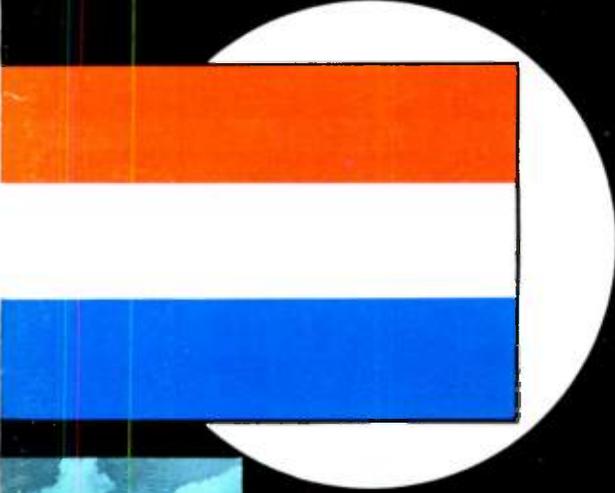
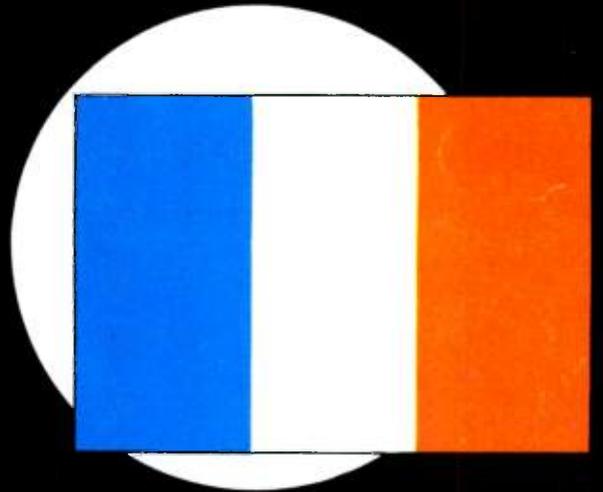
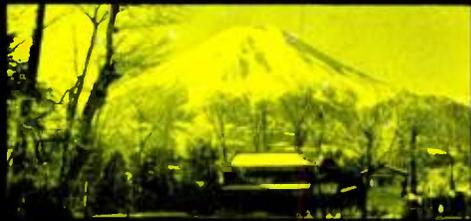
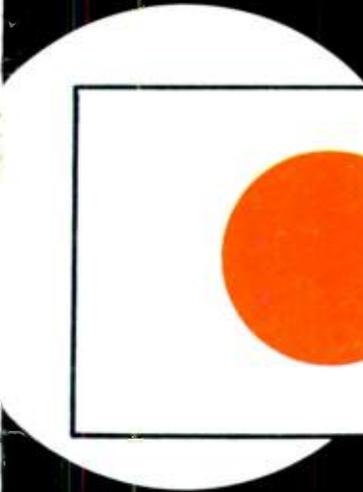
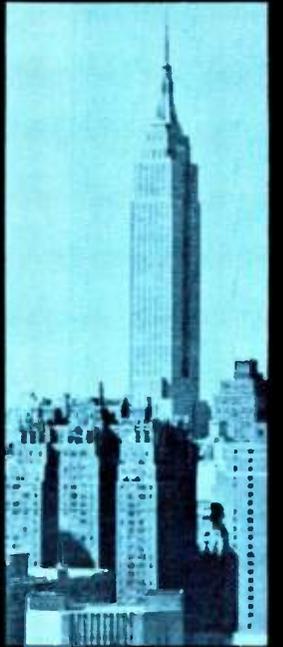
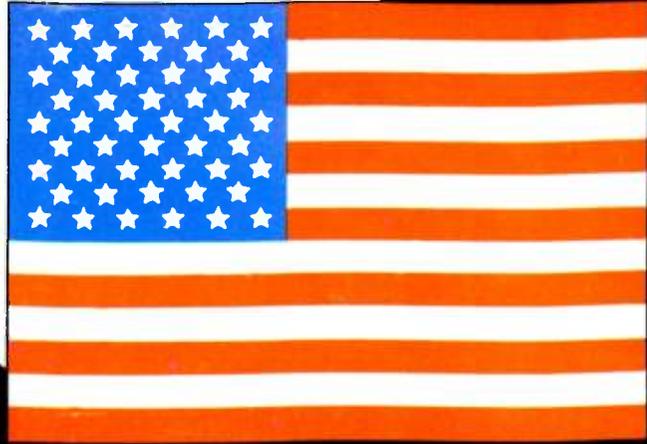


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International Date Line

The Orient, Europe, and Canada

Their Role In The Home Electronics / Appliance Market





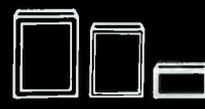
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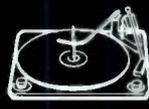
CORDLESS STEREO



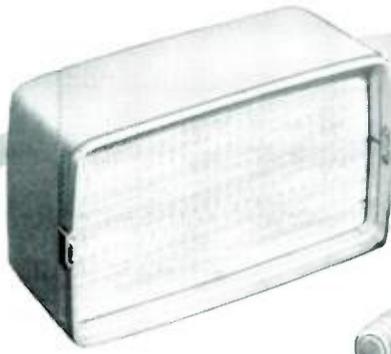
COMPONENT TAPE DECK



COMPONENT SPEAKERS



RECORD CHANGERS



V-M 'tape-o-matic' model 741

full stereo — separate speakers — great fidelity — also used as portable tape deck or P.A. — 'ADD-A-TRACK' — unprecedented tape recorder versatility and value at \$299.95! (The model 1471 tape deck

performs all the functions of the model 741 tape recorder — has simple, plug-in connections for use with V-M component systems — provides a deluxe tape deck at only \$179.95.)



V-M 'tape-o-matic' model 738

stylish self-contained stereo portable — only 27 lbs. — can also drive external speakers or external amplifiers — 'ADD-A-TRACK' — 3 dial digital counter — only \$199.95.



V-M 'tape-o-matic' model 735-136

records monaurally, but plays stereo tapes. Stereo sound is heard when used in conjunction with separate amplifier-speaker (model 136 \$69.95) — 'ADD-A-TRACK' — priced at only \$199.95.



V-M 'tape-o-matic' model 730

monaural record, playback — automatic shut-off — bass, treble and 'tone-o-matic' — 10 watts music power — priced at only \$169.95.



V-M 'tape-o-matic' model 736

identical to model 735, except that provision is made for remote control from as far as 8' distant — 'ADD-A-TRACK' — only \$225.00. (Model 732 has monaural record, playback — remote control — automatic shut-off — bass, treble, and 'tone-o-matic' — only \$189.95.)

It Takes A

Peculiar thing about people . . . no two are alike. No single, all-purpose tape recorder satisfies all of them. We know, because V-M comes as close to building an all-purpose unit as anyone . . . and we offer nine models to cover the market!

V-M is the line you need to establish your store as tape recorder headquarters for every kind of a customer. V-M 'tape-o-matic's cover the most popular feature and price bracket. They are easy to use and demonstrate, easy to display and sell . . . and built to last.

Your V-M distributor can quickly put you in a position to satisfy every requirement of this dynamic, profitable market . . . at a full and rightful margin on every sale. Call him. A tape recorder success story for you is as close as your telephone!

"RELIABILITY IS OUR RESPONSIBILITY!"

THE VOICE  OF MUSIC®



ACCESSORIES



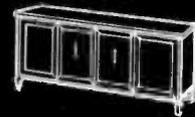
FINE FURNITURE STYLING



COMPATIBLE COMPONENTS



EXCLUSIVE PORTABLE STYLING



HOME SOUND CENTERS



V-M 'tape-o-matic' model 725

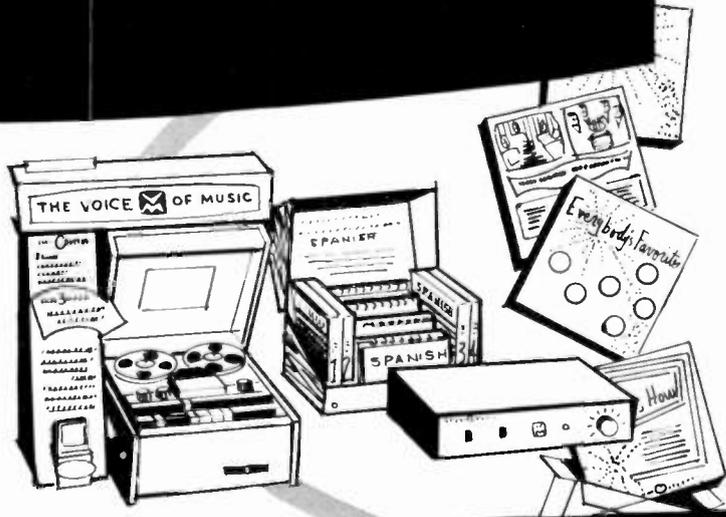
monaural — 3 speeds — the lowest-priced/full-profit quality recorder on the market, promotionally priced at only \$89.95!



V-M 'tape-o-matic' model 726

monaural record, playback — only 15½ lbs. — 'ADD-A-TRACK' — drives external speakers or amplifiers — no equal on the market at \$109.95!

11 Kinds



sales and merchandising aids

V-M offers displays, fixtures, premium sales incentives, ad mats, radio scripts and everything you need to sell the complete tape recorder line. There are compact one-unit merchandisers and fine furniture "go home with the customer" stands, distinctive "Vari-Shelf" display fixtures, tape libraries for sales incentives, tape recorder/slide projector synchronizers for photography enthusiasts, even complete French and Spanish language courses to enable your customers to learn a foreign language at home.

And best of all, the famous "T'N'T" (*Talk and Train*) course which enables any salesman anywhere to learn good tape recorder selling by using the product itself, by himself to improve selling techniques with recorded training tapes and supplementary visual aids.

All of these are available to you — through your own V-M distributor.

V-M Features You Should Know About...

- **'ADD-A-TRACK'** — allows the user to make a recording while he listens to a previous recording . . . on the same tape. On playback he listens to both at once, for comparison. Then, if he desires, he can re-record his part as often as he likes while retaining the original recording intact. He can learn a foreign language . . . a musical instrument . . . a part in a play . . . or just have fun any number of ways.
- **Pause Control** — All V-M 'tape-o-matic' tape recorders allow you to stop or start the tape reels smoothly, positively, noiselessly . . . at the touch of a button . . . to facilitate 'editing as you go' (skipping commercials, etc.). Pause button locks in place, freeing both hands. Two V-M models also provide remote pause operation . . . by microphone button or foot-operated switch . . . from as far away as 8 feet.
- **Accidental Tape Erasure Safety** — All V-M 'tape-o-matic' tape recorders have a special interlock which prevents accidental pushing of the record button. Conscious release of this simple interlock is required in order to engage the "record" function. Pushing the "stop" button re-engages the interlock. It is impossible to accidentally erase part of an irreplaceable recording with a V-M 'tape-o-matic'.
- **'tone-o-matic'** — All V-M 'tape-o-matic' tape recorders have a loudness control which automatically compensates for depreciation of frequency extremes and maintains selected tonal quality even at low volume levels. Personal audio sensitivity varies, but 'tone-o-matic' reproduces sound exactly as the listener prefers (bass/treble settings stay true, at every volume level).
- **3-speed** — All V-M 'tape-o-matic' tape recorders are equipped to play and record at 7½, 3¾ or 1⅞ inches per second . . . for every type of recording requirements.
- **Pushbutton Operation** — All V-M 'tape-o-matic' tape recorders operate from simple, professional-type pushbuttons . . . for easy, positive control of every mechanical function. Youngsters delight in using a V-M!
- **External Amplifiers** — All V-M 'tape-o-matic' tape recorders can be easily connected to play through an external amplifier (such as a High Fidelity system or a P. A. system). V-M units are famous for their ability to provide true *High Fidelity* signals for reproduction, for astonishing clarity and listening pleasure.

V-M—THE LINE YOU KNOW YOU CAN SELL—AT A PROFIT!

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WRH

Sony makes the world's most complete line of transistor FMs.



Now you can send all your complaints to one place.

Don't be shocked if you don't find much to complain about.

We not only have the most complete line; we also have the best-made line.

A good time to find out about it would be during October, November and December. That's when you can get in on Sony's special profit plan.

The idea behind this plan is for you to make a lot of money so you'll be enticed into selling more Sonys.

A Sony distributor would be glad to tell you about it.

We have it fixed so you could sell nothing but Sonys and still have a complete transistor FM radio department. Our transistor FMs range from \$39.95 (suggested retail price) to \$165, and we even make plug-in AM/FM clock radios.

All you have to do to force one of our distributors to tell you about our October-

November-December profit plan is this: tear out this page, write your name and address on it, and drop it in an envelope to 580 Fifth Avenue, New York, New York 10017.

The radios shown above are: TFM-825, 8 transistor FM/AM pocket size (\$39.95). TFM-916, FM/AM portable; power supply: 6 penlight batteries (\$49.95). TFM-917W, 9 transistor FM/AM portable (\$59.95). TFM-951, 9 transistor FM/AM car radio and portable (\$79.95). EFM-117, 11 transistor FM/AM portable (\$84.95). TFM-119A, 11 transistor FM/AM marine radio (\$89.95). TFM-116A, 11 transistor FM/AM luxury portable and marine radio (\$99.95). AFM-152, 15 transistor FM/AM portable (\$165.00). BFC-1821, FM/AM clock radio (\$54.95). BFC-1822, FM/AM clock radio (\$69.95).

SONY®



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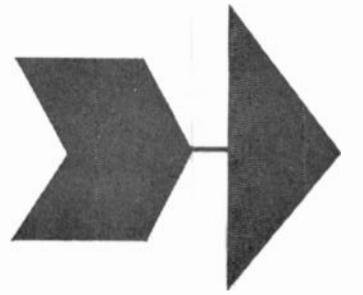
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Issued monthly, Copyright 1964 by

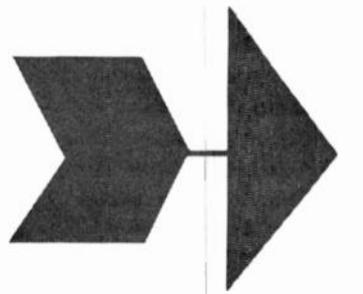
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*where
the floor
action is..*



one
*profit line
is very
much in
evidence!*



Consumers vote in coast-to-coast color TV performance poll



The Place: MAJOR CITIES FROM COAST TO COAST

The Time: OCTOBER 15th and 16th, 1964

The Judges: 9,789 MEN AND WOMEN—surveyed by John J. Henderson and Associates, New York.

The Winner: **NEW SYLVANIA COLOR TV with the new
COLOR BRIGHT 85 Picture Tube**

The results of this daring survey are conclusive: GT&E and Sylvania have scored the major Color TV advance of the year. If you plan to purchase a Color TV set, now or in the future, you must read the story behind this decisive triumph.

9,789 people looked. 9,789 people voted. It was the most challenging contest that could be devised.

Four current production model Color TV's of comparable retail value were set up under identical conditions by independent service

men. Brand names and styles were concealed. Passersby were asked to cast their votes. The overwhelming choice was Sylvania...picked conclusively over three leading brands in the country.

From coast-to-coast, men and women just like you saw the big difference in the picture on the Sylvania TV set. They saw a big difference in the increased brightness—both in color and in black and white. They saw the big difference in the truer colors. The big differ-

ence in the completely natural pictures.

There's a good reason why Sylvania pulled such a clear-cut majority vote: *the new COLOR BRIGHT 85 Picture Tube*—created and manufactured *only* by Sylvania. It's the first color tube to use Europium, one of the earth's rare natural elements, a Sylvania/GTE breakthrough in Color TV technology. Europium brings color television the truest, brightest colors ever seen!

Technically, the major improvement is in

color saturation. Hues are deeper, richer, more brilliant. All colors are truer to life. Black and white pictures are 43% brighter on the average than standard color tubes.

The difference is impressive.

IMPORTANT:

The same 1965 Sylvania Color Bright 85 TV used in this survey is now on display at franchised Sylvania dealers' for your inspection. For the name of your dealer call tomorrow.

Here's how 9,789 men and women voted coast-to-coast

	Brightest Color Picture	Clearest Color Picture to Watch	Best Overall Color Picture	Most Pleasing Overall Color	"Reddest" Red Color	Brightest B & W Picture	Best Overall B & W Performance	"Blackest" Black & "Whitest" White
SYLVANIA	76.1%	68.0%	66.6%	60.2%	50.1%	77.7%	71.2%	70.4%
Brand "A"	6.9%	8.9%	9.8%	13.4%	16.9%	7.4%	9.7%	10.9%
Brand "B"	9.5%	13.4%	13.7%	15.2%	14.8%	7.1%	8.5%	7.8%
Brand "C"	7.5%	9.7%	9.9%	11.2%	18.2%	7.8%	10.6%	10.9%

as advertised in **THE WALL STREET JOURNAL**

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SUBSIDIARY OF
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- ★ ICE MAKER MODELS
- ★ COMPLETE LINE—10 TO 15 CU. FT. SIZES
- ★ THIN WALL CONSTRUCTION
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- ★ EVERY MODEL A VALUE LEADER IN ITS CLASS . . . PRICED TO SELL IN VOLUME.



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EXCLUSIVE!

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BIG 15-LB. CAPACITY WASHER WITH COMPANION DRYER

Rich wood tone backguards with beautiful coppertone cabinets. Blends with any decor! *Automatic Washer* features big 15-lb. capacity; 3 cycles, 2 wash and spin speeds; Flexi-load water level control; 4 water temperature selections. *Automatic Dryer* with industry's biggest drum, biggest fan, biggest lint screen; 3 drying cycles—2 with automatic "sensing" feature; famous Norge Stop-n-Dry.

MODEL AWF-1536



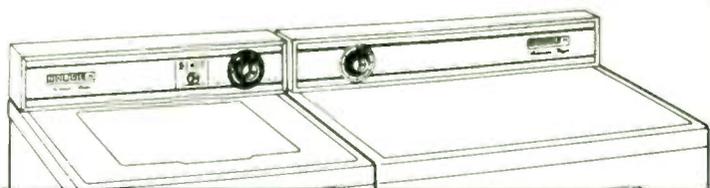
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FINE FURNITURE
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COST!

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THAN-EVER DEALER SELLING
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NEWSPAPER PROGRAM...BIG
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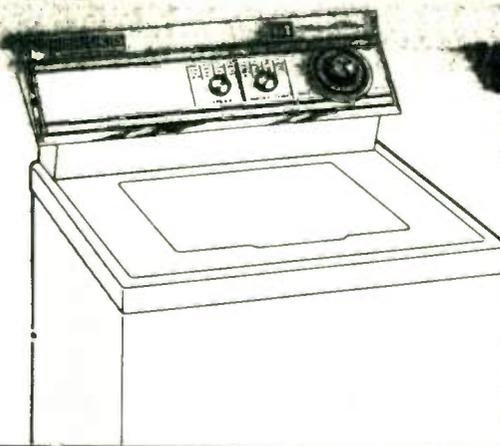


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- ★ 3 water temperature selections

MODEL DEF-1002
AUTOMATIC DRYER
SUGGESTED RETAIL
\$99⁹⁵

- ★ 6 cu. ft. drying cylinder
- ★ Giant 21" blower fan



85% VALUE SENSATION IN 12 LB. HEAVY DUTY AUTOMATICS

- ★ 2 Speeds
- ★ 2 automatic cycles
- ★ Giant lint filter
- ★ Certified Heavy Duty 1/2 HP motor

MODEL AWF-1220

Get the money-making
advantages of
Norge's Open House



Trends

IN THE MARTS OF TRADE

MOBILE COLOR TV studio mounted by RCA hits the road in Europe in an effort to convince European broadcasters to adopt the American (NTSC) standards for colorcasting. Two other systems, a German one and a French one, are in the running, and European broadcasters are slated to meet next spring to choose a system (assuming they don't decide to go their separate ways). European electronics manufacturers don't expect to see color TV as a reality before 1967, MART Magazine learned on its latest trip to Europe, but when it does come, color will move quicker than it did in the U. S. because there are no commercial interests that have to be sold on its merits. Philips, the giant Dutch firm, began colorcasting an hour a month in mid-October, using the NTSC system. Philips officials stress, though, that this does not constitute an official vote for the American system.

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EASLOAD
APPLIANCE TRUCKS

NO FEWER THAN FIVE companies have applied to the New York City Board of Estimate ("mayor and council") for a franchise to set up a community antenna system in a city where there are seven VHF and one UHF TV channels and where reception is generally regarded as pretty good. Any CATV system in New York would presumably involve use of a tower even higher than the

micro-wave relay tower already on top of the Empire State Building. Among the five companies seeking a CATV franchise is R.K.O. General, Inc., operator of the experimental pay TV in Hartford being conducted in cooperation with Zenith. Charles F. Dolan, president of Sterling Information Services, Ltd., the first to get its application in, says the interim franchise he is petitioning for specifically forbids the company from entering pay TV in any form. Dolan estimates there are at least 100,000 persons in Manhattan "not completely satisfied" with the technical quality of their TV reception who would be willing to pay the \$37.50 installation

and monthly service fee of \$5.50 that his application proposes.

TWO NEW YORK men, William I. Alexander and Eliot S. Gerber, have obtained patents on a juke box that plays records and also sells them. After the customer has played both sides of a record, he puts in two quarters into another slot and presses buttons to indicate the numbers he has picked. Thin master copies for the two selections are moved to a record press, and a blank record is sandwiched between them.

ARE YOU PREPARED FOR THESE GREATER PROFITS?



this exclusive
Micronic Ruby by STANDARD
opened up new profits!

Actual Size

Micronic Ruby model SR-G430 — True superhet, despite ultra-compact size. So beautiful, and with 7 transistors, 1 diode. Comes in red or black, earphone, batteries and gift box. Sug. Rtl. Price \$29.95.

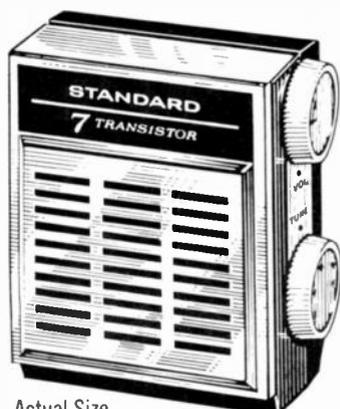


then along came more profits
with this *Micronic Ruby*

Actual Size

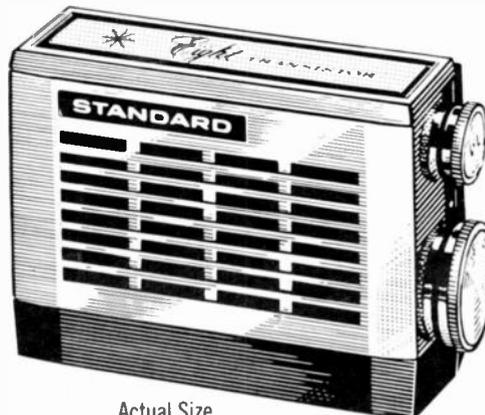
Micronic Ruby model SR-H437 — A wholly new circuit has been created using O.T.L. speaker resulting in a 27% reduction in size. Comes in red, black or imperial brown. Earphone, batteries and gift box. Sug. Rtl. Price \$39.95.

now you can attract customers with all 5!



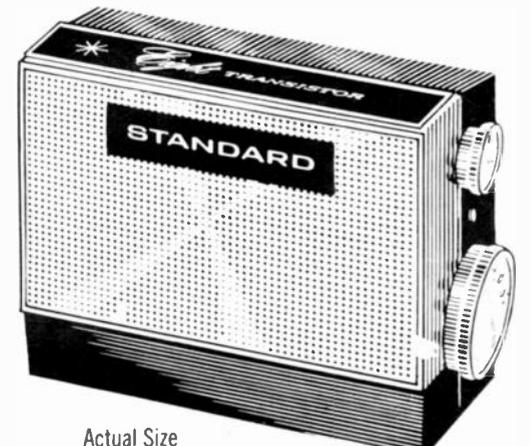
Actual Size

Micronic Ruby model SR-G433 — It offers true superheterodyne circuitry. A 7-transistor portable, 1 diode, in the world's tiniest size for micro-miniaturized radios. Black with gold trim. Comes with earphone, batteries and self-display case. Sug. Rtl. Price \$24.95.



Actual Size

Micronic Ruby model SR-H438 — This conversation piece compels comment on the proud appearance of its classic dimensions. It is even more beautiful to the ear than to the eye. Black with either gold or silver trim, earphone, batteries and gift box. Sug. Rtl. Price \$39.95.



Actual Size

Micronic Ruby model SR-H436 — Its exact dimensions... 1 3/8" x 2 1/8" x 7/8". ... make it incredible that such beauty of tone, such volume of sound, could issue from an instrument tinier than the smallest pack of cigarettes. Brown with gold trim, earphone, batteries and gift box. Sug. Rtl. Price \$39.95.

For immediate delivery on your sample order CALL:

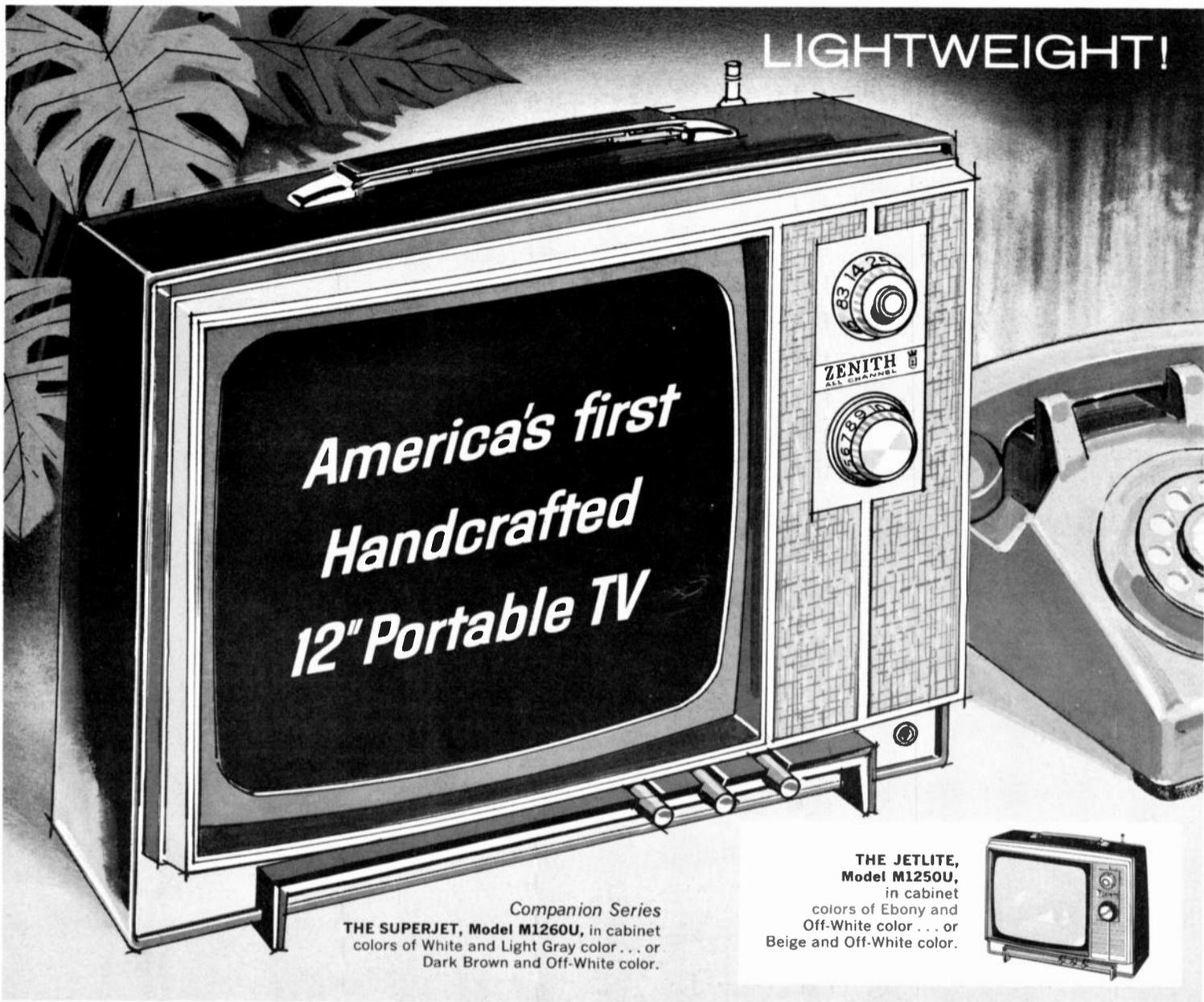
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ALL NEW 12" ZENITH
WITH "BIG SET"
 Gives world's finest performance



LIGHTWEIGHT!

PROOF

*America's first
 Handcrafted
 12" Portable TV*

Companion Series
THE SUPERJET, Model M1260U, in cabinet colors of White and Light Gray color . . . or Dark Brown and Off-White color.

THE JETLITE, Model M1250U, in cabinet colors of Ebony and Off-White color . . . or Beige and Off-White color.



DELUXE COMPACT STYLING!!!

- COMPARE APPEARANCE...over-all measurements and trim compact design!
- DELUXE CONTROLS – FRONT-MOUNTED primary tuning controls – (channel selection and fine tuning).

***Built to the Highest Quality Standards
 for Maximum Customer Satisfaction!***



EMPHASIS ON QUALITY!

PERSONAL PORTABLE TV PERFORMANCE!

(12" overall diag. meas.,
74 sq. in. rect. picture area)

in fringe and difficult signal areas!

THAT QUALITY IS MORE THAN A CLAIM AT ZENITH

COMPARE THESE FEATURES WITH
MODELS OF COMPARABLE SCREEN SIZES!

3 Stages of IF Amplification—not just 2 stages!

Genuine Handcrafted Chassis built to Zenith's highest performance standards!

"Perma-Set" Tuning for VHF—no need to re-set each time channels are changed!

13 Tubes (including picture tube)—not 10, not 11!

Continuously Variable Picture Width Control—not just an option of 2 or 3 positions found in other models of comparable screen sizes!

Balun Antenna Matching Transformer assures maximum use of antenna signal strength.

IN 1956 WE SAID THIS! WE SAY IT AGAIN IN 1964!

"While your customers are interested in smaller sets, Zenith believes that they are seeking performance equal to that of larger, more expensive models.

In developing this new series Zenith continues to follow its policy of many years standing and again offers the very finest in performance."

(FROM A 1956 ZENITH TRADE ADVERTISEMENT WHICH APPEARED IN LEADING TRADE PUBLICATIONS.)



ZENITH



L. C. Truesdell
President
Zenith Sales Corporation

The quality goes in before the name goes on

Specifications subject to change without notice.



BSR's blue ribbon "silent salesman" helps clinch more phonograph sales!

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SUPERSLIM[®]
automatic
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10 WAYS BETTER

1. Plays 4 speeds: 16, 33, 45, 78 rpm.
2. Plays automatically or manually.
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6. Jam-proof! Cannot be stalled or damaged... even by holding the pickup arm while changer is in operation.
7. Protects records, stylus and music! Light-tracking, balanced pickup arm; non-slip, cushioned rubber mat.
8. Maintains full sound fidelity... with precision-balanced, constant-speed motor... bearing-floated turntable.
9. Fine styling, exhibited at the Louvre!
10. "The 550,000-play changer"... tested and proved by millions of users!



16
33
45
78

REJ
ON
MAN
OFF

To your customers, a phonograph is known by the changer it keeps! So look for and use this powerful BSR sales aid. You'll find it on every BSR changer, in portables, in consoles and in combinations by America's leading phonograph manufacturers. This colorful paper disc is store-tested, sales-proved... a terrific profit winner! Makes phonograph demonstrations sure-fire, gives your salesmen ten convincing clinchers to help close every sale. Helps your customers, too, with clear, simple instructions for trouble-free operation. For bigger volume, surer sales, go with dependable BSR—the changer known 'round the world for the satisfied customers it keeps!



PRECISION-CRAFTED IN GREAT BRITAIN BY BSR LIMITED, AND DISTRIBUTED IN THE U.S. BY BSR (USA) LIMITED, COLLEGE POINT 56, L. I., N. Y.
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LETTER FROM THE PUBLISHER

Dixon Scott



WHEN the late President Kennedy said in Berlin, "I am a Berliner," he once again vividly brought forth what our presidents have all said before—that the world has shrunk and the United States' commitments around the globe are vast and complex. That through one means or another, all free nations are seeking the same thing . . . pursuit of peace, happiness, and freedom in all respects, including freedom of international trade.

While the world's political problems must be left to the statesmen, it is still important to remember that the United States is the world's largest exporter of goods to foreign countries, and also one of the largest importers.

Relative to imports, in the production of home entertainment products today, many American manufacturers are using some components of foreign origin. With the innovation of the transistorized radio by Japan came a revitalization of the whole radio field — domestic as well as foreign — and retailers benefited. Micro and transistorized television has also created a new market for small screen television — which is a promising one for the retailers.

The current issue of MART Magazine is devoted to the International scene. In our continuing program to keep dealers abreast of the times, with no expense spared, MART sent its American editors travelling to the Far East, Europe and Canada, to gather information first hand as to what's happening in other parts of the world — and then to report it

back to our 50,000 dealers and 2,200 distributors.

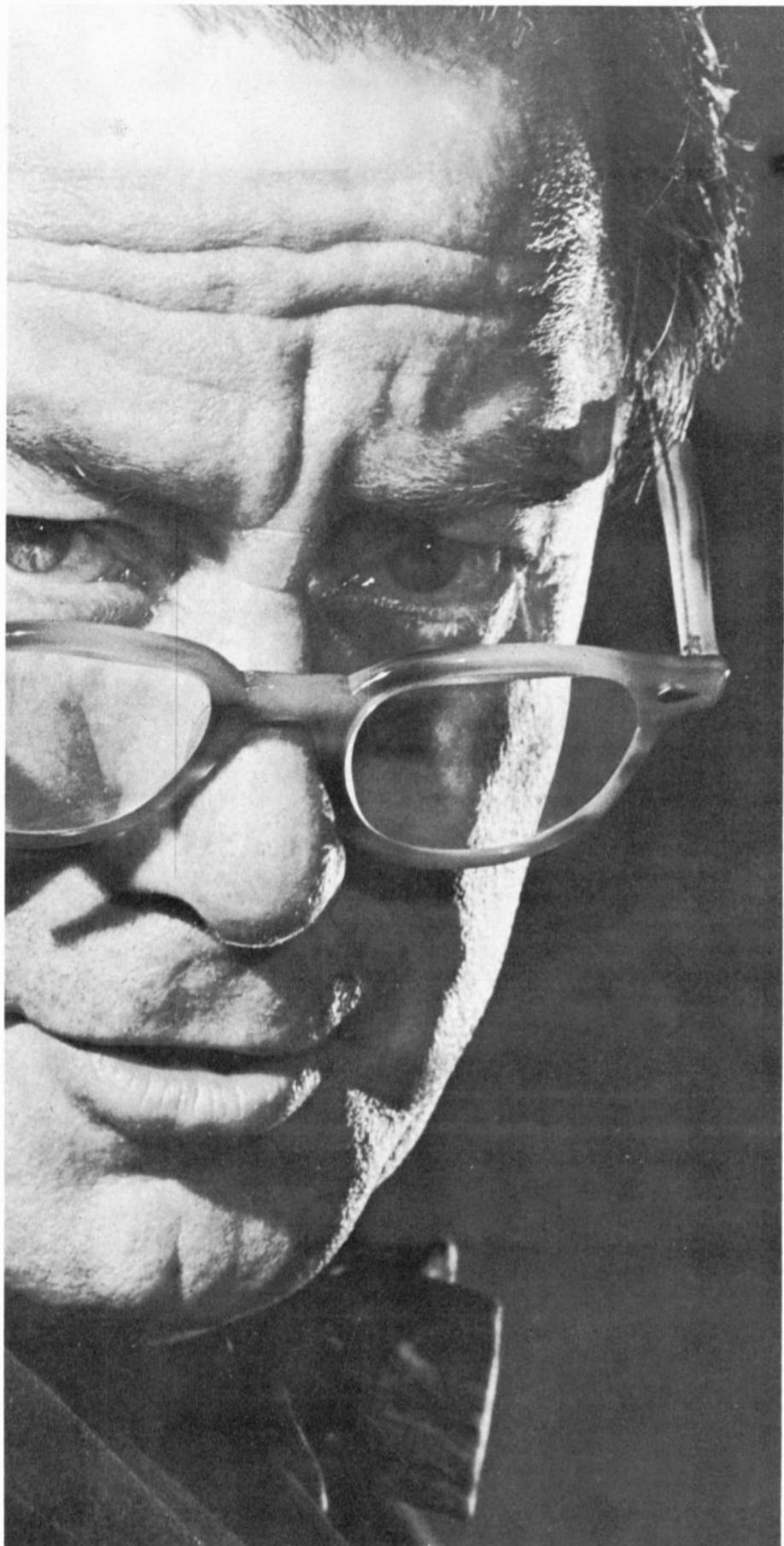
Charles Krauss, Managing Editor, spent three weeks in Europe; Jack Adams, Editor, spent four weeks in Japan and Hong Kong; and Alan Rose, Midwest Editor, visited Canada. In Japan MART also had the services of our representative Dempa Shinbun, Japan's leading trade publisher in the electronic/appliance industry.

In reporting their findings to our dealers, it is not MART's editorial function to promote one country over another, any more than is it our function to suggest one U. S. brand over another U. S. brand.

The primary purpose of these sojourns was to explore the companies and the people behind the companies, because it is people, no matter where, who innovate and build, prosper or fail. And our editors discovered that just as America has its Sarnoffs, Siragusas, McDonalds, Galvins, etc., so do other countries.

For this International Issue, our editors have visited company key executives to ascertain company policies, trends, new products, as well as quality control and government supervision. The editors have attempted to ferret out any merchandising approaches other countries use which might be beneficial to our retailers, as well as discover possible overseas markets for American products.

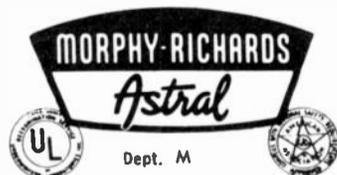
We feel certain this issue will better inform our retailers of world manufacturers and world products on the American scene today.



I Know Astrals are the highest priced—we planned it that way.

Over 2,000,000 Astrals in use prove that the quality standard we set for these sleek, slim-lined compact refrigerators was immediately recognized by the public. The price maintained guarantees the extraordinary workmanship and finishing of these superb compacts, and also assures our retailers of forceful national advertising and merchandising that moves goods and guarantees profits. If another compact refrigerator is described as "... as good as an Astral" you can bet your hat — it's not!

For your immediate profit call 201-LO 9-9624.



MODELS C200A • B270D • B400A

Morphy-Richards, Inc., 232 South Van Brunt Street, Englewood, New Jersey.

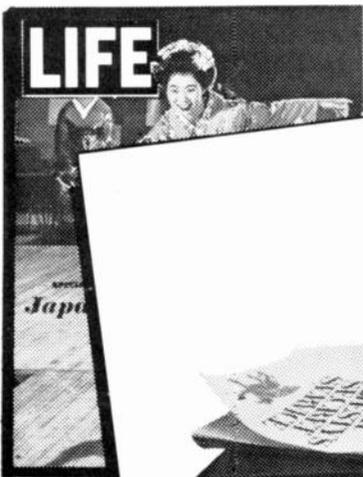


PANASONIC

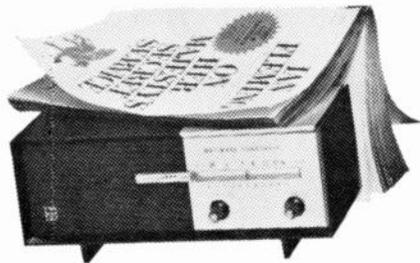
has created an entirely new

500,001

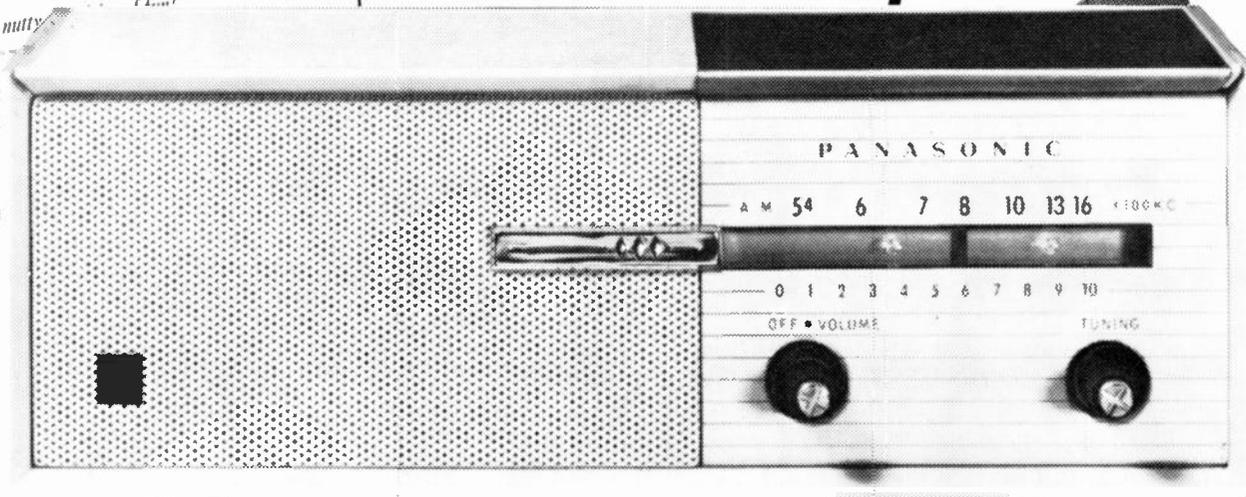
set market for you



Biggest Consumer Advertising Program Ever Put Behind A Radio!
 If ever a consumer campaign was designed to bring customers into your store, and to move a half-million units, this is it! Full page, full color advertisements in LIFE and Good Housekeeping, plus TV and radio campaigns that will bring in new customers now through Christmas.



We think the Panasonic R-8 is the smallest table radio you can find. It's smaller than a...
 Despite the fabulous size, the R-8 is a good Panasonic radio. And better than you think it is. It's not just a small radio. It's a real radio. It's got all the features you want. It's got a lot of...
 What other table radio fits a Christmas stocking?



R-8—World's smallest table radio with the full size sound.

500,001 new extra unit sales! 500,001 more customers in your store!
Many millions of dollars in extra sales and profits for you!

RUSH COUPON FOR IMMEDIATE DELIVERY

in time for your last minute Christmas Gift selling
 (Of course, the R-8 will prove your strongest year-'round seller, too!)

Matsushita Electric Corporation of America
 Pan Am Building, 200 Park Avenue, New York 17, N. Y.
 Gentlemen:

Please rush me _____ = 8964 R-8 Deals @ \$63.00 each.
 Each Deal includes 6 R-8 radios (@ \$10.50 each) Plus FREE
 Pilfer Proof Counter Display Stand, Window Streamers,
 Display Cards and Stuffers.

Your Profit, Selling at List of \$16.95, **\$38.70**, a tremendous **38%**
 Your Profit, Selling at *minimum* of \$14.95, **\$26.70**, a big **30%**
 (Yes, the R-8 can be profitably promoted at this minimum!)

Dealer: _____

Address: _____

Rush your order for the special R-8 deal now, and you cash in with new sales, new profits.

Put the R-8 on display, and watch your customers' eyes light up. Suggest they turn it on and listen. Watch their look of surprised delight!

For this tiny miniature does sound like a full size radio. Even you will be amazed that such big, marvelous sound comes from so tiny a set.

No question, the PANASONIC R-8 is the most wanted, most appreciated radio. Your customers will agree, it's the perfect gift for Christmas, birthdays, anniversaries, weddings, any occasion.

A fantastic buy and amazing value for only \$16.95, complete with batteries and earphone for private listening. Comes in 3 most wanted colors: Fire Engine Red, Jet Black, and Antique White.



What A Profit Deal For You!
 You buy just 6 R-8 radios, and you get beautiful theft-proof counter display FREE plus 3 different kinds of window streamers plus envelope stuffers.



PANASONIC

Executive Office: Matsushita Electric Corp. of America, Pan Am Bldg., 200 Park Ave., New York, N. Y. 10017
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Sell PANASONIC, the complete line of radios, tape recorders and TV. With prices protected to assure your margin, your PANASONIC Franchise keeps you laughing all the way to the bank!



International Date Line The Orient, Europe, and Canada

Their Role In The Home Electronics / Appliance Market

In the beginning was the transistor, and the transistors were made into radios and shipped across the sea to America where everybody from messenger boys to bank presidents bought them. And the sizes kept getting smaller and smaller, and the prices kept getting lower and lower. And the Americans who had kept saying, "We want to play, too," finally decided, "If we make our prices low enough, they'll have to permit us to play." And they did, and they were permitted. So then, the people who had started the business with the transistor radios began making the radios bigger, only with more bands, but actually these radios were smaller than radios with the same features used to be. And, then, television got into the transistor game, too, and the sets there kept getting smaller and smaller, too. So, then, the Americans said, "Ha, we learned our lesson real good in transistor radios." So they sought to clobber the Japanese with a low-low price. But some of the Japanese came right back with a price just as low or lower, and others said, "Since you can only go down so many dollars before you reach zero, we'll concentrate on features that are different and make the consumer want our product." And it seemed it might come to pass that this new rule would be accepted at least by the major participants, and that the people who buy the goods would really benefit.

Which is what the game is supposed to be all about anyway.

See Report on the Orient Starts page 16.

The eyes that West European and British makers of appliances and home electronics are casting at the United States market are, with a few exceptions, filled more with curiosity than they are with hunger at the moment.

Most manufacturers visited by MART Magazine are moving into the U. S. market slowly — in some cases not by choice — and some producers show little interest in coming in at all in the near future.

By product category, the fields that promise most activity are tape recorders, electric housewares, and medium-to-high end portable and table radios. In each of these categories, it is reasonable to expect increased activity in the near future. There has been some activity for a number of years in console radios and phonographs and in small refrigerators. TV exports to the U. S. look unpromising, as do most white goods items.

European manufacturers give the impression (without actually saying so) that the reason they are not more interested right now in coming into the U. S. market is that business at home and in nearby countries is very good currently. The Common Market countries (France, West Germany, Belgium, The Netherlands, Luxembourg, and Italy) add up to a market just about as big as the United States — and in almost all products, a much less saturated market. Setting up an export program to the U. S. takes manpower and money, any way it is done, and the conclusion is hard to avoid that many European producers simply don't feel that this expense would be justified by the results.

See Report on Europe Starts page 41.

A sparse population in Canada is an important factor in this country's desire for export business. Since there are less than 20,000,000 people living there, major manufacturers have been turning more and more to the United States as a source of revenue.

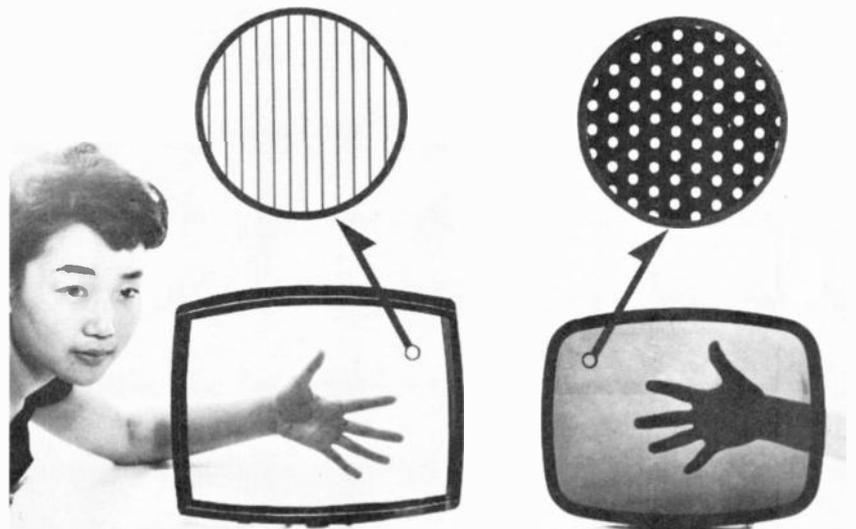
Three major brown goods manufacturers in Canada, Electrohome, Clairtone, and Fleetwood, are channeling many of their products to the U. S. Their total business has grown to \$6 million with a projection of a \$20 million volume predicted for within the next decade.

One manufacturer cites franchise protection, a chance to sell quality import products, and a better-than-average gross profit as three of the reasons why retailers in this country should sell Canadian home entertainment products.

Lack of identity, captive banking facilities, and the ease with which retailers can floor-plan American-made products are among the major problems facing Canadian companies in their efforts to capture a larger share of the United States market.

On the other hand, several major American companies are now manufacturing products in Canada in order to take advantage of cheaper labor, a lower dollar exchange rate, and the absence of the 22 per cent tariff. The Canadian government declares itself very much in favor of free trade and favors both an increased export market, and the continued growth of American manufacturers in Canada.

See Report on Canada Starts page 46.



Japanese Color TV Comparison



London TV Tower



Canadian Production Line

A Message From JAPAN

Leading Japanese business publication publisher gives his analysis of appliances and home electronic merchandise in the U.S. market.

By **HIDEO HIRAYAMA**
President
Dempa Publications Inc.
Tokyo



Hideo Hirayama

About The Author

In 1950, Hideo Hirayama established "Dempa Shinbun," a specialized trade paper in the electronics industry. This paper is still published daily in Japan.

"Japan Electric Industry," a monthly trade magazine printed in English, was established in 1953. JEI is designed to familiarize overseas importers with consumer appliances and electronic equipment made in Japan.

In 1957, Mr. Hirayama became the first Japanese to participate in the Western Electronics Show and Convention in the U. S. as an exhibitor. The following year he returned to the U. S. to participate in the IEEE Show.

In 1959 and 1960 the author organized and led groups of Japanese manufacturers of appliances and electronic equipment on tours of the U. S. and Europe to study these two industries in both areas.

Mr. Hirayama is considered an outstanding authority on the Japanese home appliance and electronics industries and an astute observer of the relationship of these industries to U. S. markets.

Japan maintains a close relationship with the United States in the political, economic, and cultural fields. The same can be said of the electronics industry, because the United States constitutes the largest market outside Japan for electronic equipment made in Japan, such as radio, television receivers, tape recorders, etc.

The United States is also the largest supplier of electronic computers and electronic and electric measuring instruments to Japan.

In 1963, Japan exported consumer electronic equipment valued at \$193 million to the United States. This accounted for nearly 8 per cent of the total consumer electronic product output in the United States. In addition, Japan exported electronic components worth \$58 million to the United States during the same year. This amounted to nearly 10 per cent of the total output in that country.

On the other hand, Japan imported electronic equipment valued at \$113 million from the U. S. This was 79 per cent of Japan's total import of such equipment. It may well be said, therefore, that Japan exports consumer electronics to the United States and imports industrial electronics from that nation.

While I have watched the development of U. S.-Japan trade in electronic products as a publisher of trade papers and magazines, I have always been amazed to see how Japanese manufacturers and traders, who knew next to nothing

about the American market, have been successful in increasing the trade volume to the present level.

It is true that Japanese exporters had to swallow bitter pills because of the lack of knowledge. But they listened attentively to the complaints and advice of the American importers and consumers, and imposed self-restrictions on export trade. If they had failed to do so, I feel certain that extensive trade relations between the two nations would have been nipped in the bud.

However, I do by no means think that the present situation is satisfactory. I have ever been emphasizing through the *Daily Electronics News* I publish, the importance of the fact that products exported from Japan to the American market must be satisfactory to the importers, dealers, and users alike.

I intend to continue with my editorial policy, stressing the need for establishing effective servicing networks and for creating products of original design and high performance. Television receivers that have been exported in greater quantities in recent years are likely to develop more frequent troubles than did radio receivers, but I believe a user living in New York should be entitled to repair services as complete as the one living in Tokyo.

The Japanese manufacturers should also put forth greater effort in turning out products that will not compete against products made in the

United States. I hope that the Japanese products will become such that they will be welcome to every American consumer.

It is also my hope and desire that all American retailers of consumer electronic equipment and electrical appliances will know how Japan's manufacturers operate and how they are trying to establish legitimate markets in the United States.

Therefore, I wish to show my high respect to MART Magazine which dispatched its editor to Japan to cover the Japan section of the International Issue. This is really what no American trade publication has ever tried, and I do hope that this international issue will deepen the mutual understanding between the consumer electronic and electrical industries of both the United States and Japan.

I should like to conclude this message by suggesting that if any of the MART Magazine readers have suggestions or requests to make to Japanese manufacturers, I should be glad to include them on the pages of my *Daily Electronics News* for Japanese readers, with the consent of the editor of the MART, of course.

I believe such a service on our part can add to the greater mutual prosperity of both the American and Japanese readers.

Editor's note: MART Magazine will be pleased to forward to Mr. Hirayama any comments from readers. Address them to Editor, MART Magazine, 757 3rd Ave., New York, N.Y.



Japanese Manufacturers Set Their Courses For Heavier Weather

Uniqueness in design, specialization, merchandising aids,
profit opportunities loom among choices for wooing U.S. dealers and consumers.

By JACK ADAMS Editor, MART Magazine

Home electronics and appliance manufacturers in Japan, "The Land of The Rising Sun," faced with growing pains from expanding industry as well as increased price competition from producers in the U. S. and other parts of the Orient, are girding themselves to preserve or create individual places in the American sun.

The above-mentioned problems coupled with increased saturation of product ownership on the home front are reflected in the desire expressed by several large Japanese manufacturers to maintain an "orderly" annual growth in their business of perhaps 10 per cent.

These observations are based upon a four-week tour of Japan and Hong Kong, during which members of the MART Magazine staff talked with dozens of people who are vitally involved with Japanese industry. This included not only top executives and manufacturing and engineering personnel of companies engaged in production of home electronic products, appliances, sewing machines, and other items of interest to MART Magazine readers but also heads of associations concerned with the various products.

The MART itinerary even included a visit with one cabinet minister, Yoshio Sakurau Uchi, minister of international trade and industry.

That the bloom is off the rose for sale of Japanese products in the U. S. is the last thing that MART Magazine would conclude from its study of the Far East. Though conditions in certain product areas have and will become even more competitive for producers from Nippon, it appears that the same may in some instances be true for U. S. producers, too.

Some Japanese companies which previously produced primarily for other labels are now making initial bids to market products vigorously under their own names. This includes the big Mitsubishi Electric Corp.

At the same time it was indicated in this magazine's study of Japanese industry that some home electronics producers are not making adequate profits from their sales to the U. S. and that they will have to compensate for this by sales to other foreign markets or by staying one step ahead of American makers in product innovation.

Japanese manufacturers seem to employ a high percentage of research engineers to total



BROADER MARKET for small, transistorized portable TV in U. S. is visualized by Sony's Akio Morita as result of introduction of nine-inch unit by General Electric Co. However, Morita cites shortcomings in Japanese industry which must be overcome if makers are to compete effectively.

work force. Several producers are outspoken in their belief that Japanese makers can develop products faster than American counterparts who have more engineers devoted to space and other non-consumer ends.

Akio Morita, executive vice president of Sony Corp., thinks his company can develop new products more than twice as fast as American manufacturers.

It is Sony's policy to go deeply into a narrow field and not to waste developmental energy on something past, Morita asserts.

His company pioneered "Micro-TV" in America and sold 100,000 units the first full year in the U. S. market.

The Sony executive takes an optimistic view of the introduction of a nine-inch, transistorized portable TV set by General Electric Co. at a price considerably below that of a nine-inch model sold by the Japanese company in the U. S.

"We feel that we excited GE," Morita asserts, "and their introduction of a nine-inch set will increase the total market greatly."

Morita admits that the price on a Sony nine-

inch unit may be forced down to a point perhaps \$30 to \$40 above the GE price but that Sony will be able to sell successfully at this level by promoting the quality of its set.

Sony will continue to put much emphasis on development of video tape recorders. The company has sold a few hundred commercial units mainly in the U. S. and Japan. Cost in the U. S. is \$12,000 for the recorder and monitor.

Sony also will continue to push development of its 19-inch color TV set employing a single gun "Chromatron" tube. The company hopes to market the set in Japan in the spring of 1965 at an estimated sales price of \$550.

Sony won't export the color receiver for awhile, Morita states, but if a production rate of somewhere between 100,000 and 200,000 units could be achieved, he believes the color set could be sold in the U. S. for \$300. (Total color set production in Japan at the present time is at the rate of about 6,000 units a month, according to the Electronic Industries Ass'n of Japan.)

The executive thinks that eventually all black-and-white TV sets employed in a family will be personal sets such as Sony's "Micro-TV," while family sets will be color units. He also believes that development of better batteries will cause more consumers to buy truly portable TV.

Although he is optimistic about the ability of Sony to continue to compete effectively in the U. S. market, Morita readily criticizes shortcomings in the Japanese electronics industry that make it difficult for producers to compete.

For example, he says quality control is not so good as it should be, and this makes necessary inspection of every component that goes into a finished product. Quality of labor available to manufacturers is not uniform either, he asserts, and this has created a necessity for automation in some areas.

Another hindrance to Japanese industry is the fact the wage scale has increased too rapidly, Morita says. He charges there is inefficiency in the production and management systems of industry, and at present Japanese manufacturers can compete with American counterparts only in engineering and development.

As to the future says Morita: "Unless Japanese companies can make very specialized products where Americans can't compete, Japanese companies will lose business."

And as to other countries making inroads in the Japanese domestic appliance and electronics market, Morita believes the Japanese sales and service network rules against it. (A notable exception in the case of the U. S. is air conditioners, where even though prices are about 20 per cent greater, higher performance permits American producers to compete.)

Finds prices unmatched

While American manufacturers may have a greater number of engineers devoted to space work than to consumer products, this defense research has produced at least one major dividend in TV, notes an official of giant Hitachi, Ltd.

The heart of Hitachi's 12-inch tube-type TV set is a "silicone planner" which is expensive to produce in Japan, says M. Naito, general manager of the second overseas division for Hitachi.

This vital component in America came out of the U. S. defense budget, he says, and this has permitted similar sets to be produced in the States for less money.

Thus, in order to compete with an American-made 12-inch TV set sold at \$99.95 in the U. S., his company would have to export its 12-inch model at \$40, and this it can't afford to do, notes Naito.

Similarly, to compete in the U. S. market with the GE nine-inch transistorized TV set, selling for \$159.95, Hitachi would have to export its nine-inch unit at an F.O.B. price of \$60, he adds.

Hitachi, of course, is one of the mammoth industrial concerns of Japan. Total sales in fiscal 1963 amounted to \$955,169,000.

Export sales of Hitachi in 1964 are expected to total about \$100,000,000, with one third of this amount accounted for by home appliances and home electronics, and the balance in heavy equipment.

According to Naito, sales of tubes, picture tubes, and finished home electronic products in the U. S. in 1964 averaged about \$400,000 a month.

To check further into the labor and raw materials situation in Japanese industry, MART Magazine consulted with Y. Ojimi, deputy director of the trade bureau, Ministry of International Trade and Industry.

Ojimi agreed that until recently the labor market has been a buyer's market, but that now a shortage of labor is very noticeable.

What would be the government's reaction to removing from factory jobs people who are there because of longevity but who aren't performing efficiently? Ojimi was asked.

The government, he answered, is indifferent to the hiring and laying off of employees, but at the same time it is trying to promote "rationalization and modernization" of industry.

Automation is proceeding at a slower pace than the growth of unemployment, and since Japanese industry continues to expand, there will be other jobs for those displaced by automation, Ojimi points out.

The Japan Industrial Standard, the deputy director notes, has a system for checking materials destined for factories to prevent creation

RULES OF ORDER

In their study of the Japanese electronics and appliance industries, and their relationship to the U. S. market, MART Magazine's publisher and editor spoke with officials of the Electronics Industries Ass'n of Japan and also with representatives of the Japan Machinery and Metals Inspection Institute.

Areas in which the EIAJ has been working include: (1) improvement and advancement of industrial technologies through dissemination of technical and other pertinent information vital to the industry; (2) participation in national and international quality standardization activities; (3) working out measures to promote the industry's overall production potential and enhance the quality of products, "in line with progress made by other leading nations of the world who have achieved high technical standards in electronics industries;" (4) promotion of exports to meet the ever-increasing demand for Japanese consumer as well as industrial electronic products in overseas markets.

JMI has been designated by the Japanese government to perform inspection on many diversified items in the fields of machinery, electric, electronic, and metal products and their components that are subject to export inspection under the Export Inspection Law.

Inspection of transistorized radios, tape recorders, and transistorized phonographs is performed by the JMI and is compulsory. Inspection of TV sets is termed "semi-compulsory" by JMI, according to an agreement between individual manufacturers and inspectors.

According to JMI officials, only one TV set of a particular model is submitted by each manufacturer. Inspection is carried out to assure compliance of the manufacturer relative to the U. S. Federal Communications Commission regulations, pertaining to radiation.

Data on the JMI test is forwarded to the FCC, and final approval of the product lies with that body.

Inspection requirements for radios, tape recorders, and phonos have remained substantially unchanged for some time, according to JMI.

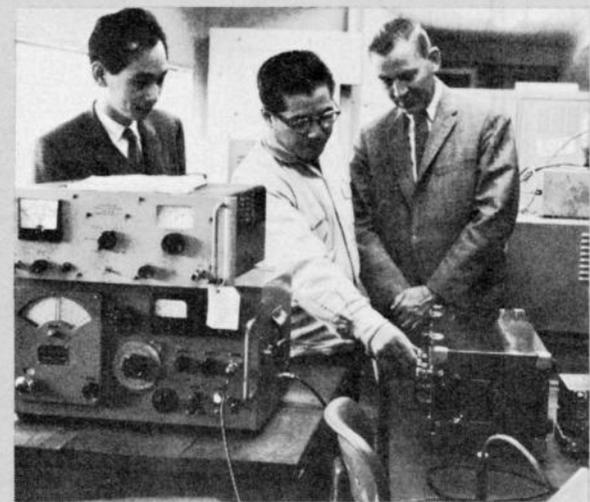
The EIAJ has 530 member companies, some 65 of whom manufacture home electronic products. In the opinion of EIAJ, quality of radios produced in Japan is constantly being upgraded, reflecting a current demand for quality rather than price in foreign markets.

Actually, an EIAJ official notes, two measures are employed to achieve orderly export of transistor radios.

One is the inspection of merchandise for exports, and the other is the regulation of exports by means of the Export-Import Trade Law and the Foreign Trade Regulatory Law.



EXECUTIVE DIRECTOR of Electronics Industries Ass'n of Japan, Shoji Ito, is shown here with Japan-made color TV set.



TESTING PROCEDURE in JMI laboratory is demonstrated for MART Magazine's publisher, Dixon Scott (right).

He adds that the two measures are carried out in full co-operation, thus compensating each other.

Under the Export Inspection Law, statutory inspection standards are provided for all transistor radios equipped with three or more transistors. Inspection includes the following: (1) appearance; (2) structure; (3) performance; (4) anti-vibration test; (5) anti-shock test.

All transistor radios with three or more transistors which are to be exported must satisfy the inspection standards. When approved they are placed in Class C.

Outranking this statutory inspection is inspection by request, under approved standards for special quota exports, based upon the Foreign Trade Regulatory Law. This inspection is divided into Class A and Class B. Emphasis in this inspection is chiefly on performance.

As previously mentioned, there are currently two measures for regulating exports. One is based upon the Foreign Trade Regulatory Law, and the other is based upon the Export-Import Trade law which backs up an agreement among the manufacturers and traders concerned.

Regulations under the Export-Import Trade Law involve registration of prices, quantities, marketing channels, and brands by the exporters.

Under the Foreign Trade Regulatory law, special quota exports are permitted by the Investigation Committee. This is provided for in another article of the law for transistor radios that satisfy Class B standards.

By proving existence of healthy sales channels and showing that good service can be provided through these channels, exporters can qualify for a Class A rating that permits shipping of unlimited quantities to any market.

An agreement relating to export of television which was approved in October, 1963 by the Minister of International Trade and Industry is designed to prevent dumping, disorderly marketing, and poor servicing of sets exported to the U. S.

The agreement requires registration of buyers on the following three conditions: (1) Buyers to be registered must have export contracts of regular purchase, have actually been buying repeatedly, or offer the possibility of becoming a regular buyer; (2) Buyers should exchange with Japanese traders an agreement or similar letter on servicing conditions such as warranty clause, supply of replacement parts, etc.; (3) Buyers to be registered must affirm they will not disturb an orderly marketing process.

of inferior products for the consumer market.

Too, he said, there is a system to inspect production facilities in plants.

In the area of product development there are government subsidies for research on entirely new products but not for ones to compete with an existing product such as one developed in the U. S., he stated.

A product of growth

The belief that imperfections in a labor force are a by-product of growth is expressed by Kenji Norimatsu of another giant firm, Matsushita Electric Industrial Co., Ltd., headquartered in Osaka, Japan.

"We feel that perhaps when a company gets big the workers lose some of their eagerness," he states. He adds that distribution of responsibility to an increased labor force can also dilute efficiency.

Norimatsu, who is assistant director of the overseas operating division for Matsushita, believes that Japanese manufacturers are perhaps slowing down in their development of products.

Matsushita employs 42,000 people in Japan and anticipates total sales in 1964 of \$630 million. About 11 per cent of his company's sales in '63 were in exports, with 25 per cent of the exports going to the U. S.

Matsushita hopes eventually to reach a point where sales are 50 per cent domestic and 50 per cent exports, with 40 per cent of the exports accounted for by the U. S.

An opportunity for dealers to make a good profit from sale of "Panasonic" products will continue to be a major plank in the Matsushita effort to whittle an even broader niche in the American marketing scene.

The company exacts a verbal promise from dealers that they will maintain minimum prices, and by selling at these prices the retailer can gross 28 to 35 per cent, Norimatsu says.

Transistorized radios have been the main source of sales to date in the U. S. for Matsushita, but sales have been increasing in both transistorized and tube-type clock radios and in higher-priced stereo tape recorders, he states.

As many dealers know, Matsushita employs the name "National" on its home electronic products in every country but the U. S. and Canada. Trade mark registration difficulties have made necessary a different name in those two areas.

The company does have registration of the name "National" for other products in the U. S.

Fans have been sold on a limited basis in the U. S., and an electric pencil sharpener manufactured by Matsushita has been sold through a housewares specialty operation in New York City.

Norimatsu says Matsushita might try market-

Table I: Japanese Production And Exports To U. S.*

Product	Produced		Exported	
	1964	1963	1964	1963
Transistor Radios	15,103,000	8,874,000	5,784,000	6,505,000**
Television (includes color)	3,420,000	3,156,000	378,200	254,500
Tape Recorders	1,960,000	1,940,000	1,359,000	1,278,000
Radio-Phonos	753,000	577,000	58,500	68,440

* 1st 8 mos. of 1964 vs. 1st 8 mos. of 1963.

** Includes approximately 1,420,000 "toy" radios compared to 325,000 in first eight months of 1964.

ing in the U. S. an electric pants presser which it makes because there would be no competition. A small refrigerator is another prospect for export.

The Japan-based company currently sells one model of console stereo in the U. S. The Danish modern cabinet is made in the U. S.

Matsushita hopes to increase its sales in the States in console stereo but realizes that to do so it must offer unique design and tone quality, Norimatsu notes. The company has been thinking in terms of an oriental design and has also been researching a speaker that produces a lower tone.

All stereo sold in the U. S. will be solid state before the end of 1965, he adds.

Matsushita claims to be third in TV sales in the U. S. currently among Japan-based producers.

Like Sony, Matsushita feels that GE's introduction of a nine-inch transistorized portable will broaden the market for this type of set.

"Good medicine is always bitter," notes Matsushita's Frank Oghai.

The "Panasonic" nine-inch transistorized receiver sold in the states carries a minimum price of \$159.95.

Matsushita will concentrate on transistorized TV units for the U. S., working towards the upper end of the spectrum, which would be a 19-inch unit based on current standards, Norimatsu points out.

Merchandising services offered

Koyo International, Inc. will utilize both a minimum pricing program and what General Manager John W. Shea terms a "basic merchandising service" in introducing a six-radio line in the U. S. next month.

The newly formed American division of Koyo reportedly will back up its distribution with a fran-

chising policy, selling through selected appliance and TV outlets.

An unusual aspect of the "basic merchandising service" will be the offer to dealers of newspaper mats that promote not only Koyo radios and tape recorders but also other products such as air conditioners, TV, and lawn mowers in season.

"What we are trying to do is give the dealer principal more selling time and professional help," Shea states. He estimates that a typical "merchandising service" ad in a metropolitan area might occupy one-quarter of a page.

Another merchandising aid involves the mailing of a pearl to each woman who purchases a Koyo product. The pearl will be mailed directly from Japan together with a letter from the president of Koyo, congratulating the woman on her purchase.

Names for the mailings will be obtained from warranty cards, and Shea says a copy of the letter will go to the dealer, giving him an opportunity for follow-up.

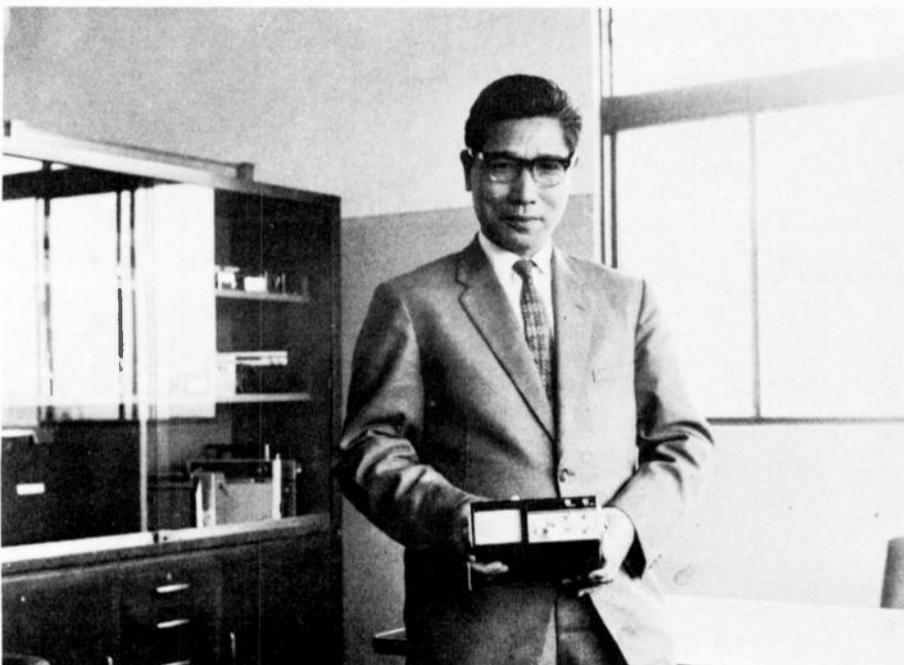
Under the selective franchising program Koyo International expects to have a minimum of 220 dealers by the end of 1965, and eventually may have 400.

The parent company realized total sales of approximately \$100 million in 1963, much of which came from sales of ball bearings and grinding tools.

Hidemusa Takahashi, executive director of Koyo, says the company hopes eventually to meld its experience in electronics with its experience on the mechanical side.

"Smaller and smaller"

Standard Radio Corp., which claims to be the first Japanese company to have exported home electronic items to the U. S., will seek to enhance its image as a "miniaturizer" of home electronics.



MINIATURIZATION of home electronic products will continue to be stressed by Standard Radio Corp., says Toshio Matsuura, managing director, shown with "Tiny Pal," two-track tape recorder with capstan drive system, weighing 2.2 lbs. with batteries. Company plans to market three-inch TV set in spring.



EXPANDING marketing of products in U. S. under its own name is Mitsubishi Electric Corp. Shown with radio with built-in intercom which company hopes to introduce in America soon is Tsuneo Sugiyama, manager of Mitsubishi's Foreign Trade Dept. B.

Standard's president, Yoshiro Miyazawa, got into the home electronics business when he produced in his home a compact model of a bulky tube radio brought to Japan by American occupation forces.

The company has now grown in size to 1300 employes and anticipates total sales of approximately \$11.7 million in 1964.

About 20 per cent of the firm's sales are in the U. S., where the company is especially well known for its "Micronic Ruby", miniature, quality radios.

Now, according to Toshio Matsuura, managing director, Standard will seek to produce a still smaller model of the "Micronic Ruby" and introduce in the U. S. in the spring a three-inch TV set.

Standard will also attempt to produce the world's smallest tape recorder and hopes eventually to produce the world's smallest color TV set.

Admittedly, the company seeks to manufacture products which other companies find difficult to duplicate.

Sales in the U. S., Matsuura states, are through about 4,000 dealers at a suggested retail price.

OKI Electric Industry Co., a relative newcomer to the home entertainment field, is another producer that will concentrate on uniqueness in product to make its mark in the U. S. market place.

OKI is said to be one of the oldest companies in the field of communications in Japan, having started manufacture of communications equipment in 1881, three years after Alexander Graham Bell invented the telephone. The company supplies 60 per cent of the Klystron tubes (for space satellites) used in the U. S. today.

S. Shinozaki, chief of the export department, OKI, notes that his company recently introduced the only completely solid state tape recorder line being sold in the U. S. An eight-transistor radio with telephone design is another product being introduced in the American market.

The manufacturer believes it will sell 50,000 of the telephone radios and 75,000 tape recorders in the U. S. in 1965.

Small color coming

A company which plans to market a nine-inch, single gun color TV set in the U. S. by August,

1965 is Yaou Electric Co., Ltd.

According to Tamotsu Simizu, managing director, the company hopes to be able to sell the color set in Japan for about \$358. What the set will sell for in the U. S. initially is uncertain.

Yaou also produces a 16-inch shadow mask color set which retails in Japan for around \$528.

Yaou would like to market the 16-inch set in the U. S. eventually but points out that competition is keen since the company does not produce its own picture tube as does a competitor who sells to the U. S.

Lack of standardization of color tubes in Japan appears to be an impediment to growth in the manufacture of color sets in that country, but according to some observers, progress is being made in this area.

Total sales of Yaou in the fiscal year ended April 1, 1964 amounted to just under \$72 million, with about 5 per cent of this being represented by exports to the U. S.

Tape recorders, TV, radio, and closed circuit TV equipment are being shipped to the U. S. at present, where they are sold by American companies under other labels.

The "General" name employed in Japan cannot be used in the U. S. because of trade mark registration laws.

However, Yaou may by the end of 1965 have its own sales organization in America, selling under a brand name yet to be decided.

A Japanese giant that is just starting to spread its wings in the U. S. is Mitsubishi Electric Corp. The majority of Mitsubishi's production in home electronics for sale in the U. S. in the past has been under private labels.

Initial sales efforts in the U. S. are centering in the Great Lakes region, but it is indicated another branch may be opened in Los Angeles before long.

50 states by '66

According to Tsuneo Sugiyama, manager of Foreign Trade Department B for Mitsubishi, his company hopes to be national in scope in the U. S. by 1966, with 50 per cent of its sales under its own name and 50 per cent in private label.

Mitsubishi has marketed a six-inch color set for just under \$300 in Japan, and according to Sugiyama has been "working to get the bugs out."

The receiver uses three separate picture tubes and is called the "Trinoscope," and presents a



TURNABOUT is practiced as executives of Japanese appliance/home entertainment firms meet to hear MART Magazine's publisher, Dixon Scott (head of table), discuss trends in marketing in U. S.



RATIONALIZATION AND MODERNIZATION of industry is being sought by government to permit manufacturers to stay abreast of other countries, says Y. Ojimi, deputy director of trade bureau, Ministry of International Trade and Industry.



STEREO accounts for one-third of sales of Victor Co. of Japan Ltd., says T. Shirai, manager, export department, shown here with model sold in Japan. Cabinets for models sold by Delmonico in U. S. are made in America. Delmonico-Nivico name is used in America.



SANYO Electric Co. will continue to sell products to American company, Channel Master Corp., in belief U. S. consumers prefer to buy American, says President Toshio Iue, shown here with one of his company's radios.



TRANSISTORIZED TAPE RECORDER to be introduced in U. S. is checked by Y. Aoyagi (left) deputy manager, marketing, foreign trade division, and M. Shimizu, deputy manager, general affairs department-international, both of Tokyo Shibaura Electric Co., Ltd. Company plans to promote sale of its tape recorders in U. S. in 1965 but has not yet decided whether they will bear private label or company's "Toshiba" label.

recessed picture which he admits is a drawback. Each picture tube displays a different color, and the three colors are optically converged. However, Sugiyama claims that the picture is ten times brighter than the normal color picture.

Mitsubishi also produces a 16-inch and 21-inch color set for sale in Japan as well as other home electronic products and appliances.

The company employs a total of 38,263 people overall, of whom an estimated 15,000 are engaged in producing appliances and home electronics.

Total sales for 1963 were said to be approximately \$460,000,000.

Portability, even in wall phonographs, will continue to be stressed by Crown Radio Corp. Crown products of all sizes are equipped with carrying handles.

According to Crown's Minoru Fukazawa, sales for the fiscal year ended May 31, 1964 totalled



MERCHANDISING AIDS for dealers will be key part of program kicking off line of Koyo International, Inc. in U. S. Shown with eight-transistor radio to be introduced next month (l. to r.) are: I. Ikeda, president; John W. Shea, general manager, and Hidemusa Takahashi, executive director, all of Koyo International, Inc.

just under \$11.4 million, with 80 per cent of this going to foreign countries. About 20 per cent of the company's sales are in tape recorders, with 15 per cent in parts and batteries, and the balance in radios and phonographs.

Most products are made with the Crown name although the firm does engage in some private label manufacture.

Biggest seller among Crown products, according to Fukazawa, is a two-band transistorized rechargeable FM radio.

Prefers American name

One large Japanese manufacturer which intends to continue to sell its products through an American-owned company is Sanyo Electric Co., Ltd. Sanyo sells electronic products to Channel Master Corp.

Sanyo's president, Toshio Iue, makes no bones about stating that he believes Americans feel "safer" in purchasing goods that carry the name of an American company. He says he also wishes "to pay respect to the senior company in the development of radio (the U. S.)."

Sanyo also manufactures some appliances for private label marketing in the U. S.

Sales of the company in 1963 totalled approximately \$200,000,000. About 15 per cent of products produced are sold to the world market.

Was American-owned

Victor Co. of Japan, Ltd. was at one time entirely owned by America's RCA Victor. World War II brought severance of this alignment, and following two reorganizations, 55 per cent of Victor's stock is today owned by Matsushita.

TV and stereo sets which Victor makes for the U. S. are marketed as Delmonico-Nivico by Delmonico International Div. of Thompson Starrett Co., Inc. Tape recorders are marketed by Craig Panorama, headquartered in Los Angeles.

Delmonico recently showed a nine-inch transistorized portable TV set manufactured by Victor that carries a price of \$149.95. According to T. Shirai, manager of the export department for Victor, the set will be delivered in quantity to the U. S. by the end of the year.

Victor has produced a 16-inch color TV set which has been shown in the U. S., but Shirai says Victor can't compete with a similar set manufactured by Toshiba for Sears, Roebuck and Co., because Victor does not make its own picture tube.

The company is engaged in the development of video tape recorders and has shipped a number to the U. S. The transistorized unit is priced at

\$12,000 and is equipped with a built-in monitor that has a four-inch screen.

Victor sales in 1964 are expected to total about \$111 million, with \$12.5 million of this accounted for by export. Of this latter total, about \$5.8 million will go to the U. S.

A Japan-based company which sends by far the major portion of its production to the U. S. is Realtone Electronics, Inc.

Radio is the chief product manufactured by Realtone, and of an estimated 1,200,000 sets to be produced in 1964, 800,000 will go to the U. S., says Maurice D. Silvera, managing director.

The company has also produced a six-inch transistorized TV set which has been sold in the U. S. and has under development an 11-inch transistorized model. Tape recorders are another product.

According to Silvera, FM multi-band radios have become of major importance to Realtone. The firm claims to be the only manufacturer with an 11-band radio.

Sales in 1964 are expected to total about \$8.4 million, with 70 per cent of this accounted for by the U. S. market.

Much of the home electronics equipment which Tokyo Shibaura Electric Co., Ltd. (estimated total 1964 sales, over \$900,000,000) markets in U. S. is under private label.

Currently the firm produces TV sets (black-and-white and color), a small tape recorder, and phonographs for private label sale in the U. S.

Transistorized radios under both the "Toshiba" name and private label are manufactured for the American market.

The company also sells receiving tubes and transistors in the U. S.

A company spokesman terms sales of a 16-inch color set produced for Sears, Roebuck as "good," although another person high in the Tokyo Shibaura management echelon admits, "We're not making much money on it."

According to M. Shimizu, Tokyo Shibaura hopes to market a line of electric housewares in the U. S. by the spring of 1965. Toshiba electric rice cookers currently are being sold in Hawaii and on the west coast of the U. S.

Shimizu, who is deputy manager, general affairs, international department, says the company is also interested in bringing a small refrigerator to the American market if the right price area can be established.

Data for dealers

At Hayakawa Electric Co., Ltd., in Osaka, MART Magazine talked with Sanai Mito, man-

(Continued on page 32)



SEVENTY PER CENT of production of Realtone Electronics, Inc. is exported to U. S. Company has been increasing penetration of multi-band radio market. Shown here with new three-band FM radio is Maurice D. Silvera — (left), managing director, while J. Kadota, production manager, holds new capstan-drive tape recorder.



International Date Line



Hitachi "Auto-9"

Hitachi, Ltd. has produced a nine-transistor, push-button AM radio, the "Auto-9," which moves from station to station automatically. The radio is scheduled to be introduced in the U. S. next month by Hitachi's American sales arm.

A precision spring makes possible automatic rotation of the station dial. Rotation is started when push-button is depressed, and the station dial stops when a signal intensity of a certain level is reached. One winding of the spring is said to permit 40 rotations of the dial.

The radio has a receivable frequency range of 530-1600 kc. It is equipped with nine transistors, four diodes, and one thermistor. It weighs slightly more than one and one-half pounds. Speaker measures 3.5 inches by 2.4-inches.

The unit operates on six-volt penlight batteries only. *Hitachi Sales Corp.*, 666 Fifth Ave., New York, N. Y.

What's The Latest From Japan?

Here are products from Japanese companies which have been recently introduced or will soon make their appearance in the U.S.



OKI Telephone Radio

OKI Electric Industry Co., Ltd., has produced an eight-transistor radio in the design of a small telephone.

In addition to being an attractive design, the radio symbolizes OKI's position in the telephone-communications industry in Japan, an industry in which it has been engaged since 1881, three years after Alexander Graham Bell invented the telephone.

The radio is designed so that when it is turned on and the receiver remains in the cradle, it plays through the speaker, but if the receiver is removed from the cradle, the speaker is turned off, and the user listens to the broadcast through the earpiece of the receiver.

The radio is equipped with eight transistors, two diodes and one thermistor. Available in five colors. Price is \$29.95. *Chancellor Electronics, Inc.*, 457 Chancellor Ave., Newark, N. J.

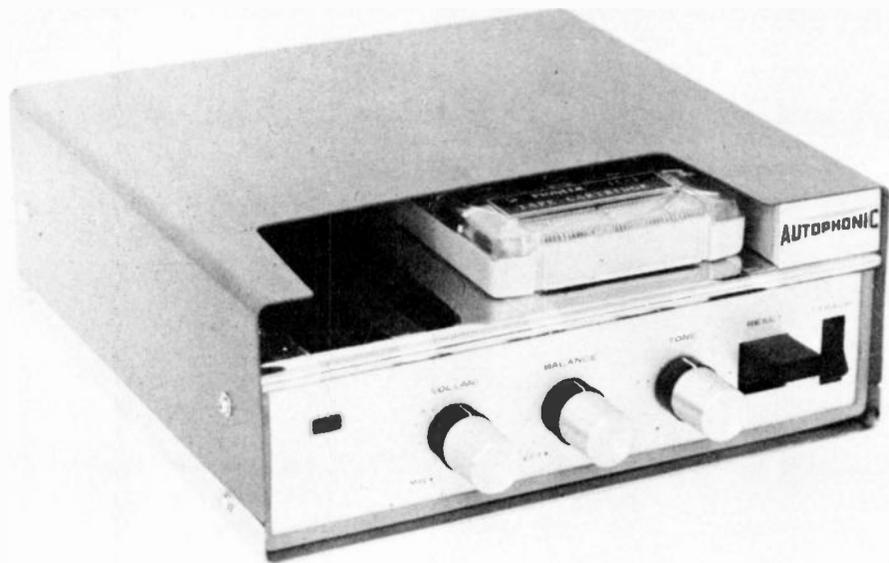


Aiwa Cartridge Tape Recorder

Aiwa is scheduled to introduce this month through its U. S. sales arm a fully-transistorized cartridge tape recorder that is convertible to a-c operation.

Designated as the "Magazine 50," the unit operates at a speed of 1 7/8 i.p.s., providing up to 50 minutes of recording. The recorder has seven transistors and two thermistors. It weighs approximately three pounds.

The cartridge recorder is expected to be priced at about \$79.95. *Selectron International Co., Inc.*, 4215 W. 45th St., Chicago, Ill.



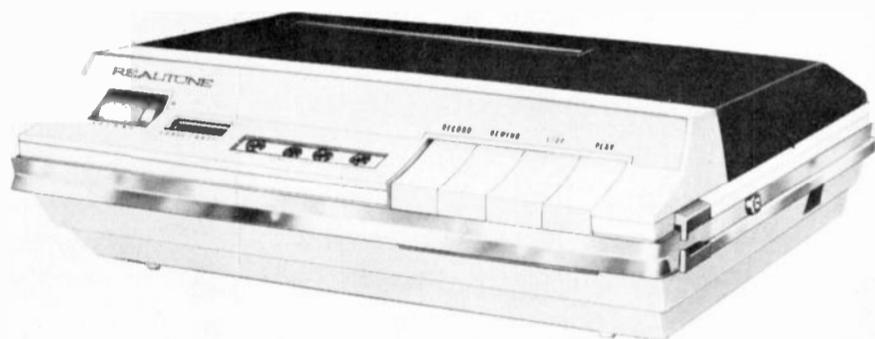
Pioneer Auto Stereo

Pioneer Electronic Corp. has introduced a stereo cartridge tape player for automobiles.

Called the "Autophonic," the unit is fully transistorized to work off a 12-volt d-c power source. Tape cartridges in plastic cases are the sound sources. A spokesman for Pioneer notes: "The interior of an automobile is actually a private listening room with very good acoustics."

The amplifier proper is mounted behind or below the dashboard near the driver's seat, and the controls are finger-tip controls that reportedly can be operated by the fingers of one hand even while cruising along the highway. The loudspeakers are mounted either below the seats or on the shelf above the rear seat.

The 12-transistor unit operates at 3¾ inches per second and is equipped with a volume control, balance control, and tone control. It employs a four-track, two-head system. A capstan drive stereo playback driving method is employed. Unit is priced at \$129.95. *Pioneer Electronic Corp.*, 350 Fifth Ave., New York, N. Y.



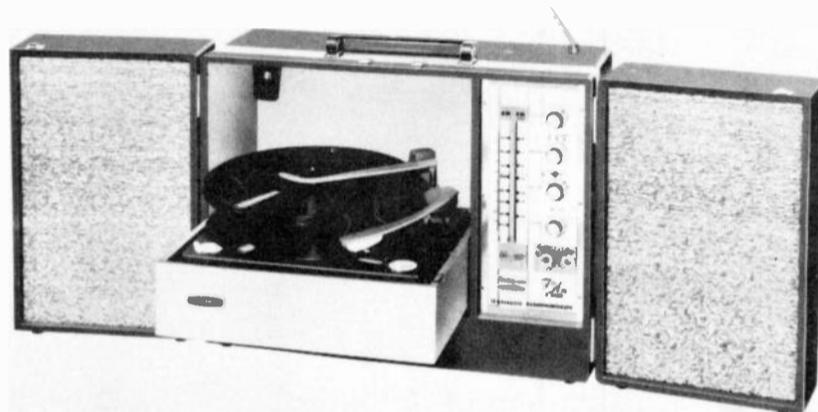
Realtone Portable Tape Recorder

Realtone Electronics Corp. is introducing a five-transistor, two-speed, push-button tape recorder that can capture up to two hours and 15 minutes of conference and business reports or over an hour of high fidelity music and singing on a single double track reel of tape.

Called the "Governor," the unit is equipped with a precision motor and governor that drives the capstan at 3¾ inches per second for over an hour of high fidelity recorder music or singing on what is described as a new super-thin recording tape. At 1⅞ inches per second, two hours and 15 minutes of voice recording is possible. Four push-buttons control all operations of the recorder except recording level and playback volume.

The unit operates on four, one-and-one-half volt flashlight batteries. It is said that seven hours of continuous battery use is possible. During playback, a miniature meter on the operation deck shows the power remaining in the batteries. During recording, the same meter indicates the proper recording level for perfect recordings.

The recorder measures 10" x 9¾" x 3" and weighs five pounds without batteries. *Realtone Electronics Corp.*, 34 Exchange Place, Jersey City, N. J.



Crown Portable Combo

Crown Radio Corp. is introducing a compact portable stereo radio-phonograph with automatic record changer and swing-down turntable.

Designated Model SPH 200, the 16-transistor unit is equipped with FM/AM radio with free-directional telescopic antenna. The automatic record changer offers four speeds.

The combo is equipped with sonorous hard wood wing cabinets and permanent dynamic speakers. The unit operates on six nine-volt flashlight batteries or on a-c with an a-c adaptor.

Model SPH-200 (illustrated) measures 16-9/16" x 21⅝" x 13¾" and weighs 36.1 lbs. with batteries.

Model SPH 220 is a three-band (two short-wave plus medium wave broadcast band), 14-transistor unit equipped with four-speed automatic record changer. *Crown Radio Corp.*, 150 Fifth Ave., New York, N. Y.

Koyo International, Inc., will introduce in the U. S. next month a 10-transistor AM/FM portable radio that features "New Era" push-button automatic frequency control and a built-in telescopic "Scan-antenna" for FM.

The Model KTR-1041 is also equipped with what is described as an "ultra-sensitive" built-in ferrite core antenna for AM. Unit comes equipped with earphone for private listening and carrying case. Minimum suggested retail price is \$29.95.

Also being introduced is Model KTR-641, a six-transistor portable and home radio. Carrying a minimum suggested retail price of \$11.95, the radio has a metal silver front panel, an oversized true fidelity speaker, and a large internal aerial. Unit comes equipped with earphone and carrying case. *Koyo International, Inc.*, 330 Madison Ave., New York, N. Y.

Koyo Portable Radio

(Continued on page 52)



Manufacturer's Door-To-Door Selling Program Pays Dividends

A unique door-to-door selling operation for radios, TV sets, tape recorders, and stereo phonographs has proven highly successful for Aiwa, Japanese manufacturer. The program which is operated directly by the manufacturer from offices located in Tokyo and Osaka is expected to gross \$3 million in 1964.

In operation 18 months, the program employs 350 salesmen who cold canvass, use "bird dogs," and descend on large clusters of people, such as factory workers eating lunch, in search of sales.

Revenue from the door-to-door operation it is estimated will account for 20 per cent of Aiwa's world-wide sales of \$15 million in '64. According to M. Ikejiri, Aiwa's president, about 30 per cent of his company's sales come from radios, 30 per cent from tape recorders, 20 per cent from TV, 10 per cent from stereo phonos, and 10 per cent from microphones and phonograph components.

R. Mikami, sales manager for the door-to-door operation, says a high percentage of the sales crew members are recruited directly from college campuses. Salesmen undergo two weeks of training at headquarters and two weeks on the job.

Salesmen often are transported to a neighborhood in small busses for mass cold canvassing operations, Mikami notes. Each salesman is assigned 30 houses from which experience indicates two sales will be gleaned. (Japanese residences generally are set very close together.)

Crew members basically sell from a catalog but also carry small radios and tape recorders with them. Door openers often are presented to homemakers, and gifts such as boxes of candy are given to customers who provide leads which develop into sales.

Sometimes a small radio is "thrown in" to close a sale of a television set.

A catalog prepared by Aiwa for door-to-door selling of TV presents a logical photo sequence for use by the salesman to impress the prospect with why she should buy a new TV set. (The majority of purchases are second set sales.)

Various world events are pictured to impress on the prospect the spot news impact of TV. One page contains a drawing of a small screen TV receiver with the picture on the screen excised, giving the prospect a partial view of a picture on a larger screen shown on the following page.

By turning the page, the salesman can demonstrate how much the prospect is missing with her small screen set.

Other photos relate to tiredness of eyes created by watching small screen TV, Aiwa production facilities, etc.

If the prospect asks to see the actual set, the salesman brings it to the home for a demonstration, but almost 100 per cent of those who request such a demo buy the set, Mikami states. A 19-inch black-and-white set with wireless remote control has been a big seller among Japanese families, he adds.

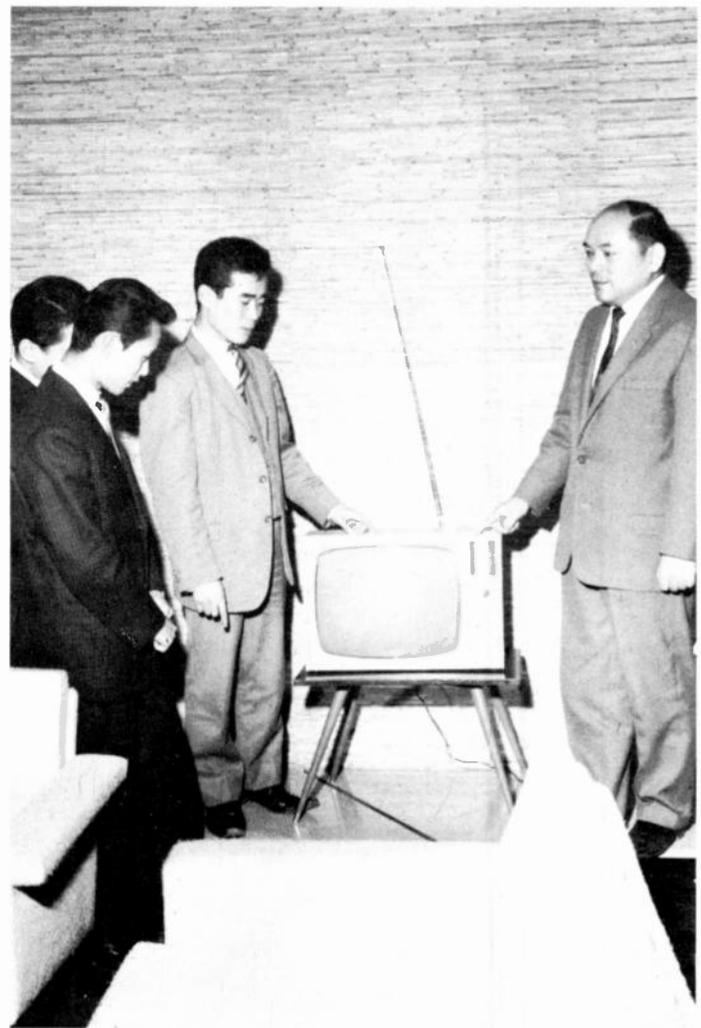
Aiwa has its own financing arm and offers customers up to 15 months to pay for a purchase. The financing charge is 10 per cent per year.

Salesmen compare the per day cost of financing a set purchase with the price of a pack of cigarettes.

The salesmen are paid on a salary plus commission basis and average between 20,000 and 22,000 yen a month (\$55-\$61), which is not bad for Japan. Some earn as high as 28,000 yen a month.

The average age of salesmen is about 23 years.

Consumers are pre-conditioned for the selling program by ads appearing in Japanese magazines and by TV and radio spots. All ads give a telephone number for prospects to call. ■



FEATURES OF AIWA TV set are discussed with sales crew members by R. Mikami (right), sales manager. New salesmen receive two weeks training at headquarters, two weeks on job.

Japan Sewing Machine Exports Climb In '64

About 60 per cent of the sewing machines produced in Japan in 1964 will go to North America, with the bulk of these being shipped to the U. S.

Only companies registered with the Japan Sewing Machine Inspecting Ass'n can manufacture units for export, Rinichi Hirose, chief of the Tokyo branch, JSMIA, noted in an interview with MART Magazine. Some 200 manufacturers are now registered with the association, including head manufacturers, table producers, and component makers.

Now in its eleventh year of operation, the JSMIA carries out compulsory inspection on a random sample basis of all sewing machines produced for export. Inspections of the heads of the machines generally fall in these categories: (1) outward appearance inspection; (2) structural inspection; (3) performance inspection; (4) parts inspection; (5) precision inspection.

According to Hirose, the rejection rate 11 years ago was twice what it is today.

Total Japan production of sewing machines in 1964 is expected to be about 3,500,000 units,

of which an estimated 2,000,000 will be exported. Exports in 1963 were 1,929,279 units.

Yutaryo Nagase of the export department of Brother Industries, Ltd., big Japanese sewing machine producer, says his company's sales of sewing machines to the U. S. in 1964 are expected to be up 5 per cent over 1963 quantity-wise and 10 per cent dollar-wise. Brother sells 25 different models of sewing machines in the U. S., both under its own name and private label.

The company also exports typewriters and knitting machines to America. Electrical appliances are marketed in Japan. Total company sales for '64 are expected to amount to almost \$44.5 million.

Brother tried marketing a blender in the U. S. a few years ago with little success.

Next month the company will introduce in the U. S. a new line of typewriters developed for the mass merchandising field as well as several new zigzag models of sewing machines.

Nagase estimates that 50 per cent of all sewing machines now sold in the U. S. are zigzag models. ■



BROTHER'S Yutaryo Nagase is shown with some of products which his company markets in Japan and abroad. Half of Brother's exports in 1963 were to U. S., with 70 per cent of this represented by sewing machines.

What's Coming Next



LIGHTWEIGHT MOTORCYCLES manufactured by Honda Motor Co. Ltd. have made big impact in U. S. Honda claims to get 70 per cent of Japanese market, is credited with capturing 65 per cent of U. S. market. Battle seems shaping up as American producers fight back, and other Japanese companies seek foothold.

From Japan?

Mostly products dealers already handle will continue to roll in, but there'll be a few "first time in the U.S." items.

What is coming next from Japan? MART's editors conclude that so far as existing appliance-electronics categories are concerned, dealers can look for uniqueness in features or design rather than any violent smashing of price barriers.

Video tape recorders? Japanese manufacturers are selling commercial models to the U. S. right now, of course, but the price is high.

Nearly every Japanese manufacturer would

like to be first with a home model at a price that would attract consumers. One Japanese company indicates that it may introduce a home model in the U. S. in 1965 for a price under \$1,000.

Other Japanese makers at the time of MART's visit were more pessimistic. They don't think it can be done in less than three to four years.

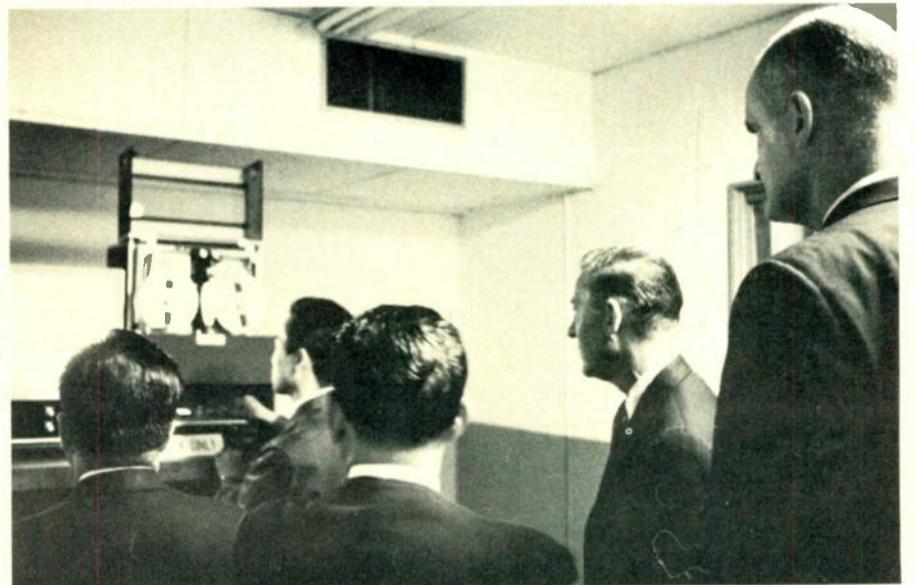
Color TV?

Lack of picture tubes, lack of standardization of picture tubes, and general low production rates work against Japanese makers competing with American companies on a price basis in the near future.

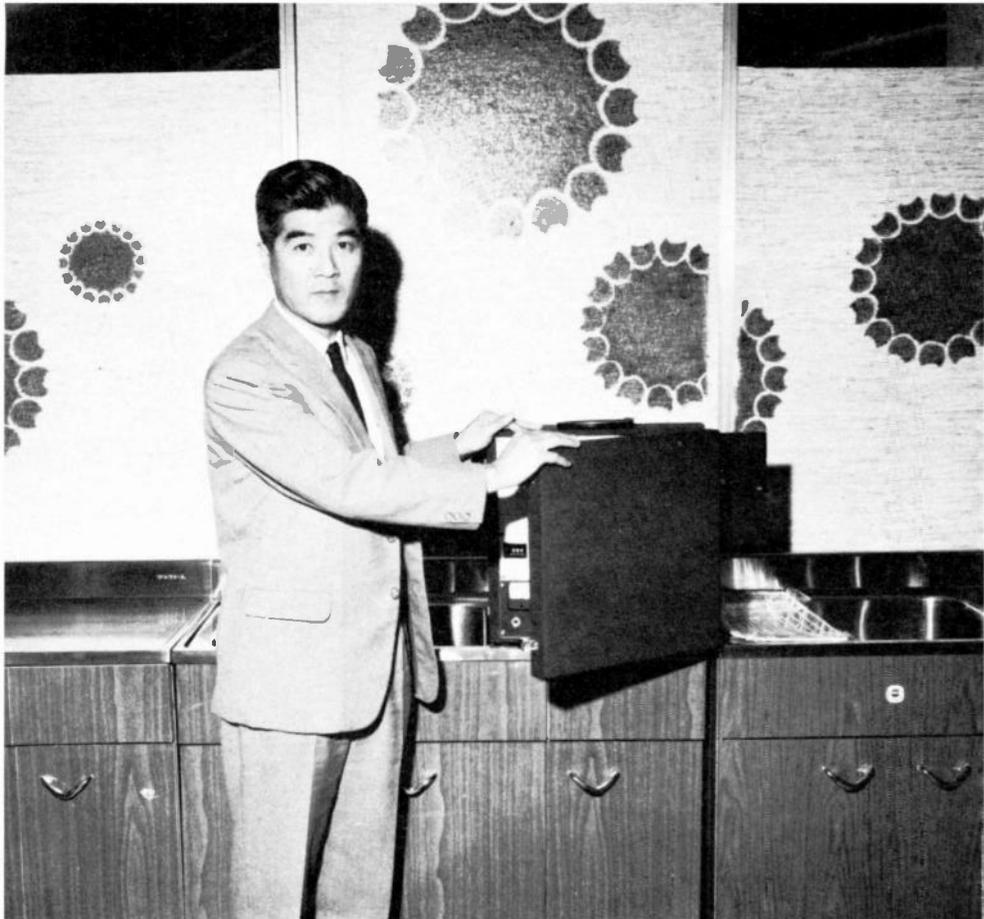
As noted previously, Sony says it could market its 19-inch "Chromatron" receiver for less than \$300 in the U. S. if it could achieve an annual production rate of between 100,000 and 200,000 units.



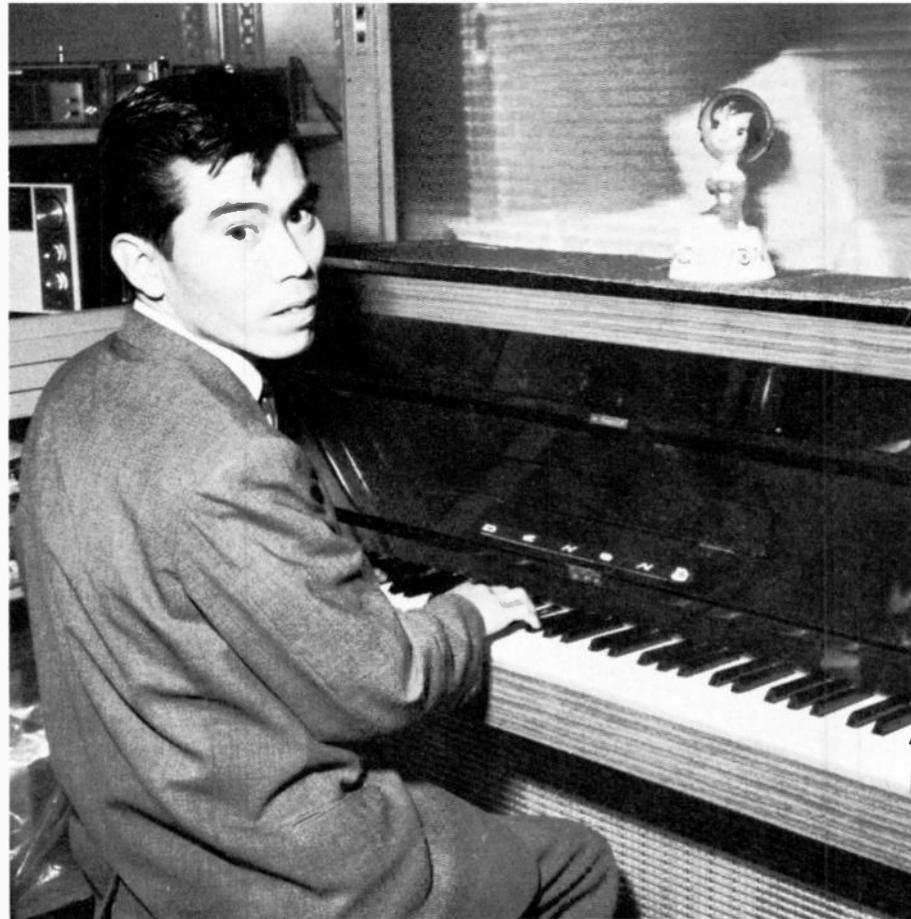
COLOR SELECTING GRID used in Sony's 19-inch "Chromatron" color set (left), is compared with shadow-mask by company's Akio Morita. Set will be sold in Japan next spring, but company does not plan to export "for a while."



SONY VIDEO TAPE RECORDER is demonstrated to visiting MART Magazine staff members. Sony may have home version of unit in U. S. in 1965. A number of other Japanese companies also are seeking development of home model.



STAINLESS STEEL SINK tops will soon be exported to U. S. by Sun Wave Industrial Co., Ltd., says K. Hamada of foreign affairs department, shown here. U. S. chain stores and others have shown interest in tops. Sun Wave presently exports between 1,000 and 2,000 transistorized capstan-drive tape recorders to U. S. each month, claims to be biggest shipper of low-priced recorders to America.



ELECTRONIC PIANO, fully transistorized, may appear in U. S. in spring of 1965 under Nippon Columbia Co., Ltd. brand name for U. S. T. Yoshida, firm's international division, shown at keyboard, says unit probably would sell for about \$600 in U. S. Six-head tape recorder and portable color TV set are other candidates for export by Tokyo-based company.

But the EIAJ states that monthly production of color sets in Japan is at a rate of about 6,000 units, and an informed source advises that between 3,000 and 4,000 of these are being sold by one manufacturer to Sears, Roebuck. So it would appear that Japanese color TV production has a long way to go before it gets into high gear.

Of course, it's always possible that some other American organization will step into the picture and give a Japanese producer the volume he needs to present attractive prices.

Sony plans to market its "Chromatron" set in Japan next spring at an estimated price of \$550, but Sony officials say they will not export the receiver "for a while." Yaou Electric says it will bring its fully portable nine-inch "Chrom-

atron" to market in Japan in the spring and hopes to do the same in the U. S. in August, 1965.

Mitsubishi has a six-inch "Trinoscope" color set which is said to present a picture ten times brighter than the normal color shot. But the company by its own admission is still "trying to get the bugs out" and believes it would have to offer such a set in the U. S. for no more than \$250. (Present price in Japan is just under \$300.)

As the color TV market in the U. S. broadens, more color is bound to come to these shores from Japan. But for the immediate future the Japanese won't try to meet American manufacturers head on but rather with some feature that U. S. companies don't offer.

In black-and-white TV dealers can look for more transistorized sets, both plug-in and truly portable.

Several Japanese companies are readying plug-in transistorized sets all the way up to 19 inches. Longer life is the obvious appeal here.

It's also a safe bet that more American manufacturers will be calling on Nippon companies to produce nine-inch or smaller truly portable TV sets for them. And although one large Japan-based maker says it can't compete with GE's price on a nine-inch, it appears other Japanese companies will try marketing this size under their own name.

And in black-and-white as in color, some Japanese manufacturers will continue to strive
(Continued on page 31)



COLOR BLIND people in Japan, U. S., and other countries may soon benefit from this "Color Perception Restorer" developed by Sanyo Electric Co., Ltd. Device stimulates color perception nerve system by applying pulsively modulated audio frequency current on certain parts of forehead. Sanyo believes unit may be marketed for less than \$100 in Japan and that patients may be trained in home use of "Restorer."



"TELEVIEWPHONE" shown here is available now for delivery in U. S. two months after receipt of order. Heigoro Goto (left), vice president and general director of sales division, Ikegami Electric Co., Ltd., manufacturer of device, says units can be installed 300 yards apart or through use of amplifier distance can be increased. Company also makes portable TV cameras.

**THE NEW
LOOK
OF**



**IS NOW
Solid state**



model KT-10

ALL TRANSISTOR AM-FM STEREO AUTOMATIC RECEIVER

Advanced engineering by KENWOOD experts has produced the superior solid state circuitry you've been waiting for... with all of the exclusive features that make KENWOOD the preferred choice.

KENWOOD'S superior solid state performance is protected by a newly developed and exclusive circuit which automatically guards against widespread transistor damage. This is your assurance that even under the most rugged use, KENWOOD'S performance is consistently reliable.

SPECIAL FEATURES OF KT-10 All transistor tuner, preamplifier, main amplifier on a single chassis. Automatic relay switching between FM multiplex stereo and monaural modes. Automatic circuit breaker protects transistors. Output and input transformerless circuit. Total 40 watts music power (IHF Standard).



KENWOOD
MANUFACTURED BY TRIO CORPORATION

"THE SOUND APPROACH TO QUALITY"

Everyone's talking about the Westinghouse Heavy Duty 15 Washer... engineered to prevent costly repair bills



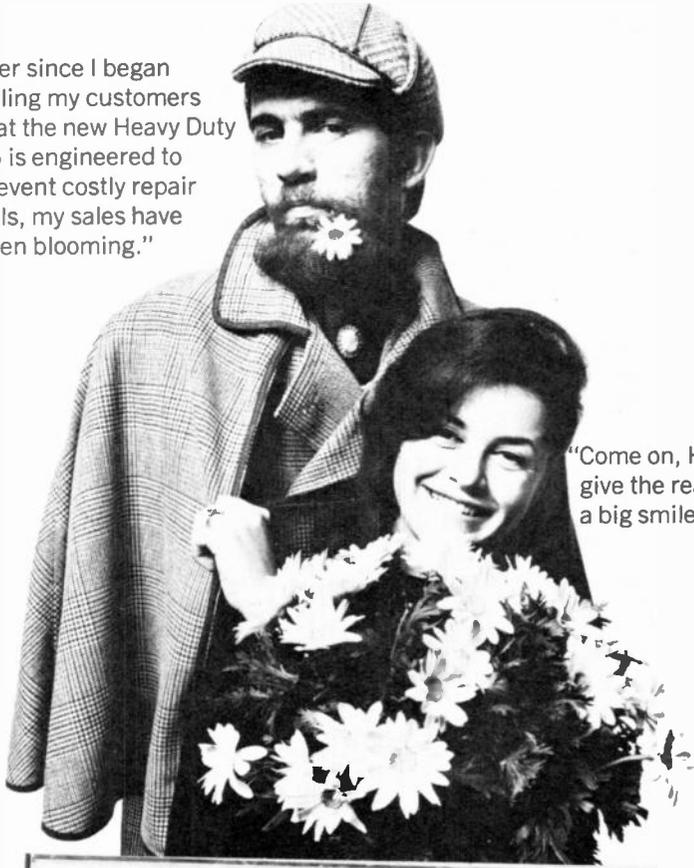
"Smart Alec, that's me. I've just bought Alice a new Heavy Duty 15—the one with the massive transmission that's engineered to prevent costly repair bills. No more major washer breakdowns in this house."

"Yea, but you forgot to plug it in, you big dummy."



"Cyrus, are you eavesdropping again? What do you hear?"

"Ever since I began telling my customers that the new Heavy Duty 15 is engineered to prevent costly repair bills, my sales have been blooming."



"Come on, Harry, give the readers a big smile."



HEAVY DUTY

"What a dirty trick."

"I've never even seen one."

"Whatsa matter wid dem guys!"



"The service department hardly ever sees a Westinghouse since those guys in the engineering department designed that new Heavy Duty job."

"Come on, everybody, hop aboard."



You can be sure if it's Westinghouse



"I can't hear a thing, Hortense. When Westinghouse says they have a heavy duty suspension system that prevents vibrations caused by extra heavy washloads, they aren't kidding."

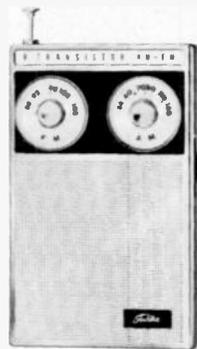
Pssst....I'm model LAF 200.

FM Portables by Toshiba— Items that move



You're sure of rapid turnover with transistorized FM by Toshiba. Sturdy, attractive, economical like all Toshiba portables, this Model 12TL-666F is as fine an FM receiver as newly designed germanium drift transistors and diodes can make it. For clear, BIG sound, five of its 12 transistors are amplifiers. AFC virtually eliminates carrier drift. 4" dynamic speaker. \$ 74.95

Model 8TP-686F



Trans-8—the hi-fi handful. Model 8TP-686F, one of the smallest FM portables. Fine, clear tone through 8 transistors, 5 diodes. Weighs only 11 oz.; slips easily into handbags. \$ 36.95

Model 10TM-631F

Model 10TM-631F—Telescoping swivel antenna, 10 transistors, 5 diodes for ideal FM/AM reception. Weighs 22 oz. with battery. Leatherette, silvered chrome. \$ 49.95



Tokyo Shibaura Electric Co., Ltd.

New York Office: 530 Fifth Ave., New York N.Y. 10036

Tel. (212) MU7-5471

Toshiba
QUALITY SINCE 1875



FUJI ELECTRIC COMPANY'S Ryuzo Yamada (left), and S. Okada show products that may eventually find way into U. S. Okada, chief of general affairs section of foreign trade department, holds slicer attachment for juicer which currently is sold in Hawaii without attachment and may eventually be sold elsewhere in U. S. Yamada, who is in coordinating and planning branch of same department, holds underwater safety lights. In foreground is razor blade sharpener.



NINE-INCH PORTABLE COLOR TV that utilizes single gun hopefully will be introduced in U. S. by August, 1965, says Tamotsu Simizu, managing director of Yaou Electric Co., Ltd. Fully transistorized set, which he holds here, may be sold in Japan for about \$358, with price in U. S. market not set at present time.

Coming next from Japan

(Continued from page 26)

for uniqueness in screen size. Standard Radio Corp. for one has announced it will market a three-inch TV receiver in the U. S. in '65.

The U. S. tape recorder market continues to attract Japanese companies, and more models at all price levels are in the offing. Some companies which have sold primarily to importers in the past will concentrate on their own brand in the U. S. in the future.

Nippon Columbia Co. Ltd. which at one time had a "Niccol" brand TV set in America is looking to get a brand of its own again in U. S. markets. Nippon Columbia merchandise has con-

tinued to be sold under private label in the states.

The name "Denon" is a possibility for a Nippon Columbia brand in America. This label is used on Nippon Columbia phonograph records sold on the west coast.

The company has a compact six-head tape recorder which it has yet to offer for export anywhere. It also has a completely transistorized electronic piano which is sold in Japan under the "Elepian" name, and which Nippon Columbia hopes to bring to the U. S. after April, 1965.

According to T. Yamane, general manager of Nippon Columbia's international trade department, the piano might sell in the U. S. for about \$600.

Console stereo is one field which the Japanese have not been able to dent yet. Shipping costs

and meeting requirements for UL approval are two problems cited by makers as deterrents.

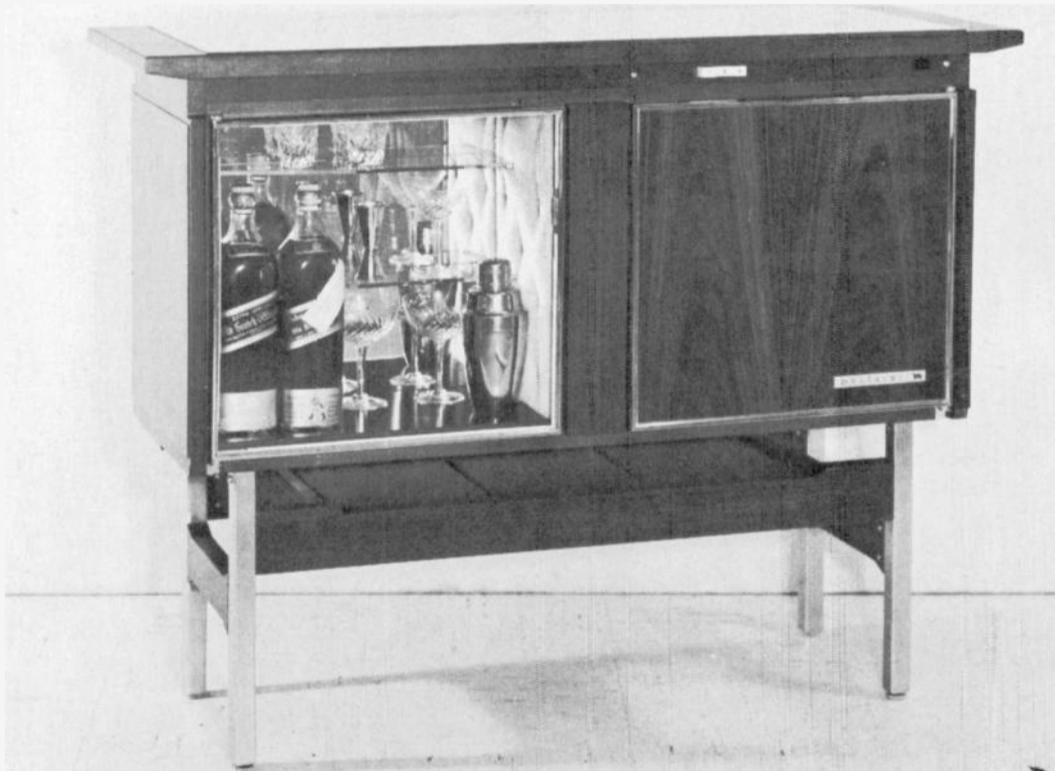
Some companies have shipped and will continue to ship console stereo in "knock down" form, but here, as in color TV, if the Japanese are to make it big, it seems a certainty they can't meet American companies head on.

Matsushita concedes this and admits it is considering an oriental design as well as a speaker that produces a lower tone for its console stereo to be sold in America.

Regardless of styling changes it seems a certainty Japanese manufacturers will continue to use cabinets produced in the U. S.

Electric housewares?

Japanese companies have been selling a lim-
(Continued on page 47)



HITACHI THERMO-ELECTRIC refrigerator-freezer, now offered in Japan for about \$600, may soon be marketed in U. S. Refrigerator section of unit has capacity of 1.0 cu. ft., while freezer section holds 0.6 cu. ft. Possible price for thermo-electric unit in U. S. has not been announced.



MATSUSHITA'S ELECTRIC PANTS presser which may be introduced in U. S. is held by Frank T. Oghai of company's international management division. Unit sells for \$11 in Japan. Kenji Norimatsu, assistant director of the overseas operation division, holds nine-inch transistorized TV set sold in U. S.

Japanese manufacturers set their courses

(Continued from page 21)

aging director of the central research laboratory.

Hayakawa has done much work in the development of data processing equipment, and Mito believes that within five to six years a basic data processing machine that could be used by retailers in keeping tabs on their businesses would be available for a price of \$100 to \$200, F.O.B. Japan.

A 10-key machine with printer might sell for between \$300 and \$400 in Japan, while a more sophisticated unit with typewriter and

memory circuit would at that time perhaps sell for \$2,000 and up.

Hayakawa has since 1962 sold home electronic products in the U. S. under the "Sharp" brand name which it employs in Japan. Some products have been made for private label, too.

The company also has exported electric rice cookers and some toasters bearing the Sharp name. Commercial electronic ovens are made under another name for sale in the U. S.

Sales of Hayakawa Electric are expected to total about \$100 million in 1964, with close to \$11 million of this accounted for by export. About 40 per cent of export sales will be to the U. S.

Fuji Electric Co., Ltd., which claims to supply 90 per cent of the silicone rectifiers used in Japanese TV production, plans to market a 12-inch transistorized TV set in the U. S. in the spring of 1965.

Fuji has sold transistorized radios in the past that were marketed under the names of U. S. importers, and indications are the company will continue to go the private label route. Two-band radios of more than 10 transistors have been the firm's strong suit in U. S. production.

Fuji plans to sample its electric housewares in Europe by the end of 1964. It would like eventually to sell them in the U. S., too, but like other Japanese manufacturers, points to the difficulty in obtaining Underwriter's Laboratories approval because of the difference in Japanese and American specifications.

The UL stumbling block as well as shipping costs have proved a deterrent to marketing the company's console stereo in the U. S., according to S. Okada, chief of the general affairs section, foreign trade department.

Fuji formerly marketed two lines of appliances in Japan, "Fuji" and "Fuji Denki." As of recently, however, the latter name has been dropped.

In this special issue the editors have attempted to present an indication of the marketing philosophy for the U. S. being followed by various Japanese appliance and home electronics makers.

And they have also presented Japan-made products of interest to dealers which have recently been introduced in the U. S. or will be shortly. In a separate article the editors have presented the best available advice on what will be coming from Japan in the months ahead. ■

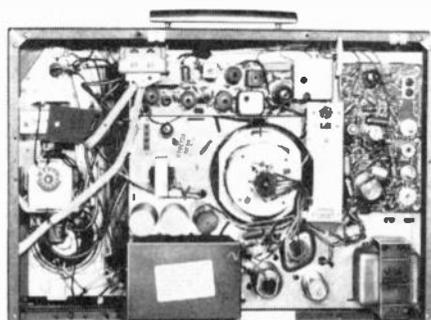
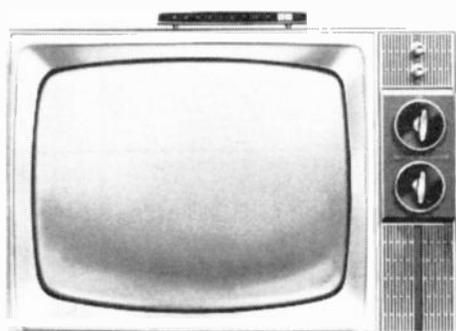
Tappan's D. Rainey Again Heads NEMA Range Section

David C. Rainey, product manager for The Tappan Co., was elected chairman of the electric range section of the National Electrical Mfrs. Ass'n during a recent meeting of the group in New York City. Rainey, elected for the second time, will serve the NEMA group for one year, coordinating the promotional activities.

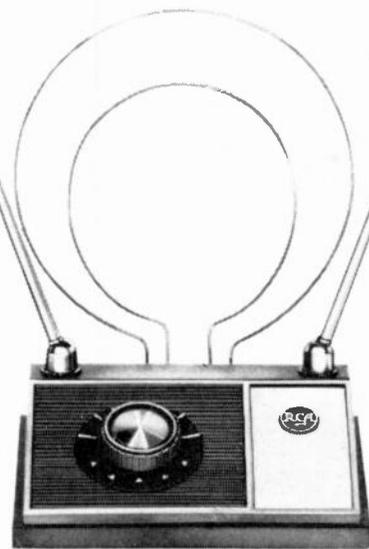
FULL MARK-UP
BARTON HAS THE EXTRA
FEATURES TO HELP YOU
GET PROFITABLE
WRINGER-WASHER SALES
BARTON MFG., INC. WEST BEND, WISCONSIN



If you sell or service TV sets



can we interest you in making
a few extra dollars?



New RCA Stratomaster—
for both VHF and UHF channels.



New RCA Stratoscope—
for VHF channels only.

If you're in the TV business, why not include these two natural profit makers in your line? These RCA indoor TV antennas are styled so smartly they virtually sell themselves. And they work so well they keep customers sold on you!

SMART STYLING. An instant selling point. The first indoor antennas you can recommend with pride as a decorative asset to any interior.

EXCELLENT PERFORMANCE. These RCA indoor antennas are designed by the same RCA engineers who develop antennas for satellites and space. They include (a) an automatic signal-phasing device to pull in the strongest, sharpest picture possible with an indoor antenna, (b) a channel selector switch to block out ghosts and interference, (c) super-fine tuning, (d) telescoping 45-inch arms turnable in any direction without moving the base.

and they're advertised nationally in **POST** and **TV GUIDE**
for immediate customer recognition and acceptance.

ORDER FROM YOUR RCA DISTRIBUTOR. AND HURRY...SO YOU'LL HAVE THEM IN STOCK WHEN CUSTOMERS START ASKING FOR THEM.

RCA PARTS AND ACCESSORIES, DEPTFORD, N. J.



The Most Trusted Name in Electronics

NEW HORIZONS...NEW DIMENSIONS HOUSEWARES '65!

New horizons in housewares sales — sales even topping the remarkable record of the past year — are nothing short of an assured fact in 1965.

New dimensions in ingenuity, in design, in production and in marketing will be ready to take full advantage of this big and growing market when the doors swing open on the January 1965 National Housewares Exhibit.

Participants in this Exhibit will know the pride and satisfaction of being part of the pageant of products that is pointing up the growing pre-eminence of the Housewares Industry.

Here, as at no other place and at no other time, you will find the men who speak your language — the language of housewares. Here you will be a member of an exclusive guild devoted solely to creating, making, merchandising and selling housewares.

Here, and here only, sellers and buyers meet on friendly, constructive, receptive terms.

Your presence here will bring you ideas and leads, and business. It will make you proud to be a part of an industry that is big and that you have helped to make big.

42ND SEMI-ANNUAL
NHMA

NATIONAL HOUSEWARES EXHIBIT JANUARY 11-15, 1965 McCORMICK PLACE, CHICAGO



SERVING THE HOUSEWARES INDUSTRY SINCE 1938
NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION
1130 Merchandise Mart Chicago, Ill. 60654



Japanese Industry Has Its Heroes, Too

- Like the U.S. with its Sarnoffs, Galvins, Maytags, and Siragusas, Japan has its men who have built large appliance and electronic firms.
- And also like their American counterparts, these men have lent their talents and fortunes to other areas of national life.
- Here are profiles of the heads of some of the companies in the Japanese appliance-home electronic industries.

Matsushita's Interests Include All Mankind

A poll conducted by a Japanese newspaper among youths not long ago resulted in Konusuke Matsushita being named one of the most admirable men who ever lived.

A recent issue of *Life Magazine* referred to him as "top industrialist, biggest money-maker, philosopher, magazine publisher, and best selling author." All of these designations of Matsushita, including the one of "most admirable" are very likely true, and it is also possible that he is per-



Konusuke Matsushita

haps better known to more people in the western world today than any other Japanese, with the exception of the Emperor.

As chairman of the board of Matsushita Electric Industrial Co., Ltd., he heads an operation that employs 42,000 people and is expected to amass total sales of \$630 million in 1964.

The product which started Matsushita on the

road to his industrial empire was a bicycle lamp. He had been forced to leave school at the age of 11 because of a reversal in family fortunes. He had been apprenticed to a bicycle shop, and later, after working for a power company, developed an idea for a bicycle lamp with a longer life than any then on the market.

Other consumer products were added as Matsushita's business grew.

Today he also serves as chairman of the board of directors of Victor Co. of Japan. In addition, he owns or controls many other companies in a wide variety of fields.

Matsushita's "Peace and Happiness Through Prosperity" philosophy has been much publicized throughout the world. The Japanese industrialist has established a PHP Institute in Kyoto to study means of achieving his dream.

In a recent interview with *MART Magazine*, Matsushita explained that to the businessman, PHP says, "Be honest with yourself, and you will find the best way to live." He noted that the philosophy strives to establish co-existence between countries as well as individuals.

PHP is still in the research stage, the Matsushita Electric head noted, and has not as yet been applied to his business in any way. PHP has no official membership, but a monthly magazine dealing with the philosophy has a circulation of about 40,000.

Referring to Matsushita Electric, the board chairman says he hopes company sales will hit \$1 billion in 1969.

Although he feels the greatest growth period lies ahead, he believes the annual growth rate will slow to a steady pace of about 10 per cent a year. Color TV, video tape recorders, and tape recorders are cited as areas in which the greatest growth will occur.

Color TV will not take over completely in Japan, Matsushita asserts. It will be bought by those who can afford two or three TV sets and will amount to about 20 per cent of set owners in Japan.

Early Reversals Failed To Stop T. Hayakawa

The personal misfortunes which have befallen T. Hayakawa have given him a keen awareness of the suffering of others.

He lost his parents when he was two years of age and was reared by a woman who later lost her eyesight.

About three years ago, on the occasion of his seventieth birthday and the fiftieth anniversary of his company, Hayakawa presented to the city of Osaka a \$200,000 Osaka Municipal Hayakawa Social Welfare Building.

The building is equipped with a library for blind people as well as facilities for making

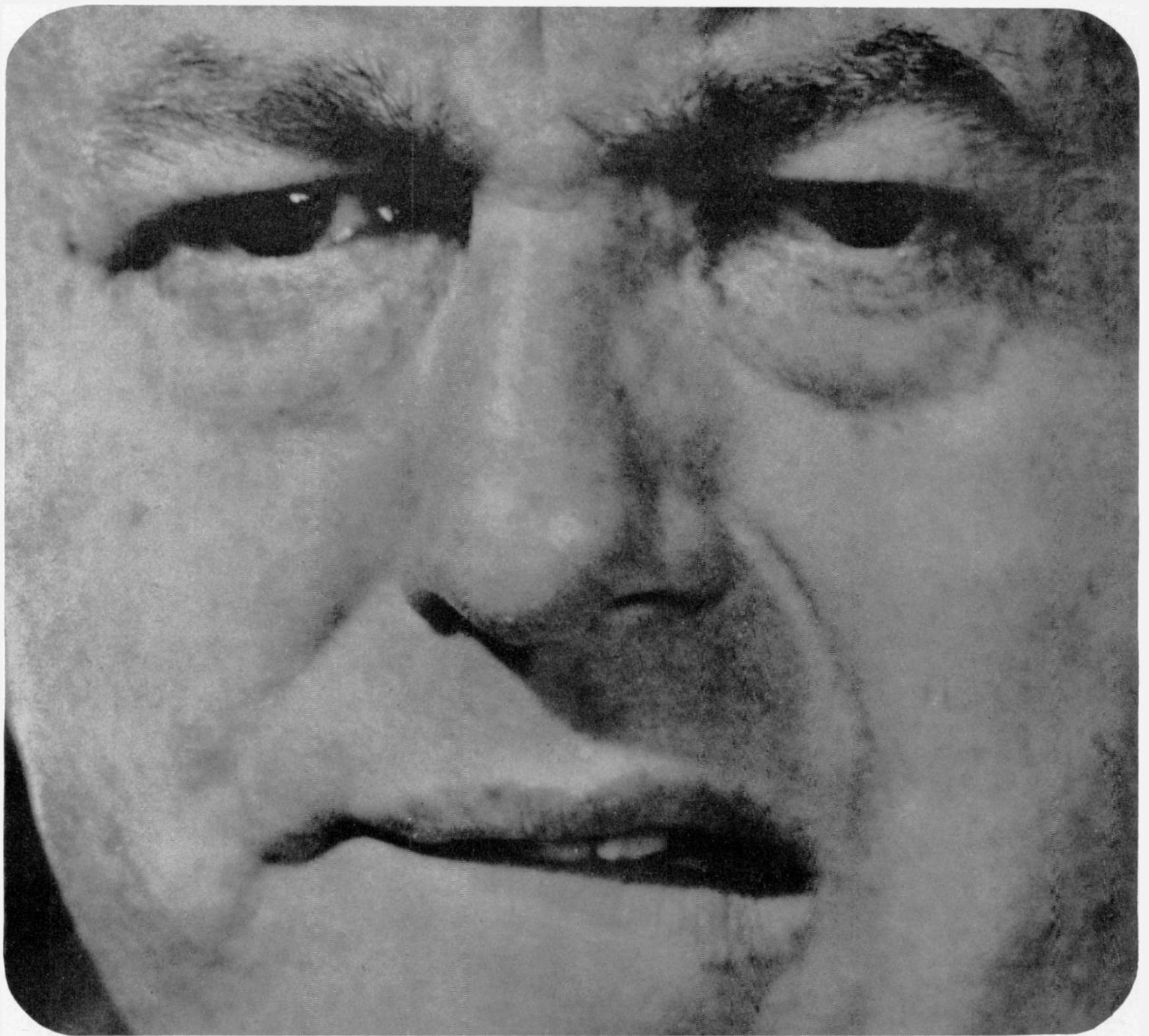


T. Hayakawa

Braille books. It also includes a room where those who are blind may play chess on a special board designed by Hayakawa and Yoshio Kimura, famous Japanese chess player.

The building also includes facilities for aged men and for students from underprivileged families.

(Continued on page 36)



give me seven reasons why I should carry your line.

1. Webcor practically wrote the "book" on tape recorders. We've been in the sound business longer, know more about your problems and know more about your tape customers than any other manufacturer. There's still no substitute for experience.

2. We're not in the toy business—we're in the sound business! We're proud of Webcor's continuous contributions to the tape recording industry; we're proud of our part in creating and maintaining a high unit sale for our dealers. We're proud of our leadership.

3. Dealer profits. Retailers have frequently called us the "bread and butter" line. We think our new approach to selling the world's finest tape recorders will add a new dimension to your profits, your sales volume.

4. The new Webcor attitude. What does this mean to you? Just this: You are guaranteed the finest quality precision instruments it is possible to make. We are dedicated to the enhancement of the Webcor name; to your absolute satisfaction; to your customer's total enjoyment of Webcor products.

5. The 1964-65 Webcor promotional and advertising program is as unique and enlightening as Webcor's great new line. More ads, more magazines, more impressions, more reasons to buy than ever before—**MORE PEOPLE ASKING FOR WEBCOR** than ever before.

6. Six great new Webcor models, designed by America's leading industrial design firm. Styled and engineered to appeal to those seriously interested in sound—priced to appeal to people seriously interested in owning the world's *finest*.

7. It's easier to sell Webcor. Let us prove it to you.

Write:
Harvey G. Dickson
General Sales Manager
Webcor, Inc.
700 North Kingsbury
Chicago, Illinois 60610



WEBCOR / Dormeyer

Japanese industry heroes

(Continued from page 34)

By 1916, Hayakawa had built a thriving business in Tokyo. The great earthquake which struck Japan's capital city that year not only completely destroyed his factory but killed his wife and two children. Hayakawa spent seven hours in a river to escape the ravages of fires created by the quake.

Hayakawa says this latter tragedy motivated him to rebuild his business and to go on to greater achievements. Today the Hayakawa Electric Co., Ltd. has annual sales of about \$100 million, and the "Sharp" name which the founder first applied to a pencil which he manufactured is used on appliances and home electronic products sold in Japan and other countries.

In 1923, when Hayakawa learned that broadcasting would soon come to Japan, he began to develop a radio set. In 1924, six months after broadcasting did arrive on the scene, he marketed his first receiver, a crystal set which sold for about \$1.50.

The factory was then in a rural area, and youths came from nearby farms to help the present industrialist assemble 600 of the sets a day.

Hayakawa says he was the first mass producer of radios in Japan, and that early in his career he "co-invented" a conveyor system for the assembly of radio.

Hayakawa built a research laboratory to study television 20 years before this product appeared on the market. He notes that he marketed his first TV set 13 years ago, and for a year-and-a-half was the only producer of TV sets in Japan.

Hayakawa had bought a quantity of 14-inch picture tubes from the U. S. and England which aided him in his early production.

The first set which Hayakawa marketed sold for about \$486. Within a year the price dropped to \$250, and the company refunded about \$55 to people who had purchased a set within two months of the price drop.

In 1961, Hayakawa Electric constructed a new research laboratory that employs about 700 engineers. Computers and thermoelectric air conditioners are among products under development.

Although Hayakawa's engineers may never be able to effect a cure for blindness, they are close to having ready for market a device that is designed to correct color blindness.

World Markets Key Thinking Of Sanyo's Iue

Toshio Iue, president of Sanyo Electric Co., Ltd., told MART Magazine that the importance of overseas markets to Japan has always held a place of prime importance in his thinking. About 15 per cent of the products which Sanyo makes currently are sold to world markets.

Sales of Sanyo have increased 1300 per cent in the past 13 years.

The first item which Iue produced also was a bicycle lamp, a self-generating type. The Sanyo president says his was the sixteenth company in Japan to enter manufacture of this product, and within three years Sanyo had captured 60 per cent of the domestic market. His share of the overseas market in this product climbed as high as 20 per cent, he notes.

A heated exchange with Japan's premier occurred during a campaign which Iue waged to have the excise tax lowered on Japanese radios. The Sanyo head stressed that radios would be a very important item for export, that they required manual assembly which could take up the slack created by Japan's shrinking textile industries. He also pointed out that raw materials required in radio manufacture were small in quantity.

Iue notes that the excise tax was gradually lowered and finally abolished.

Sanyo has been the largest exporter of radios in Japan for the past seven years, Iue states. He credits the following factors with contributing to this position: (1) he tries to see that all involved make a profit; (2) he attempts to select accounts who appreciate his attitude; (3) he tries not to disturb the U. S. market with dumps, etc.

Iue says he also has given special attention to the servicing situation in overseas markets, making parts available for at least five years after a set has been marketed.

Efforts by Iue also reportedly were instrumental in increasing the saturation of washing machines in Japan.

In 1953, he notes, yearly production of washers was only about 100,000 units. Iue imported models of washers from all parts of the world for study. He decided that a European type was best suited for Japan. However, electricity consumption of the unit was high, and cost of



Toshio Iue

power in Japan was expensive. So the machine was redesigned to use less power.

Next, every other day for a year, Sanyo brought 150 retailers to its plant for a two-day program during which sales opportunities inherent in the new washer were drummed into them.

Today, industry production of washers in Japan totals about 3,000,000 units a year. Sanyo makes about 600,000 of this number, the Sanyo president states.

Iue is the brother-in-law of K. Matsushita, chairman of the board of Matsushita Electric Industrial Co., Inc. and started in business with Matsushita.

Toshiba Head Sees Need For Money For Japan Growth

A tight money policy has restricted development of U. S. markets for Japanese products, Taizo Ishizaka, chairman of the board, Tokyo Shibaura Electric Co., Ltd., told MART Magazine in an interview.

He said he feels that Japan became a new born country after the war. "It is still in the process of growing up, and the course has been rugged."

Japanese family life has not yet stabilized following the war, and this could even be reflected in work habits, Ishizaka said.

Seven to eight per cent of his company's total sales are in exports, the Tokyo Shibaura president said, but he hopes to see this figure climb to over 10 per cent before too long.

Ishizaka agreed that price decreases on American-made home entertainment products will make it difficult for Japanese companies to compete in this field in the U. S. However, he believes the greatest growth in Japanese exports may be in electronics, although in components rather than finished products.

Asked about the 16-inch color TV set which his company is manufacturing for Sears, Roebuck and Co., Ishizaka said the profit is low but the



Taizo Ishizaka

increased production is bringing the cost of color down for his firm.

Tokyo Shibaura may eventually make other products for Sears but can't compete in other product areas at the present time, Ishizaka stated.

Tokyo Shibaura expects total sales of over \$900 million in 1964.

The company manufactures many products, ranging from transformers and heavy equipment down to electric housewares. The "Toshiba" label is used on home appliances and home entertainment products.

Ishizaka's background is in the legal profession and he currently serves as counsellor, director, or chairman of the board of companies in a wide variety of fields. He also continues to hold top posts with a number of business and national associations.

He has served as president of the Federation of Economic Organizations since 1956. This group includes in its membership not only manufacturers but also banks and insurance companies.

According to Ishizaka it has been able to bring about certain controls on industries.

Ishizaka also served as president of the Tokyo Olympic Fund Raising Ass'n.

Standard's President Was First To Miniaturize

Hiroshi Miyazawa, president of Standard Radio Corp. was a radio amateur from his elementary school days.

After the war, he was one of a group of three



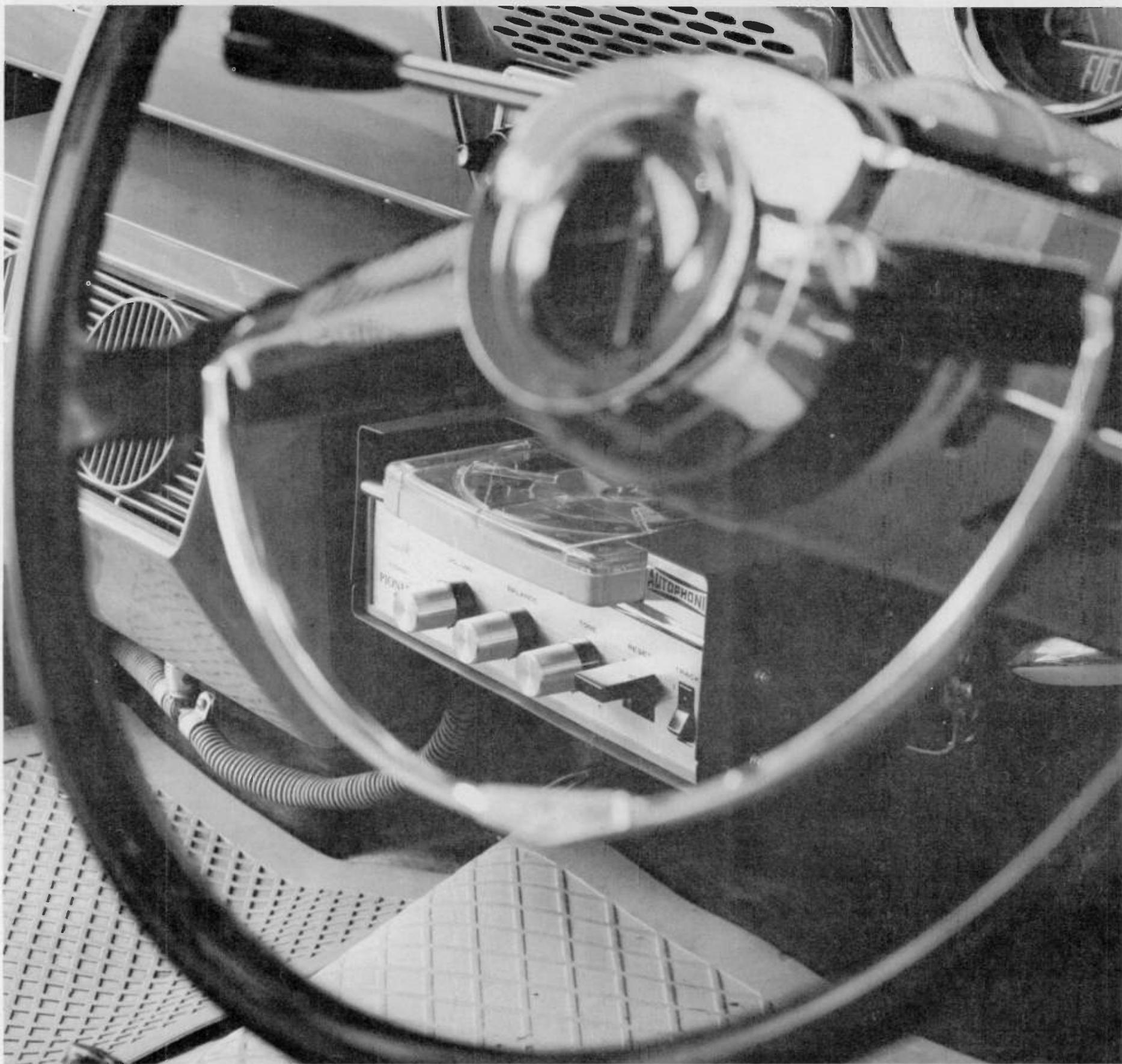
Hiroshi Miyazawa

men who undertook to make a small tube-type portable radio. Miyazawa undertook the job of circuit design and assembling. Hajime Moribe was assigned the manufacture of a miniature variable capacitor. S. Nishimura undertook the development of a small speaker.

Today, Moribe and Nishimura are presidents of companies manufacturing, respectively, vari-

(Continued on page 48)

MAKE EVERY CAR A HI-FI LISTENING ROOM ON WHEELS !!!



Just slip in a compact tape cartridge, and your car is immediately filled with the full-dimension sounds of true stereo, with the crisp clean reproduction only magnetic tape gives. The AUTOPHONIC mobile tape stereo system is the latest creation from PIONEER of Japan, acknowledged world leader in the production of high fidelity sound equipment, with the world's largest output of loudspeakers of all types. After passing rigorous and exhausting tests conducted until PIONEER's audio engineers were satisfied that it would meet world requirements, the AUTOPHONIC mobil tape stereo system is now available from QUALITY AUDIONICS INC. of New York. Every unit is backed with a full one-year warranty of workmanship and performance, and a nationwide network of authorized installation and service centers. It has been tested in every conceivable climate: - baking hot or freezing cold, bone-dry or jungle humidity, and it is designed and manufactured both for quality performance and endurance.

NOTE SOME OF ITS OUTSTANDING FEATURES

- The AUTOPHONIC mobil tape stereo system is a solid state system using a precision mecha-

nism and transistorized printed circuitry. It will function normally over extremely poor roads without any vibrations or shocks being transmitted to the mechanism and being reflected in playback tonal quality.

- Operation is simplicity itself - just slip in a plastic self-winding tape cartridge, and the system goes into operation. (No tricky threading of tape, adjustment of stylus pressures, or complicated fiddling of controls.)
- Uses 4-track 2-channel dual-head stereo system, for fingertip choice of program source.
- Provides ample power output, for dynamic full-dimension stereo reproduction.
- It functions perfectly anywhere - in remote mountain areas, or in tunnels - without any static, fading, or lapse of sound. (And the listener hears what he wants, without any jarring commercials; he chooses what he wants to hear.)
- Tonal quality is adjustable over a wide range - for sound so clear, so true, so stereo, comparable to the costliest full-size sound systems.
- Any size tape cartridge - 3", 5", or 7" - may be used.

For superb space-filling full dimension stereo sound in mobile applications, it's the AUTOPHONIC mobile tape stereo system for cars, pleasure boats, private planes, or for sightseeing or tourist buses. It tucks away under the dashboard; uses less power than a car clock, and its handsome chrome-finished exterior complements the interior of the most luxurious car.



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Suggested Retail Price—\$119.95
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Model TH-680—6 transistor AM
Pocket Portable With Earphone
Jack
Suggested Retail Price—\$19.95
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Model TH-600—6 Transistor AM
Pocket Portable With Unique
Speaker Rim Tuning Control and
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Model TH-848—8 Transistor AM
Pocket Portable Radio With Ear-
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Model TH-610—6 Transistor AM
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Model KH-903—9 Transistor FM/
AM Portable Radio With Push
Button Control and Stereo Multi-
plex Jack
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Model TH-890—8 Transistor AM
Pocket Portable With Earphone
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Model TH-812R—8 Transistor AM
Portable Radio With Battery Saver
Switch for Longer Life and Ear-
phone Jack
Suggested Retail Price—\$34.95
Minimum Retail Price—\$29.95

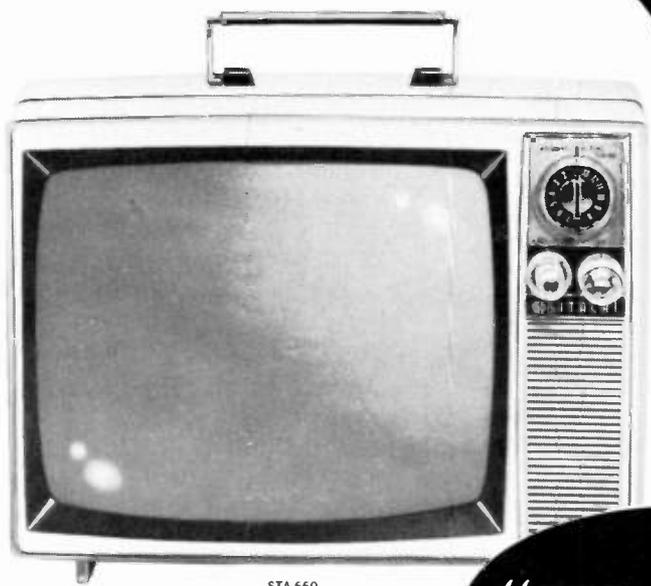
Model KH-1000H—10 Transistor
FM/AM Portable Radio With AFC
Switch and Earphone Jack
Suggested Retail Price—\$59.95
Minimum Retail Price—\$49.95

Model KH-1005R—Deluxe 10
Transistor FM/AM Portable Radio
With AFC Switch, Push Button
Control and Stereo Multiplex Jack
Suggested Retail Price—\$59.95
Minimum Retail Price—\$49.95

Model KH-1007M—Deluxe 10
Transistor FM, AM 4 Band Port-
able Radio With AFC Switch, Push
Button Control and Stereo Multi-
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Suggested Retail Price—\$89.95
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Model TRQ-300—All-Transistor,
Double Track Portable Tape Re-
corder With Automatic Volume
Control and Two-Speed Capstan
Drive
Suggested Retail Price—\$99.95
Minimum Retail Price—\$79.95

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MADE IN JAPAN on a Hitachi TV you
know it’s the best made anywhere...
(who else around here can make that statement?)”**



STA 660

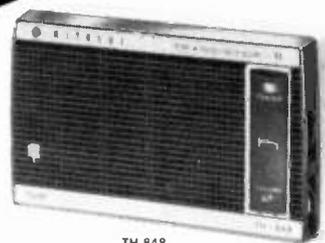
TWA 1700



TH-680



TH-600



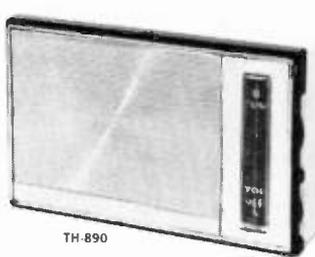
TH-848



TH-610



KH-903



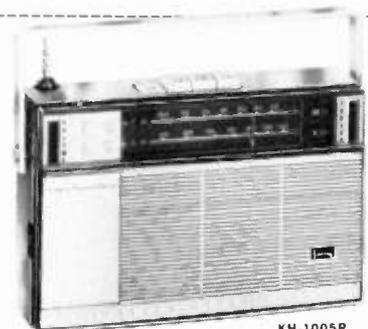
TH-890



TH-812R



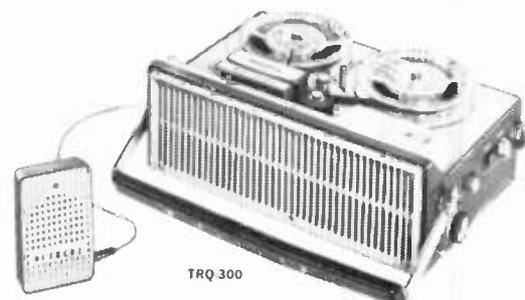
KH-1000H



KH-1005R



KH-1007M



TRQ-300

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International Date Line

HONG KONG.... *Another Japan?*

Radio exports to the U. S. from this Crown Colony are mounting, but indications are that many obstacles must be overcome before it can follow the pattern of Japanese product development.

Hong Kong is a place of beauty. Hong Kong is a place of both great wealth and poverty. Hong Kong is a place of danger and intrigue. Hong Kong is also a place where importers can purchase certain transistor radios for less than they can in Japan.

It is also a place where some American-made appliances have been sold with success and where others have lost a foothold they once had or might have gained because of bungling by American exporters.

These are things a visitor on a limited stay in the British Crown Colony concludes after talking to a cross-section of manufacturers, importers, dealers, and government representatives.

Best known to the U. S. trade, undoubtedly, is the fact that export of transistor radios to the U. S. from Hong Kong has been growing at a rapid rate. According to figures supplied by the Commerce and Industry Dept. in Hong Kong, 50.5 per cent of 2,241,820 radios exported by the Crown Colony in the first eight months of 1964 were shipped to the U. S.

This compares with 39.5 per cent of the 1,383,581 transistor units exported in the first eight months of '63 going to the U. S. In fact, the United Kingdom was a considerably larger customer in the '63 period than was the U. S. Not so this year.

A logical question to ask is, will Hong Kong be a repeat of Japan? Will it go from the six- and eight-transistor radios which largely are what is being exported, into the tens, the multi-bands? into TV, phonos, tape recorders? — the whole routine?

Some companies are making 10-transistor single and two-band units now, and a few are said to be even making 12- and 13-transistor, two-and-three band radios, but the bulk of production is "sixes" and "eights," with a few companies playing with "fours."

Talk to George M. Baker, and he tells you that he thinks Hong

Kong's penetration of the U. S. will continue to increase in an expanding market but in the lower brackets.

Baker is chairman and managing director of International Service Corp., Ltd. and chairman of the Radio and Electronics Manufacturers Ass'n of Hong Kong. Among other things, the association which was formed two years ago is trying to improve the buyer's image of Hong Kong as a source of quality but inexpensive radios.

Included in the association membership are 20 members. According to Baker, manufacturer and assembler membership accounts for more than 70 per cent of radio production in the colony.

Baker estimates that there are 35 manufacturers of complete radios in Hong Kong as well as nine or 10 assemblers. There are also said to be ten component makers.

Included among the manufacturers and assemblers are American-owned companies such as Zephyr Radio Co. and Trans-World Electronics; Japan-owned companies such as Sanyo Electric, and U. K.-owned operations such as Coronet Industries.

Semi-Conductor, Ltd., and Sprague World Trade Corp. are among wholly-owned U. S. component makers situated in the Crown Colony, but the bulk of the firm's involved in radio production are ostensibly Hong-Kong-owned.

Obvious factors that attract these companies to Hong Kong are low labor costs, a minimum of government restrictions, and in some cases lower costs of materials.

On the debit side is the fact that land in the colony is extremely expensive and there is a minimum of skilled help at all levels from engineers and designers down through assemblers. (It is estimated that in HK, 20 per cent of children receive no schooling at all.)

(Continued on page 47)



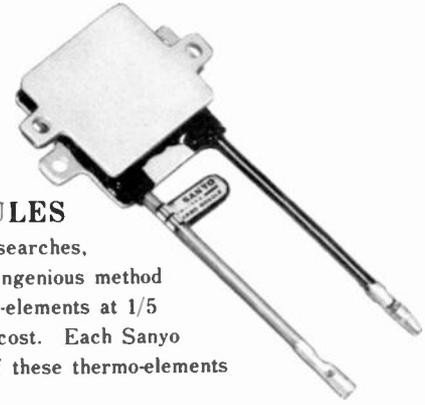
HONG KONG penetration of expanding radio market in U. S. will increase but at lower levels, believes George M. Baker, chairman of Radio & Electronics Mfrs. Ass'n of Hong Kong and head of International Service Corp., Ltd.



LOW COST LABOR is, of course, benefit accruing to radio manufacturers and assemblers in Hong Kong, but shortage of skilled help at all levels may be stymying factor in development of industry, industry observers believe.

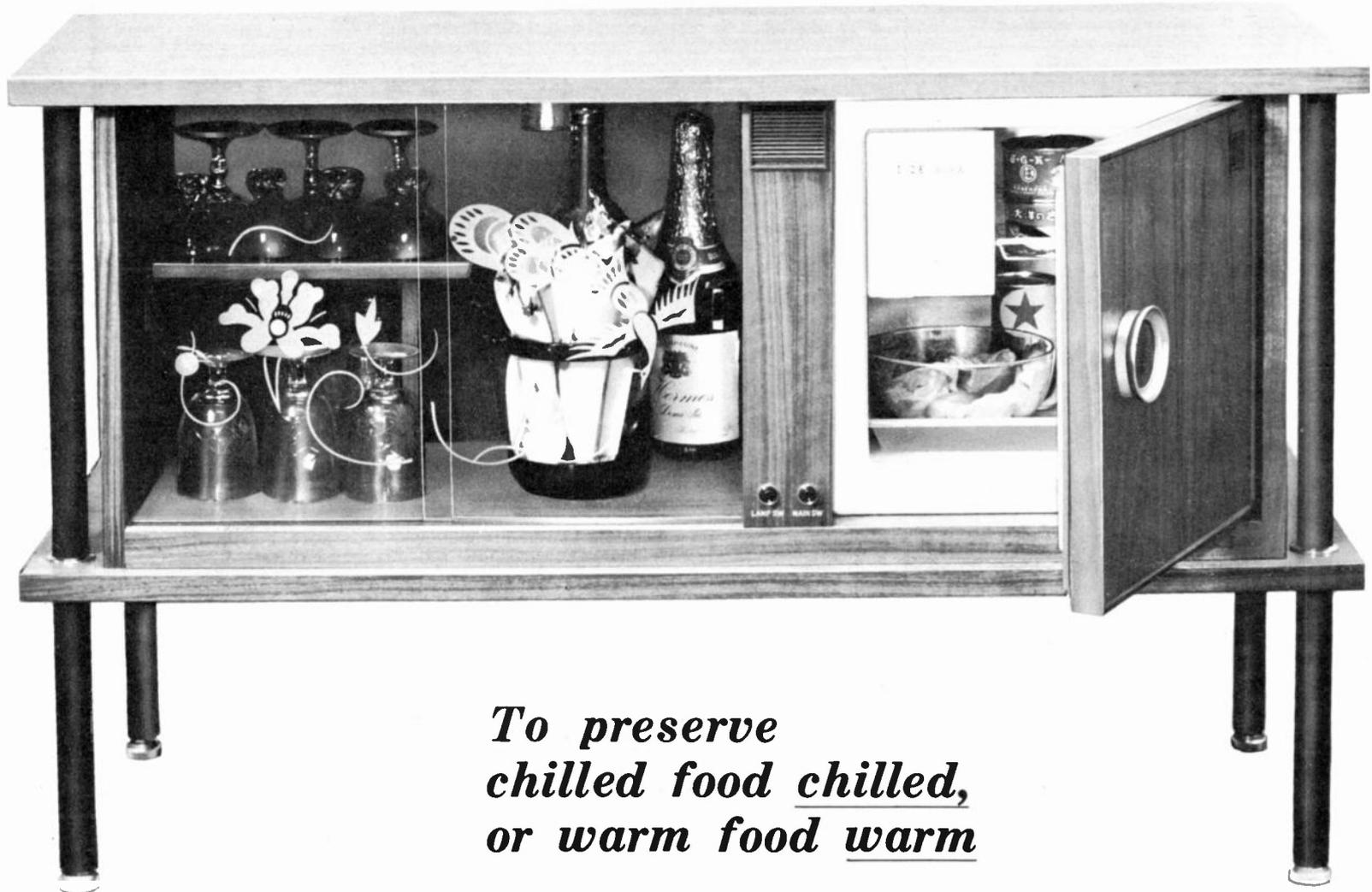


RETAIL OPPORTUNITIES in Crown Colony are demonstrated by Arnold Hall (above), who ten months after entering furniture retailing becomes largest dealer in Hong Kong. Hall draws 100,000 people to "Home Furniture Exhibition."



SANYO THERMO MODULES

Through many years of extensive researches, Sanyo engineers have developed an ingenious method of producing high performing thermo-elements at 1/5 of the generally considered feasible cost. Each Sanyo Thermo-Module contains a number of these thermo-elements to give optimum efficiency.



*To preserve
chilled food chilled,
or warm food warm*

An entirely new concept in food and drink preserver!

Just a turn of the switch and this electronic refrigerator with deluxe walnut cabinet turns itself into handy food warmer, keeping desired temperature.

And it's elegant enough to blend perfectly with furnitures in any drawing or living room.

The secret behind this revolutionary idea is Sanyo's universally famous "Thermo-Module" a miracle heat exchange of the 20th century which absorbs or radi-

ates heat by mere change in the direction of electric current.

Since there is no compressor, its operation is almost noiseless, yet as refrigerator it maintains temperature of 41°F (adjustable from 32°F to 44.6°F) it makes ice cubes too, and as food warmer it keeps temperature of 158°F (adjustable from 140°F to 167°F) in its full 1.1 cu. ft. compartment. Sanyo's creativity in thought and performance helps you build your profit!

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QUALITY REALLY BEGINS AT MILL STREET!

With radio and television merchandise the one thing that counts most of all is QUALITY and nowhere in Kent will you find anything to surpass the selection at Mill Street, Maidstone. Since the earliest days we have always associated ourselves with those makes that really matter, names that stand head and shoulders above the rest and which you can certainly be proud to own. Not only do we offer you the best, we also remain the EXCLUSIVE agents in the County Town for both MURPHY and ECKOVISION and, of course, the incomparable ROBERTS portable

ALL THIS AND SERVICE TOO!
In this day and age SERVICE is a much maligned word, meaning everything or sometimes little or nothing. With the name CHARD everybody within many miles of Maidstone can tell you that we are equipped and always have been to give a service that is universally recognised as the best. Our vans cover every village and hamlet within a wide radius of Maidstone and our service is fully maintained, week in and week out - you can rely on V. G. CHARD.

ABOUT OUR STAFF!

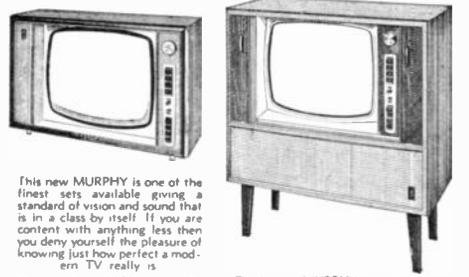
It would be difficult to find in a day's march a more competent and courteous staff than that which obtains at Mill Street. Over the years we have gathered together a team of which we are proud indeed. Both inside and outside engineers really know their job and, most important of all, those outside who cover the villages know our vast circle of customers well. They have built up a personal reputation for integrity and competence and time and again a telephone request for service will include the hope that Mr. Bidie, Mr. Young or Mr. Stemp will be coming and we see to it that such demands are satisfied. In our showroom we have our Mr. Webber in charge and his advice on new merchandise is eagerly sought, his expert knowledge is at your command with Mr. Walter ready to impart his knowledge and assist you too.

ABOUT OUR A.I.M.!

A.I.M. MEANS PERFECT SERVICE ALWAYS!
Our famous A.I.M. (In Maintenance) costs only £5 a year (just 1/11 a week), it covers absolutely everything, is without time limit and the cost never increases as the years go by. Just compare this with any form of renting - little wonder that our clientele for A.I.M. now runs into thousands, we are adding to their numbers daily. A.I.M. covers every village and hamlet in Kent, street anywhere in and around Kent. It is a service that is unique and really is a great TV.

**YOU WILL ALWAYS FINISH BUYING
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IT'S TIME YOU HAD A
Murphy IN YOUR HOME!



This new MURPHY is one of the finest sets available giving a standard of vision and sound that is in a class by itself. If you are content with anything less then you deny yourself the pleasure of knowing just how perfect a modern TV really is.

Newest Model V879U with 19" tube, is immediately ready for BBC-2 and all the future programmes. This is a set in the MURPHY tradition.

The famous MURPHY console for those requiring a floor model. Available in both 19" and 23" versions.

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REMEMBER WHEREVER YOU SEE A TELEVISION
AERIAL 10 TO 1 IT WAS INSTALLED
BY V. G. CHARD

"YOU WILL ALWAYS finish buying, but you will never finish renting," is the message at bottom left of this semi-institutional TV ad by a suburban London retailer. Some dealers fight rentals, but figures show practice is growing rapidly.

STEADY ADVERTISING, some of it using incentives like this ad, has undoubtedly played a part in rapid growth of British rental TV. Rental companies are said to spend over \$8 million a year on advertising, more than TV manufacturers and retailers combined.



International
Date Line

TV Rentals Outpace Sales In The United Kingdom

This year, 75 per cent of TV production goes to rentals; some guidelines for getting in.

By CHARLES KRAUSS



APART FROM THE INCIDENCE of breakdowns, the psychological knowledge by consumers that they will never have sudden high repair bills has been an important factor in the success of British TV rental, says Halden Evans, director, Electronics Rental Ass'n, London.

"Does it make any more sense to buy a TV receiver than it does a telephone? No. In each case what you're really buying is simply a service. The instrument is unimportant."

These are the words of Halden Evans, director of the Electronic Rental Ass'n, London, an organization of TV rental companies with some 26 members.

Apparently a lot of consumers in Great Britain think along the same lines as Evans, for the growth of TV rental there has been little short of phenomenal, and some observers think it has applications in the United States.

Estimates vary as to how quickly the rental business got so big in the United Kingdom, but most sources agree that in 1963 about 70 per cent of all sets delivered by manufacturers went into rental service and that by the end of this year the figure could easily reach between

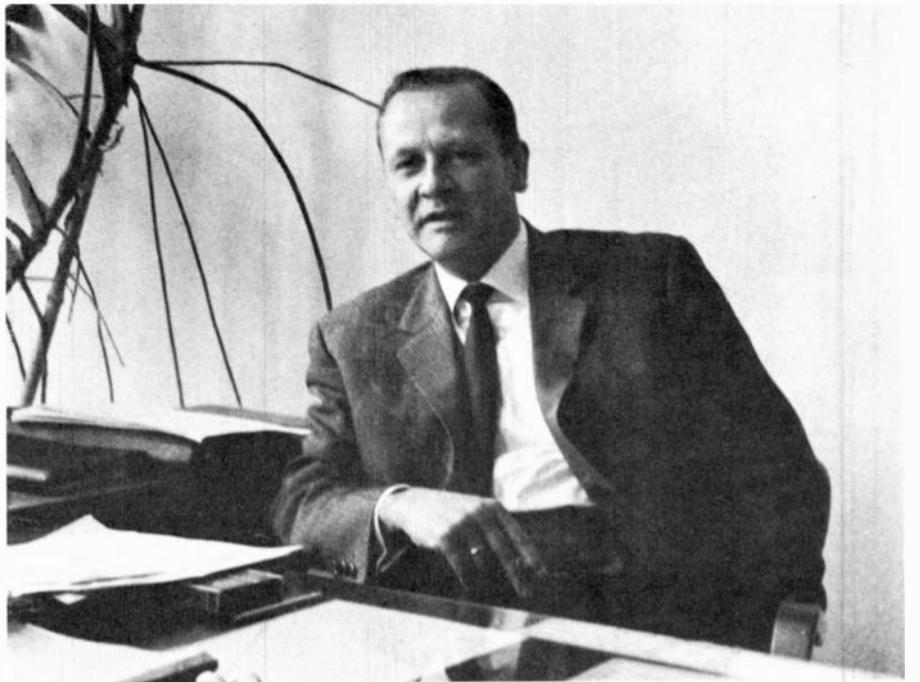
(Continued on page 50)



International Date Line



U. S. IS BIGGEST customer of Dr. D. McDonald, Chairman, BSR Ltd., world's biggest producer of record changers. He hints at diversification into lines other than electronics items.



AFTER A DROP of about 30 per cent in American business a few years ago, Blaupunkt has now leveled off and in some areas is gaining, says Manfred von Hanffstengel, export director of the big West German radio-TV firm.



SOPHISTICATED PORTABLE radios like the one in the picture are an important part of Nordmende's business in the U. S. Shown are Hermann, left, and Karl Mende.

Brown Goods From Europe to U.S.A. ? Producers There Are Moving Slowly

Tape recorders lead the parade of "active" products; TV is far down on the list; the need for "something different."

Home electronics producers on the Continent and in the United Kingdom are well aware that they can't get very far in the U. S. market without merchandise that is either substantially different (and/or cheaper) than its American counterpart.

For this reason, if for no others:

1. Expect to see most of the European brown goods activity in this country concentrated on tape recorders, higher-end radios and some portable phonographs and console radio-phonos. In each of these categories, the European producers are convinced that the product they make is different enough (some say better) from its U. S. competitor to make it an exportable item.

2. Expect to see those companies that have gained a foothold in the U. S. market make efforts of varying degrees' intensity to hold these gains and sometimes to enlarge them.

3. Don't expect to see any movement of TV receivers from Europe to the U. S. in any signif-

icant quantity at all in the foreseeable future.

4. The same as 3 goes for low-end transistor radios. Some European producers act as though this category of merchandise didn't exist. Others recognize the market and acknowledge they can't compete in it. Still others say they don't want to compete in it because there isn't enough profit in it.

Television apparently is far down on the list of possible exports to the U. S. from Europe and the U. K. Part of the reason for this is, manufacturers say, the competitive nature of the market here (as one executive puts it, "We'll let the Americans and Japanese fight that one out,) and partly because the home market business in all cases is still very good, with saturation even in a prosperous, industrialized country like West Germany at only about 50 per cent. Furthermore, for those in it, business in the Common Market is getting easier to do with every passing year. There is also the electro-mechanical matter

of differences in systems (there are at least three on the Continent and in the U. K.) There is as yet almost no home market for micro TV at all, so the whole picture adds up to: "Why bother with the United States market until such time as we are forced to in order to keep up our production?"

Console radios and radio-phonos are another thing. Not a few European producers have made an effort to get started in the U. S. with these lines, and some have had considerable success; for others, it has been an up and down proposition.

Blaupunkt, the big German specialty producer (only TV, and radios) is doing about 30 per cent less business in the U. S. now than it did at its best period about five years ago, says export director Manfred von Hanffstengel. He adds, though, that in the last two years the console and portable radio business has held steady and the car radio business has begun to climb.

Von Hanffstengel says he is satisfied with the



HONG KONG is the big supplier of transistor radios to Great Britain, says N. A. Twemlow, director, Pye Ltd. Between domestic U. S. producers and the Japanese, he says, competition for the American market is too keen for most "Europeans" to be interested.



STEADY IS THE WORD for console radio-phono business of Telefunken in the U. S., says export official Erhard Nitsche. Telefunken's transistor radio business, though has dropped.



A BIGGER U. S. distribution network is in the cards at Grundig, says Emil Marx, export manager for the United States. This expansion will automatically boost Grundig sales, he hopes.

rate of growth of Blaupunkt sales in the U. S., but he adds that he probably wouldn't be satisfied if there were not a severe labor shortage in Germany. This labor shortage (there are at least 1,000,000 foreign workers in Germany) not only inhibits actual production, but also reaches into the personnel needed to set up and run a big export operation. Blaupunkt exports about one-third of its production, of which 5 or 6 per cent goes to the U. S. The export figure is down from a high of about 45 per cent a few years ago, and is about where the company wants it.

Norddeutsche Rundfunk (Nordmende) does a smaller export business—25 per cent of its volume. Partner Hermann Mende says one of the things that hurts sales of European audio products is that the German products, at least, are made for a more demanding home market, therefore more is put in, particularly in careful circuitry, and consequently the sets get relatively expensive when compared to U. S. or Japanese products.

Like most of his counterparts, Emil Marx, department manager, U. S. export at Grundig, rules out TV exports to the United States for the moment. It's too competitive a situation now, he says, but he adds that the door isn't closed altogether. Grundig's forte, of course, is tape recorders. With some 4,600 people in two plants making nothing but tape recorders, Grundig claims to be the world's biggest producer of this item.

Grundig, says Marx, enjoyed an increase in

business in the U.S. last year of 8 or 10 per cent, and the factory hopes to build a bigger distribution network in this country which, Marx says, will automatically increase Grundig's business here.

Like other German producers trying to sell console home electronics in this country, Grundig is turning out some cabinets finished in walnut or teak with a relatively matte finish as opposed to the high-gloss woods generally associated with German consoles. Marx foresees a time when Grundig can turn out whole lines rather than just pieces, aimed at the U. S. market. In this connection, he notes that U. S. servicemen stationed in Germany frequently buy cabinet styles (which they later take home) that don't sell at all in the United States itself.

Console radio-phono business for Telefunken in the U. S. has been steady, says Erhard Nitsche of the export division, but transistor radio business has been down (as it has in the home market, where there are local ordinances against public playing of small radios in many localities.) Table radio business for Telefunken in the U. S., says Nitsche, has also held steady. Telefunken, he adds, is "heading toward" solid state construction and is also concentrating more on FM multiplex. (FM has a much stronger foothold in Germany than it does in the U. S.—Some manufacturers say this is one reason that Japanese goods have not become really strong—they claim the German FM receivers are better value.)

"Tape recorders are one of the strongest devel-

opments coming from Europe to the United States," says H. J. R. G. Hartong, vice president of the giant Philips concern in Holland. U. S. companies have been slower to develop in the tape recorder field than either the Europeans or the Japanese, says Hartong, and the latter two will hang on to this lead for some time. Much the same can be said for video tape, the Philips executive says.

While many Continental manufacturers seem, on the surface at least, not to be concerned about Japanese competition, one executive who at least has the figures at his fingertips is N. A. Twemlow, a director of Pye of Cambridge, Ltd., England. Although Japan and Great Britain have a trade agreement under which imports of transistor radios are severely limited, the number coming from Hong Kong is mushrooming. This year, Twemlow says, 1,500,000 transistor radios will enter Great Britain from Hong Kong. This figure constitutes about half of the British market for these small radios.

One man who already has the U. S. as his biggest customer is Dr. D. McDonald, chairman, BSR Ltd., which is by its own claim, the biggest producer of record changers in the world (BSR makes 60,000 electric motors a week, all for its own use.) BSR's U. S. market is, of course, manufacturers rather than consumers, but Dr. McDonald is thinking of diversification. Also, he adds, "In some countries, the only way we can get in is as a whole machine rather than a component. This isn't true yet in the U. S. A." ■



International Date Line

NO BIG MOVEMENT of white goods in either direction between U.S. and Europe is in the cards for next five or 10 years, says C. Bruynes, domestic appliance division, Philips of Holland.



Large Scale White Goods Activity Held Unlikely Between U.S.—Europe

Market differences, bulkiness will restrict activity to specialty items for some time.

Although overproduction poses a threat to the white goods manufacturers of Western Europe, they are by and large stymied when they turn to the United States as an outlet for their merchandise.

The reason for this is simply that so much of the European production is concentrated on models that are not exportable to the U. S. in any significant quantity.

The spot refrigerator, probably the best known of which is Astral, is by now a fairly common sight in the United States, but beyond that, inroads have been negligible and by and large do not look promising for the future, as far as the European producers are concerned.

One interesting exception is the Italian firm of Ignis, some of whose refrigerators are starting to come into this country through Delmonico International, Long Island City, N. Y. By any standards, Ignis' production is respectable — it turned out some 600,000 machines in 1963, and it accounts for about one-third of the

refrigerator production in Italy. It uses three labels of its own and produces for many other Italian firms, so putting the Delmonico label on its machines will obviously be no strain to the Ignis plant.

The Ignis-Delmonico connection is noteworthy in at least two respects; according to Delmonico, it was Ignis who came to the American firm wanting to get into this market, and not the other way around; second, included in the refrigerator line being distributed by Delmonico are 6, 7, and 10.7 cubic feet sizes, sizes that are much bigger than the usual concept of European refrigerators and that rub elbows with the smallest sizes of American producers. Delmonico started the line with the usual spot sizes of 2½ and 4.6 cubic feet, but, says Milton Kaye, director of advertising, the bigger sizes were added in response to dealer demand. Since the refrigerators don't look any different from American competitors, the Ignis-Delmonico venture will be a price proposition.

Astral, made by Morphy-Richards in Dundee, Scotland, had a big jump in

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All CROWN products retailed in U.S.A. carry this one-year guarantee tag.

To Win the Season's Sales Clash?
Give Top-priority Space to HOTTEST, QUICK-SELLING CROWN
Crown pushes up your campaign magically!

MODEL SPH-200
FM/AM 2-BAND 4-SPEED 16-TRANSISTOR PORTABLE STEREO RADIO-PHONOGRAPH WITH AUTOMATIC CHANGER

All-new transistor component featuring console-quality Hi-Fi sound and stereo separation. FM/AM radio with AFC. MPX adaptor jack. Plays up to 10 LP records automatically. Economical flashlight battery-AC operation (with adaptor—optional).
Size 16 9/16 x 22 1/16 x 19 9/16 in., wgt. 36.4 lbs.

MODEL CTR-5400
6-TRANSISTOR 2-SPEED CAPSTAN DRIVE PORTABLE TAPE RECORDER WITH 5-INCH REEL

Handy portable recorder that works anywhere on batteries or AC (with adaptor). 2 powerful DC motors, remote control switch in microphone, pilot lamp for foolproof recarcing. 192 minutes of precision recording and Hi-Fi sound reproduction.
Size 11 1/4 x 4 3/16 x 9 1/16 in., wgt. 6.2 lbs.

MODEL TRF-1800
FM/AM 2-BAND 9-TRANSISTOR POCKET RADIO

Advanced pocket-size FM radio with AFC, OTL circuit. Stabilized VHF reception and superb FM tonal quality. Comes with sensitive free-directional antenna.
Size 4 3/4 x 3 1/8 x 1 1/2 in., wgt. 11.3 ozs.

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INDUSTRIAL SUPPLIERS CO. 755 Folsom St., San Francisco, Calif. 94107 Phone: SU 1-3030





RELATIVELY BIG (10.7 cu. ft.) refrigerator made by Ignis of Italy and marketed in U. S. by Delmonico represents a departure from the spot refrigerator idea that has dominated most imports so far.

U. S. sales in 1964, says D. M. Brewer, a director. Sales had gone up between 30 and 40 per cent by the end of October, Brewer says, explaining that 80 per cent of the company's U. S. business currently comes from trailer manufacturers, and the addition of a relatively few trailer accounts to the books can make a big difference in refrigerator sales. Astral has been bothered by price competition from Japanese and German spot refrigerators at the retail level in the U. S., says Brewer, but he feels that the low markup situation in these competing lines will eventually lead to a balancing out.

"Nobody in Britain makes profits of any consequences at the moment in refrigeration," says Brewer, explaining that many factories added plant capacity in 1959 and 1960 when the Government dropped installment buying restrictions and a boom resulted. Later, the restrictions came back on (they're off again now, or were as of October) business fell off and the manufacturers had a lot of production capacity on their hands.

One result of the depressed refrigerator profit picture in Britain, says Brewer, is a trend toward "rationalization," which means getting together by factories and grouping production in certain factories by product category (this is legal.)

The bulkiness of shipping and the differing shopping habits on either side of the Atlantic lead C. Bruynes of the fast-growing domestic appliance division of Philips in Holland to say, "I don't think we'll see any big movement of white goods in either direction between the United States and Europe in the next five or 10 years. I think it will pretty much be confined to specialty items."

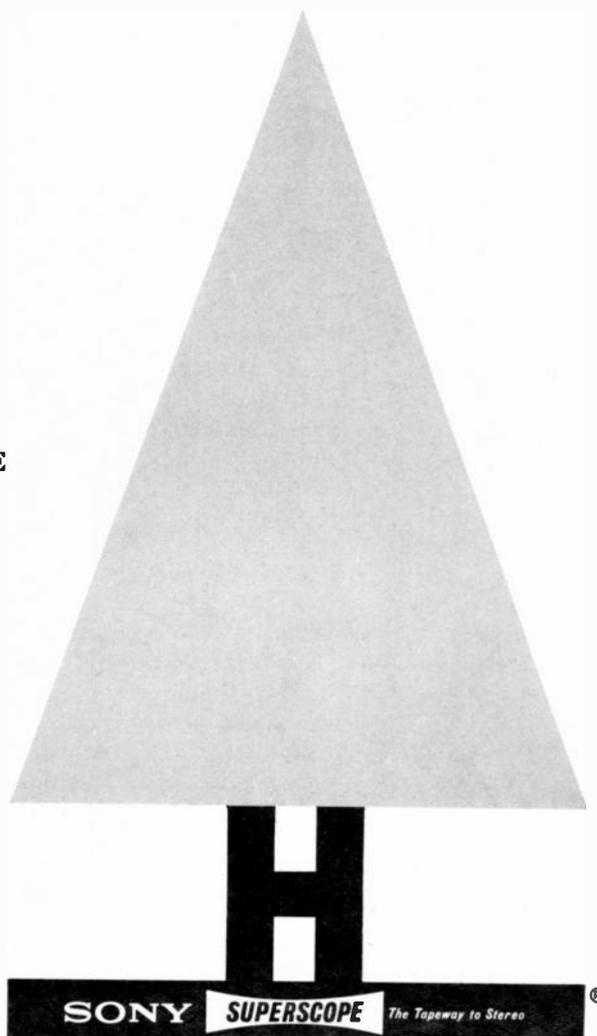
The Arthur Martin factory, a leading French producer of refrigerators, prefers to concentrate for the moment on other export markets rather than the United States.

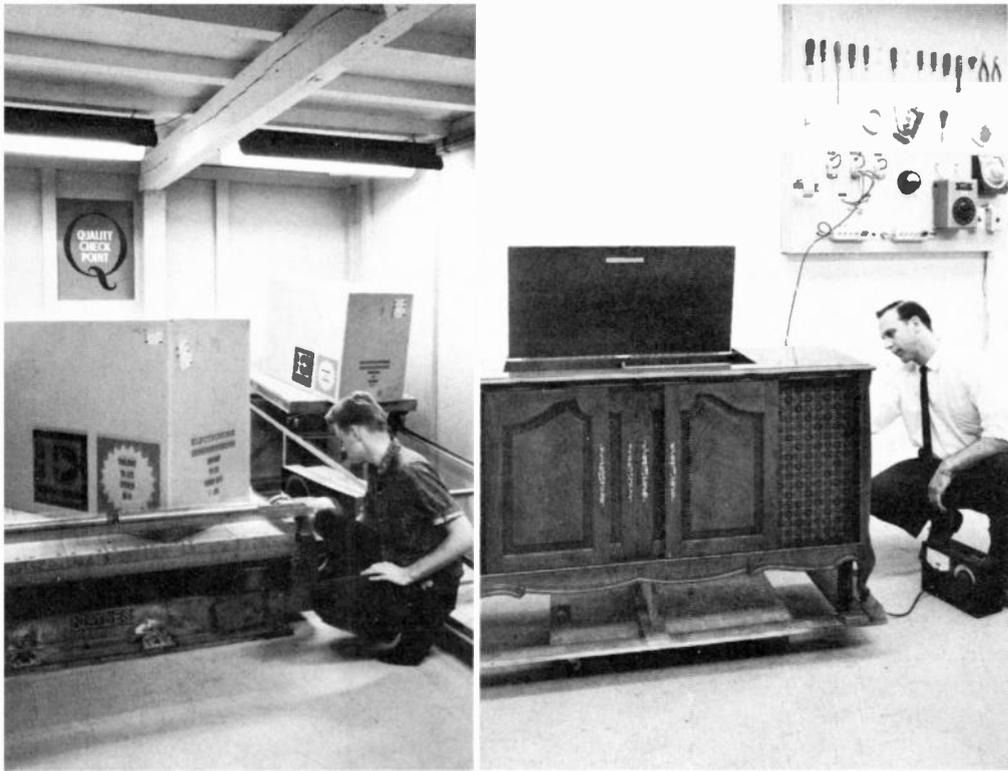
"There are still quite a few easier, cheaper, and less saturated markets for us to work on before we take a crack at the U. S.," says Ivan D'Eliassy, who heads Arthur Martin's advertising and sales promotion.

As for the Common Market, D'Eliassy thinks that any major appliance factory that intends to stay in the running in this market must achieve a minimum volume of about \$120 million a year to be a paying proposition over the long haul. His own firm, Arthur Martin, has not yet reached this goal, being currently at about the \$105 million a year mark. It is D'Eliassy's belief that there will be a thinning of the ranks among European appliance producers and that eventually "probably five or six" manufacturers will be all that are left.

Most European manufacturers take a dim view of export possibilities for home laundry equipment because this category probably shows more physical differences than any other major appliance category between the two sides of the Atlantic. One exception is Hoover, which entered the U. S. market with its compact, Welsh-made washer/spin dryer a couple of years ago and is now producing the same washer in the U. S. Here again, though, European producers point out, the Hoover washer amounts to a specialty item. ■

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\$422,911,083 CHRISTMAS
GIFT-GIVING MARKET.
ATTENTION RETAILER: MAKE
YOUR SONY/SUPERSCOPE
PLANS NOW TO MEET THE
BUYING DEMAND OF
OVER 1,000,000 DECEMBER
GIFT-GIVING HOLIDAY
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SPECIAL TESTING room in Electrohome's Kitchener plant where travel conditions are simulated on "shake table" is shown at right. Another procedure (at left) is to give units drop test to make sure goods can stand rigors of shipping.



NEW SERVICE and parts department in headquarters in Elk Grove Village, Ill., emphasizes Electrohome's intention to further establish itself as a factor in U. S. Market.



International Date Line

By ALAN C. ROSE



Carl A. Pollock

Sparse Population Spurs Canadian Makers' Drive For More United States Business

Three companies vying for share of market through variety of U.S. outlets: predict export sales to total \$20 million within next decade.

Although Canada encompasses an area of 3,851,809 square miles there are less than 20,000,000 people living there, and only a handful of major markets for Canadian appliance manufacturers to concentrate on. As a result of this limited market, as compared to the immense retail buying potential of the United States, industry leaders in Canada have intensified their efforts in the past few years to increase their share of the export business, as the demand for stereo sets, home entertainment centers, and TV receivers continues to set new sales records.

However, today Canada has only three major manufacturers of brown goods involved in exporting to the United States. One of these companies, Dominion Electrohome Industries, Ltd., Kitchener, Ontario, was founded in 1907, but only in the past few years has it been selling its stereo sets, home entertainment centers, and TV through U. S. retailers via some 500 outlets. Twenty-five per cent of Electrohome's business is today geared toward export.

Clairtone Corp. has been in business six years. Forty-five per cent of its stereo phonographs, the only product it manufactures, are made for export to the United States.

Carl Pollock, president of Electrohome, who has spent 57 years in the electronics business in Canada, feels that while the volatile market in the United States has unlimited potential, his

company shouldn't let its export business overshadow the fact that Electrohome is of Canadian birth and its heritage belongs in Canada.

"I realize that there is money to be made in the American market and that population-wise we know Canada's market potential is far below that of the States, but let me emphasize that we want our export volume to grow on an orderly basis in relation to our Canadian expansion," asserts Pollock. He adds that if the tariff structure should drastically change, too much export business could prove to be a financial headache.

Pollock cites three main reasons why American retailers should carry Canadian-made merchandise, particularly Electrohome: (1) Franchise Protection; (2) Chance to create a quality import image; (3) Average gross profit of 25 per cent on most products.

Though much of Electrohome's business is now through music stores, the Canadian executive reveals that Electrohome is primarily interested in franchising small independent retailers who he feels can spend more time with a customer in order to explain the advantages of purchasing a brand the consumer is probably unfamiliar with. "From the long range point of view the independent dealer insures a sound basis on which to build orderly growth patterns," states Pollock.

He cites lack of identity, turnover of dollars, his belief that American manufacturers have

captive banking facilities, and the ease with which dealers can floor plan American-made products, as the main obstacles in selling foreign goods in the States. He also feels that consumers in this country are very nationalistic when it comes to buying products made in America.

Clairtone, Electrohome's chief competitor in the export market, has a completely different selling philosophy. This Toronto-based operation, which is soon to move its manufacturing facilities to Nova Scotia, believes that its future in the American market lies primarily in department and music stores. Under President Peter Munk, Clairtone has worked to become a factor in the high-end stereo import market in this country in the past three to four years by marketing a line of sets priced at between \$500 and \$1600.

At a press conference last month announcing the Clairtone expansion in Nova Scotia, Munk said the firm would enter the TV field with a full line of consoles and portables "of entirely unique design," and that Clairtone would manufacture the electronic chassis for all its sets itself.

Whereas Electrohome believes that different cabinet styles are needed for various sectors of the country, Munk, in discussing Clairtone's design philosophy, states that "there is no room for provincial tastes in this world. We stay away

(Continued on page 49)

Hong Kong . . .

(Continued from page 39)

If more advanced electronic products such as TV are to come out of Hong Kong, industry observers believe a foreign manufacturer with know-how and money will have to come in and set up an operation from the ground up.

Taiwan and Okinawa have both come into the radio export picture, too, with estimates indicating that approximately 300,000 units from each spot may be shipped to the U. S. this year.

Meanwhile those who view expensive residences on Victoria Peak and other fashionable parts of the island portion of the colony might conclude rightly that there is money to be made in Hong Kong. And they might conclude rightly, too, that American merchandising methods can pay off at the retail level.

Take Arnold Hall, a partner in H. W. Turning & Co., Ltd., who is a distributor and retailer in the colony and a representative for several overseas firms throughout the Far East. He has also operated in the U. S. as an importer and is familiar with U. S. merchandising techniques.

Hall who distributes and retails both American and Italian-made refrigerators, notes that about 3,000 U. S. made refers will be sold in Hong Kong this year compared to 20,000 Italian-made and 4,000 Japanese-made units.

Most popular American refer is a 13 cu. ft. unit with "no-frost", selling for about \$350. The 5.5-cu. ft. Italian-made box goes for about \$110, and the 4.5 cu. ft. Japanese sells for about \$100.

American-made air conditioners are doing very well in Hong Kong and throughout the Far East, it is reported, with no indication that the Japanese air conditioner industry has reached a stage where it can challenge the Americans seriously.

Success in air conditioners notwithstanding, some Hong Kong importers feel that U. S. companies are permitting themselves to be eased out of areas such as refrigerators too easily.

German TV makers have supported their dealers better than American producers, one observer charges, and have even been helped in making their mark by such devices as advertising their sets are equipped "with American picture tubes."

That there is still opportunity in Hong Kong might be demonstrated by Arnold Hall's experience with furniture.

Not many months ago he wanted some furniture for his own home. When he went to place his order, he soon learned that all furniture sold in the colony was custom-made, with waiting periods of perhaps up to two months.

So Hall decided to go into the factory-made furniture business, and within ten months time he had become the largest retailer of furniture in the colony. In fact, in October he

was staging for the second time this year in the main ballroom of the city hall a ten-day Hong Kong Home Furniture Exhibition.

The first one had drawn 100,000 people and permitted Hall's salesmen to write orders amounting to \$60,000 U. S. dollars. ■

Next from Japan

(Continued from page 31)

ited volume of small appliances in the U. S.

Electric rice cookers have been sold with some success, especially in Hawaii and on the west coast. Some Nipponese producers are shipping irons, toasters, and juicers.

Fans have been tested in U. S. markets by at least one company.

Complying with UL requirements and the competitiveness of the U. S. housewares market have admittedly made it difficult for the Japanese to enter the U. S. with any sort of price advantage in small appliances. And observers note that the wide variety of designs found in U. S.-made electric housewares could impede efforts of Japanese companies to offer uniqueness in this area.

Some Japanese manufacturers see their best if limited opportunity in specialty housewares categories where there is not much competition.

Matsushita, for example, has an electric pencil sharpener which it has been selling through a few stores in the U. S. The company also believes

that an electric pants presser which it sells in Japan might succeed in the U. S.

Mitsubishi has a negative ionizer which it may eventually try in America.

Japanese makers have no interest in attempting to market any major appliances in the U. S. other than their small refrigerators. As in the case of Europe, most Japanese white goods just aren't designed for American needs.

Some Japanese producers have been marketing small refrigerators in the U. S. and others are studying the scene to see where they might fit in. Hitachi hopes to bring to America soon a thermo-electric refrigerator-freezer which it has been selling in Japan.

Various pressures do work upon Japanese manufacturers to maintain sales in overseas markets, and it is easy to forget that the U. S. is not their only possibility. Some makers currently do a large export business in Europe, southeast Asia, South America, and other parts of the globe.

Major Japanese producers, at least, seem to realize that their long term welfare dictates that a large portion of their exports go to the U. S. And to achieve this, barring development of some entirely new product category, it seems their "buy-word" will be uniqueness.

And with the emphasis on uniqueness in most product categories, both U. S. dealers and consumers should benefit. ■

the sound of
tomorrow...

the SALES of
tomorrow...

TODAY

CLIP TO YOUR LETTERHEAD

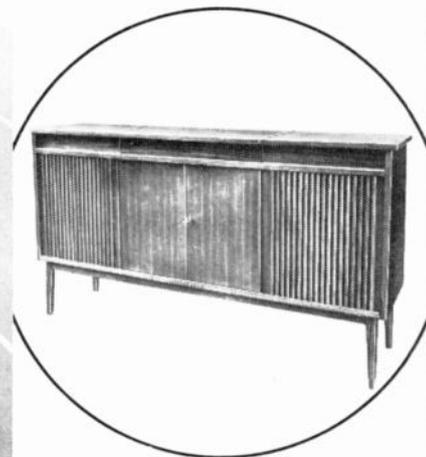
Mail to

AMERICAN ELITE, INC., DEPT. 54
48-50 — 34TH STREET, LONG ISLAND CITY 1, N. Y.

INFORMATION PLEASE

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Title



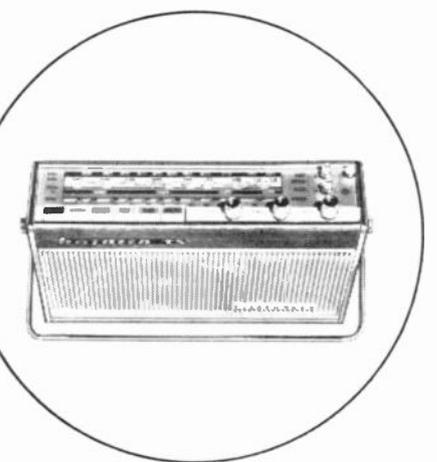
BAYREUTH CONSOLE

Smart as the Festival, The Bayreuth Hi Fi is TELEFUNKEN's stereo masterpiece. Matchless for range and selectivity with 4 wave bands, separate AM/FM tuning, stereo broadcast "Magic Band" indicator. 12 high efficiency speakers for dynamic tone! Deluxe auto 4 speed record changer, 100% mono and stereo fidelity with diamond/sapphire styli. Ample space for tape deck or recorder—separate record storage. Five feet of hi-style saleability.



THE ESCORT TRANSISTOR RADIO

Petite, purse size—less than 6½" long plus carrying strap! Real padded leather over rigid case, dial and controls recessed for protection—that's the new TELEFUNKEN 7-transistor beauty, as smart as the gals who'll go for it. AM from 520 to 1610 Kc/s with perm-dyn speaker, built-in ferrite rod antenna. 4 Mignoncell batteries. Dependable and saleable.



BAJAZZO TS 5511 RADIO

Streamlined 11-transistor that sells triple pleasure! It's a portable. It's a table radio using carrying handle as stand—plus a car radio with lock-equipped bracket for under-dash-board mounting. Pinpoints station selection on 4 wave bands, separate AM/FM tuning, AFC Dynamic peak power speaker, built-in antenna or couple to car antenna. Jacks for everything—6 flashlight cell operation or from 6/12v car battery. Genuine teakwood cabinet!

TELEFUNKEN

AMERICAN ELITE, INC., 48-50 — 34TH STREET, LONG ISLAND CITY, N. Y.

• TELEFUNKEN SALES AND SERVICE HEADQUARTERS FOR OVER A DECADE

Japanese industry has heroes . . .

(Continued from page 36)

able capacitors and speakers for transistor radios.

For a time Miyazawa's company was a one-man operation. He was chief engineer, purchasing agent, and sales manager. He sold his radio sets to several retailers one-by-one. Eventually the PX purchasing agent for American occupation forces then in Japan placed an order for a few hundred sets.

This launched Miyazawa into

mass production of radios.

Standard is said to be one of the pioneers in the development of transistor radios, and the company's "Micronic Ruby" is credited with being the smallest transistor radio available commercially.

Miyazawa intends to continue his accent on miniaturization, not only in radios but also in television and tape recorders.

Bright Future In U. S. Seen By Sony Executives

Sony Corp., the manufacturer which brought small screen TV to the U. S., looks to its future in America with confidence. Sony believes that more competitive pricing in small screen sets will broaden the sales market.

The names of two men stand out in the growth of Sony: Masaru Ibuka, president, and Akio Morita, executive vice president.

The two met during the war when Morita, a physicist and then a naval aeronautics officer, served on a joint



Masaru Ibuka

military-civilian committee with Ibuka, an electronics engineer.

The first home of the company after the war was one room of a department store which had been closed during the conflict. The company moved out when the store reopened and into a garage that housed a fire engine. In those days the fire engine had to be moved out of the building before work could start. In 1947, the company moved to a temporary shack on its present headquarters site. A two-story building was moved to the site in 1949 to replace the shack.

Since then, the company has increased its space every year and



Akio Morita

now has installations in a number of locations. Sales in 1964 are expected to total \$90 million.

In the early days, Morita notes, the two executives had two dreams. One was to own a building with an elevator, and the second was to have a company car.

In the second year of operation, Ibuka and Morita achieved their second dream by purchasing a used truck for \$100. Since they were the only employees with driver licenses, Ibuka and Morita took turns picking up raw materials and delivering finished products.

Gloom struck the company when financial reversals made it necessary to sell the truck shortly after its purchase.

The majority of the 38 employees who were with the company when it was first incorporated as Tokyo Telecommunications Co., Ltd. in May, 1946 are still with Sony, Morita states. The name "Sony", he points out, can be easily pronounced in any language except German. ■

Olympic's the One!

Color tv

now in "3-at-once" combos

Olympic "3-At-Once" Color StereoCenter, Model CK366: Genuine Oiled Walnut veneers and hardwood solids. Fingertip control of built-in and remote speakers. 21" Color TV with 25,000-volt picture power, automatic picture purifier, AGC, Safe-T-Bond tube, power transformer. FM Stereo Radio with solid-state AFC. Stereo Hi-Fi Phonograph with deluxe 4-speed changer, "no-scratch" cartridge, diamond stylus. Dual Multi-Sonic 8-speaker system. *diag. meas.

...demonstrate color tv · radio · hi-fi

IN ANY 3 ROOMS AT ONCE!

ONLY OLYMPIC offers all three: Color TV, Stereo Radio and Stereo Hi-Fi... plus this exclusive "more-for-the-money" demonstration that makes Olympic "3-At-Once" StereoCenters three times as exciting! Just hook up two remote speakers... watch it sell, sell and sell...

- Play big-picture Color TV or Black-and-White TV, Stereo Hi-Fi records, or AM, FM or FM Stereoplex Radio, in one room...
- Or, while TV is on, flick a switch to play radio programs in a second room...
- And, at the same time, play hi-fi records in a third room... all three playing magnificently at once!
- Or, switch off TV and sound at the set, and play remote radio and remote hi-fi... either one or both... anywhere in the house!

Now here's your clincher: You can offer all three for what your customers would expect to pay for fine-furniture Color TV alone! Plus Olympic's 3-Way Quality/Performance/Value Guarantee! And you'll earn full profits from every sale... plus extra profits too from remote speaker sales! Call your Olympic distributor now for full details!



ISI / **Olympic**



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

(1) eight and one half per cent advantage on the... Countries to... countries than the... In this trade... by the... from American...

...and... exports, and Marconi and Spartan, the latter two who do relatively little if any exporting.

Fleetwood distributes through 14 independent representatives located throughout the United States. This company, situated in Montreal, has concentrated its sales efforts on the mass merchandisers because of Fleetwood's minimum resale policy. Some 250 outlets are now carrying Fleetwood stereo consoles which are priced from \$399 to \$799.

U. S. dollar has edge

What helps to make the Canadian manufacturer competitive in the United States is the eight and one half per cent differential leverage on the Canadian dollar. The Canadian dollar is worth 92 cents, thus you can buy eight and one half per cent more with an American dollar.

Pricewise it doesn't cost a manufacturer any more to export his products to the States, or a consumer any more to purchase them in the States. There is an 11 per cent sales tax and a 15 per cent excise (luxury) tax in Canada on all merchandise sold.

In exporting goods a 13 3/4 per cent tariff rate, plus 10 per cent excise tax, and a three per cent freight and miscellaneous charge, adds up to the same 26 per cent levied in Canada.

There is no governmental quality control in Canada, this being left to the discretion of the individual manufacturer. The Canadian government is very much in favor of... there is a \$260 million a year trade deficit between this country and Canada.

While there are relatively few Canadian manufacturers selling brown goods in the United States, American manufacturers abound in Canada. Admiral, which sells more TV in Canada than anyone, General Electric, Westinghouse, Radio Corp. of America, and Philco all assemble and sell products in Canada.

Peter York, director of Ontario's Trade and Industry branch of the Dept. of Economics and Development, commented that the Canadian government is very much in favor of free trade and has no objections... operate on a high level."

There are several reasons why American manufacturers like to make their products in Canada. They are:



Model 555 4 track stereo record and playback. Mfr. Sugg. List \$349.95



Model 222 4 track monophonic record and stereo playback. Mfr. Sugg. List \$179.95



Model 111 Monophonic record and playback. Mfr. Sugg. List \$129.95

Very clever, these



tape recorders



Model 333 4 track stereo record and playback. Mfr. Sugg. List \$289.95

...and they're guaranteed to stay sold!

The OKI tape recorder you sell will stay sold.

The OKI is expertly engineered for trouble free use. It is a completely transistorized, solid state instrument. Its years-ahead achievement assures your customer of complete reliability of performance. Your customer is also assured of a guarantee for one full year on all OKI solid state tape recorders.

never forced to stock down your inventory.

The technical space-age advancement of the OKI tape recorder surpasses all previous achievements in stereo sound reproduction. This advancement will give OKI the fastest turnover in dollar inventory of any tape recorder in the industry.

Chancellor Electronics Inc. M1264
457 Chancellor Ave., Newark, N. J.
Gentlemen:
Please send me the name of the OKI representative in my area.

Name _____
Address _____
City _____ State _____ Zip # _____

TV rentals in U. K.

(Continued from page 41)

75 and 80 per cent.

There are estimated to be about 13,500,000 television sets in Britain, to put the rental picture another way, and of these, nearly 4,500,000, or one-third, are rented. And big though the rental business is, there is still lots of room for expansion, when one considers that there are about 17,300,000 households in Britain, giving an overall penetration by TV sets of 78 per cent, with

rental units only enjoying about 29 per cent of the penetration depth.

The obvious question as to what caused the big spurt in TV rentals in the U. S. brings forth a variety of responses, but service difficulties rank high among all the answers. A tight labor situation has led to a shortage of skilled TV technicians and in many cases this situation in turn led to long delays and high costs in TV servicing. The best prospect for TV rentals, says Evans of the rental association, is some one who has already owned a TV set.

Another reason for the growth in rentals is said to be the fact that a few years ago the British government

imposed a high down payment on TV sets in an effort to control inflation.

Still another cause of the rental growth is the fear of obsolescence. Britain is undergoing a gradual broadening of its TV services under recommendations of the Pilkington Committee, and consumers evidently fear that the sets they buy today may be outmoded a year from now. The new BBC 2 channel that started becoming available earlier this year, for example, is on 625 lines and cannot be received by the older 405 line sets. Also in the background is the possibility of colorcasting.

Behind all these current reasons is the fact, as Evans points out, that

there is a long history of radio renting in Great Britain. Radio Rentals, the biggest of the renting companies, was renting radios long before World War II.

The specialized rental companies seem to be taking the lead for TV rental business. One source estimates that about 1,500,000 of the 4,500,000 rented sets come from the local dealer, with the other 3,000,000 coming from a rental specialist.

Most independent appliance-TV dealers in the U. K. have been pushed into the rental business whether they like it or not, but the trend toward giantism is apparently growing.

Competition, however, is at the moment still very keen. Not only does this work to the consumer's advantage in forcing prices down (popularly advertised weekly rentals for 19-in. sets are around \$1.25) but it also creates a condition under which the rental contract necessarily gets weakened, making it relatively easy for the consumer to step out almost any time he wants to. Government regulations, reportedly instigated by pressure from appliance dealers, require a 13-week minimum to be paid for TV rental. In the big rental firms, payments are generally made in cash, over the counter on a weekly basis, at the local "station."

Most rental companies have a downward sliding price scale that starts some time after the minimum rental payment of three months.

What are some of the guidelines to be considered in a TV rental program?

Population density is one, says Evans. There must be a reasonable number of people within a relatively small area to make rental pay. In Britain, he estimates, every town of 10,000 or more has at least one rental station or renting dealer.

Slow, controlled expansion is also important, according to Evans, in order for the renter to stay healthy. In a way, rental can be self-financing once it gets going, with the first 100 sets out paying for the purchase of succeeding sets.

Another qualified source comes up with this formula: to arrive at a weekly payment figure, divide the cost of the receiver by six and consider each unit of the quotient as five cents—this becomes the weekly payment. For example a receiver costing \$120 would work out to 20 units at five cents each, or a weekly rental of \$1. This figure can then be left constant or put into a reducing rental scale.

All is not entirely clear sailing for the rental business in Britain. For one thing, Retail Price Maintenance (manufacturer's list) is in the process of coming off, and Evans says one of the conditions conducive to rental programs is a stable price market.

For another, not all dealers are through fighting back at rental. London Dealer Robert Piercy, for example, says he almost always succeeds in switching consumers who came in for rentals to buying a TV. At the end of three years, says Piercy, they own the set. "I can offer them a service contract for 35 cents a week (on which I make money) and that's a lot cheaper than \$1.25 a week for rental." ■

'EAST-MEETS-WEST' IN AN UNBEATABLE COMBINATION



Delmonico International

NIVICO

DELMONICO INTERNATIONAL is a division of Thompson Starrett Co., Inc., constructors of New York's famed Waldorf Astoria Hotel and Woolworth Building, the World's Fair New York State, Better Living and Ford pavilions.

Delmonico has been the leader in developing new and better electronic packages for the American public. It was Delmonico who put the first miniature transistor radio into everyone's pocket. Delmonico was first to import AM/FM radios, record changers, stereo-television theatres, and radio-phonograph consoles from Japan. Delmonico introduced the first and only one-piece battery operated, completely transistorized television with rechargeable batteries.

Delmonico, again in 1964-1965, sets the pace for performance and value.

For more than 37 years, The Victor Company of Japan (NIVICO) has been known for the highly efficient quality of its professional records, sound and home entertainment components and equipment.

The Victor Company of Japan has devoted itself to research and development in sound. This research includes the development of highly efficient components for high fidelity stereo sound reproduction, cinemascope assemblies, audio and video tape recorders, public address systems and other high quality sound reproducing equipment. The Victor Company of Japan has been, and will continue to be, Delmonico's source for the most advanced solid state and tube (black & white and color) TV receivers, high fidelity AM/FM/SW multiplex radios and stereo tape recorders, as well as the prime supplier of the quality components that go into Delmonico's "Domestic Series" of Combination Consoles.

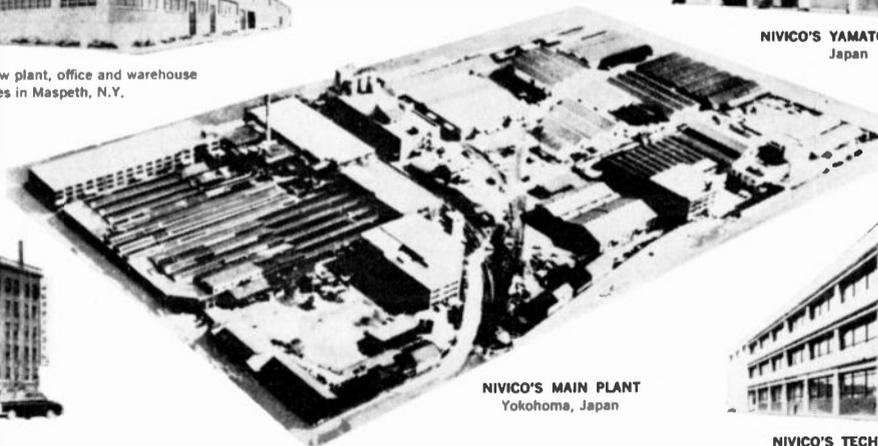
The Victor Company of Japan, again in 1964-1965, sets the pace for performance and value.



DELMONICO's new plant, office and warehouse facilities in Maspeth, N.Y.



NIVICO'S YAMATO PLANT
Japan



NIVICO'S MAIN PLANT
Yokohama, Japan



NIVICO'S MAIN OFFICE
Tokyo, Japan



NIVICO'S TECHNICAL CENTER
Yokohama, Japan





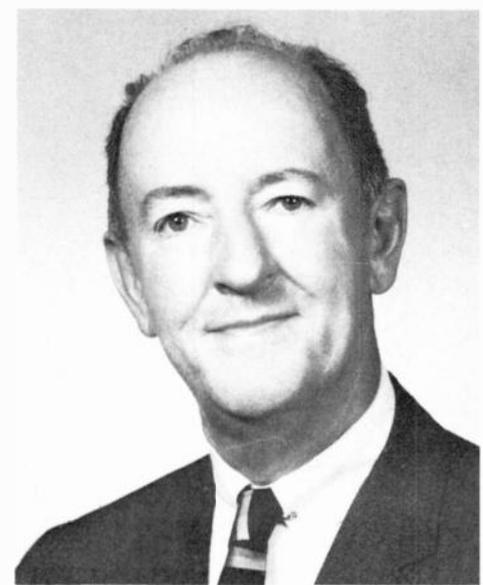
Thomas Thorp



Theophil Ehly



Manuel F. Shue



Joseph S. Dohany



James A. Krenik



Joseph R. Link



R. M. D'Arezzo



Edward H. Arel

Regional Winners In Annual Distributor Salesman Contest Named

Grand Prize Winner To Be Announced In January.

Eight distributor salesmen — one from each of the geographical areas established by MART Magazine — have been named regional winners in the seventh annual Distributor Salesman-of-the-Year Contest sponsored by this magazine.

The Distributor Salesman-of-the-Year for 1964 will be selected from among these eight regional winners. He will be announced in the January, 1965, issue of MART Magazine. The grand award winner receives a cash prize and a special plaque, both of which will be presented to him in his home territory early in 1965.

Each of the seven other regional winners will receive a special plaque.

The winners were selected by a judging committee comprised of T. N. Biglieri, Distributor Salesman-of-the-Year for 1963, and a salesman for Kaemper & Barrett, San Francisco; Arthur W. Hooper, executive director of the National Ass'n of Electrical Distributors; and Charles Krauss, managing editor of MART Magazine.

The hundreds of entries in the contest came from virtually every state in the union.

Here are the eight regional winners with the states that comprise their regions shown in parentheses:

Region I (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont): *Edward H. Arel, The Burden-Bryant Co., Springfield, Mass.* In his letter for Arel, Emerson M. Humphrey, sales manager, Citizens Utilities Co., Newport, Vt., says, "Located as we are in the extreme northern tip of the state only three miles from the Canadian border, we are often overlooked by sales representatives, especially during the winter months. Ed has never missed making his regular call on us — summer or winter."

Region II (New Jersey, New York, Pennsylvania): *Joseph S. Dohany, district manager, Kelvinator Div. of American Motors Sales Corp., Buffalo, N. Y.* A. J. Eckert, appliance buyer at Sattler's, Buffalo, writes of Dohany: "His enthusiasm and dedication are most commendable; and as far back as post-war days, when there was a tremendous shortage of all consumer products, he was respected by his dealers for his fair allocations of Kelvinator appliances. He has retained their respect through these years as well, when the supply unfortunately surpassed the demand."

Region III (Illinois, Indiana, Michigan, Ohio, Wisconsin): *Joseph R. Link, Hollander & Co., St.*
(Continued on page 53)



REALTONE "GLOBEPACER": MODEL TR-2663 11 BANDS / 4 FM BANDS / 5 SW BANDS / MW BAND / LW BAND

Why? . . . Because here is the most feature-packed radio we have ever built. If it lacks anything to make it great — we'd like to know it. The GLOBEPACER incorporates the latest innovations in transistor radio engineering. It is a true hi-fi receiver with tweeter and woofer dual speakers, and eleven (we said 11) reception bands to make it the first commercial portable useable anywhere in the world! It has every feature you'd expect to find in a fine portable and more. Such as 3 major circuit boards for immediate, fool-proof service. Exclusive single tuner for the Long Wave, Medium Wave, 4 FM bands and 5 Short Wave bands. Electrically divided tuning for super-sensitive station selection. Variable selectivity which provides extended side band reception for outstanding audio reproduction. The GLOBEPACER has been selling well enough to make REALTONE executives glow. For all its worth it is promotionally priced for volume sales. Customers fall in love with it at first sound. Want to have a traffic jam in your store? Put a GLOBEPACER on a counter. . . chain it down!

realtone

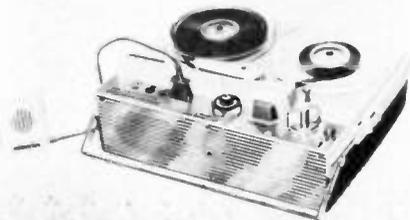
REALTONE ELECTRONICS CORP.

WESTERN U. S. A.: REALTONE WESTERN
10823 E. RUSH ST., EL MONTE, CALIF.

EASTERN U. S. A.: 34 EXCHANGE PLACE
JERSEY CITY, N. J. 07302

Crown Radio Corp. is also bringing on the market in the U. S. an all-transistor, two-speed, capstan drive portable tape recorder.

Called the "Crown-corder," the Model CTR-5400 offers 192 minutes of recording or playback on a five-



Crown Portable Tape Recorder

inch reel. The recorder operates on four flashlight batteries or on a-c with an adaptor.

Microphone is equipped with remote control switch. Crown Radio Corp., 150 Fifth Ave., New York, N. Y.

One of their new products is an all-transistor FM/AM/FM - stereo receiver, model KT-10. Unit — completely transistorized tuner, pre-amplifier and amplifier all on a single chassis — has a new automatic circuit breaker (U. S. patent pending) said to protect transistors for added long life; new automatic relay switching between FM-stereo and monaural modes; and automatic switching FM-stereo multiplex and monaural indicator. With an output of 40 watts (20 watts per channel), unit uses 43 transistors, 7 silicon



"Kenwood" model KT-10

Trio Corp., Japanese firm with business philosophy of "Public service through high quality products," is a manufacturer of hi-fi tuners and amplifiers known as the "Kenwood" brand in the U. S.

diodes, 14 germanium diodes, 5 zener diodes, and 1 variable capacitor. Frequency ranges: FM—80-104 MC; AM—535-1605 KC.

Kenwood Electronics, Inc., 212 Fifth Ave., New York, N. Y.

WHAT'S Rembrandt

OUT-DISTANCING ALL OTHER TV ANTENNAS IN SALES & PROFITS!

Rembrandt TV Antennas are the number ONE in the field because:

- Dealers from coast to coast rely on their quality and performance.
- Consumers buy them because they are guaranteed to out-perform all others or money back.
- There's a complete line of UHF/VHF Rembrandt Antennas for color, black & white. Styled for every customer from \$4.98 to \$9.95.
- All Rembrandt Antennas are fair-traded to insure the dealer maximum profit and shipped on guaranteed sale to insure no loss.

POWER-KING \$4.98

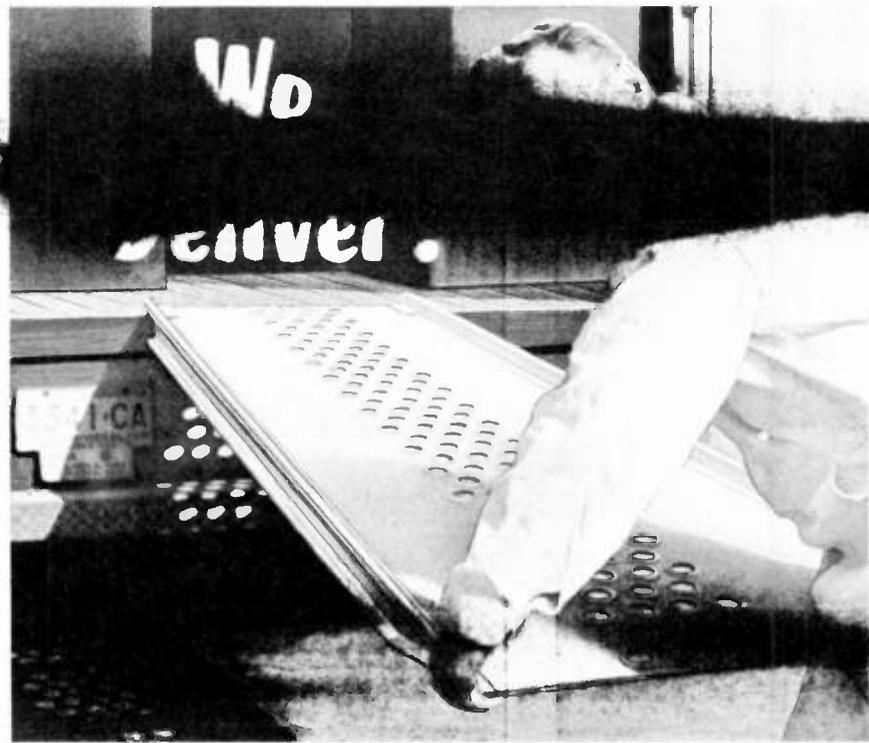
FM STEREO-KING \$6.95

RADAR COIL \$6.95

RECEPTION-KING \$7.95

WRITE OR WIRE TODAY FOR FULL DETAILS ON HOW YOU CAN BECOME A REMBRANDT DEALER.

Rembrandt ALL CHANNEL TV ANTENNAS
All Channel Products Corp., Woodside, N. Y. 11377



. . . me and my **MAGLINER** lightweight delivery truck ramp! Now, put your deliveries on a low-cost, one-man basis. Make a Magliner the helper on your trucks . . . eliminate double load handling—make more stops at lower cost. Light and tough, Magliners are easily handled and positioned by one man. Self-cleaning traction walkway assures safe, sure footing in rain, snow, sleet, etc. Flanking deck area is smooth for easy wheeling. Guard rails prevent truck run-offs. Load capacities to 1,500 lbs. Standard lengths, 7 to 16 ft.

WRITE FOR BULLETIN ON DELIVERY TRUCK RAMPS



Magline Inc., P. O. Box 3012, Pinconning, Mich.

Canadian Factory: Magline of Canada Limited, Renfrew, Ontario

Distributor salesman regional winners . . .

(Continued from page 51)

Louis, Mo. In his contest letter, Tommy F. Colombo, Brown & Colombo, Herrin, Ill., writes of Link: "Joe, in his conduct of sales seminars, is informative, conscientious (without being a bore) and is entertaining. He gets his message across to us, and instills enthusiasm."

Region IV (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota): *James A. Krenik, division manager, Frigidaire Sales Corp., Minneapolis, Minn.* *Odin P. Quady, manager, Volkenant's, Minneapolis,* writes of Krenik: "In a multi-line retail outlet such as ours, we are exposed to all types of distributor salesmen. All too often their only concern or interest in the store is in the size of the order they can get . . . This approach has never been used by Mr. Krenik. His entire philosophy is that a dealer should have adequate stock, that the dealer should be 'in the business,' but only in depth in those models which lend themselves to the dealer's type of operation."

Region V (Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Puerto Rico): *Thomas Thorp, Cain & Bultman, Tampa, Fla.* *William P. Taggart, Taggart & Peterson, Inc., Lakeland, Fla.,* writes of Thorp: "The honor and title of being Distributor Salesman-of-the-Year calls for a man who has the knowhow and ability to major in fields of business sense. We have such a man. Our distributor salesman has been a big factor in our profitable volume expansion, which has seen us open up a second store."

Region VI (Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas): *Manuel F. Shue, Fones Bros. Hardware Co., Little Rock, Ark.* *William E. Carter, manager of the Goodyear Service Store, Fayetteville, Ark.,* writes of Shue: "Training has been the most important feature of Mr. Shue's experience with us. He has been and is constantly helping us with product information and new sales techniques."

Region VII (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming): *Theophil (Teef) Ehly, Frigidaire Sales Corp., Denver, Colo.* *Dealer H. K. Parker, president, Mountain States Appliance Co., Casper, Wyoming,* writes of Ehly, after describing some of Ehly's qualities as a salesman: "You might well say that these are functions that any good distributor salesman might be expected to perform, and I will be forced to agree. However, Mr. Ehly's sincere interest hasn't stopped there. He is interested in the service functions of our operation and has been out with our service technicians many times to assist with particularly troublesome customers."

Region VIII (California, Oregon, Washington, Hawaii, Alaska): *R. M. D'Arezzo General Electric Co., Fresno (Calif.) sales branch.* *Howard Welty, sales manager of Urner's, Bakersfield, Calif.,* writes of D'Arezzo: "He has the dealer's interest in mind and allows us to use our own ideas and cooperates with us on our advertising. I feel that this kind of cooperation in this day of factory-dominated advertising is the most valuable dealer representative we or any other dealer can have." ■

YOUR 2nd REFRIGERATOR!



Delmonico Refrigerators can be Promoted Profitably as low as —

\$99⁹⁵

Ideal for Home (Den, Studio, Living Room, Terrace) . . . Office or Conference Room . . . Motel or Hotel Rooms . . . Hospitals, etc.

Out-performs all other compact refrigerators by FAR! 'Thin-wall'-foam insulation for greater food capacity in less floor space. 'Muted-sound' mechanism, thermostatic controls, magnetic gaskets . . . features normally found only in deluxe full-size, high-priced refrigerators.

Model illustrated above is Delmonico's 4.6 cu. ft. "BABY" . . . available in white or brown.

10.7
cu.
ft.

7
cu.
ft.

6
cu.
ft.

Delmonico

div. of Thompson Starrett Co., Inc.
50-35, 56th Rd., Maspeth 78, N.Y.
Tel: EX 2-7100 (Area Code 212)

4.6
cu.
ft.

2.5
cu.
ft.

GENERAL  ELECTRIC

APPLIANCES

SALES & SERVICE

REFRIGERATORS

FREEZERS

RANGES

AIR CONDITIONERS

WASHERS

DRYERS

DISH WASHERS

TELEVISION

PO 5-2401

APPLIANCE & TV CENTER



2112 DEVINE

"This ad brought us a \$1200 appliance sale,"



says A. Kibler Dent, Jr., Appliance and TV Center, Columbia, S. C. "A new couple in town needed some major appliances. They saw our large Yellow Pages ad, came in to our store, and ended up spending twelve hundred dollars with us. Things like that happen surprisingly often. You see, there's a big army installation right nearby and so there's a constant stream of new people in town. They also turn to us for service and as repeat customers still turn to the Yellow Pages over and over to find our telephone number or address. And our big Yellow Pages ad makes sure they can find us when they need us. It's one of the best investments we've ever made."



Call your Yellow Pages man to plan your program. You'll find him in the Yellow Pages under: ADVERTISING - DIRECTORY & GUIDE.

The Balance Sheet

by JACK ADAMS



Reflections At Sunset

It seems strange that Haruki, our representative, interpreter, and Japanese "brother-in-law," won't be waiting in the hotel lobby this morning to accompany us on a visit to a manufacturer or association office.

We've stopped in San Francisco overnight on our way back from nearly a month in the Orient, and we want to record some of our impressions and reactions to Japan before whatever magic that is invoked in crossing the international date line erases them from our memory forever.

Our first tentative steps toward the Far East were taken nearly five years ago. We wanted to go then to prepare a report on the Japanese appliance and electronics industries, but various considerations, mainly one of time, stayed our motion.

In this business one asks himself how he can take three or four weeks from his every day work for such a trip, but once he has started, he realizes that twice that long is not really enough.

Many of our manufacturer, distributor, and dealer friends have preceded us to the Orient. Many others will go there for the first time in the years ahead.

In visiting an area that is markedly different from the U. S., they will come away with strong impressions. For whatever benefit they may be to those who have yet to visit the Far East, we would like to note some of our impressions. Many of our industry friends who have spent more time in the Orient than we may disagree with these observations. If so, we would appreciate hearing from them. Perhaps their experience may set us straight on the why and wherefore of certain practices.

Our travels brought us into contact with people at all levels in the Japanese appliance and electronics industries. We talked with chairmen of the board, presidents, vice presidents, engineers, export managers, and many other representatives of Japanese companies.

Since Japanese no more than Americans do not live by bread alone, some of our most vivid memories are of the extra-curricular activities of top men in Japanese industry. These memories would include a discussion with Mr. K. Matsushita of Matsushita Electric Co. of the Peace and Happiness Through Prosperity Institute which he has founded.

Also they would include recollections of a visit with Mr. T. Hayakawa to the Municipal Hayakawa Social Welfare Building in Osaka which is devoted primarily to the welfare of the blind as well as a stop at a school which he maintains for children of low income working parents.

Are Japanese children really cuter than American children, or does it just seem that way when you're so far from home?

Anyway, we'll never forget the 100 or so tots who crowded around us, demanding to know why we were so tall and why we didn't speak "Nippon."

One has only to visualize war damage and imagine from older areas the state of Japanese industry 20 years ago to appreciate the miracle that close ties with the U. S. have created in Japan.

And when he realizes the lack of raw materials in Japan coupled with a population about one-half that of the U. S. compressed into an area less than the size of the state of California, one appreciates that the Japanese people, in effect, have had to live by their wits.

And well they have done, as witness the many innovations which U. S. manufacturers have followed.

A strong impression of great cleanliness remains in the mind after a visit to almost any Japanese factory. Yet an American, by observation, must agree with the admission of some Japanese

executives that continuance of ancient customs in factories is a millstone around the neck of those who would keep pace with American manufacturing short cuts.

The honesty which one observes in the Japanese cab driver, bell boy, or waiter is present in industry, too, as executives admit that "the honeymoon is over," and that the Japanese electronics industry will have to look forward to a more orderly growth and that manufacturers in effect will have to carve or deepen a niche to cement their position in America.

In this issue we have tried to detail some of the ways in which makers are attempting to win such spots.

A few observations about Japan in general:

Absence of multi-lingual people appears to be acute in the Japanese service industries. It seems that this could retard growth of tourism in Nippon, especially among Americans, who think everyone should speak English.

Many electronics and appliance makers in Japan do an outstanding job of placing advertising messages in strategic locations. One example: umbrellas which are handed to passengers at Tokyo's Haneda airport in inclement weather carry the name "Sony." A sign near the deplaning passenger entrance, welcoming visitors to Tokyo, is sponsored by Sony, while one on the outgoing ramp bids "sayonara" from the same maker.

Japanese auto traffic is just as wild as we had heard. Anyone who isn't petrified while being conveyed along a Tokyo street in rush hour is either blind or demented.

Every visitor to "The Land of The Rising Sun" should spend at least one night in a Japanese inn. But be prepared to be spoiled forevermore for stays in Stateside hotels.

We can honestly say that we approached the task of gathering materials for this issue with an open mind. We felt that such an issue was needed, but not until we had been away for some time did we start to reach conclusions concerning the electronics and appliance industries in the Far East.

Before we decided to take the plunge and cross the Pacific, we had set down in our mind a number of reasons why such an issue was needed.

Shortly before departing, we received a letter from O. Sherman Anderson, Salt Lake City dealer and a member of MART Magazine's Dealer Advisory Board.

We now realize that thoughts expressed by "Sherm" in this letter provide the best reasons for the issue. In our opinion they constitute an unselfish appraisal of how everyone who is involved in the selling or purchasing of Japanese-made merchandise can realize maximum benefits from same.

Here's what he had to say:

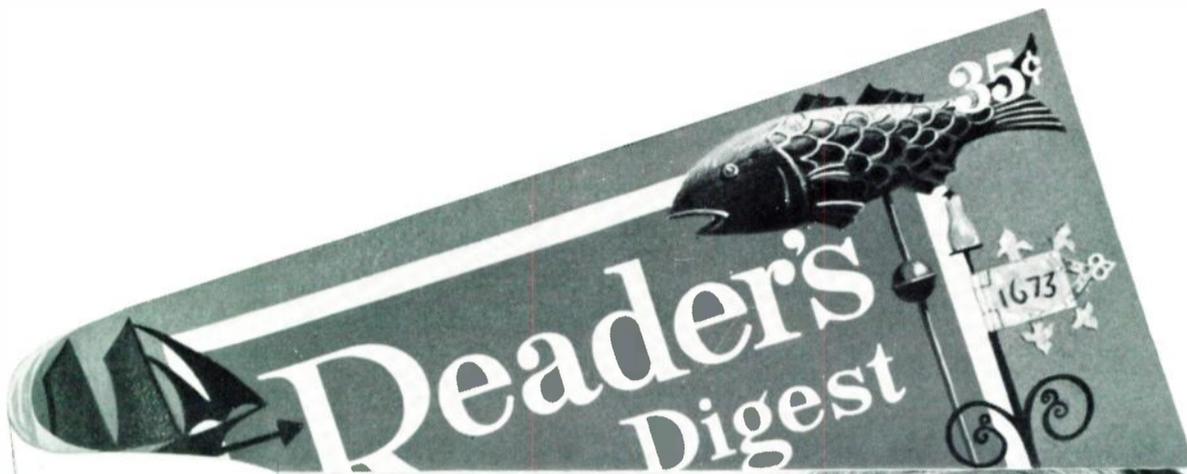
"The world is now very much smaller than it used to be as I am sure you will appreciate as you fly from here to Japan.

". . . Today, Japan is no farther from our standpoint than any other point of supply. This is what we have to convince our potential customers of.

"I feel the Japanese can do a considerable amount towards this end. Such things as having the parts list and schematics in English and not in Japanese would be of considerable help.

"As we all know, some Japanese merchandise is good, while some is bad. I would not try to sell poor merchandise — no matter how cheap the price. I feel their merchandise should be graded — graded by the Japanese as to the quality. This could be to their advantage as well as ours.

"In short, if we can bring Japan even closer — both in quality and in the minds of our customers, it would definitely serve our needs."



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How Westclox set No-Cord Electric clock sales ahead 400%

"To introduce our new line of transistorized, 'No-Cord' Electric wall clocks to the consumer, our major effort was a color page in last December's Reader's Digest," says Robert L. Shaw, Marketing V. P. of Westclox.

"Sales increased dramatically in December and continued to rise in January and February, giving the new line a 400% sales increase over pre-advertising levels. Department store sales were even more impressive.

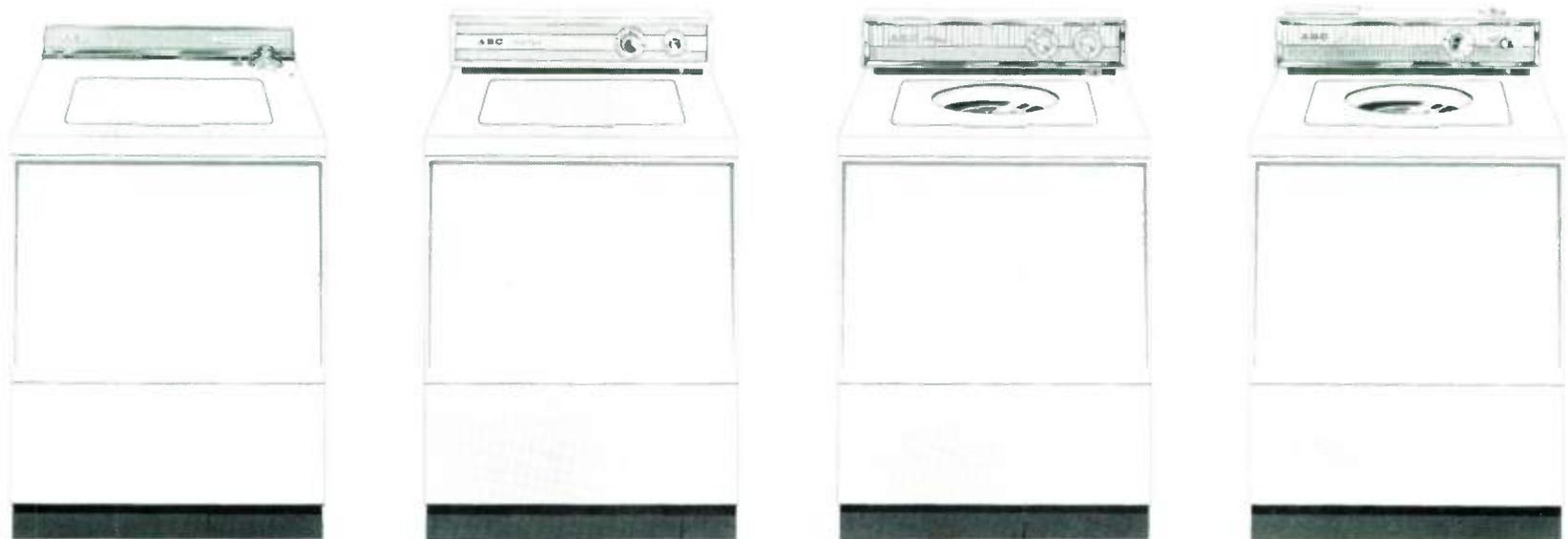
"This year, through our multi-line advertising, The Digest is again helping to sustain the momentum of Westclox No-Cord clock sales. The result: we now account for an estimated 50% of this market. Without a doubt, this success can be largely attributed to the selection of Reader's Digest for our initial introduction and follow-through."

People have faith in Reader's Digest. 14½ million U.S. families (25 million world-wide) buy each issue.

Agency for Westclox: MacManus, John & Adams



When you've helped dealers make top profits for 55 years...



You know how to build a top-profit line!

Helping dealers make top profits in laundry is an old story at ABC.

It's not a matter of choice . . . we have to. Laundry equipment is ABC's only product. If our distributors and dealers don't make money, we don't either.

That's why ABC concentrates on giving its dealers, as it used to say in the early days, "a laundry line the public wants to buy"—the best selling models with the best selling features and at the best selling prices. We couldn't do anything less.

That's why ABC never compromises on quality. We

can't afford anything but the very best.

And that's why we back our laundry products with successful laundry campaigns prepared by specialists. We can't just load up the dealer, we have to help him sell, too.

Of course, since we've been doing these things for 55 years, we know how to do them pretty well now.

With laundry so important to your success, wouldn't you rather trust this part of your business to someone who works full time at helping you make top profits?

Just answer by calling your local ABC distributor.

ABC

Built by American Motors Corporation, Detroit 32, Michigan

Makers of Rambler Automobiles and Quality Home Appliances