T-B	1,3,4,10	129.95	
7FA-70W	17TR, 10D, 3TH	FM/AM		4 "D" Cells	O	AFC, TC, AGC						Plastic				4 R	7 x 12 x 3 1/2	5 1/2 lbs.				1,3,10,18,20	99.95	
TFM-1000W	14TR, 7D, 2TH	FM/AM/SW1/SW2		4 "D" Cells												4 x 6 O	8 1/2 x 10 1/2 x 4 1/2	5 1/2 lbs.				1,3,10,18	89.95	
TFM-117WB	12TR, 5D, 2TH	FM/AM/SW		4 "C" Cells												3 x 5 O	6 1/2 x 12 x 2 1/2	3 1/2 lbs.	Incl.			1,3,10,18	69.95	
7F-74W	10TR, 6D, 1TH	FM/AM		3 "D" Cells		TC, AGC					3					4 1/2 R	8 1/2 x 8 x 2 1/2	4 1/2 lbs.	N.A.			1,3,4,18	65.95	
6F21W	9TR, 6D, 1TH			3 "D" Cells		AFC, AGC										1	3 1/2 R	5 1/2 x 8 1/2 x 6 1/2	2 1/2 lbs.				3,18	39.95
8F-38W	9TR, 7D, 1TH			4 "D" Cells	B	AFC, TC, AGC										2	4 R	8 1/2 x 7 1/2 x 4 1/2	5 lbs.				3,18	49.95
8F-31W	9TR, 5D, 1TH			4 "D" Cells	N	AGC						Plastic (Wood Grain)	Brushed Gold			1	4 R	6 1/2 x 11 1/2 x 3 1/2	3.8 lbs.			N.A.		39.95
2F-23W	9TR, 3D, 1TH			3-Penlite (1.3V)								Plastic	Chrome	D		1 1/2 R	3 1/2 x 2 1/2 x 1	5.3 oz.	Incl.	Incl.		2,5	35.95	
3F-61W	9TR, 3D, 1TH			3 AA (1.5V)										S		2 1/2 R	4 1/2 x 2 1/2 x 1 1/2	9 oz.	Incl.			5	27.95	
4F-55W	8TR, 5D, 1TH			3 AA (1.5V)										D		2 1/2 R	5 1/2 x 1 1/2 x 2 1/2	11 oz.	N.A.			5	24.95	
STA-38	9TR, 6D, 1TH	FM Stereo/FM/AM		4 "D" Cells	B	TC										4 R	8 1/2 x 7 1/2 x 4 1/2		N.A.				39.95	
STA-110	9TR, 6D, 1TH	FM Stereo/FM		3 "C" Cells	O	TC										4 x 2 1/2 O	5 1/2 x 7 1/2 x 1 1/2	1 1/2 lbs.	Incl.				39.95	
RB-7P/SS4	4TR, 2D	FM/AM			B					N		Metal	Chrome			1	5 R	2 1/2 x 8 1/2 x 9	3 1/2 lbs.	N.A.				

# MANUFACTURERS' SPECIFICATIONS FOR 1968 PORTABLE FM RADIOS

A MERCHANDISING WEEK EXCLUSIVE

**Key to Abbreviations:**  
Under Several Columns: Y = yes; N = no.  
Under AC Feature: N = none; B = built-in;  
O = optional; INCL. = included; Under Type  
of Tuning: D = direct; S = slide rule; V =  
variable; L = log scale; Under Carrying Case  
& Earphone: INCL. = included in price;  
OPT. = optional at added cost; N.A. = not  
available.

**Key to Other Features:**  
1. Radio Dial Light  
2. Gift Package  
3. Input Socket for Mono or Tape  
4. Movable Carry Handle  
5. Carrying Strap  
6. Battery Saver  
7. Car Mounting Bracket  
8. Built-in Clock  
9. Pushbutton Station Selector  
10. Pushbutton Band Selector  
11. Includes Mono  
12. Integrated Circuit  
13. Includes Bat. Tuning Meter  
14. Fine Tuning Dial  
15. AC/DC or Car Battery  
16. Presto Battery Pack  
17. Automatic Tuning  
18. Stereo Adapter Available  
19. Built-in Noise Eliminator  
20. Remote Control Station Selector

MODEL NUMBER	IDENTIFICATION	POWER SUPPLY	FM CONTROLS	FM STAGES	FINISH MATERIAL	TRIM	TYPE OF TUNING (SEE KEY)		SPEAKERS	OVER-ALL CABINET DIMENSIONS	WEIGHT OF UNIT (Including Batteries)	CARRYING CASE (SEE KEY)	EARPHONE (SEE KEY)	TELESCOPE OR BUILT-IN ANTENNA	OTHER FEATURES (SEE KEY)	MANUFACTURERS' SUGGESTED RETAIL PRICE					
							NUMBER	ROUND OR OVAL AND DIAMETER													
PF2001	13TR, 6D	FM AM	N	9V, DC 6 "C" Cells	O	AFC	Y	Y	2	Plastic	Wood, Tone	S	2	**	4"x8", 4 1/2"	10 lbs.	*	N.A.	T	11	\$ 59.95
* Self-Contained ** 6"x5"x1 1/2"																					

## SYMPHONIC — Symphonic Radio & Electronic Corp., 470 Park Ave., N.Y., N.Y.

Junior	9TR, 4D	FM/AM SW	N	6 C-Cells	O	TC, AGC	Y	Y	3	Plastic	Metal	L	1	5	6"x11x3 3/8"	6 lbs.	N.A.	Opt.	T	4, 10	69.95	
Sport †	9TR, 4D	FM AM/SW		6 C-Cells		AFC, TC, AGC			3	Covered Wood				3	6"x11x3 3/8"	6.5 lbs.					3, 4, 10	89.95
TS †	11TR, 8D	FM AM SW1 SW2		5 D-Cells					4	Wood				4	7"x12 1/2"x3 3/8"	8 lbs.					1, 3, 4, 10	109.95
De Luxe †	11TR, 14D	FM/AM SW1 SW2		5 D-Cells					4	Wood				7	7"x12 1/2"x3 3/8"	8.5 lbs.					1, 3, 4, 9, 10	129.95

## TELEFUNKEN — Telefunken Sales Corp., South St., Roosevelt Field, Garden City, N.Y.

8P823F	8TR, 5D	FM AM	Y	9-(006P), 1 Penlite	N	TC, AGC	Y	Y	2	Plastic	Die Cast	S	1	2 1/2	3 3/8"x5 1/2"x 3/4" †	8 oz.	Incl.	Incl.	T-B	2, 5	34.50	
8P970F	8TR, 6D			9-(006P), 1 Penlite	O	AFC, TC, AGC			1	Plastic	Die Cast	S	1	2 1/2	3 3/8"x5 1/2"x 3/4" †	8 oz.					2, 5	29.50
10M860F	10TR, 6D			3 C-Cell					3	3 C-Cell				3	7 1/2"x4 1/2"x1 1/2"	3 1/2 lbs.					2	37.50
10M890F	10TR, 6D			3 C-Cell					3	3 C-Cell				3	7 1/2"x5 1/2"x1 1/2"	3 1/2 lbs.					2	42.50
11L805F	11TR, 5D			4 C-Cell					3	Die Cast				3	9 1/2"x5 1/2"x2 1/2"	5 1/2 lbs.		N.A.			2, 4	54.50
12L828F	12TR, 6D			4 D-Cell					3 1/2	Die Cast Wood				3 1/2	11 1/2"x4 3/8"	7 lbs.					2, 4	79.50
11L855F	11TR, 6D	FM/AM/MB		4 C-Cell					3 1/2	Die Cast				3 1/2	9 1/2"x7 1/2"x2 1/2"	3 1/2 lbs.					2, 4	64.50
14L828F	14TR, 6D	FM AM/MB		4 D-Cell					5	Die Cast Wood				5	11 1/2"x8 3/8"	7 lbs.					1, 2, 4	94.50
15L828F	15TR, 7D	FM AM SW1 SW2		6 D-Cell					5	Die Cast Wood				5	11 1/2"x8 3/8"	7 1/2 lbs.					1, 2, 4, 10	120.00
19L825F	19TR, 7D	*		6 D-Cell					5, 2					5, 2	12 1/2"x8 3/8"x4 1/2"	9 lbs.					1, 2, 3, 4, 10	180.00

\* FM/AM/SW1/SW2/SW3/SW4

\*\* 10.7 MC

† W x H x D

† BA/AZZO

## VISCOUNT — Consolidated Merchandising Corp., 520 West 34th St., N.Y., N.Y.

1210	11TR	AM/FM	Y	6-Penlite	Incl.	AFC	Y	N	2	Plastic	Chrome	D	1	3 R	7 1/2"x4 1/2"x2 1/2"	1 lb.	N.A.	Incl.	T-B	2	22.95	
1214	12TR			1-9V	O	AFC, TC			3	Plastic	Chrome	S	1	2 1/2 R	5 1/2"x4 1/2"x2 1/2"	1 lb.					2, 4	22.95
1228	12TR			6-Penlite	B	AFC			3 R	Leather		D	3	3 R	9 5/8"x2 1/2"	1 1/2 lbs.					2	32.50
933	9TR	AM FM VHF		6-Penlite	O				2 1/2 R	Leather		D	4	4 1/2"x7 1/2"x2 1/2"	1 lb.						2	29.95
1233	12TR	AM/FM SW		4 C-Cell	O				3 1/2 R	Plastic		S	3	3 1/2 R	5 1/2"x8 1/2"	1 1/2 lbs.					2, 4	29.95
1440	14TR	AM FM MB/SW		4 C-Cell	B	TC, AFC			3 1/2 R	Leather		S	3 1/2 R	10 1/2"x6 1/2"x3 1/2"	4 lbs.						2, 4	49.95
1550	15TR	AM/FM/MB SW1 SW2		4 C Batteries		AFC, TC			3 1/2 R	Die Cast	Chrome	S, L	3 1/2 R	9 1/2"x5 1/2"x3 1/2"	3 1/2 lbs.						2, 4	49.95
1850	18TR	AM FM VHF SW/PB		4 C Batteries		AFC			4 R			S	4 R	10 1/2"x6 1/2"x3 1/2"	6 1/2 lbs.						1, 2, 4	79.50
1860	18TR	AM FM VHF MF-SW/PB		4 D Batteries		AFC, TC			4 R			S	4 R	12 1/2"x10x5	8 lbs.						2, 4	99.50
1260	12TR	AM/FM		9V	N	AFC			2 1/2 R	Plastic		S	2 1/2 R	5 3/8"x1 1/2"	1/2 lb.						2, 5	19.95
1270	12TR	AM/FM		9V	N	AFC			2 1/2 R	Plastic		D	2 1/2 R	4 1/2"x2 1/2"x1 1/2"	1/2 lb.						2, 5	19.95

## WESTINGHOUSE — Westinghouse Electric Corp., Meluchen, N.J.

RF43W07	15TR, 5D	FM/AM/SW/MB	Y	4 "D" Cells	O	TC, AFC, AGC	Y	3	Plastic	Metal	S, V, L	1	6	7 1/2"x10 1/2"x3 1/4"	5 lbs.	N.A.	Incl.	T-B	1, 4	59.95		
951PW10	10TR, 5D	FM/AM	Y	4 "D" Cells	O	AFC, TC, AGC			6	Plastic	Metal	S, V, L	1	6	7 1/2"x10 1/2"x2 1/2"	4 1/2 lbs.					4	49.95
RF52U58	12TR, 4D			6 Flashlight	B	AFC, AGC			4				4	7 1/2"x1 1/2"x3	5 lbs.						4	44.95
RF42U87	12TR, 4D			6 Flashlight	O				4				4	7 1/2"x1 1/2"x3	5 lbs.						4	39.95
RE13S68	10TR, 5D	FM/AM/MB	Y	4 Flashlight	O				3			S, V	3	8 5/8"x2 1/2"	4 lbs.						2, 4	39.95
948PW9	9TR, 4D	FM/AM	N	4 "AA" Penlite	N				2	Plastic			2	4 1/2"x3 1/2"	1 lb.						4	28.95
908PW9GP	9TR, 4D		Y	1-9V					2				2	4 1/2"x3 1/2"	1 lb.						2, 5	21.95
RE32S17	10TR, 4D		Y	4 "AA" Penlite					2 1/2				2 1/2	5 1/2"x3 1/2"	2 lbs.						2	24.95

\* Simulated Leather Over Plastic

## YORK — York Radio Corp., 15 Empire Blvd., So. Hackensack, N.J.

TR-104	10TR, 3D	AM/FM	Y	Penlites 4	N	AFC, AGC	Y	3	Plastic	Metal	S	1	2 1/2 R	5 3/8"x1 1/2"	1/2 lb.	N.A.	Incl.	T	2	24.95		
TR-105	10TR, 4D			4 "C" Cells	O				3 1/2 R	Plastic	Plastic	V	1	3 1/2 R	8 1/2"x4 1/2"x2 1/2"	2 1/2 lbs.					2, 4	29.95
TR-123	12TR, 5D			4 "C" Cells					3 1/2 R	Leather	Metal	V	1	3 1/2 R	9 5/8"x2 1/2"	2 lbs.					2, 4	34.95
TR-107	10TR, 4D			4-Penlites					3 1/2 R	Plastic	Plastic	S	1	3 1/2 R	7 1/2"x3 1/2"x3	1 1/2 lbs.					2	34.95
TR-151	15TR	AM/FM/SW/MB		4 "D"		AFC, TC, AGC			4, 6	Leather	Metal		4, 6	11 1/2"x7 1/2"x3 1/2"	5 lbs.						1, 2, 3	69.95
TR-152	15TR, 6D	AM/FM/SW		4-Penlites		AFC, AGC			4, 2 1/2				4, 2 1/2	7 1/2"x4 1/2"x2 1/2"	1 1/2 lbs.						2, 5	44.95
TR-153	15TR, 6D	AM/FM/MB		4-Penlites		AFC, AGC			4, 6				4, 6	7 1/2"x4 1/2"x2 1/2"	1 1/2 lbs.						2, 5	44.95
TR-160	16TR, 6D	*		4 "D"		AFC, AGC, TC			4, 6				4, 6	11 1/2"x7 1/2"x3 1/2"	5 lbs.						1, 2, 3, 5	79.95
BE-100	10TR, 6D	AM/FM		4 "C"	B	AFC, AGC			3 1/2 R				3 1/2 R	8 1/2"x5 1/2"x3	2 1/2 lbs.						2, 5	37.95
BE-110	11TR, 7D	AM FM/MB		4 "C"										8 1/2"x5 1/2"x3	2 1/2 lbs.						2, 5	44.95
BE-111	11TR, 7D	AM/FM/SW		4 "C"										8 1/2"x5 1/2"x3	2 1/2 lbs.						2, 5	44.95
BE-150	15TR, 5D	AM/FM		4 "D"					4 R				4 R	10 1/2"x6 1/2"x2 1/2"	5 lbs.						2, 5	54.95

\* AM/FM/AIRCRAFT/MB/SW

## ZENITH — Zenith Sales Corp., 1900 N. Austin Ave., Chicago, Ill.

44 †	9TR, 5D	FM AM	N	4-Penlite	N	AFC, AGC	Y	N	3	Plastic	Plastic	S	1	3 R	5 1/2"x7 1/2"x2 1/2"	1 lb. 10 oz.	N.A.	Opt.	T-B	4	24.95	
51-G †	9TR, 5D		Y	4-Penlite	O				2 1/2 R	Plastic	Metal	V	1	2 1/2 R	3 1/2"x6 1/2"x1 1/2"	1 lb. 10 oz.					2	49.95
76 †	9TR, 4D		N	6 "C" Cells			Y		4 R			S	4 R	6 1/2"x9 1/2"x3 1/2"	5 1/2 lbs.						4	69.95
78 †	11TR, 5D			8 "D" Cells		AFC, AGC, TC			6 O	Plastic			6 O	8 1/2"x11 1/2"x5 1/2"	5 1/2 lbs.						5	89.95
92 †	13TR, 4D	FM/AM Weather Band		6 "C" Cells		AFC, AGC			4 R			*	4 R	6 1/2"x9 1/2"x3 1/2"	5 1/2 lbs.						4	79.95
94 †	11TR, 5D	FM/AM/SW		8 "D" Cells		AFC, AGC, TC			6 O	Plastic			6 O	8 1/2"x11 1/2"x5 1/2"	10 lbs. 1 oz.						4	99.95
3000-1 †	12TR, 5D	LW/AM/FM/SW	Y	9 "D" Cells		AFC, AGC, TC			6 O	Metal			6 O	10 1/2"x12 1/2"x5 1/2"	13 1/2 lbs.						1	199.95

† ROYAL

\* Vinyl-covered hardboard

FACTS FROM THE MOST IN-DEPTH MERCHANDISING TESTS EVER CONDUCTED ON TAPE RECORDERS

# Ampex introduces the Micro series...and the Cassette Tape Revolution begins!

Does the public know about cassette tapes? Does the public like cassette tapes? Will the public buy cassette tapes? Ampex probed these questions in test markets from coast to coast with an in-depth research study. The answers . . . "YES" . . .

loud and clear! Now, the stereo cassette tape player/recorder is here, and Ampex takes the lead in this newest, most exciting tape innovation. Get ready for this season's biggest profit item . . . Micro 85 and the entire Micro series!

**"Definitely a winner"** *Dick Schaak, Schaak Electronics, Minneapolis.* Why? Because they've sold it . . . in quantity. The Ampex Micro Series Stereo tape player/recorders are here for this Christmas selling season . . . best stereo package you can sell.

**"Display does a great job"** *Mike Whittacre, C. W. Electronics, Denver.* The Ampex Micro 85 demonstration display center proved to be a real traffic stopper in every test market . . . and each Micro series model is shipped in an attractive, self-contained display carton.

**"Sold out in one morning"** *Jim Mullins, Howard Sound, Denver.* A sales sensation in this test market . . . all the proof you need that the public is ready for cassette tape player/recorders. Are you ready for the public?

**"Best TV advertising I've seen"** *Bill Moss, Moss Records & Hi-Fi, Kansas City, Mo.* Ampex will be running success-proven TV commercials in cities from coast to coast. And you receive Ampex retail ads that sold Micro units in every test market.

**"Cassette tape bonus offer a clincher"** *Sol Polk, Polk Brothers, Chicago.* An Ampex exclusive. Micro customers get 10 stereo cassette tapes for just \$29.95 . . . a \$59.50 value. Many titles to choose from, plus free sampler stereo cassette tape with unit gives customers a solid music library from the start!



**AMPEX MICRO 85 STEREO CASSETTE PLAYER/RECORDER SYSTEM** A total system. Styled in walnut, comes with matched speakers, 2 dynamic omni-directional mikes, all cables. Digital counter, VU meter, individual volume controls for recording, playback. \$199.95

**AMPEX MICRO 50 STEREO CASSETTE PLAYER/RECORDER DECK** Plays stereo cassette tapes through any console or component system. An in-demand add-on item for every stereo console customer. Plays stereo or monaural. With two mikes, cables. \$139.95

**AMPEX MICRO 20 PORTABLE CASSETTE PLAYER/RECORDER** Great for students, businessmen. Monaural. Operates on battery or AC. Also plays through component system or console as a deck. Tailored carry case, omni-directional mike with remote control. \$99.95

**GET IN ON THE AMPEX MICRO SERIES PROFITS!** It's a winner — backed by a solid merchandising program that touches all the bases. Cassette tape player/recorders will be the hot item this Christmas Season, and the Ampex line will be the hottest of all. Remember, when you carry Ampex, you have a protected franchise. Order now, and ask about the Micro series' one year warranty, still another sales plus from the people who started it all.

Order today. Contact Mike Rowe at Ampex now. Call (312) 692-6674

AMPEX CORPORATION, Consumer & Educational Products Division, 2201 Lunt Ave., Elk Grove Village, Ill. 60007

**AMPEX**

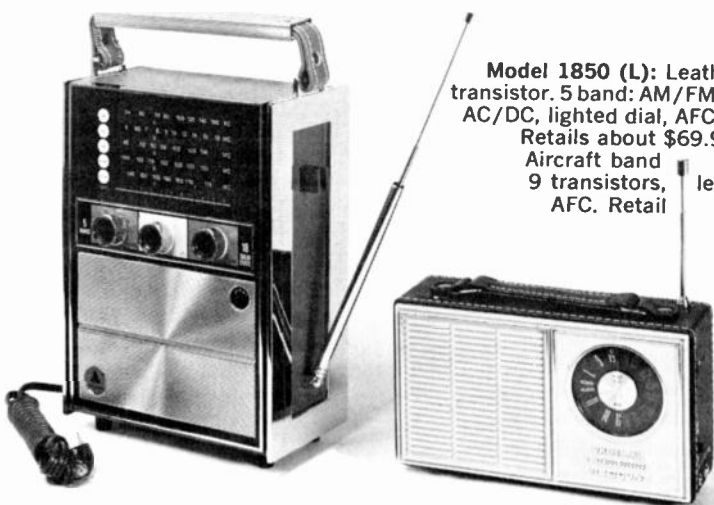
# VISCOUNT

Model 980 (L): Decorator AM/FM full-feature G.E. Telechron clock radio, AFC, walnut trim. Retail about \$29.95. Model 160: AC/DC, 10 transistor portable cassette tape recorder. Leather carrying case. Retail about \$49.95.



## GIVES YOU

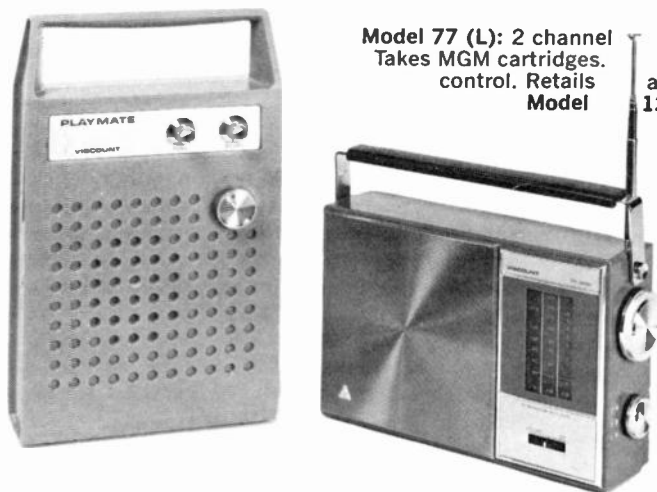
Model 1850 (L): Leather covered 18 transistor, 5 band: AM/FM/VHF/PB/SW, AC/DC, lighted dial, AFC, UL approved. Retail about \$69.95. Model 933: Aircraft band VHF, AM/FM, 9 transistors, leather covered, AFC. Retail about \$24.95.



## THE BUSINESS!

Model 77 (L): 2 channel Takes MGM cartridges. control. Retail Model

tape player. AC jack, tone about \$19.95. 1233: Slimline 12 transistor AM/FM/SW, AC jack. Also AM/FM/MB. Retail about \$29.95.



There's a fresh, new quality-look and excitement in today's Viscount line... standout radios, phonos, recorders and transistors...planned, priced and packaged to get you more business. Four nearby warehouses to serve you.

NEW YORK: 520 W. 34th St. LW 4-1050.

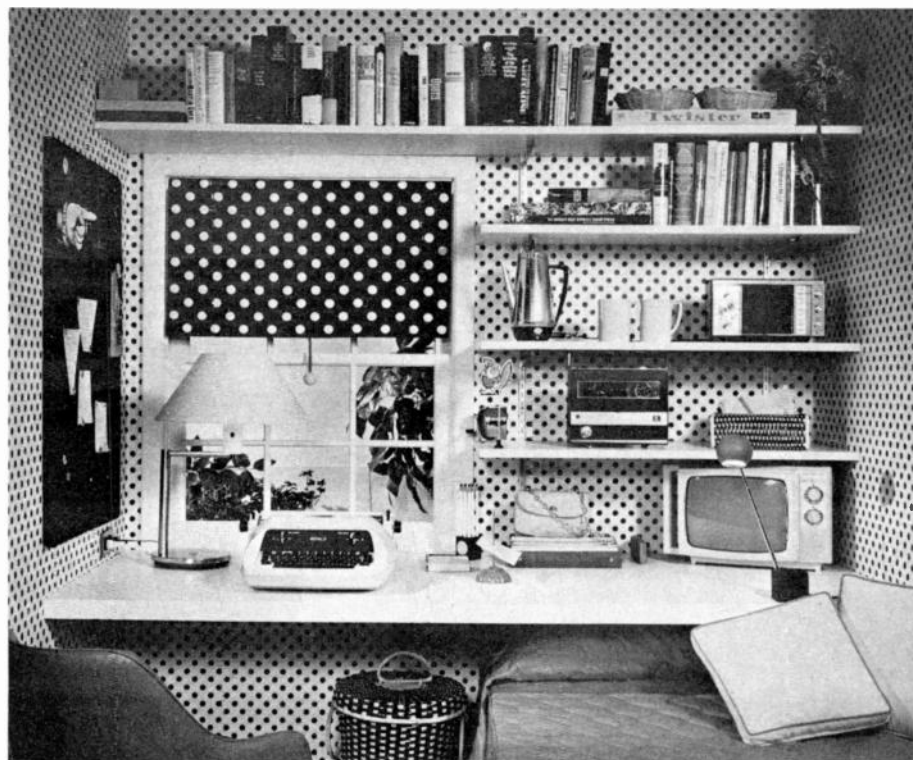
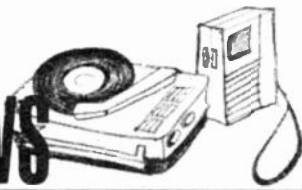
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**VISCOUNT**  
DIV. CONSOLIDATED MERCHANDISING CORP.

# YOUTH ELECTRONICS NEWS



Seventeen magazine decorates its teenage bedrooms with portable electronics

## Make room for the teenage girls, big users of home electronics

What every well-dressed room can't do without—especially, if it's a room for a teenage girl—is portable electronics, according to *Seventeen* magazine. The monthly teen publication has taken to showing portables in nearly every model room it serves up for its readers.

Why? Because *Seventeen* has discovered that, for a teenage girl, a radio is almost as much a necessity as a carpet for her floor.

In a newly completed study, *Seventeen* came up with these facts: nearly every teenage girl owns at least one radio (the average is 1.49 per girl); three out of 10 girls have a personal tv set; seven out of 10 own a phono; and one out of five tapes and plays back on her own tape recorder.

In the next year, according to the study, these electronics habits will account for sales of 4.25 million home entertainment items, including 1.8 million radios, 700,000 tv sets, 1 million phonos, and 800,000 tape recorders.

The study is based on questionnaires mailed in July, 1967, to 2,000 members of *Seventeen's* Consumer panel—a national sample of unmarried girls, 13 to 19 years old. The first 1,423 returns were tabulated by Intercity Research, and form the basis of the study.

The single most important fact derived from the survey: while teens are heavy users of electronics, they tend to receive them as gifts. In most cases, however, they specifically request each item; and, in a good percentage of cases, they receive their electronics as Christmas presents. So—retailers get ready.

Radios are a must for teens, says the study. Of the 97.4% of teenage girls who own an average of 1.49 radios each, ownership is broken down in this way: 61.3% own a pocket transistor; 50.2%, a clock-radio; 21%, a regular portable model; and 16.3%, a table unit. During an average week,

these girls spend 21 hours and 32 minutes listening to their radios.

Plan big radio promotions for the upcoming Christmas season, because Christmas and birthdays are the primary gift-giving times for radios. And put a special emphasis on clock-radios: of the 1.8 million radios that teenage girls will acquire during the next 12 months, 57.9% will be of that type.

Phonographs are big at Christmas, too. Of the teenage girls surveyed more than 90% received their phonographs as gifts. And 50.3% of the monaural units, 54.6% of the stereo, were found under the Christmas tree. As girls catch on to the new equal pricing for mono and stereo discs, their requests turn to stereo phonos: 74.6% of the phonos that girls will acquire in the next year will be stereo.

While phonos are gifts, the girls tend to purchase records themselves. The annual record volume for teenage girls seems to stand at \$286,352,000, with \$222,599,000 going to albums and \$63,753,000 to singles. Each girl spends about \$15.54 on records during a 6-month period, and most girls tend to make their purchases in record shops and department stores.

Tape recorders—the ugly-duckling-turned-glamour-child of the home electronics industry—are popular with teens, too. The number of girls receiving tape recorders within the next year will equal the number receiving phonographs. At present, approximately 1.8 million own recorders.

While 29.4% of teenage girls own a personal tv set—usually portable, with 7.4% of them color sets—the girls spend little time actually watching their sets. Tv receivers, like other electronics items, tend to be gift items. Unlike other electronics items, however, they are acquired sporadically throughout the year.

One thing is certain: there's money to be made in electronics for teens.

**What price  
ease-of-color-tuning?**

**General Electric  
customers have a choice.**

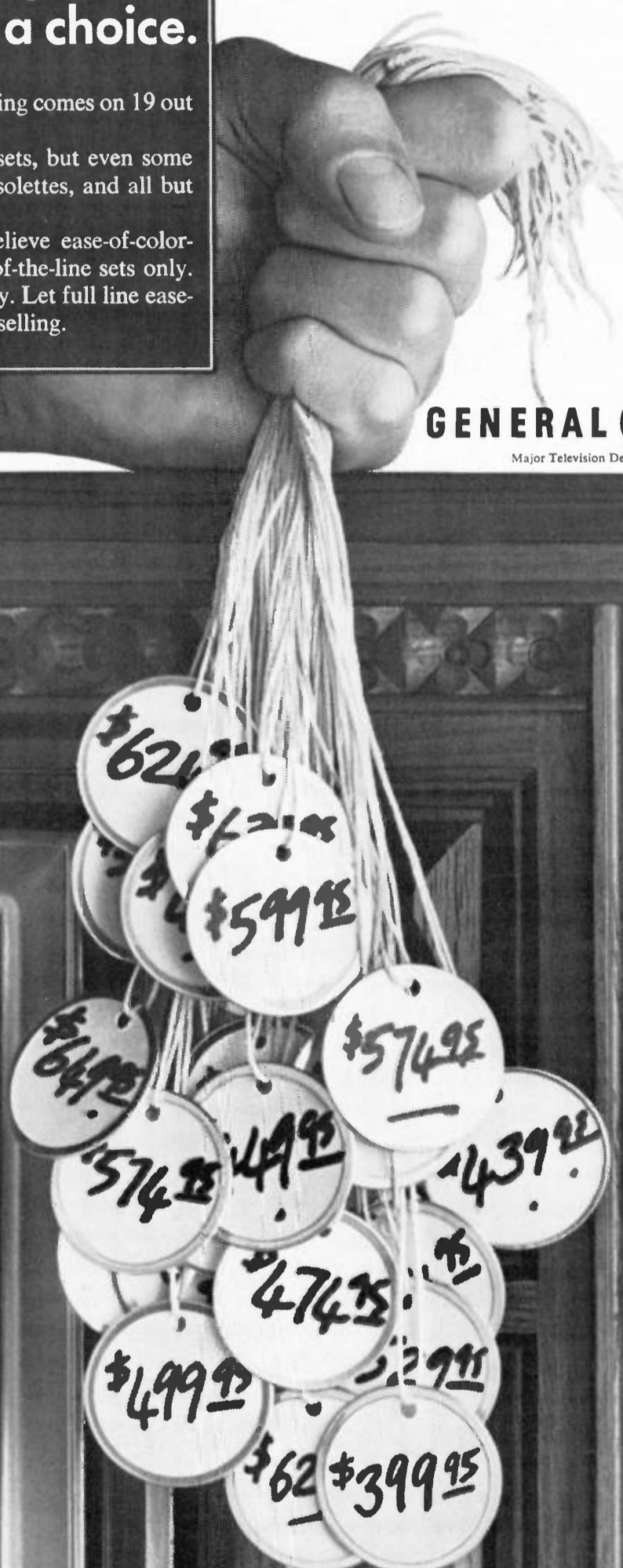
General Electric's Meter Guide tuning comes on 19 out of 25 large screen color models.

Not just on the most expensive sets, but even some 18" and 20" table models and consolettes, and all but two of the console models.

General Electric just doesn't believe ease-of-color-tuning should be reserved for top-of-the-line sets only.

Take advantage of this generosity. Let full line ease-of-tuning help your full line ease-of-selling.

**GENERAL ELECTRIC**  
Major Television Department Syracuse, New York



# TAPE PLAYER- RECORDER NEWS



## Cartridges and consumers: the mixer has just begun

How to reach the consumer—"the forgotten man of the tape cartridge saga," as Stanley M. Gortikov, president of Capitol Distributing Corp. calls him—has been a problem plaguing the cartridge industry since its beginnings.

At first there were pipelines to fill;

there was duplication of inventory to worry about; there was the tangle of warring systems, each with its own claim to being king of the cartridge industry mountain. For a while, it looked as though educating the consumer about the uses, relative value,

potential, and availability of equipment was an impossible task.

A few ahead-of-the-game publications (the *New York Times* and the *Wall Street Journal*, for example), along with an assortment of hi-fi magazines, have devoted some editorial space to the new concept. *Playboy* and *Esquire* have suggested tape equipment as a gift item for the sophisticated man-in-the-know. And one or two radio programs have dealt with the cartridge concept (Long John Nebel talked cartridges with industry figures all night long about a year ago, while several audiophile programs discussed them on FM).

But little has been done to reach the mass consumer on a mass basis. And advertising has been sparse, too.

**The picture has changed, however.** The drive for the consumer's pocket-

book has begun in earnest. Companies such as Norelco, Ampex, Mercury, RCA, and Borg-Warner are concentrating more time and money on consumer advertising. And manufacturers and retailers alike are trying to reach the consumer, to clear up some of his confusion, with the help of magazine articles and brochures.

Sears, Roebuck's insurance company, Allstate, has published a lengthy article on the subject of tape cartridge players for the automobile in its *Allstate Motor Club Magazine*. In explaining the current state of the cartridge industry, the article deals heavily with advantages of 4-track over 8-track players, citing figures to show the preponderance of the former on the market. While figures are hard to come by, with about 167,000 stereo 8-track cartridge players sold by auto companies in 1967 model cars, Sears' contention that 4-track is leading by several lengths would seem somewhat questionable for the nation as a whole—although it may hold true on the West Coast.

The system pushed is not important, however. The fact that Sears and Allstate are reaching the consumer is.

Audio Devices Inc. has taken a different tack: a 4-color point-of-sale booklet to acquaint consumers with the whole cartridge concept. *The tape cartridge: how it began and what it's all about* uses simple language and colorful, whimsical illustrations to tell its story. The booklet is available in quantity without charge from Audio Devices, 255 East 42nd St., New York, N. Y. 10017.

Consumer magazines are taking up the cartridge, too. The October issue of *House & Garden* has an article on "The new pop-in tape cartridges," which discusses the different types of cartridges, their history, the pros and cons of each, and the prices.

**And this is only the beginning.** Look for cartridge players in the gift lists of magazines like *Esquire*, *Playboy*, *House & Garden*, and *Seventeen* next month. As something new that "the man who has everything" probably doesn't have yet, cartridge tape and players could be a big item this Christmas.



*The sweetest sounds you ever saw . . .*

Midland adds sparkling styling to scintillating sound to give you radio value beyond compare. It's the one promotion line that will bring full profit margins, model by model, month after month.

We built our radio line on this premise and promise . . .

*"Never again will you have to sacrifice quality and features for price."*

It's more true today than ever, as Midland marches on with more models, more styling and more value. But check it out for yourself. Join the march to Midland.

**Write today for FREE catalog and price list.**

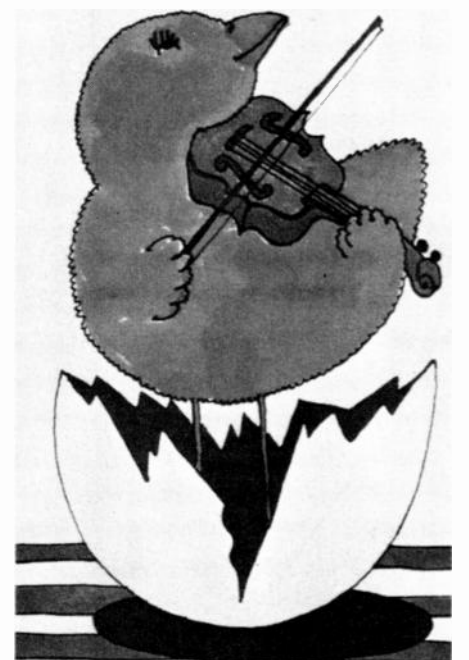
**MIDLAND**  
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## The Tape Cartridge

How It Began and What It's all About



Audio Devices, Inc.

Audio Devices' consumer brochure



# ONLY WESTINGHOUSE GIVES YOU NEW ON-SCREEN TUNING— THE FOOLPROOF WAY TO FINE TUNE COLOR TV.

YOU GET SOUND, PICTURE AND FINE TUNING IN TEN SECONDS FLAT.

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 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.

\*Patent applied for.



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. 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**

## Close-up on key-market retail sales projections: How do you stack up?

How will your market do—this year and in 1972—in color and black-and-white television and tape recorders?

A retail sales picture for these three categories was drawn by Carl E. Lantz, vice president of Philco-Ford's consumer products group, during a tour of 15 key market areas.

As color tv sales boom over the next five years, b&w will continue to diminish, Lantz predicts. And the tape recorder will emerge as the industry's rising star.

Projections for b&w tv and tape re-

recorder sales in 1972 were tabulated by Merchandising Week's research department, based on Lantz' estimates of sales for the current year and cumulative sales for the next five years. Color tv projections were provided by Lantz himself.

Color tv will see its greatest growth in Seattle, where an increase of 27.7% during the next five years will bring sales to \$60 million in 1972. The fastest-growing market for tape recorders, according to the projections, will be Pittsburgh: an increase of 16% over 1967 sales will bring the category to \$5.8 million.

**What is your place in the market?** Consult the chart; compare your own sales with projections for your area. It can help you to plan ahead.

Home Electronics Retail Sales in 15 Markets (in \$ millions)

Markets	B&W tv*			Color tv			Tape Recorders*		
	1967	1972	% Chg.	1967	1972	% Chg.	1967	1972	% Chg.
Boston	\$21.0	\$17.0	-19.1	\$ 64.0	\$ 80.0	+25.0	\$ 6.0	\$ 6.8	+13.3
Dallas	14.0	11.0	-21.4	44.0	55.0	+25.0	4.0	4.4	+10.0
Denver	9.0	7.2	-20.0	31.0	39.0	+25.8	3.0	2.8	- 6.7
Houston	13.0	10.2	-21.5	36.0	45.0	+25.0	4.0	4.0	—
Kansas City	15.0	12.2	-18.7	46.0	58.0	+26.1	5.0	4.8	- 4.0
Los Angeles	50.0	40.4	-19.2	211.0	265.0	+25.6	15.0	16.0	+ 6.7
Newark	26.0	21.0	-19.2	88.0	110.0	+25.0	8.0	8.4	+ 5.0
New Orleans	14.0	11.6	-17.2	38.0	48.0	+26.3	4.0	4.6	+15.0
New York	45.0	36.6	-18.7	137.0	173.0	+26.3	13.0	14.4	+10.8
Oklahoma City	9.0	7.6	-15.6	29.0	37.0	+27.6	3.0	3.0	—
Philadelphia	26.0	21.2	-18.5	78.0	98.0	+25.6	8.0	8.4	+ 5.0
Pittsburgh	18.0	14.6	-18.9	59.0	75.0	+27.1	5.0	5.8	+16.0
St. Louis	19.0	15.2	-20.0	55.0	69.0	+25.5	6.0	6.0	—
San Francisco	28.0	22.8	-18.6	109.0	137.0	+25.7	8.0	9.0	+12.5
Seattle	14.0	11.4	-18.6	47.0	60.0	+27.7	4.0	4.4	+10.0

\*Dollar figures for 1972 are estimated average annual dollar sales.  
Source: Philco-Ford's Consumer Products Group; Merchandising Week's Research Dept.

# If you think the Craig "212" moves fast... Get a load of these!



Here's a little of what's in store for you this year from Craig... a few

great items from the most efficient full line of monaural and stereo tape recorders, tape decks, 4 and 8-track and 4-8 compatible car stereos, AM/FM stereo radios and radio-phonographs, CB transceivers and VTR systems. Why do we call our line "efficient?" Even though it gets bigger, it still moves fast. Contact your Craig rep and load up today!

1. Portable stereo tape recorder • 5" capacity • battery AC or 12 volt-powered • 3-speed capstan drive • internal speakers • sound-on-sound recording • Model #2202

2. Monaural portable tape recorder • 5" capacity • battery or AC powered • voice actuated • ALC • dual speakers • 3-speed capstan drive • Model #2107

3. Solid state 4-track stereo tape recorder • 7" capacity • single "T" control • self-contained speakers • 2-speed capstan drive • automatic equalization • full professional features • Model #910

4. Automatic portable cassette • ALC • cassette eject button • over-size speaker • battery condition indicator • piano-key controls • remote-control mike • Model #2602

5. Portable big brother to the "212" • 5" capacity • ALC • single "T" control • 2-speed capstan drive • digital counter • battery condition indicator • Model #2106

**Craig**  
... products for your pleasure

Craig Panorama, Inc., 2302 E. 15th St., Los Angeles, Calif. 90021 • Craig Dist., Canada; Hammond-Evans, Ltd., 550 Beatty St., Vancouver, B.C.

## Borg-Warner looks to spring for the latest in cartridge products

"It's the products and ideas not already on the street that we're interested in," says Vincent Vecchione, director of consumer products for Borg-Warner's Spring Division. "We don't want to put out secondhand copies of what all the other manufacturers are doing already; we want to take advantage of new marketing opportunities with products that are different," he explains.

Borg-Warner has applied its first-with-the-most philosophy to a host of product innovations already—from the \$99 "Cart-Able 8" 8-track cartridge portable, which the company first introduced last spring and is only beginning to deliver now, to the \$39.95 battery-operated 8-track unit, which set a new low pricing pattern for the industry when Borg-Warner announced it a few weeks ago (MW, 23 Oct., p.24).

The automobile will be the target for most of the Borg-Warner products down the pike. "We've seen a tremendous increase in ordering frequency from distributors of car units," explains Vecchione; "and we'll put the major emphasis there." The company will also hypo sales efforts behind its "Cart-Able 8" unit, however, and will increase the distribution of its \$39.95 portable from San Francisco and New York City to other markets, in January.

The system is 8-track all the way for Borg-Warner. Its new products for spring will be 8-track, and the company has no plans to adopt one of the other cartridge systems for some time to come.

Some of the products on the way, most of which will be introduced at or before the Consumer Electronics Show, in June: an all-in-one cartridge player with FM multiplex radio for the automobile, priced about \$159 to \$179.95, including two speakers; second-generation "Cart-Able" models, one with an AC-DC feature and rechargeable battery; the basic \$39.95 battery-operated unit with an AM or AM-FM radio, at \$49.95 or \$59.95; and, possibly, a low-end unit with radio at practically the price of the playback unit itself.

Also possible for June (although the date is not certain): Borg-Warner might come out with an automobile unit with fast forward, at approximately \$100, and recording 8-track players for automobile or home, priced at about \$159.

Price seems to be the key, as Borg-Warner aims for sophisticated technology with mass-market tickets.

□□□□ **Console phonograph sales held their own** during the week of Oct. 20—a situation that can only count as an improvement for a product whose sales have sagged for the better part of 1967. Distributor sales of console phonos hit 37,177 units for the week, up slightly from the 37,017 units sold during the comparable week last year. Color tv sales are still ahead of 1966, but by a smaller margin than they have been in the past weeks. Sales for the week of Oct. 20 hit 119,887 units, 4.24% ahead of that week last year. All other product categories were down.

□□□□ **Color tv sales will hit 6.4 million in 1968**, predicts Ross D. Siragusa Jr., executive vice president of Admiral Corp. "Color television distributor sales in 1968 should surpass b&w sales for the first time," he forecasts, "with an approximate 23% increase in industry sales over the about 5.2 million units sold this year." Total home electronics sales in 1968 will add up to nearly \$5 billion at the retail level, according to Siragusa. Dollar sales for major appliances will approach the \$3.6 billion level in 1968, he added.

□□□□ **Hong Kong radio exports to the U.S. dropped** for the sixth consecutive month as the average price per unit continued to rise. Transistor radio shipment for September totaled 596,612 units, according to the Hong Kong Commerce and Industry Department, off 45.57% from September, 1966. With this decline, total shipments for the first nine months slipped to 16,139,395, or 5.18% below the comparable period last year. The average price per unit in September was \$3.33, compared with \$2.62 per unit in September, 1966.

□□□□ **Motorola's FM-AM solid-state radio drop-ins** include new price leaders in table and clock models, and one new portable. The new table leader, model TT-26D, at \$29.95 suggested list, comes with slide-rule dialing, slim silhouette styling, and a 4-inch speaker. Step-up models come in at \$34.95 and \$39.95. In the middle of the line, new sets are offered at \$49.95, \$64.95, and \$69.95. Motorola's new FM-AM clock-radio models lead off with model TC-15D at \$34.95 suggested list, offered in slim-styled cabinets of white polystyrene. Step-up models are \$39.95, \$49.95, \$59.95, and \$74.95. The new portable model, TP-8, is \$29.95.

□□□□ **A radio-phonograph the size of a handbag** is now being marketed by Crown Radio. The solid-state unit, with 2-speed phono (33 1/3rpm and 45rpm) and AM radio, measures 2 1/8 by 7 3/16 by 4 1/2 inches, and retails at \$37.50. The phono will play up to 12-inch records.

□□□□ **Arvin enters the small-screen color race** with a 14-inch portable model priced at \$349.95 suggested retail.



Arvin's 14-inch color set: \$349.95

Model 78K39 comes in a high-impact polystyrene cabinet in black and charcoal with chrome trim. Among the set's features are up-front controls, a two-speed VHF tuner and simplified color control. An automatic color degaussing feature eliminates color distortion when the set is moved.

## As b&w tv imports dwindle, Japanese color sets climb

The Japanese are beginning to pour more color television sets into the U. S. after a 4-month slack from April through July. September imports of color sets over 10 inches were below August's level of 31,247 units, but were still substantially above the rest of the year.

F.o.b. prices for color tv continue

to seesaw, although the trend seems to be downward. In September, the average f.o.b. price of a color set over 10 inches stood at \$166.96—up from August's figure of \$156.83, but down from January's \$178.70. U. S. Customs continues to list imports of phantom 10-inch-and-under color tv sets, which no manufacturer will claim.

### U. S. Imports From Japan +

	PERIOD	UNITS			DOLLARS		
		1967	1966	% chge.	1967	1966	% chge.
Television, Total	SEPTEMBER	138,039	161,603	- 14.58	10,853,203	12,208,814	- 11.10
	9 MONTHS	1,039,683	961,887	+ 8.09	79,223,753	66,863,278	+ 18.49
Television, B&W (10 inch & under)	SEPTEMBER	37,229	—	—	2,020,266	—	—
	9 MONTHS	295,506	—	—	16,650,193	—	—
Television, B&W (over 10 inch)	SEPTEMBER	69,816	—	—	3,717,257	—	—
	9 MONTHS	544,240	—	—	29,529,957	—	—
Television, Color (10 inch & under)	SEPTEMBER	543	—	—	31,460	—	—
	9 MONTHS	8,631	—	—	866,153	—	—
Television, Color (over 10 inch)	SEPTEMBER	30,451	—	—	5,084,220	—	—
	9 MONTHS	191,306	—	—	32,177,450	—	—
Transistor Radios, Total	SEPTEMBER	1,256,202	1,240,400	+ 1.27	11,867,675	9,906,263	+ 19.80
	9 MONTHS	8,786,986	8,458,021	+ 3.89	77,717,703	62,589,032	+ 24.17
Transistor Radios (AM only)	SEPTEMBER	577,223	—	—	3,437,256	—	—
	9 MONTHS	4,074,622	—	—	22,147,007	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	SEPTEMBER	644,697	—	—	8,050,867	—	—
	9 MONTHS	4,332,286	—	—	50,951,730	—	—
Transistor Radios (Auto)	SEPTEMBER	34,282	—	—	379,552	—	—
	9 MONTHS	380,078	—	—	4,618,966	—	—
Tube Radios	SEPTEMBER	227,177	128,521	+ 76.76	1,678,759	1,375,466	+ 22.05
	9 MONTHS	1,188,644	906,735	+ 31.09	10,486,977	10,002,016	+ 4.85
Phonographs, Total (incl. tape players, record changers)	SEPTEMBER	55,601	92,245	- 39.73	683,463	1,211,986	- 43.61
	9 MONTHS	727,530	611,773	+ 18.92	10,509,268	9,557,275	+ 9.96
Phonographs (with speakers)	SEPTEMBER	47,513	—	—	595,162	—	—
	9 MONTHS	279,058	—	—	3,262,546	—	—
Phonographs (stereo)	SEPTEMBER	10,667	—	—	236,909	—	—
	9 MONTHS	85,425	—	—	1,424,260	—	—
Phonographs (monaural)	SEPTEMBER	36,846	—	—	358,253	—	—
	9 MONTHS	193,633	—	—	1,838,286	—	—
Phonographs (without speakers)	SEPTEMBER	8,088	—	—	88,301	—	—
	9 MONTHS	31,522	—	—	287,763	—	—
Tape Players (Auto)	SEPTEMBER	—	—	—	—	—	—
	9 MONTHS	272,100	—	—	5,196,285	—	—
Tape Players (other)	SEPTEMBER	—	—	—	—	—	—
	9 MONTHS	144,850	—	—	1,762,674	—	—
Radio-Phonos	SEPTEMBER	135,684	102,834	+ 31.94	2,134,384	1,586,282	+ 34.55
	9 MONTHS	727,279	467,907	+ 55.43	11,079,383	7,078,613	+ 56.52
Radio-TV-Phono Combos	SEPTEMBER	32	—	—	3,168	—	—
	9 MONTHS	1,132	—	—	120,569	—	—
Tape Recorders*	SEPTEMBER	—	—	—	7,324,348	—	—
	9 MONTHS	—	—	—	54,952,000	—	—
Transceivers	SEPTEMBER	485,766	—	—	2,682,659	—	—
	9 MONTHS	2,566,056	—	—	17,196,723	—	—

### U. S. Imports From Hong Kong +

Transistor Radios, Total	SEPTEMBER	640,739	967,052	- 33.74	1,791,466	2,511,171	- 28.66
	9 MONTHS	4,279,565	5,391,519	- 20.63	12,782,768	13,723,956	- 6.86
Transistor Radios (AM only)	SEPTEMBER	560,623	—	—	1,423,045	—	—
	9 MONTHS	3,598,469	—	—	9,738,090	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	SEPTEMBER	80,116	—	—	368,421	—	—
	9 MONTHS	681,096	—	—	3,044,678	—	—

### U. S. Imports From Okinawa +

Transistor Radios, Total	SEPTEMBER	23,751	94,396	- 74.84	80,556	256,651	- 68.61
	9 MONTHS	339,931	584,905	- 41.88	1,045,675	1,646,474	- 36.49
Transistor Radios (AM only)	SEPTEMBER	11,309	—	—	29,311	—	—
	9 MONTHS	258,929	—	—	735,960	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	SEPTEMBER	12,442	—	—	51,245	—	—
	9 MONTHS	81,002	—	—	309,715	—	—

### U. S. Imports From Taiwan +

Transistor Radios, Total	SEPTEMBER	145,167	152,384	- 4.74	747,819	524,353	+ 42.62
	9 MONTHS	1,589,552	1,065,187	+ 49.23	6,213,048	3,024,866	+ 105.40
Transistor Radios (AM only)	SEPTEMBER	64,028	—	—	213,288	—	—
	9 MONTHS	1,061,548	—	—	3,200,183	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	SEPTEMBER	81,139	—	—	534,531	—	—
	9 MONTHS	528,004	—	—	3,012,865	—	—

### U. S. Imports From South Korea +

Transistor Radios, Total	SEPTEMBER	14,450	14,194	+ 1.80	67,049	39,363	+ 70.33
	9 MONTHS	233,230	157,669	+ 47.92	750,624	490,956	+ 52.89
Transistor Radios (AM only)	SEPTEMBER	13,450	—	—	59,549	—	—
	9 MONTHS	213,416	—	—	657,077	—	—
Transistor Radios (FM, AM-FM, Multi Band)	SEPTEMBER	1,000	—	—	7,500	—	—
	9 MONTHS	19,814	—	—	93,547	—	—

+ Source: United States Customs.

\*Tape Recorder \$ figure includes dictating and transcribing machines.

□□□□ **Frigidaire's private-label production** of dishwashers for Montgomery Ward, rumored in the industry for some time (MW, 30 Jan., p.5), was confirmed last week. The products will be made to Ward's specifications and sold under its Signature label. The new line, including both undercounter and portable models, will be delivered to Montgomery Ward warehouses beginning in December, according to a Frigidaire spokesman.

Speculation had been that the switch in suppliers would begin with Ward's refrigerator line, as its agreement with Westinghouse for these products expires at the end of this year. The Frigidaire spokesman, however, could give no information as to when or if Frigidaire would make refrigerators for Ward.

R.L. Terrell, vice president of General Motors and general manager of Frigidaire, noted that Frigidaire has been one of the few remaining multiple-label major appliance manufacturers not producing private-label models. He said the new arrangement would have no bearing on his company's relationships with its own independent dealer organization.

"Frigidaire will continue its program of design innovation for its own dishwashers," Terrell said. "The company is planning to step up its own dishwasher marketing and merchandising program in an effort to help its dealers capture a greater share of the market."

Ward's production contracts were previously farmed out to a variety of suppliers: Westinghouse, Tappan, Admiral, Norge, Franklin, and McGraw-Edison, for example. Frigidaire reportedly will pick up each of the contracts as it expires.

Montgomery Ward vice president and general merchandise manager James Lutz' comment on the move: "The combination of Frigidaire's high standards of product quality and Ward's emphasis on customer service should enable Ward to exceed the sales trend which has seen Ward's automatic dishwasher sales double in each of the past two years."

□□□□ **Colors and decorative units brightened** the appliance section in the new Korvette Herald Square store, which opened last week. Admiral's Duplex side-by-side refrigerator-freezer line was featured in the seventh-floor majors display, along with refrigerators from Whirlpool, Kelvinator, and Korvette's private-label Leonard Korv-air brand. For additional details on the new Korvette store, see stories on pp. 5 and 32.

□□□□ **"Living Up to Your Appliances" will be the theme** of the first annual Home Appliance Conference in Washington, D.C., Nov. 17-18. Sponsored by the Assn. of Home Appliance Manufacturers, the session will feature talks by authorities in the areas of construction, care, and use of home appliances and closely related products, as well as several "Parade of Progress" exhibits.

Among the speech topics at the conference will be "The Birth of an Appliance," "Safe Electrical Practices at Home," and "The Urban Revolution in Appliances." F.R. Anthon, manager of product planning for Westinghouse, will be chairman of the conference.

□□□□ **The 1968 Appliance Technical Conference**, sponsored by the Domestic Appliance Committee of the Institute of Electrical and Electronics Engineers, will be held in Columbus, Ohio, May 7-8.

## 'Info-tag' consumer protection: Frigidaire takes the first step

The average consumer has little or no idea of what actually makes up a typical appliance, reasons New York's consumer protectionist Congressman Benjamin Rosenthal; therefore, she has no basis for making adequate purchasing decisions outside of "sex and symbols" advertising.

Last spring, Rosenthal proposed a National Consumer Information Foundation (MW, 1 May, p.11), which would grade consumer products in areas of performance and durability, and report its findings on Info-tags attached to the items on the retail floor. Consumers, he suggested, need more detailed point-of-purchase information than they are now getting.

True, says Frigidaire, but such information should come from the involved manufacturers themselves—rather than from an outside agency. In an effort to supply the necessary purchase information—and, at the same time, underscore the appliance industry's claim that any necessary consumer protecting can be done by industry itself—Frigidaire will provide special Consumer Information hang tags for dealer use with all 1968 Frigidaire products on the sales floor. The tags, viewed by the company as potentially standard dealer equipment for all appliance brands, state product capacities, weights, measures, and dimensions, and explain fully each feature of the product in question. Printed on standard letter-size, heavy-duty paper, the tags hang on the appliances for accessible product explanations.

An admirable first step, admits Congressman Rosenthal—but still not close enough to what he has in mind for his Foundation. "I would like to applaud the decision of Frigidaire to make more information about the performance characteristics of its products available to consumers. The thrust of my efforts in the consumer field, including my bill to establish a National Consumer Information Foundation, has been to insure that the consumer has information about products sufficiently comprehensive to permit intelligent choice in a complex marketplace.

"The Frigidaire decision," he admits, "is a meaningful first step, but a first step only, and should be imitated by other producers concerned with consumer welfare."

Rosenthal's reservations concern the lack of actual comparative information on the Frigidaire tags. His Info-tags, while not comparing brand to brand, would provide performance information—such as the duration of a washing cycle, the length of time it takes for water to heat in a washer etc.—for the consumer.

Such information isn't necessary, argue appliance manufacturers. And even if it were, it would be difficult to collect in an industry just moving into high-gear in the areas of basic standards. Individual manufacturers, such as General Electric and Whirlpool, contend that existing point-of-purchase information sources (gummed stickers, spec sheets, and nameled-into-the-finish operating instructions, for example) are sufficient for consumer use.

A growing consumer education movement, however, could steer other manufacturers in Frigidaire's direction

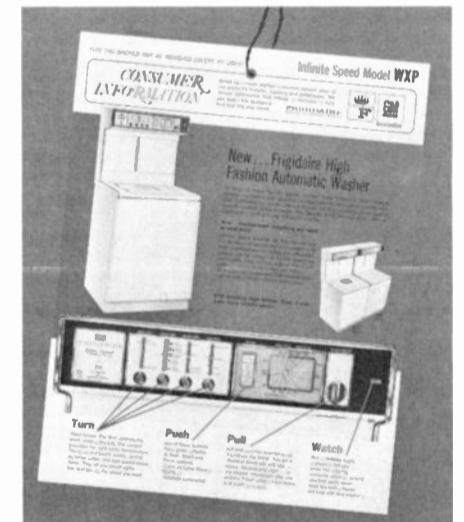
and popularize an Info-tag system of consumer information, admit some company spokesmen. Rosenthal's bill, in the meantime, is both sitting in the House Commerce Committee's hearing hopper, and wending its way—in another form—through the House Government Operations Committee. (The Consumer Foundation, with its Info-tag proposal, is both an individual bill and a part of Rosenthal's bill calling for the establishment of a federal Department of Consumer Affairs.)

The fate of both versions of the bill is still uncertain, although the Consumer Affairs Department proposal is expected to come up for consideration sometime early during the next Congressional session.

—Bill Hutchinson



Detailed product information. . . .



complete with manufacturer specs



. . . make up Frigidaire's hang tags

# Look here:

HiFi/Stereo Review

THE *Atlantic*

HIGH FIDELITY

THE WALL STREET JOURNAL

*The New York Times*

House & Garden

*Esquire*

*Sunset*

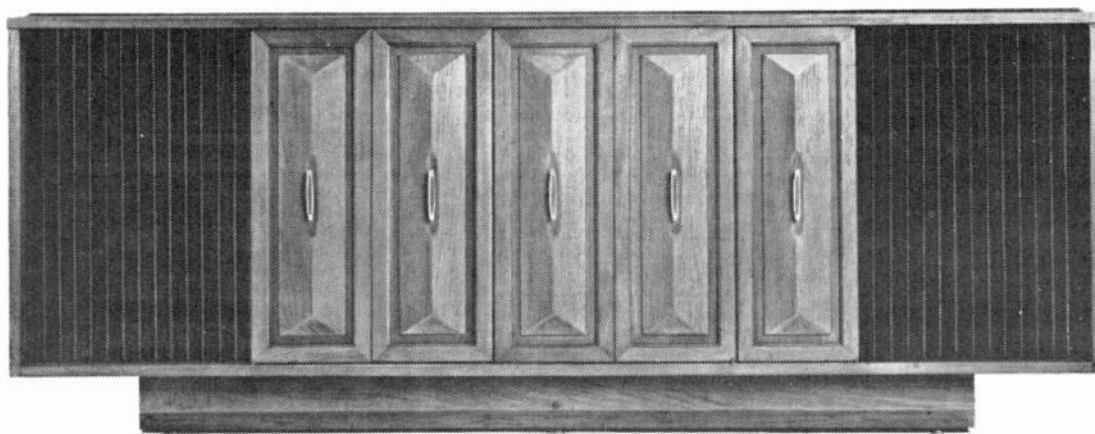
AUDIO

Harper's

House Beautiful

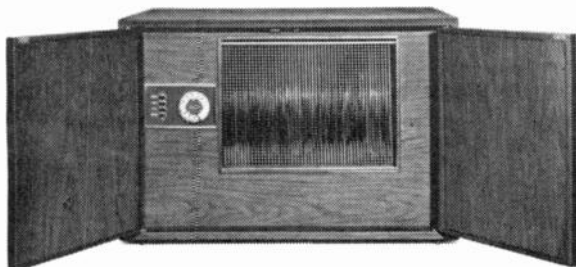
*Audioman*

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The Seeburg Stereo Home Music Center  
—world's first console with Audiomation.®\*

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Audiomation is also available in this component unit, for hook-up to existing stereo systems.

# Find out what's being done to "Audiomate" the country.

Seeburg's telling everyone about Audiomation—the revolutionary development that plays 50 LP records at the touch of a dial, from anywhere in the home. If you haven't heard about this gold mine, write for full information to: Consumer Products Division, The Seeburg Corporation, 1500 North Dayton Street, Chicago, Illinois 60622.

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## MAJOR APPLIANCE NEWS

□□□□ **Mc-Graw-Edison stresses noiseless operation** and two decorator finishes—modern walnut and provincial white—in its 1968 Coolerator air conditioner line.

Leading the line is the Glacier series, starting at 24,500Btu. Aimed at commercial installations and large rooms, the 34,000Btu Glacier (about \$500) includes a fresh-air ventilation system and stale-air exhaust. The coolerator Custom series (under \$270) offers flexibility of control with a 3-speed fan and 4-way air-direction control as standard features. Some Custom models include reverse-cycle heating; one 12,000Btu unit operates on 115v.

Sixteen Coolerator Compact models (under \$180) range from 6,300Btu to 12,000Btu. Two of the six 115v Compacts have the built-in "Ezy-Mount" feature; some have reverse-cycle heating. The Super series (under \$180) for bedroom installations, ranges from 5,500Btu to 8,400Btu. All Super models have "Ezy-Mount."

For homes with casement windows, Coolerator offers the Powerette model (under \$150), which can be installed in a casement window by removing only one glass pane.

□□□□ **To help retailers plan newspaper ads**, the American Newspaper Publishers Assn.'s Bureau of Advertising is offering a Time Table of Retail Opportunities. Sales and advertising patterns for various types of stores and lines of merchandise, work sheets for scheduling ad programs, and aids for developing advertising plans are featured in the Time Table, which is available through member daily newspapers.



GE's model kitchen highlights 1968 appliances in new Harvest color

## Styling, design changes highlight GE's new line of appliances

Introduced with a new emphasis on value rather than on price, General Electric's appliance line for 1968 features engineering improvements, design changes, and an expanded choice of decorator colors on models ticketed as much as 7% above those of last year's line.

In addition to across-the-board price increases made in two stages since May 1 (MW, 18 Sept., p.3), the company has instituted increases on color models—including those in its new yellow-gold Harvest—that mean step-ups of \$5 to \$10 at retail.

**Refrigerators show design changes** reflected in new sculptured plastic-on-steel door handles that extend the length of the unit in an archer's bow formation. The simulated-walnut feature is offered on all eight of the line's new additions, which bring the GE line to 25 models. Included are four new side-by-side Foodcenters: two 18.1-cu.-ft.-capacity, 32-inch models; a deluxe model with a 23.6-cu.-ft. capacity, an automatic icemaker, a 7-day meat keeper, and adjustable door shelves; and a 23.7-cu.-ft. deluxe model with standard ice trays.

Four top-mount models are available in the line, including two new 16.6-cu.-ft.-capacity refrigerators with 155-lb. freezer sections, available with or without the automatic icemaker feature.

Automatic icemakers are more widely available in the 1968 line, due in part to a phasing out of the auto-fill ice producer feature. Sixteen-cu.-

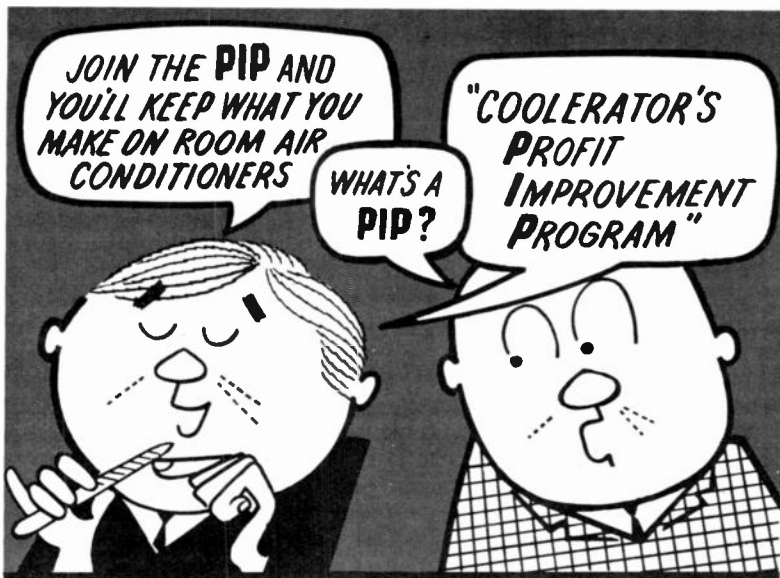
ft. models are also going the way of auto-fill, and will be phased out through January.

**Self-cleaning ease is expanded** by wider availability—with new price leaders for built-ins—and wider scope of operation. A new top-of-the-line feature on the \$700 Americana range allows both the upper and lower ovens to be cleaned electrically. Removable panels on the top oven may be placed in the lower P-7 cavity during the self-cleaning operation. The unit also features a 5-heat cooking surface, and a Sensi-Temp unit that adjusts heating by pan size.

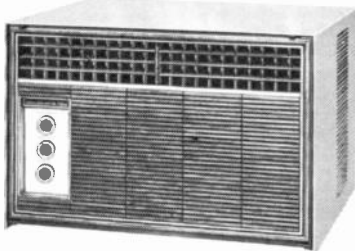
Prices on the new self-cleaning ranges are expected to begin at about \$350 for free-standing, \$370 for built-in units.

**Air conditioning is high fashion** in the 7-series, 40-model line. The new Fashionettes series includes a 6,000Btu unit available in one of five decorator colors—including Harvest. Fashionette models will be offered in other capacities in the Woodhue color only. All models in the line claim indoor-outdoor decorator styling with a molded casing that maintains "living room" appearance outside the house.

**Top-of-the-line dishwasher models** for '68 feature new Selecta-Level Racks that can be adjusted or removed for loading flexibility. Last year's top-of-the-line Versatronic dryer feature has been brought down to some middle-of-the-line models of the full laundry line, which was introduced during the spring.



### Coolerator 5-Point Profit Improvement Program



1. **Early Bird Program**—A money-maker for you. Ask your Coolerator representative.
2. **Direct Buying**—Opens a great opportunity to increase your profits.
3. **Profit Protection**—Lets you develop your market to its full potential.
4. **Uncompromising Quality**—Your best protection against service losses.
5. **Features That Sell.**

Let's talk it over.

# Coolerator®

Manufacturers also of Coolerator  
Central Air Conditioners, Dehumidifiers, Humidifiers.

another  
quality  
product of



Write to: Albion Division  
McGraw Edison Co., Albion, Michigan



Convenience plus: top-of-the-line range and dishwasher feature new extras

# The company that made a 38% brighter picture tube now has a picture as bright as ours.

There's been an awful lot of fast-talking going on about who has the brightest picture in the business.

Up to now, we just sort of sat back and watched everybody try to outclaim everyone else.

Until some company advertised that their tube was 38% brighter.

The fact is, their tube is just as bright as ours. Because the rare earth phosphors for presenting a brighter picture that we developed two years ago, they're using now.

Practically everybody is.

So nobody really has a brighter picture than anyone else.

We've just had ours a little longer, that's all.

**SYLVANIA**  
A SUBSIDIARY OF  
GENERAL TELEPHONE & ELECTRONICS

When you've found the heart of the city, you've found Herald Square!

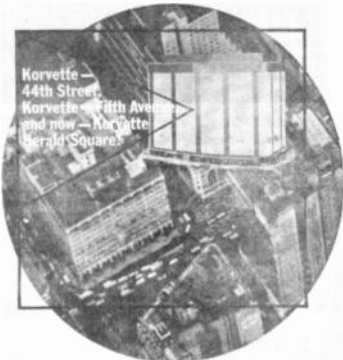
And that's where you'll find the newest E. J. Korvette store, opening this Thursday at the 9 A.M. ribbon cutting ceremony.

Join the fun circle of shoppers when one of America's greatest stores comes to Herald Square, the most fabulous shopping area in the greatest city in the world.

**RIBBON CUTTING CEREMONY**

The First Lady of New York City Mrs. John V. Lindsay will officiate at the formal ribbon cutting with Mr. Charles C. Beane, Chairman of the Board of Sparten Industries presiding.

**IT'S A HAPPENING!**  
**KORVETTE HERALD SQUARE**  
**OPENS THIS THURSDAY 9 A.M.**



This is the story of a triangle that became a square, that becomes a fun circle because Korvette's coming there.

**E. J. Korvette**  
 Herald Square

Pre-opening ad prepares New York for Korvette happening



The Housewares Jamboree flyer



Home electronics in the new Korvette



Merchandise manager Murray Beilenson at work

# Korvette happens on 34th St.: housewares takes on a trade-up look

Everybody may love a bargain, but not everyone will find one in the housewares department of E.J. Korvette store No. 45. Situated on the lower level of the marble-fronted fortress at Thirty-fourth St., only the traffic-pulling subway entrances serves as reminders of the department's "bargain basement" location in the 10-floor structure. Any other resemblance to a basement operation is conspicuously absent.

Customers may clamor for the opening day specials and other promotions that the discounter advertises, but this type of merchandising is not at the heart of the Korvette housewares operation. The store is taking its marble-front image seriously.

Down in the housewares department, an effort is being made to get consumers to think and buy the big-ticket, profitable-for-the-store housewares lines. This is the continuation of a trend apparent when the store opened its 44th unit in Brooklyn last summer (MW, 28 Aug., p.8). It becomes even more apparent when the city's other retailers frequently upstage the discounters with their sharp promotional pricing. And then there was the store's Housewares Jamboree flyer that fell out of the *New York Times* Sunday edition last week. Making full use of co-op ad money, and liberally doused with artwork and fashion-oriented copy, the brochure made a definite statement of Korvette's housewares merchandising policy.

Customer premiums, rather than bargain pricing, was the focal point of the page and a half of General Electric merchandise. Clocks were shown as low as \$4.99, but the emphasis of the ad was on a free pin given away with

each clock purchase over \$5. The same held true for an electric blanket from GE, which was offered with a Twilight Snooz-Alarm clock.

For an opening-day special, however, Korvette promoted Nordic (Northern Electric) twin- or double-bed automatic electric blankets at \$7.99. And, while a GE spray-steam-dry iron was shown tagged at \$14.99 in the catalog, Korvette promoted a GE Steam & Dry iron at \$6.88 on opening day.

In floor care, the flyer featured a GE vacuum sweeper at \$39.99, and GE's electric vacuum cleaner at \$23.99. Shetland's high-end—\$59.99—chrome canister vac had the central position on a page that also included a Shetland 2-speed cleaner and floor polisher at \$39.99 and a 2-speed Power-Dial Sweeper Vac at \$29.99. Korvette also showed a Regina Elektrikbroom and a floor polisher and scrubber, both at \$19.99, in a season when comparable items have been prominently featured in the New York area for under \$16. There was also a Hoover portable vac at \$49.50 and a Hoover Handivac at \$19.50.

Korvette promised "new flavor excitement with effortless ease . . . in speedy seconds" from a group of four blenders from Rival, Waring, and Oster, trading the consumer up from a Rival 2-speed pushbutton blender at \$14.88 to an Oster solid-state, 8-speed unit at \$39.98. The opening-day-sale blender offer just 200 per store, limited one to a customer—was a special-model Waring 2-speed blender with timer. Again, the customer was moved to trade up from the Waring 2-speed blender at \$10.99 that was featured when the the Brooklyn store opened.

Other electrics in the Housewares Jamboree flyer included fair-traded units from Salton, Broil King, Crown, and Intermatic. Westinghouse entered the Korvette flyer with a chrome coffee-maker at \$14.99; a spray-steam-dry iron at \$9.99; an electric heater at \$15.99; and an electric blanket at \$12.99. In cookware, attention was focused on a Wear-Ever 11-piece, Teflon-coated set priced at \$15.88. On opening day, this was offered at under \$14. Decorator shelving, hardware, and lighting fixtures also figured prominently in the flyer. But if you were looking for bargains, they were to be found in the city's other stores, not Korvette.

In the new store itself, an indication of Korvette's stepped-up emphasis on price-protected and fair-traded merchandise was the place assigned to Corning, West Bend, and Farberware in the new housewares department. Their displays are located all in a row at the foot of the escalator.

The value of decorative packaging for housewares is also going to be tested in the new department. Housewares is almost 90% self-service; merchandise is kept in its cartons on the selling floor. This is a departure from Korvette's usual policy of a pickup counter for small appliances and the bigger-ticket non-electric housewares.

Korvette housewares on Thirty-fourth St., according to one source, is reportedly running a dangerous game of finding itself caught short of merchandise during the upcoming Christmas season. A lack of stockroom space is given as the reason, and, apparently, the store will have to rely on frequent supplier deliveries to keep up with anticipated customer demands.

Personal care electrics are being given more attention in Korvette store No. 45. Almost every major manufacturer of personal care electrics is represented on the shelves of its several aisles. Prominently shown, however, are the price-protected, nationally advertised brands.

Korvette will make wide use of manufacturers' displays for this product category (a Water Pik merchandiser was already on the shelf with the merchandise stacked below it) and the store expects to do more in terms of personal care electrics display after Christmas.

While housewares dominates the lower level, major appliances and home electronics vie for attention with records, books, decorative accessories, gifts, and luggage on the seventh floor.

In home electronics, Admiral joins RCA and Zenith as a major line. Admiral is being fair-traded, RCA and Zenith are not. On a pre-opening day tour, Merchandising Week counted 12 RCA, 10 Zenith, and seven Admiral color console models. Korvette has also taken on home electronics from Philco-Ford but, was only displaying two Philco-Ford color tv consoles at the time of the tour. In portable and table-model color television, Korvette was showing RCA, Zenith, and Toshiba.

In major appliances, Admiral is also making its Korvette major appliance debut, with its Duplex side-by-side refrigerator-freezer line getting the spotlight. Other refrigerator lines included Whirlpool, Kelvinator, and Leonard Korv-air. In major appliances, about half of the display models were shown in colors, the coppertone dominating. Decorative units were also prominently displayed.

—Irene Kanfer





## Whirlpool "professors" travel the U.S. to train servicemen in satisfying your customers.

Even the finest quality products may sometimes require repair . . . and we know that good service on appliances makes for good customer relations. Whirlpool makes every effort to be sure there'll be *well-trained servicemen* available everywhere to provide it if needed.

This continuous service training is the job of 104 Whirlpool field service representatives — the "professors" who carry vital information and instruction to wherever it's needed.

These Whirlpool people cover the country

from 71 distribution centers. Most any week of the year, they conduct dozens of training sessions on new products, new models, new service techniques . . . besides schooling mechanics in such basic courses as refrigeration, electricity, solid-state electronics, etc.

What do you get out of all this educational effort? Repeat sales! Because the brands that customers trust . . . and buy again and again . . . are those on which they can get proper service when they need it. We do everything

we can to assure dependable operation of Whirlpool appliances long after the sale. It's good business for us . . . and for you!

If you believe in top-quality service (and top-quality appliances) you have a lot in common with your Whirlpool distributor. You ought to talk with him about it . . . and about the many reasons why *it's easier to sell Whirlpool than sell against it.*

  
**Whirlpool**  
CORPORATION

# COOKWARE NEWS



□□□□ It will take more than a Teflon II label on cookware and bakeware to clear up the consumer's confusion between regular and hard-base Teflon coatings. Although manufacturers have greeted DuPont's proposal for a seal program with enthusiasm, the industry is adopting a cautious "let's wait and see" atti-

tude to the idea (MW, 23 Oct., p.30).

The first step—to be taken before the Teflon II seal appears on any product—is the establishment of new and high accreditation standards for utensils with the Teflon finish.

The hard-base Teflon finishes, for instance, have recently been criticized by a con-

sumer product-testing organization. In many cases, it was found that cookware with this coating is more difficult to clean than utensils with regular Teflon finish. And, in many cases, hard-base or regular finish made no difference at all in the over-all performance. DuPont sources acknowledge this, saying that the variations can be attributed to differences in the gauges of metal. Also, a utensil may carry a DuPont Teflon seal having met only the minimum requirements.

□□□□ **Minimum standards will have to be established** before any kind of Teflon II program gets off the ground. "Before we use the term Teflon II, we will have to determine which coating system is the best and hope that the entire industry will adopt it," explained a DuPont spokesman. With the aid of manufacturers, DuPont hopes to embark upon its first testing program to determine the best process. This is also the first time that DuPont will give open backing to the hard-base coating process.

□□□□ **What may still cause consumer doubts about Teflon**—even with the Teflon II label—is the distinction that DuPont talks about making between Teflon II as it applies to cookware and to bakeware. As used on top-of-the-range cookware, Teflon II will set off utensils with the TFE 2-coat system over the "best" substrate. In the case of bakeware, Teflon II will specify DuPont's new Teflon non-stick coating, which should be introduced on some bakeware lines at the January Housewares Show.

DuPont hopes that this will mean a new era of uniformity and high-quality performance standards for the coating. But manufacturers are wondering if DuPont would not be wiser to limit the Teflon II program to the top-of-the-range cookware, rather than confusing the consumer by asking her to distinguish between a coating process and a coating.

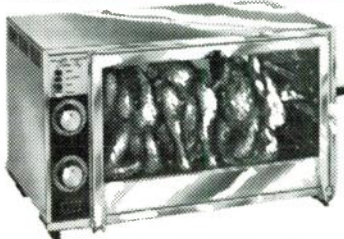
□□□□ **Cookware's fashion image is being changed** by regional preferences. Although avocado remains the favorite shade, burnt orange is showing signs of becoming a strong challenger in many areas. Revere reports that browns and coppertones are in strong demand on the West Coast. The company is also considering a line of Pacific blue cookware with Wedgwood blue Perma-Loc Teflon-coated interiors.

Color is also helping cookware's gift appeal. "From the return cards on the Country Inn cookware," noted Robert O. Lockman, of West Bend, "we know our share of the gift market is increasing."

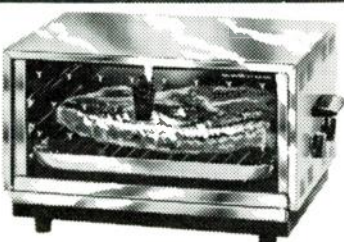
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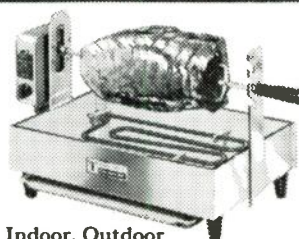
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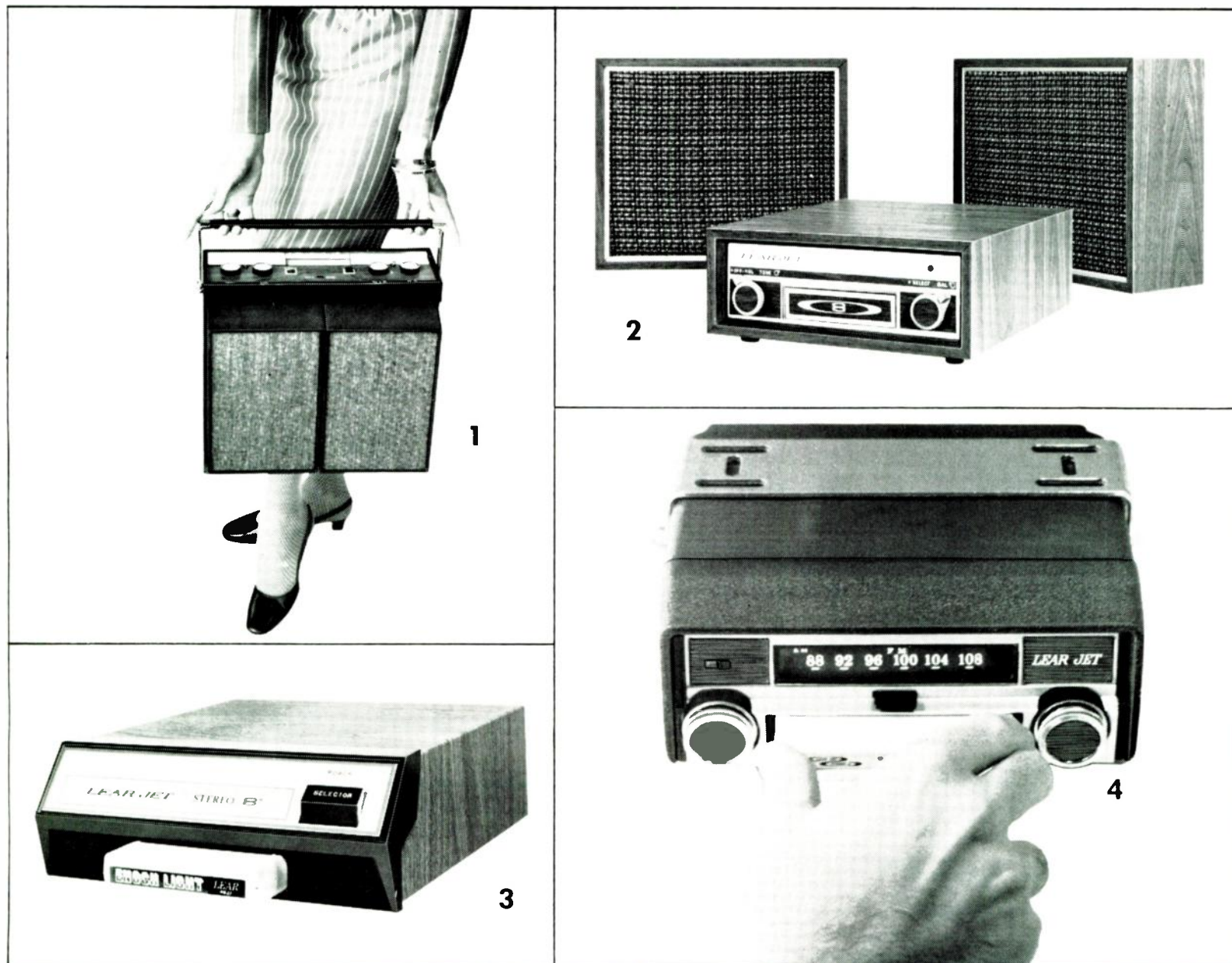
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