

GRT Soul tapes

The best in
4 & 8 track

R & B cartridges

- CHUCK BERRY • MAMAS & PAPAS
- BOOKER T • BRO. JACK McDUFF
- EARL BOSTIC • MUDDY WATERS
- JAMES BROWN • WILSON PICKETT
- JAMES CARR • OTIS REDDING
- GENE CHANDLER • DELLA REESE
- RAY CHARLES • MITCH RYDER
- ARTHUR CONLEY • SAM and DAVE
- KING CURTIS • The SHIRELLES
- BO DIDDLEY • NINA SIMONE
- LEE DORSEY • PERCY SLEDGE
- ARETHA FRANKLIN • BILLY STEWART
- HOWLIN' WOLF • JOE TEX
- The IMPRESSIONS • CARLA THOMAS
- CHUCK JACKSON • OSCAR TONEY Jr.
- BAR KAYS • The TURTLES
- The KINGSMEN • DIONNE WARWICK
- RAMSEY LEWIS • YOUNG RASCALS

General Recorded Tape
1262 Lawrence Station Road
Sunnyvale, California 94086
(408) 738-2660

Everything sounds better
on...

AMERICAN
CRYSTALINE
RECORDING TAPE

manufactured by

GREENTREE
ELECTRONICS

2135 Canyon Dr., Costa Mesa, Calif. 92626

supplier of
the world's finest
recording tapes
to the record,
music and tape
cartridge industry

Perlin's Center: House Built on Promo & Service Foundation

TARZANA, Calif. — Lou Perlin, a former Craig Corp. advertising director, has opened a Craig Stereo Tape Center, which is essentially a house built on promotions and service.

Perlin's 2,000-square-foot location at 18421 Ventura Boulevard, is two miles away from his nearest competitor, a Muntz Stereo-Pak dealer in Reseda.

Perlin's concept for the sales and service center which stocks Craig cartridge car stereo players exclusively, tapes sold through the Craig Corp. plus two lines of stereo phonographs, is to "pamper" the customer.

Pampering encompasses washing the car's windows, vacuuming the inside and polishing the chrome on the door after an unit has been installed. It also means spending over one hour on the installation. It slims down to allowing teen-agers to roam behind the counter and look at cartridges.

Opened on a Friday (25), Perlin sold 16 4-track units over his first weekend. He has devised a Craig key club which will offer a 10 per cent discount on all tape purchases. A card is secured with the purchase of a player on number of tapes. The offer is running for 90 days. After that the card will be available for \$3.

An aggressive merchandiser, Perlin has plans for several promotions.

Tickets to Show

Members will be offered tickets to the auto show in October, will be given one free ticket to a movie house with the purchase of one general admission. "It's the only way you can keep people with you," he feels. "When we clean up a car after an installation, it's a service to the customer which no one else is doing. It creates word-of-mouth advertising."

Perlin says he took a survey of Southern California cartridge dealers to find out what they did to keep customers returning.

Their attitudes, he says, were that since they had installed the unit, the customer would automatically return. "You have to do things for people. That's why we've set up the key club."

Perlin says he's had a number of people offering him trade-ins on a low-priced 4-track and compatible unit. I can't afford to take the compatibles," he says. "But I will offer to put them on sale."

Perlin says he would like to be across the street from the Muntz dealer. "The closer we are the easier it is for people to compare units." The owner says he tries to treat all teen-

agers like adults. "The idea is not to push them around. They won't be met by any girls in mini-skirts."

On the equipment shelf, Perlin stocks Craig models 501, 3105, and 3110—which gives him a price run of from \$55-\$89. He hopes to receive Craig's compatible 4-8 within 90 days.

On the phonograph end, he sells Motorola phonograph console stereos which start at \$400 and a \$300 Continental stereo record player. Perlin is offering phono equipment in a store designed to emphasize the new continuous loop stereo medium, to entice adult buyers.

Receives Card

When someone buys a machine, he receives a card several days later that the store has made a contribution to the Vista Del Mar adoption agency in his name—another lure to emotionally entice adults. "If you establish an honorable relationship, you won't have to worry about complaints. You'll get a different reaction from a customer."

Perlin selected Tarzana because it is at the hub of some six schools—he will advertise in its newspapers as well as

using two San Fernando Valley radio stations plus a Valley newspaper and the Valley section of a metropolitan paper.

Presently the store is operated by four people, Perlin says: "Me, myself and I plus one full-time installation man."

Kids Tape Disks

Perlin allows kids to tape their records, albeit he won't do it himself. "They do the recording and they have to accept it the way it comes out." The store has a Craig player/recorder, model 3301 (\$259), hooked up to a console stereo system.

Perlin's tape library consists of 1,500 "old" Craig 4-track titles selling for \$1.95 plus material from Ampex, GRT, RCA, Columbia, Capitol — all purchased through the Craig Corp. He even has some Muntz tapes, obtained through Craig.

Perlin explains he gave the matter of being a one-line house considerable thought. He feels there are more pluses in working with one supplier than in dealing with a myriad of companies. "You can get a lot more co-operation when you work with one house," he philosophizes. "When ad money becomes available you should be the first one to get a crack at it, right?"

Concord Sets Tray Holder

LOS ANGELES — Concord Electronics has devised a tray holder which plugs into an auto radio speaker system and turns the F-100 "sound camera" cassette machine into a car unit.

The adapter is the CA-150 which must be bolted underneath the dashboard. The unit sells for \$29.95 through all Concord dealers: photo, department and audio stores.

Power is derived from the car's battery system, which saves the F-100's own batteries for use outside the auto. The player, which has been on the market for over one year, retails for under \$100. A locking device on the adapter tray is designed to thwart theft of the player.

Stereo Panorama's Mobile Salesman

ST. PETERSBURG, Fla.— Stereo Panorama is using a custom-built display van to introduce area dealers to CARtridge equipment. The truck, driven by Michael Donohue, Stereo Panorama's sales manager, carries 5,000 4, 8-track and cassette tapes plus a complete line of players.

B. F. Minor, general manager of the company located at 3800 North Skyway Boulevard, created the mobile showroom concept. All playback units are plugged into a mercury electronics generator. After the van has been to a retail location, Stereo Panorama sends a salesman to write orders.



AUTOMATIC RADIO'S Tote-A-Tape, a portable 2-channel player and AM radio, operates when endless reel, miniature cartridges are inserted into the cartridge opening. The unit is equipped with four "C" type flashlight batteries, and is of the solid-state variety.

Channel Makes Test Cartridge

NEW YORK — Channel Marketing is producing test cartridge for consumer use for testing players in the home and automobile.

This unit retails at \$3.49.

The firm, with facilities in New York and Los Angeles, says the new cartridge contains electronic test of frequency response, tape tracking, program and individual track volume balance, speaker and program identification and automatic switching.

The test cartridges are in 4 and 8-track, and are available directly from Channel, or its distributors across the country. Each cartridge is equipped with recorded instructions for the user. Also, Channel is mapping plans to produce a test cartridge in the cassette size.

Maloney Shifts Job

SAN ANTONIO — Joe Maloney, formerly with Kynamics Devices Inc., of San Antonio has left the local organization to take over duties as assistant manager of the downtown Aztec Theatre.

CASSETTES PLAYTAPE

Large Jobber requests quotes on Cassettes and playtape-type Cartridges, loaded with blank tape of various lengths. Send volume pricing offers to

BOX 122
BILLBOARD
165 W. 46 St.
New York, N. Y. 10036

DIRECTOR OF SALES

A challenging opportunity exists with a leading Tape Cartridge Manufacturing and Marketing Firm for a Sales Executive of proven ability. Philadelphia area.

SALARY • BONUS
FRINGE BENEFITS

SEND ALL PARTICULARS TO:
BOX 207, BILLBOARD
165 West 46th Street
New York, New York 10036



AUTOHARP ALBUM playback pleases soloist Cecil Null, right. Null's album, to be released by Decca, contains only the music of his self-built, solid-body amplified autoharp, but Decca officials say that Null's use of 36 magnetic pick-ups on his instrument makes it sound "like a 20-piece orchestra." Null, who has two more Decca albums in the works, is seen here with Bradley's Barn studio operators Jerry Bradley, left, and Charley Talent.

when answering ads . . .

Say You Saw It in the Billboard

running on all tracks!

4
AND
8
TRACK
DUPLICATING



DUBBINGS ELECTRONICS INC.
1305 S. Strong Ave., Copiague, N. Y., 893-1000