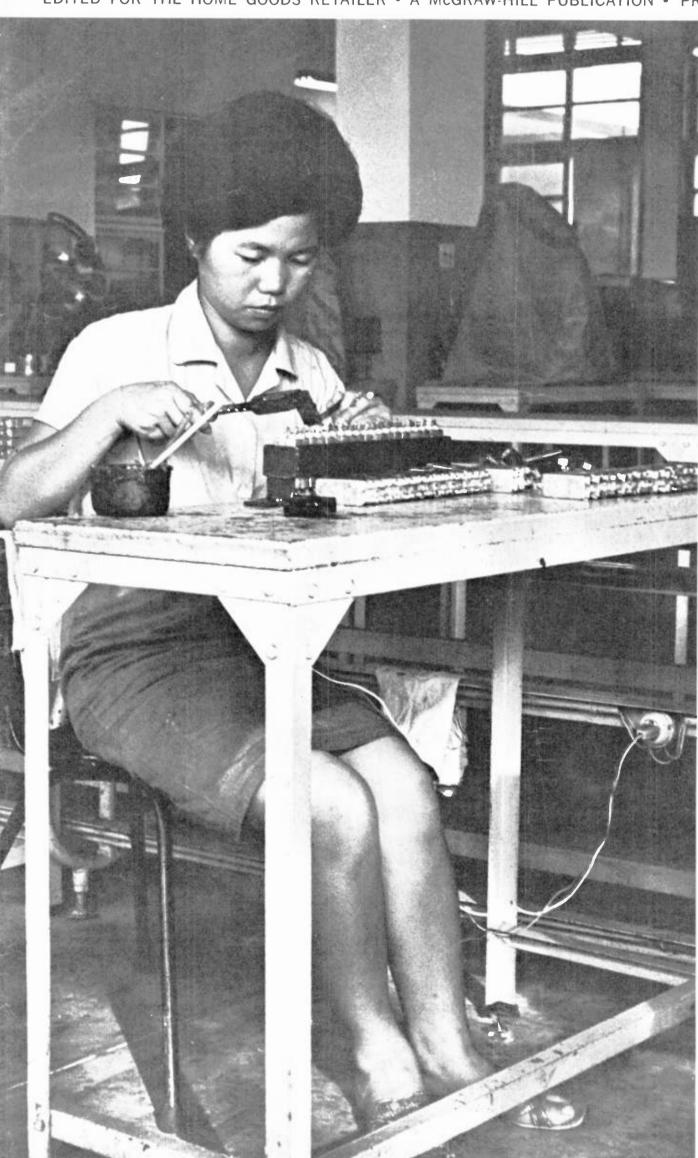
MERCHANDISING_{WEEK}

FORMERLY ELECTRICAL MERCHANDISING WEEK

EDITED FOR THE HOME GOODS RETAILER . A McGRAW-HILL PUBLICATION . PRICE FIFTY CENTS . VOL. 96 NO. 42



OCTOBER 19, 1964

... presstime

Record clubs won a battle with the government last week as a much watched two-year case wound up in Washington. With some acid comments aimed at the Federal Trade Commission staff. an FTC hearing examiner found Columbia Broadcasting System innocent of a batch of antitrust charges ranging from monopoly to price discrimination.

The 1962 suit grew out of Columbia's sales through a subscription record club set up in 1955. The Commission charged that the firm attempted to monopolize the record industry, discriminated against retail dealers by offering lower prices to record club members, maintained illegal licensing arrangements with competing record makers, and used misleading advertising.

Examiner Donald R. Moore found no merit in any of the charges. On the contrary, he found that record clubs benefit both the record industry and the public and that any restrictions on their operations would hurt smaller record producers particularly.

Moore's decision is, of course, subject to review by the Federal Trade Commissioners.

A unique promotional twist by the Southwestern Electric Power Co. is benefiting retailers of major appliances and color tv in the portions of Texas, Arkansas and Louisiana served by the continued on p3

THE THREE GREAT SOURCES OF LOW-PRICED RADIOS

This week: Taiwan p16 (last week, Hong Kong; next week, Okinawa)

Frigidaire's 1965 major appliances Home barbering moves at a fast clip Record industry reacts to FTC rules

p13

You don't carry the #I-selling portable phonograph line?*

Really?

You're missing an opportunity.

G-E dealers have the biggest share of the phonograph pie. And for good reason.

There's customer acceptance. People know and trust the G-E name.

When you sell the big seller, G.E., your volume is bound to be high. High volume plus a good margin equal excellent returns on your investment.

Your inventory requirements for volume sales are low. Nine models. List prices range from \$29.95 to \$279.95.

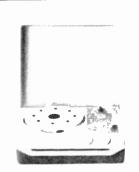
Get highly demonstrable and innovative features. Like the scuff-

proof vinyl-clad steel case and the swing-out speaker flip-down changer look. Solid-state, of course, from \$29.95 to \$279.95.

Want more? This year, as a sales clincher, seven models are equipped with the G-E Man-Made** Diamond Stylus, with the LIFE-Time warranty***.

Looks? Take a gander at the nine models below. Is it any wonder that G.E. has the #1-selling portable phonograph line?

T.M.—G.E. Co. *General Electric warrants the G-E Man-Made Diamond Stylus to be free of manufacturing defects for the life of the phonograph, and will, at its option, repair or replace the G-E Man-Made Diamond Stylus upon return of Stylus and Registration Card plus \$1.00 for handling. Replacements made directly from the factory.



Playmate Solid State Monaural Compact (RP 2204)—4-speed turntable has 45 RPM adapter. Vinyl-clad steel case. \$29.95.†



Trimline "300" Stereo (RP 2230)—Transistorized dual stereo amplifier. Automatic flip-down changer. \$79.95.†



Stereo "600" (RP 2260)—Both 8" and 3" speaker in each wing. 14 watts peak power. Fully transistorized. \$159.95.†



Partymate Solid State Automatic Monaural (RP 2210) - 4-speed G-E automatic changer. \$49.95.†



Trimline "400" Stereo Transistor (RP 2241)—Two 8" Dynapower speakers. 4 separate audio controls. \$99.95.†



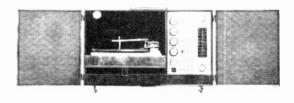
Adventurer (RP 2180)—Antique leather vinyl. Dual-channel stereo amplifier. G-E Tonal 1 Tone Arm: \$179.95.†



Partymate Solid State Automatic Stereo (RP 2220)— Separate volume controls. Two Dynapower speakers. \$64.95.†



Stereo "500" (RP 2250)—Deluxe 11" turntable. G-E C400 Stereo Ceramic Cartridge. Fully transistorized. \$134.95.†



Adventurer (RP 2290)—FM/AM/FM Stereo Tuner. Transistorized stereo amplifier. \$279.95.†

Audio Produite Department, Decatur, III noi .





*Source: Trendex Report †Manufacturer's suggested list price, slightly higher South and West.

October 19, 1964 ... presstime

Shreveport-based utility. Instead of relying on the usual method utilities use to build their loads—assisting dealers only on a certain product at a certain time—Southwestern is aiding merchants on a number of products, giving them "dealer's choice."

The four-month promotion, which will run through December, is restricted to electric free-standing ranges, clothes dryers, air conditioners, dishwashers, frostless refrigerator-freezers and color tv. Retailers are eligible for a 25% co-op ad allowance on any or all of these and, in addition, can offer a \$20 cash allowance and one of three gifts—a pair of study lamps, a 12-piece towel set, or an electric percolator and four cups—with purchases of ranges, dryers and water heaters.

Philco's new prices on major appliances—Air conditioners will kick off at \$139.95 for a 5,000 Btu unit, step to \$469.95 for a 29,000 Btu model. Refrigerator-freezers open at \$159.95; new 16 cu.ft. two-door automatic defrost models will retail for \$349.95; no-frost versions will go for \$399.95. Freezers: uprights range from \$198 to \$330, chests from \$200 to \$299. Ranges: leader 30-inch unit starts at \$169.95; top-of-the-line 40-inch model goes for \$319; and a new Galaxie eyelevel model sells for \$449.95.

Sunbeam has two specials and a new product. The new product is a modern Danish-styled 10-cup perc that is chrome outside with a stainless steel pump and stem assembly. List is \$24.95; dealer cost is \$18.09, or \$17.47 for three or more. This is a unit announced for the first Vista line, but never produced for that purpose. One of the specials is a hair dryer, the HDSP-C. This is the HDSP unit in a vinyl hatbox with an increase over the \$14.95 list price. The second special is a repeat of the S4D steam iron deal. No prices were announced; Sunbeam says quantities are limited.

Hotpoint's new lineup—Refrigerators: no-frost unit (CTF-114F) is the new leader in the 14 cu.ft. top-freezer category: new feature is Step Shelf, which Hotpoint claims conserves space by providing two storage levels on a single shelf; in 15 cu.ft. bottom freezer category, three new no-frost units were introduced; new leader

is CBF-115F. Freezers: Hotpoint added wheels to new upright, now puts water drain in bottom of liner in all chest models.

Air conditioners—The line kicks off with new P series, featuring 5,000 Btu, 8½ amp unit with off-and-on control. New E series (6,500 Btu to 10,000 Btu) and K series (12,000 to 18,000 Btu) feature out-of-sight controls, flip-out filter, common roomside width and height dimensions. All air conditioners have simulated walnut trim panels.

Ranges—11 new models with slide-out Teflon panels have been added, four in the free-standing line (both 30- and 40-inch units), five in the built-in line, including a double-oven model, and two in the set-in category. The 1965 ranges feature rotary switches instead of last year's pushbuttons.

Tappan has introduced a new range line, the Silhouette line. In it are five 30-inch gas models, five 36-inch gas models (these 10 models will retail for \$169 to \$299), and four 30-inch electric models (which will retail for \$189 to \$299). These new models are available in copper or white, feature a built-in look, have contour tops with chrome side trim, a new control console, new sculptured hardware and a large Visualite oven-door glass. A standard feature in the line is oven liners which snap out and can be cleaned in the sink or dishwasher. The liners are either chrome or porcelain depending on the model. Top models include a Burnerwith-a-Brain surface unit and oven cook-and-hold controls.

Another eye-level range from Hardwick, a 36-inch model in the Debutante series, has been introduced. The new range has two ovens, Program Cooking, and comes in pink, yellow, turquoise, antique copper, brushed chrome or white.

RCA will show its 19-inch color to picture tube to set makers Thursday. RCA will release preliminary design details on the rectangular tube, the domestic industry's newest and smallest color picture, and demonstrate a 19-inch experimental receiver. First glass bulbs will be available "soon," and RCA expects to ask other set makers about their requirements in early 1965. Because of its experience with 25s, development time of 19s will be "appreciably" shortened, RCA said.

New Ironrite sales group forms

Firmly convinced of a bright future for the home ironer, Harold Bull has spearheaded the formation of the Ironrite Sales Corp.

The sales organization, with Bull as president, is based in Chicago and will handle the entire national marketing program for the automatic home ironer, it was announced by Morris Weisberg, President of Ironrite Corp., Pittsburgh.

The new sales corporation was authorized to incorporate and offer 100,000 shares of common stock; Bull plans to buy 20,000 of them. He said he has lined up other people interested

OCTOBER 19, 1964

in participating in the venture but would announce no names now.

The new corporation has a fiveyear contract with Ironrite Corp. to be sole marketing agent in the 50 states. This includes distribution, advertising, sales promotion and public relations.

Bull, a veteran of over 40 years in the appliance business, has retired from Norge where he was vice president of contract sales.

The market for home ironers, as seen by Bull, is full of potential. "Each year the industry has sold more and more washers and dryers; so the home market for ironers is enormous," he reasoned. Ironer sales sagged badly in the late fifties. In 1956, they were selling at the rate of 60,000 per year, but that dwindled by 1962 to only 15,000 units. There was a resurgence last year, however, as sales rose to an estimated 30,000 units.

Bull's plans to boost sales hinge on the product, aggressive salesmanship and good margins for dealers. Ironrite will rely on a single model of the ironer. "There is some competition," Bull said, "but they're not automatic units. Ironrite is the only automatic, console unit; you can sit back and watch tv while it's running."

Bull said there are currently 23 or 24 distributors who handle Ironrite. He hopes to get more volume out of them and add distribution in areas of the country where there is sufficient demand.

One of the strongest current Ironrite distributors is Anderson Distributing Co., Salt Lake City. Del Anderson said he discussed the formation of the new sales corporation with Bull about a month ago and he thinks it is "just fine." Anderson said he expects no pricing or margin changes on Ironrite. Currently, he said, dealers who buy Ironrite in quantity are enjoying profit margins of 39%.

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NEW HORIZONS...NEW DIMENSIONS

USEWARES 5

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.



NATIONAL HOUSEWARES EXHIBIT

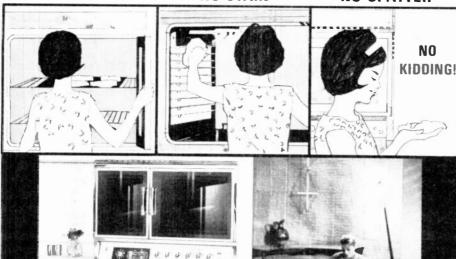


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NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

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Chicago, III. 60654



... with the new Monarch 40" Marvelous Moderague with "T.C.B."

Sales to today's cleanliness-conscious women are just a little bit easier with Monarch's Exclusive "STA-KLEAN" OVENS WITH TCB . . . A NEW METHOD OF BROILING WITH CONTROLLED RADIANT RAYS . . . a feature of all Monarch Electric Ranges. No - No Stain - No Spatter . more tender, juicier meats with less shrinkage. Other features to simplify your selling job include - Full Height Double Capacity Ovens (bake on two racks) . . Two Broilers . . Mirror Doors . . . Roll-Out Drawer with Infinite Control Plug-In Surface Units. Full lines of Double-Hi Ovens (bake on two racks) 20, 24, 30, 36, 40 inch MONARCH ELECTRIC and GAS RANGES ALSO AVAILABLE.



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MERCHANDISING

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REPORTS FROM

washington

Radio broadcasting is booming, judging from the Federal Communications Commission's annual financial rundown on the industry. Before-tax income of 3,832 AM and AM-FM stations, and 294 independent FM stations was \$54.9 million for 1963, up a healthy 26.2% over 1962.

The gains were chalked up by AM and AM-FM stations. Overall, the independent FM stations still were in the red, reporting losses of \$3.2 million, roughly the same as their 1962 losses. However, a few more individual independent FMs were in the black for last year: 86 reported profits out of 294 reporting, compared with 71 profitable ones the previous year, out of 279 reporting.

A new use for miniaturized radios has been found by defense chiefs. Top government officials, such as House Speaker John McCormack (D-Mass.) and members of the Cabinet—who could inherit crucial responsibilities if anything happened to the President—are being encouraged to carry special transistorized sets to keep them in contact with top security officials.

Meanwhile, Secretary of State Dean Rusk talks of supplementing the teletypewriter "hot line" installed last year between the Pentagon and the Kremlin with video. His idea is to use satellite communications so that President Johnson and Premier Khrushchev could confer face to face on tv.

Filling out your 1964 tax return will be simpler than in the past, the Internal Revenue Service insists. It has made the most changes in the standard 1040 Form since 1954, partly to get the data in shape to be acceptable to its automatic data processing machines.

For one thing, you won't have to list dependents to claim \$600 deductions. You just list the number. Names of companies from which you receive wages and salary needn't be listed on the first page of 1040, as in the past—just the total wages and salary received during the year. There will be a new line for "gross amount" from all other sources, so that IRS can check against information filings from banks and companies that pay you interest and dividends.

Forms will be mailed right after Christmas. IRS expects that many taxpayers will owe more than has been withheld during the year because the withholding rate was lowered in March to the correct level for 1965 rates. (Only part of the tax cut voted this year applies to 1964 income; the rest becomes effective next year.)

A decision against two affiliated retailers, made by an FTC hearing examiner, has been upheld by the Federal Trade Commission.

The examiner said the firms—World Wide Television Corp., Bladensburg, Md., and Lu-Gil Corp., Philadelphia, Pa.—misrepresented terms, financing arrangements, service and guarantees in advertising. The examiner, William K. Jackson, said that the firms falsely advertised in papers and on the radio that down payments were never required, that buyers could apply as little as 25 cents per day toward buying tv sets, and that purchasers would own sets outright in a few months.



Frigidaire's top-of-line electric ranges feature new Tender-matic control.

Frigidaire presents its 1965 major appliances

Frigidaire's Golden Anniversary 1965 product parade consists of 21 refrigerator-freezer models, 11 food freezers, 21 free-standing electric ranges, 20 room air conditioners (11 window units, nine through-the-wall types) and eight dishwashers (five mobile models and three undercounter units).

Refrigerator line additions include three new two-door Frost-Proof models, bringing the number of frost-free boxes up to 12, out of a total of 21 units. Leading the refrigerator-freezers is the Imperial 19, a unit with a bottom freezer holding up to 211 lbs. of frozen food. It has total capacity of 18.8 cu.ft. An 18.9 cu.ft. box with Frost-Proof is available for the first time in the middle-line Deluxe class. The company also has a 13.6 cu.ft, unit with Mini-Freezer. In this "all" unit, 96% of the interior is designed for freshfood storage.

The freezer line, which includes seven upright and four chest-type units, has capacities ranging from 336 to 798 lbs. Top upright has 20.3 cu.ft. capacity while top chest unit has 22.8 cu.ft. storage.

The electric range line spotlights twin selling features on four top-of-the-

line models. Frigidaire says the Tender-matic control (photo above) will automatically set the oven to tenderize meat. It works this way: after an initial cooking period at 325 degrees, the oven temperature is automatically cut back for a longer term of cooking at controlled low heat. The Meat-Minder control, after being set at the prescribed cooking time, allows meat to start cooking immediately, and, at the pre-set time, automatically resets the oven thermostat to 155 degrees, a holding temperature. In addition, the pull-out oven for easy cleaning is a feature on eight models.

The room air conditioners range from 5,000 to 19,000 Btu. Models are also available for through-the-wall installation, and three models come with separate sleeves for through-the-wall application.

In dishwashers, Frigidaire's mobile line is topped by a front-loading, 14-table-setting unit that features Super-Surge washing action, which Frigidaire says eliminates pre-rinsing of dishes. Top undercounter model also has room for 14 table settings, Super Surge consists of trilevel washing action in the tub, a revolving bottom spray arm and a rotating vertical spray arm that discharges water from four angles.

Large (18.8 cu.ft.) refrigerator-freezer paces Frigidaire's 21-model line.



appliance-tv

A massive addition to the Penney chain was made last week when seven new stores opened on one day. Four new and relocated stores opened in Newburgh, N. Y.; Mansfield, Ohio; Topeka, Kan.; and Visalia, Calif. Three Treasure Island stores opened in Milwaukee. They are 40-department complete shopping centers that J. C. Penney management views as "laboratories where new merchandising and operating techniques can be tested."

Returning unacceptable merchandise to the manufacturer should not require his prior authorization, the National Retail Merchants Assn. has told its 14,750 member stores. Increasing complaints of unreasonably long—and expensive—delays in receiving permission have prompted NRMA to advise its members not to comply with such permission-to-return policies.

This decision, which applies only to goods found unacceptable on inspection and returned within five working days, reenforces NRMA's Basic Trade Provisions, already approved by 29 manufacturers' associations. All the associations have been notified of NRMA's decision.

Revere-Wollensak has added 38 cartridges to its line, bringing the total to 245. The tape cartridges play only in Revere's music system.

Blackstone will promote its Gyro-Balance principle in washers via a national traffic-building promotion. Retailers will be able to tie into *Life* magazine ads with promotional literature, store banners and point-of-purchase displays as well as with offerings of 19-cent "Gyro-Tops."

Penney spotlights an \$88 eleven-inch portable tv in its new Christmas catalog. Also listed is a 6-transistor portable radio at \$6.88 and a solid-state drop-down stereo portable phono for \$64.88.

Gibson recorded a 48.6% increase in distributor shipments in September paced by one of the biggest freezer sales months in the company's history. Unit sales climbed 82.1% above those of September, 1963.

Nautilus Industries will expand its plant in Freeland, Pa., by 40,000 sq.ft., which will double the company's production of range hoods. Work is already under way at the company's plant in Montclair, Calif., to add 20,000 sq.ft.

Theme for the 1965 NARDA convention will be "The Challenge of Tomorrow." The convention will be held at the Hollywood Beach Hotel, Hollywood, Fla., Thursday, Jan. 14, through the 17th.

Procter & Gamble will support the NEMA-EEI-U.S. Steel dishwasher promotion this fall with extensive magazine, newspaper, tv and point-of-purchase advertising. Special p-o-p materials, featuring the heart symbol and the words "All the Family Loves a Dishwasher," will be displayed in grocery stores throughout the country in November.

continued on p33

housewares

Toastmaster will mount its biggest ad effort ever during the fourth quarter of this year. Spearheading the drive will be full pages and spreads in *Life* and *Look* during the eight weeks prior to Christmas. In addition, there will be a six-week nighttime tv spot campaign in Chicago, Boston and Minneapolis.

The first double-insulated tools to receive UL Industrial approval are Millers-Falls %-inch shockproof drill and the SP666 impact wrench. This approval has been slow in coming, mostly because UL had no specifications or testing standards for double-insulated, shockproof tools. Now that the ground has been broken, makers feel it will be only a short time before other double-insulated tools on the market get the UL Industrial rating.

Westinghouse will ship its electric knife "very soon, in time for the Christmas selling season." The company has been showing the new unit at its regional sales meeting. The knife is beige and white and has serratededge stainless steel blades. The knife's motor is up near the front of the handle, somewhat like Dominion's version. The cord is not detachable. The knife with a plain storage case will sell for "under \$25." Westinghouse officially will introduce it at the January Housewares Show.

A new shaver line is shown in Sears' Christmas catalog. It includes four men's units under the Craftsman name and one Lady Kenmore model. They appear to be made by Schick, because two men's and the woman's unit have the washable stainless steel heads that are a Schick exclusive. The prices for the men's units are \$12.49 for the two low-end units, \$15.49 for the middle, and \$21.49 for the top, which is rechargeable. The Lady Kenmore is \$10.49. Schick declines to comment on whether it makes the line.

Sunbeam has introduced a new canister vac. It describes the new model as the most powerful home cleaner, saying it has a 1.75 horsepower motor. The unit carries an \$89.95 list and 30% dealer margin. It is the top of what is now a three-unit line, the model 635 at \$41.95

list, the 630 at \$69.95, and the new 660. Principal features are the motor, an all-steel body, an 84-inch nylon reinforced hose that is guaranteed for five years, a four-piece deluxe attachment set, a three-position nozzle with litter rake, brush and extra wheels, chromeplated locking wands, a toe switch, and brushed chrome with blue enamel finish. Three extra bags are included.

Union Carbide is now shipping a new version of its rechargeable flashlight. The new model has an improved switch. The flashlight is 5½-inches long, weighs 10 ounces. The unit is powered by sealed Eveready nickelcadmium batteries that can be recharged in 16-18 hours. Suggested list is \$14.95.

Westinghouse launched a heavy ad schedule for its portable appliance division. It kicked off last week with a page in *Life* on irons, toothbrushes, hair dryers and electric blankets. The ad carried a refund certificate worth \$2 on the purchase of certain irons when it is returned with the warranty card to Westinghouse. The \$2 refund will be offered in the October issue of Modern Bride and the November issue of Bride and Home. Additional full page ads are scheduled in *Life* in November and December and in This Week Sunday supplement in November. A \$3 refund certificate will be offered on a non-stick frypan purchase. Tv ads will include time on 203 CBS network stations on both day and night shows. Seven top-rated programs will be included.

Norelco will list more than 8,300 shaver dealers in an ad to appear in the Oct. 31 issue of TV Guide. The ad will appear in all 70 regional editions, reaching a 10,000,000 audience throughout the country. The basic ad is a black-and-white 2-page spread. However, its size will vary depending on the number of dealers in each region. In New York, for example, 4½ pages will be required to list 444 participating dealers.

Key Moves . . . SUNBEAM names P. J. O'Rourke product mgr, motor appliances; J. E. Phillips Midwest sales mgr; and D. P. Rung asst sales mgr, electric appliance div . . . Former Sunbeam product mgr of motor appliances, C. E. (Wes) Westin, has been named asst to the president at STRUCTO Manufacturing Co.

New toothbrushes set pattern for EPIC imports



EPIC's two battery-powered toothbrushes are the first in the line it plans to create with imported products.

Ekco's import division will concentrate on battery-powered products, says its president, Arnold Thaler, and the first two products introduced, a pair of toothbrushes, bear out that statement.

One of the brushes (see photo at left) is powered by a single "C" cell and will retail near \$7.95. The second is rechargeable and will be priced at \$12.95. Neither will be fair-traded, Thaler says. They will be sold direct, not through distributors. Each weighs about 5 ounces, and is completely waterproof.

Their name, EPIC, will be used for the imported Ekco line. It stands for Ekco Products Import Company.

Both units are made in West Germany for EPIC and use a new, small direct-current motor that may be applicable to other products as well.

The battery-powered field seems about to ex-

pand quickly, Thaler feels, and so much of his division's first efforts will be in that area. Some products will be imported from the Orient, most

One of the first non-battery products, flatware, will be introduced shortly. There will be a selection of price levels, with concentration in the medium and better grades.

Other non-battery-powered products to be introduced will include cookware and gift housewares such as woodenware.

Thaler also said EPIC plans to have its own space at the Housewares Show in January in keeping with the complete separation in sales force and operation from the Ekco organization. He expects to begin trade advertising about the time of the show and consumer advertising in

1965 MARKET EDITION 公公公公

PHILCO DEALER NEWS



PUBLISHED BY PHILCO CORPORATION

A SUBSIDIARY OF Ford Motor Company,

"INSTANT COLD" PUTS PROFIT BACK IN REFRIG SALES

1965 Philco Refrigerators Set New Performance Standards, Give Dealers Exclusive Selling Edge

-Story on next page





IMPORTANT INDUSTRY FIRST. Philco is first with the Power Saver, a 1965 exclusive that brings new efficiency to No Frost! See full Power Saver story on next page.

BETTER COOLING MEANS BETTER PROFITS.

Philco's exclusive "Instant Cold" gives you a big advantage over the competition. Refrigerators have changed—but most cooling systems haven't. You can't expect today's big-capacity units to do the job with yesterday's cooling systems. "Instant Cold" gives your customers reserve cooling power for proper food protection, faster cold recovery. See Page 2 for complete details on "Instant Cold."

Instant Cold Freezes Out Me-Too Refrigerators

Philco refrigerators for 1965 keep the retailer out of the refrigerator price squeeze. They sell on performance, not price. Philco "Instant Cold" puts them in a class by themselves, because it provides far better food protection.

With all the look-alike, act-alike refrigerators on the market today, the consumer naturally buys on price. A different chrome strip or shelf arrangement just isn't enough to get her eye away from the price tag. But Philco provides you with a product difference important enough to change her mind. This difference is "Instant Cold."

Cold power others can't match

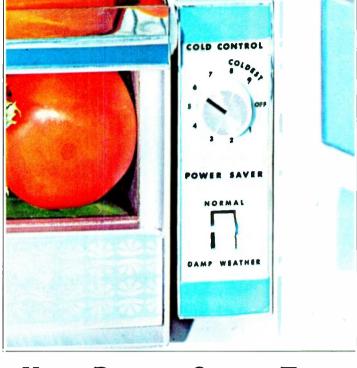
"Instant Cold" is reserve cooling power, more efficient cooling in less running time. In side-by-side laboratory comparisons, Philco with "Instant Cold" outperformed six other comparable leading brands in the four most important tests of refrigerator performance:

- 1. "Instant Cold" chills food faster. Reaches proper food-keeping temperatures 20% faster than any other brand tested!
- 2. "Instant Cold" maintains cold better. Achieves a lower cooling temperature than any other brand

of refrigerator tested.

- 3. "Instant Cold" gives more cold in less running time. Maintains cold better, yet runs less than any other brand tested.
- 4. "Instant Cold" recovers lost cold faster. In simulated use tests, Philco "Instant Cold" maintained constant food-protecting temperatures 36.5% better than any other brand tested!

Make sure your customers know the exciting story of Philco "Instant Cold." It can help you make more profitable sales, because "Instant Cold" is the difference that can keep you out of the price-tag war.



New Power Saver Trims No Frost Electric Bills

Philco's exclusive Power Saver makes it easier than ever for you to sell up to No Frost. With Power Saver, Philco No Frost refrigerators save electricity that other No Frost units waste -can actually save customers up to \$15.76 a year, based on national average rates and climate.

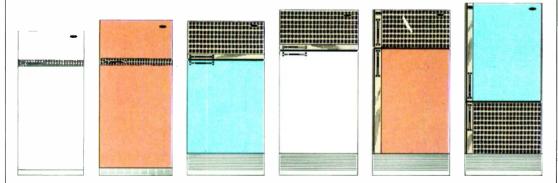
The Power Saver is simple to use and easy to demonstrate on the selling floor. Just the push of a button sets the refrigerator at peak efficiency for minimum consumption of electricity.

The new Philco Power Saver is the answer to questions about operating costs of No Frost. It's a Philco exclusive, and standard on every 1965 "Instant Cold" Philco.

Big or Small, Sizes for All

From conventionals to giant Supermarketers, the 1965 Philco line makes for easy stepup selling. There's a new Philco for every spot in your line!

Choice of colors at no extra charge



Every Philco refrigerator is NEMA-certified NEMA



This is a facsimile of the NEMA seal. When the actual seal is affixed to a refrigerator, it signifies that the net refrigerated volume and square feet of shelf area published are certified accurately by the National Electrical Manufacturers Association.

Full Freezer Line Rounds Out Philco Storage Story

1965 Philco freezers are packed with sales appeal. Philco's Super Power System assures safe, long-term storage, and convenient new features and beautiful new styling make every Philco freezer a standout.

Philco uprights are just the ticket for space-saving convenience. Every shelf is a freezing shelf, lined with frigid coils. Yet Air Flow shelf design allows free flow of freezing air throughout the freezer. Sizes from 8 cu. ft. to a giant 20.3.

Philco chest freezers feature counter-height Kitchen Fit design for the built-in look your customers want. Available sizes run the gamut from 8.6 to 21.4 cu. ft. Larger models come with sliding storage baskets for extra convenience.

1965 PHILCO MODELS LOADED WITH FEATURES

More Capacity, More Convenience Are Offered in New Line!



Here's everything your customers are looking for in a new refrigerator. Every single 1965 Philco is designed for maximum convenience, maximum style, maximum appeal.

More cu. feet in less space!

How much refrigerator can you get in just 30 inches of space? Look at the 1965 Philco line and find out. Philco Thinsulation makes possible spacemaking miracles like the new 16.3-cu.-ft. two-door and even a 16.7-cu.-ft. Supermarketer in just 30 inches of width. Now Philco gives you more to sell than ever in this fast-growing size category!

New convenience engineering!

Inside, every bit of space is planned for efficient use. Door storage includes shelves big enough for half-gallon containers; freezer doors have handy bookshelf-type storage.

There's a brand-new Ice Bar unit that has the easiest-emptying ice trays you've ever seen. And don't forget Philco's Air Wrap Meat Keeper that keeps meats fresh days longer without freezing. Customers love its no-thawing convenience.

Fresh new styling!

Philco refrigerators have a great new look for 1965. Accents are champagne gold and burnished bronze, the most flattering tones for today's wood-look kitchens. And a complete variety of colors is available at no extra cost in many models. This year, Philco has the look that makes the difference.

Add all these features to "Instant Cold" Power Saver and No Frost, and it's easy to see why more and more customers will be choosing a 1965 Philco. For convenience, for styling, for everything a refrigerator should be—the others can't come near Philco for 1965!

SEE THE EXCITING PHILCO "INSTANT COLD" REFRIGERATORS AT YOUR DISTRIBUTOR'S DEALER PREVIEW

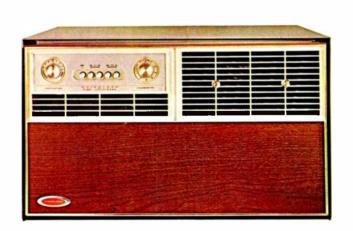


...And find out how you can join Philco's funfilled five-day trip to Puerto Rico

AND SEE ALL THESE OTHER PHILCO PROFIT MAKERS



New Philco
Washer with
"Blades of Water"
Action



New
Philco
"Noiseless"
Air Conditioners





New Philco "Tilt-Top" Ranges

housewares

CONTINUED FROM P8

Arvin has joined the National Electrical Manufacturers Assn. and will be affiliated with the Consumer Products Division and its subdivisions, the electric housewares section and the electric comfort heating equipment section.

A new version of SCM's battery-powered typewriter has been introduced. New features are the jeweled main bearing SCM first introduced on manual portables, changeable type on two keys and a selector switch for recharging on 110v or 220v current. This model is called Poweriter Custom, and lists for \$211.66. It operates on A.C. as well as battery power, as did the earlier model.

Hamilton-Skotch has bought Shott Chairs Inc. of Cincinnati, Ohio. Shott Chairs, a subsidiary of Bell Intercontinental Corp., manufactures indoor and outdoor metal furniture.

The 1964 Premium Show will be held Oct. 26 through 29 at the New York Coliseum. Exhibit space has been expanded this year to include two floors of the Coli-

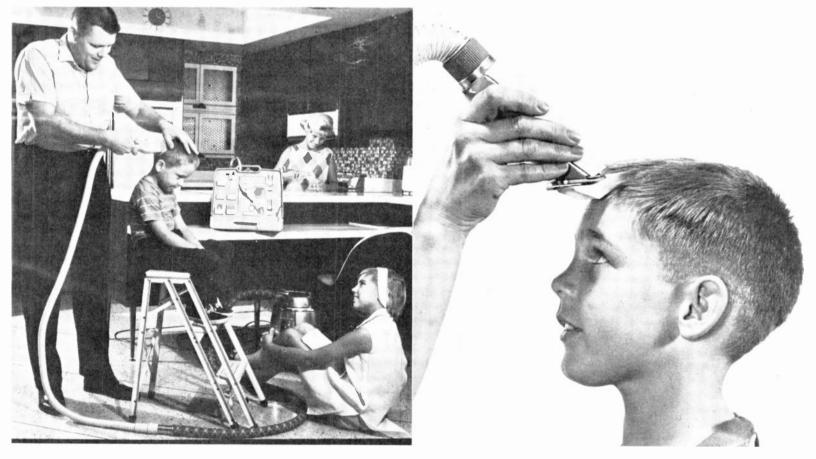
seum. Attendees will get to see over 60,000 items ranging from home furnishings and soft goods to major appliances and photographic equipment. They also will be able to speak with premium experts on elements of successful incentive programs.

Black & Decker's Detroit sales and service branch has been moved to 18133 West McNichols Road.

Eureka has new tv spot commercials on the *Today* and *Tonight* shows. The new commercials, which will run through Dec. 10, feature the model-260 upright and model-705 Princess canister.

General Electric will boost shoe polishers with heavier-than-usual advertising during November and December. It will use Life, Holiday and Sunset in November; Holiday, House Beautiful, House & Garden, Life, Look and Saturday Evening Post in December. On tv, shoe polishers will be pushed on College Bowl Nov. 1 and Nov. 8, and on the GE Christmas special, "Rudolph the Red-Nosed Reindeer," Dec. 6.

Shetland/Lewyt's third quarter sales were up 19% over last year, says Robert Lappin, company president. Floor polisher sales were up 21% and vacuum cleaner sales up 17%.



Hair clippers by Vacu-clip (left) and Preco (right) attach to vacuum cleaner. Close-up above shows suction opening that removes clippings.

New twist adds life to home barbering market

Spurred by some new approaches among the old, plus the rising cost of commercial hair cuts, home electric clippers are steadily wending their way to a 2-million-unit annual sales mark.

The newest approach is the conversion of clip-

pers to a vac accessory, as illustrated above. The vac air power provides suction to remove hair clippings and keeps the clippers cool. Preco's unit, introduced this spring, is fair-traded at \$19.95 with a 40% dealer margin. Vacu-clip has three kits, retailing at \$14.95, \$16.95 and \$19.95. Shipments started this month.

Two other innovations may be just over the horizon. One is a self-storage compartment within the clipper to hold clippings sucked in by a small built-in fan. The second possibility is an electrostatic hair pick-up in which clippings are given a negative charge and a plate within the unit, a positive charge.

Packaging continues to be a potent factor in

hair clipper marketing. A few years ago, makers learned that hair cutting sets won over consumers faster than just a pair of clippers. Since then, all makers—Wahl, Raycine, Sunbeam, McGraw-Edison, Herb Singer, Charlescraft, etc.—have developed a variety of barber sets, usually ranging from five to 15 pieces at prices from \$7 to \$20.

Consumer instruction is also an important selling tool, and here makers are beginning to go beyond the instruction booklet. Preco has staged demonstrations at locations ranging from the New York World's Fair to various department stores. Vacu-clip has started a home barbering class near its plant locale in Illinois as well as a tv and radio ad schedule this fall.

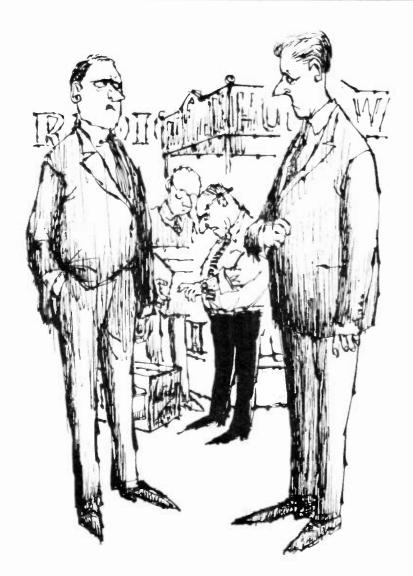
OCTOBER 19, 1964

Modragues looks at

sales meetings



"I'm glad somebody noticed—that happens to be what you collectively sold today."



"His sales sessions are murder—he doesn't provide chairs . . ."



"I've asked Al to sit in with us inasmuch as he's sold five color sets on his service calls this week alone . . ."



". . . look, Groebe, pretend I'm a tape recorder—just listen!"



". . . well, the last thing I wanted to be was in the paratroopers, but this Lieutenant Group, he was from Maine, I think, well anyway, he gets me transferred to the paratroopers and mind you, I knew nothing about it until one day I get called to HQ-boy, you never saw . . ."

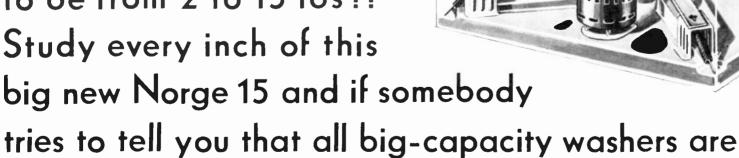
Want proof that the Norge 15 is an authentic 15-lb. washer?

Look inside!

See for yourself how the new Norge 15 was built from the ground up to handle any 15-lb. load. Look at the

rugged new suspension system, the new heavy duty double-pivot motor,

the advanced new transmission, the non-clog pump. Look at the 3-vane, 17-inch high agitator, the extra-large tub (true 15 lb. capacity), the Flexi-load water level control that makes this automatic any size washer you want it to be from 2 to 15 lbs!! Study every inch of this



basically alike—give 'em the facts of life, Norge-wise.





Here is where the world's greatest sources of low-priced radios are based



TAIWAN: the newest bargain basement for

Hong Kong Merchandising Week, Oct. 12

Merchandising Week, Oct. 26

Okinawa 🖡

Second in a series of three articles on radios from the Far East by CHARLES COHEN/DONALD RUBIN

Often in the Cold War headlines, Taiwan, last bastion of Nationalist China, is entering a new battle, fighting for a significant share of the U.S. market for low-priced radios. Taiwans' chances of winning this struggle are considered excellent.

Already, the number of exports to the U.S. are beginning to climb. From quiet beginnings in 1962—only 24,790 radios were shipped to the U.S. that year—exports grew to 165,454 last year and show every sign of achieving a substantial increase this year. In only seven months this year, U.S. imports from Taiwan (177,688) surpassed the total for all of 1963.

For fiscal 1965, Taiwan officials estimate 600,000 radios will be shipped to the U.S.; only delays in completing new factories forced these officials to prune their original forecast of 1 million units.

Clearly, Taiwan has the potential to surpass Hong Kong and Okinawa as a source for inexpensive transistor radios, a fact more and more American buyers are discovering. Taiwan already produces radios for the Radio Shack, Viscount, Lloyds and Englishtown International.

Prices: take me to your leader

Prices on Taiwan merchandise are competitive by any standard. Thus far, the minimum f.o.b. price on that bread-and-butter item, the 6-transistor radio, is about \$3.10, according to a Taiwan government official, with the average hitting around \$3.20.

Like other producers battling for this market, Taiwan's manufacturers build more than just sixes and would like to upgrade their product mix. Even now, Taiwan is turning out some 8-transistor radios for the U.S. as well as vacuum-tube models. And there are plans to produce FM radios later this year. The Taiwan manufacturers do not intend to go into the "toy" radio business (1- or 2-transistor sets). Although one set maker has received a trial order for 1,000 four-transistor sets, it does not expect to go into volume production on this model.

Taiwan set makers have already discovered that there is more than one way to build a 6-transistor set; use five transistors as amplifiers and one as a 3-electrode detector that gives only a little gain. Performance and appearance are at least as good as some of those made in Hong Kong, better than others built in the Crown Colony. The price: about \$3.20 f.o.b. Taiwan.

When it comes to building 8-transistor sets, Taiwan again can match Hong Kong's price, \$3.80. In Taiwan, a radio assembler can buy a kit for an 8-transistor set for \$2.57. This includes earphone and battery, but not the cabinet knobs, gift box, punched metal, antenna coil winding, speaker, nameplate and printed circuit board. The assembler can handle the speaker assembly and antenna coil winding himself, and buy the rest from a subcontractor. His charge for assembly: about 40 cents, maybe 50 cents, depending on the complexity of the job. The f.o.b. price on the eight: about \$3.80.

Companies: find the Japanese tie-in

The companies in Taiwan turning out transistor radios today range from manufacturers of some substance with important ties in Japan to retail shops whose technicians assemble sets on the spot for sale to their own customers.

Although there are more than 1,000 firms engaged in the radio business on Taiwan, only eight manufacturers or assemblers figure to be important factors in the export business in the near future. Two of these companies, Dah Sen Hong and Hwa Fung, specialize in the assembly of complete kits purchased in Japan. The others can be called manufacturers.

Many of these companies have ties with some of Japan's great industrial giants and almost all have their eye on the U.S. radio market.

Hsing Yung, for example, a licensee of Japan's

Yaou Electric Co., assembles 6,000 eight-transistor sets per month for Englishtown International on an order received through a Japanese trading company, C. Itoh. Hsing Yung has also produced 5-tube sets for the Radio Shack.

Taiwan Columbia started as a Sanyo agent and became a Nippon Columbia agent three years ago. About half of its stock is owned by K. C. Lee, who is also a large shareholder in Taiwan Sanyo and the New Asia Co., which makes fluorescent lamps under a Hitachi license. Because of his position in Taiwan Sanyo, Lee is not listed as an officer of Taiwan Columbia. In fact, however, he is the company's chairman. Taiwan Columbia plans to build radios under its own label (Taicol) and has a contract with Englishtown for 42,500 private-label sixes.

Taiwan Sanyo, 52% owned by Sanyo of Japan, is negotiating to export 6- and 8-transistor sets to the U.S. and is also in the parts business, selling resistors, for example, to Hong Kong Sanyo and other Taiwan manufacturers.

Taiwan Sun Pao, an affiliate of Hayakawa Electric of Japan, cannot export radios to U.S. without the Japanese company's permission, but is negotiating for the sale of speakers in the U.S. Matsushita Electric (Taiwan) Co. Ltd., 60% owned by its Japanese namesake, has no export ambitions. But there are still others who could get into the act, including Dah Kuang Victor Co., a licensee of the Victor Co. of Japan, Fuseng Electric Trading Co. Ltd. and Tatung Engineering Co. Ltd., an appliance manufacturer.

Oldest transistor radio manufacturer in Taiwan, and the one with the most exports thus far, is China Electric Co., which started eight years ago as a speaker manufacturer and switched to transistor radios three years ago. The company with the second largest number of exports to date is Dah Seng Hong. Unlike China Electric, this company supplies almost no parts nor does it design its own sets. Instead, it buys complete kits of electrical and mechancial parts from Japan, including gift boxes.

Future: watch for more growth

The logic of continued growth for Taiwan is very convincing. Industry is receiving firm support from Chiang Kai Shek's government, whose policies include import restrictions and generous inducements designed to attract business to the island. Not only is there a large, productive pool of labor, but wages are low. The average per-capita income on Taiwan last year was only \$150

There are other reasons, too. Ten or 12 years ago Japan built world markets for its light industry. Today, Japan no longer finds labor-intensive industry as attractive as it once did and is gradually switching to capital-intensive industry. The markets the Japanese built still exist, however, and no other light industry at this time is in quite the same position as Taiwan's to fill the gap.

The favorable conditions on Taiwan already have attracted considerable Japanese investment, and more Americans are beginning to explore the situation.

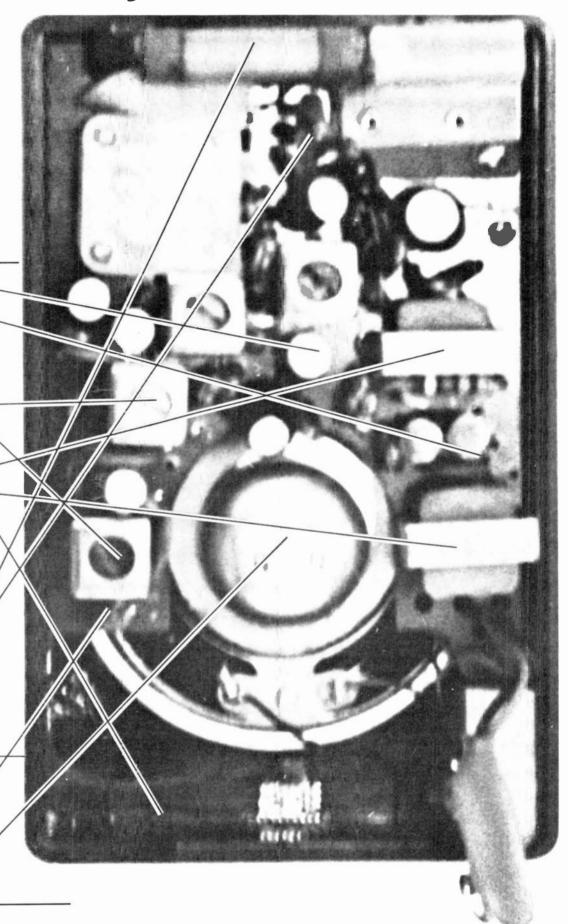
Only last May, the Chinese government approved an investment of \$1,385,000 by General Instrument Corp. in Taiwan (\$675,000 for equipment, \$400,000 in raw materials and a remittance of \$310,000). By next June, General Instrument probably will start producing parts for transistor ty sets, including yokes, transformers, mica capicitors and tuners, according to Taiwan sources.

Several U.S. bankers have told clients to look at Taiwan. The First National City Bank of New York has a representative in Taiwan and probably will open a branch there later this year. Last May, the bank's foreign information service put out a pamphlet summing up the outlook: "Taiwan—Free China Moving Rapidly Ahead."

price-conscious portable buyers

Typical prices on parts for a medium-quality six

Component	Brand	Price (U.S. \$)	
transistor kit (6 transistors)	Toshiba	0.84	-
diode	Toshiba	0.045	
variable capacitor	Mitsumi	0.48	
volume control 5 kohm, with switch	Mitsumi	0.12	
i-f transformers 455 kcs (3 per set)	Mitsumi	0.30	_
oscillator coil	Mitsumi	0.09	
audio input transformer	888	0.12	_
audio output transformer	888	0.10	_
antenna coil		0.05	
earphone with plug and jack	KOA	0.09	- 1
electrolytic capacitor 50 mfd 10 volts	Nii	0.035	/
electrolytic capacitor 10——30 mfd x 3 @ \$0.03	Nii	0.09	/
ceramic capacitor 0.04 mfd x 10 @ \$0.02	Nii	0.20	
ceramic capacitor 0.005 mfd	Nii	0.01	
resistors x 17 @ \$0.0075	Kamaya	0.1275	
9-volt battery 006P-type	Maxwell	0.11	
vinyl case		0.06	_
printed circuit board		0.06	/
cabinet/knobs/labels/plastic bag/gift box		0.20	
2-1/4-inch permanent magnet speaker	Foster	0.17	1
assembly varies between \$0.40 and \$0.50		0.45	



Total (FOB price) \$3.7475 The price for this six-transistor set with two i-f stages does not represent rock-bottom value. With cheaper parts, Taiwan can hit \$3.10 more information for price-conscious buyers ▶

TAIWAN: why radio's newest bargain basement



Girls, girls, girls; basic feature of radio manufacturing in the Orient, the working girl here solders leads onto antenna coils at China Electric on Taiwan.

Labor: low wages, full employment, skilled hands

Taiwan's potential for developing a vigorous electronics industry now appears greater than any other country in Asia. Certainly, the island shows more promise and capacity for this kind of development than either Hong Kong or Okinawa despite the latter two having gained a head start in fabricating transistor radios.

A variety of factors favor Taiwan's continued growth. Not only is there ample land for new factory sites, there is plenty of water and electricity and favorable climate for investment. Standards of nutrition, public health (medical services are available throughout the island) and education are among the highest in Asia.

But absolutely central to Taiwan's promising future is an expanding, highly productive, yet inexpensive labor force that is well educated by Asian standards.

Wages

Even by standards in Hong Kong, where unskilled help may start at \$1 a day, wages for labor in a Taiwan transistor radio factory are

The average daily salary of a female factory worker was pegged at only 43 cents by a survey of seven plants currently producing transistor radios on the island. The majority were receiving a daily wage ranging from 38 cents to 50 cents.

Male factory workers were getting a little more. Their average daily wage: about 63 cents. The majority: in the 45-to-70-cent range.

Office and technical workers on a monthly payroll get a somewhat better break on pay day. The average *monthly* salary for women in this category was surveyed at about \$25. Men: anywhere from \$38 to \$45.

To make matters even more difficult for the job hunter on Taiwan, there is a considerable degree of unemployment and a "help wanted" sign is hard to find.

For every opening, electronic firms on Taiwan estimate they get about five applicants.

The unemployment problem on Taiwan is likely to get worse before it gets better. Because of a very high birthrate since 1949 the potential labor force will grow even larger in the next 10 to 15 years.

Employment and education

Although Hayakawa Electric's Taiwan affiliate, Sun Pao, is not a typical radio manufacturer on the island, a look at its work force can be illuminating, particularly when it is compared with Hong Kong.

Sun Pao employs 167 workers (47% are men; 53% are women). The average age is only 22. Here is the way that labor force breaks down:

or cu an aoura.		
Education	No. of employees	%
College, junior college	15	9%
High school	46	28%
Junior high school	62	37%
Primary school	44	26%
Age	No. of employees	%
Under 20	95	57%
20 to 30	57	34%
30 to 40	11	7%
Over 40	4	2%

The educational level at Sun Pao is not an accident. Unlike Hong Kong, elementary education on Taiwan through the first six grades is compulsory and the attendance rate of children of school age is over 96%, second highest in Asia. (The remaining 4% are aborigines who live deep in the mountains and cannot be coaxed out.)

The educational system extends through the university levels. During the 1962-63 academic year, there were 43,506 undergraduate and 708 graduate students enrolled in Taiwan's nine universities and 24 colleges.

The national Chiaotung University has been taking post-graduate students in its Research

Institute of Electronics since the 1958-59 academic year. Rapid expansion and a shortage of facilities have prevented engineering schools from including as many laboratory courses as they wanted to, but this situation probably will improve in time.

Unfortunately, secondary education on Taiwan is neither free nor necessarily available. In 1963, there were almost 2.1 million students in the six-year elementary schools, but less than 370,000 in the next six years of secondary schools.

Taiwan is now considering expanding the opportunity for education in its secondary schools. This would include more occupational training. Right now, most children leave school at the age of 12. But the minimum legal age for employment on Taiwan is 14.

Discipline

The ability of the Taiwan laborer to learn new skills with a considerable degree of success is unquestionable. And, without a doubt, the girls at the Taiwan radio factories are better disciplined than those in Hong Kong or Okinawa

Even when parts are short, most companies furlough part of their work force, paying anywhere from 50% to full wages in order to keep a trained team together.

When MERCHANDISING WEEK visited Taiwan Columbia the company was short of parts and half of its workers were at home, receiving full pay.

The other half had been doing odd jobs for most of the day, but had run out of work late in the afternoon. But they were sitting quietly at their workplaces, staring straight ahead.

This turned out to be part of the girls' training. During working hours, MERCHANDIS-ING WEEK was told, reading, talking or any other departure from normal procedures is not allowed.

can compete

Government: broad aid, big role

Central to the rapid development of the electronics industry on Taiwan has been a government policy designed to promote new light industries on the island.

Not only is the Taiwan government willing to restrict imports, it is offering generous inducements to attract business there. The inducements are working. Major Japanese companies have invested in strength in Taiwan industry and now American companies are eyeing the island.

Examples

With an opportunity to land a better than \$1 million investment from a U.S. company, the General Instrument Corp., the Taiwan government showed it could move quickly to seal a deal. Now, General Instrument is completing work on a plant that will employ about 1,000 girls in the production of electronic components that will be assembled in the United States. The company also is recruiting Chinese mechanical and electrical engineers and will send them to the U.S. for training.

Taiwan's policies have also landed a \$250,000 investment from Squibb Mathieson International Corp. and Winchester Co. Ltd., of Panama. These companies are constructing a plant to manufacture dry batteries. The new plant, started last May, should be in operation by 1965. Some of its batteries will be sold on Taiwan, but most will be exported.

Investment laws

At the heart of Taiwan's pro-business policy are the government's investment statutes. Here are some of the tax incentives and special services available now in Taiwan:

- -A five-year tax holiday for approved new investments.
- —Reduction or elimination of various business taxes
- Guaranteed profit remittance and capital repatriation for foreign enterprises.
- —An industrial development and investment center to help investors get started.
- -Industrial parks for new factories.

Furthermore, the government is currently considering revisions to enhance its investment statutes even more.

The government is also reappraising at least part of its educational policy and may add more vocational courses to its secondary school program to upgrade its labor force.

Help for radio

Early in 1960, the transistor radio industry on Taiwan got the boost it needed to start rolling: the government banned imports of completed radios.

Prior to the ban, Taiwan assembled only a few tube radios and produced some parts—speakers, capacitors and resistors. Most radios were imported from Japan, and the lack of any real competition kept prices high.

But the ban against imports inevitably brought changes. Companies that had been importing radios began buying kits from Japan and assembling them on Taiwan.

Today, there are more than 1,000 firms engaged in the radio business on Taiwan. Most of them, however, are retail shops whose technicians merely assemble sets.

MERCHANDISING WEEK found one of these typical small shops on the main street in Taipei, not far from the railroad station. The shop's technicians build about 20 four-band table radios and stereo phonograph combinations each month. Cabinets and most other parts are purchased on Taiwan, with the exception of tubes, i-f transformers and variable capacitors (bought in Japan) and the automatic record changer (English). The 20 sets turned out each month in this shop by no means represent its production capacity, but merely the quantity that can be sold at retail.

Support for tv

The electronics industry got another lift in late 1962 when the first television station opened on Taiwan.

Five local companies started assembling 16-inch tv sets, but this business was fairly short-lived because the Taiwan TV Corp. had imported 15,000 old-style 14-inch receivers from Nippon Electric, Hitachi and Toshiba—its Japanese partners—to sell in order to help defray expenses.

But the sets did not sell at a very rapid clip, and, once again, the government imposed re-



A Taiwan entreprenuer, K. C. Lee, second from right, stands with his assistants in front of Taiwan Columbia's main entrance. Lee is the largest stockholder in Taiwan Columbia and triples in brass as general manager of Taiwan Sanyo and the New Asia Electric Co., which produces fluorescent bulbs under a Hitachi license. The conical shapes over Taiwan Columbia's gate represent to picture tubes.

strictions: imports of parts by other companies were forbidden until the 15,000 sets were disposed of.

Last March, four companies were licensed to start producing ty sets. Parts are currently arriving and ty production once again is off and running.

Next year, two new to stations will go on the air on Taiwan, one at Taichung in the center of the island, the other at Kaohsiung in the south.

Together with the present station at Taipei in the north, the new stations will almost cover the whole island. New demand has already been stimulated. Estimated for next year: demand for 80,000 ty sets.

Japanese: subtle influences, pervasive affiliations

Tangible manifestations of Japan's interest in Taiwan can be found at a glance--investments, components, technology and engineering talent in great quantity have been supplied by the Japanese.

But perhaps of equal importance there are intangible Japanese influences.

Historical rapport

One of these hard-to-measure bonds working in Taiwan's favor arose from the Japanese occupation of the island during World War II. Because of the occupation almost all Taiwan-born people 29 or 30 years old received sufficient education in Japanese primary schools to read and speak the language reasonably well. Older Taiwanese can read and speak Japanese very well. The education has enabled the Taiwanese to study imported Japanese books and periodicals as well as spend profitable months studying in Japan at factories or schools

Whatever the situation formerly may have been during Japan's occupation, there appears to be no residual hatred of the Japanese by the people of Taiwan, and the two work together very well.

For their part, the Japanese enjoy doing business on Taiwan because they do not have to use a foreign language. Taiwan's fledging companies have tied up with Japan's industrial giants in all sorts of ways, leaning heavily on their well-heeled partners (or affiliates, or licensors) for technology.

Current alliances

Hsing Yung, a licensee of Yaou Electric, recently sent four technicians to Japan for training. More will follow. The technicians spend about six months at a Japanese television school and several more months at a Yaou factory.

Another radio assembler, Dah Sen, also cooperates with a Japanese company, Fuji Senrin. The Japanese company makes coils, acquires other parts and then supplies Dah Sen with a complete radio kit. And there is a man from Fuji who checks all of Dah Sen's finished sets.

Still other assemblers get their orders through Japanese trading companies. Here is how that system can work; a U. S. importer contracts with a Japanese trading company for a complete kit of parts for a 6-transistor radio and pays for them by a letter of credit; he then contracts with the Taiwan radio company for assembly and pays by check or letter of credit.

Close relationships with Japanese companies



Japanese-trained Rien Cheng Chang checks out radios at Using Yung's Taiwan factory. He received eight months of training in Japan.

can pay off in other subtle ways. One of the major problems Taiwan radio assemblers share with those in Hong Kong and Okinawa is continued on p20

TAIWAN: why radio's bargain basement can compete

CONTINUED FROM P19

frequent delays on electronic parts delivery.
Often, the delays are caused by poor purchasing practices or by shortages of components, particularly transistors, in Japan. But this is not the whole story.
Not too long ago several American business-

Not too long ago several American businessmen went to Japan with a pocketful of cash hoping to buy transistors. They were told that they would have to accept long delivery schedules to get the quantities they desired. The Americans concluded that this type of transistor shortage would also prevent Taiwan from expanding as rapidly as projected. (Major Japanese transistor manufacturers admit that they are selling on an allocation basis, but claim the supply is rapidly improving.)

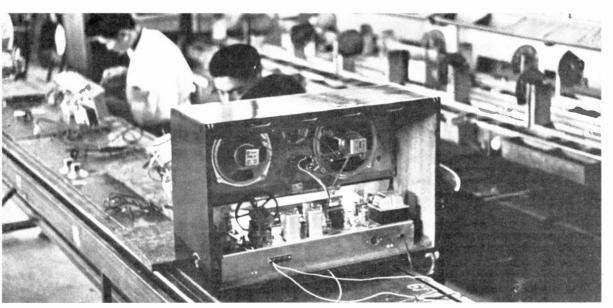
But at this point, Taiwan's relationship

But at this point, Taiwan's relationship with Japan becomes an important factor. Some illustrations point up what can happen:

—Sanyo's overseas operation in Taiwan is run by its international division in Osaka, which transacts the company's export sales. Sanyo now produces all the transistors it needs for its own products and has some left over for outside sales. If company policy dictated that, in order to fulfill orders, a certain radio should be built in Taiwan, the transistors undoubtedly would be made available.

—The radios Hsing Yung is assembling for Englishtown came on an order from C. Itoh and Co., one of Japan's largest import-export houses. C. Itoh has probably bought and sold to just about every company worthy of note in Japan. Its web of contacts and ability to wheel and deal is greater than that of any man who has cash in his pocket for inexpensive transistors.

—Hsing Yung also uses transistors produced by Yaou. The license agreement with the Japanese company also allows Hsing Yung to export Yaou radios if they meet the Japanese company's quality standards. Because of this relationship, Yaou almost certainly could be expected to favor the Taiwan company over other potential buyers.



A two-speaker multi-band tube radio set moves down China Electric's assembly line in Taiwan

Technology: a base to grow on

In many ways, a visitor to Taiwan is struck by the resemblance of the island's electronics industry to Japan's several years ago. But Taiwan differs from postwar Japan because it does not have a solid base of communications and heavy electrical industries from which to start producing consumer products.

To make up for this deficiency, Taiwan borrows much Japanese know-how and also imports components from Japan.

Diversity

The potential on Taiwan also differs significantly from Hong Kong and Okinawa, which are oriented almost exclusively to the production of transistor radios. On Taiwan today products may range from air conditioners and electric fans to tv sets and refrigerators. Taiwan manufacturers last year turned out 230,000 electric fans, 150,000 rice cookers, 13,000 tv sets, 10,000 refrigerators and 12,000 air conditioners.

A company like Hsing Yung, for example, is not limited to radio production; it builds to sets and now has the facilities to crank out 60 receivers a day. In the coming year, the company expects to build about 15,000 16- and 19-inch television sets.

This type of technological experience, bulwarked by what the Taiwanese learn from the Japanese, will give the island a much stronger base to build on than some of its rivals.

And the engineering experience is likely to make any Taiwan move into more sophisticated radio production much easier. An engineer at Hsing Yung backs up this point, citing his company's experience with tv, whose sound channel is FM, to show that the firm already has had to master assembly and adjustment of FM receivers. None of the manufacturers

outside of Japan who build only radios have yet had this type of experience, he claims.

With an eye on better profit margins, Taiwan manufacturers are already considering the next step: more sophisticated radios. For instance, Hsing Yung's deal with the Radio Shack—5-tube AM radios—is only the first step in a business that may include intercoms and high-quality FM radios in wood cabinets.

And China Electric, the island's largest exporter of transistor radios thus far, may produce FM sets next year using Japanese tuners. The company also has its eye on transistor tv.

Canacity

More parts for radio assemblers in Taiwan are being produced on the spot. Taiwan Sanyo, for example, is in the parts business and last August started exporting transistors to the parent company for use in transistor tv. The company also sells to other Taiwan manufacturers, including China Electric, and has plans to export resistors to Hong Kong Sanyo for use in transistor radios.

Sun Pao, Hayakawa's affiliate on Taiwan, is also in the parts business, turning out such items as speakers, transformers, electrolytic capacitors and transformers.

Excess capacity for many of the rapidly expanding Taiwan plants is becoming a problem. A comparison of Sun Pao's present capacity and production shows what can happen:

Product Capacity Production

rroauct	Сирисич	Fronuccio
Tv sets	2,000	1,000
Tube radios	2,000	5 00
Transistor radios	5,000	1,500
Speakers	15,000	8,000
Paper Capacitors	1,000,000	200,000
Electrolytic capacitors	300,000	30,000
Metal-paper capacitors	100,000	30,000

DIRECTORY of who's who in Taiwan

Of the dozen major manufacturers or assemblers on Taiwan, about eight figure importantly right now in the transistor radio export business. Here is a look at some of the leading lights:

China Electric started eight years ago as a speaker manufacturer, switched three years ago to radio production. Transistor radios are now its largest business. In September, the company increased capacity from 20,000 to 40,000 sets per month. Plant area is 25,000 sq ft. Total available ground: 160,000 sq. ft. China Electric employs 300 (180 are women assemblers) and its staff includes five graduate engineers and 10 technical high school graduates.

All sets the company exports to the U.S. are inspected by Japanese technicians; sets going to other areas are inspected by its own personnel. China Electric says it produces about 30% of each radio it assembles, including circuits, speakers, printed circuit boards.

Dah Sen Hong assembles radios after receiving complete kits of electrical and mechanical parts from Japan. The local materials the company uses include paper labels for circuit diagrams, back-up plastic foam and a plastic bag in which the radio is wrapped, antenna holders, insulated wire, shipping cartons and, occasionally, small quantities of resistors.

Dah Sen Hong operates on three floors in two adjacent buildings, has 10,800 sq. ft. of floor space. It now employs 103 (90 are girls). Monthly capacity: about 30,000 sets.

Unlike most other Taiwan radio operations, the company does not use a belt-driven assembly line. Instead, the girls pass the chassis down the line by hand.

Hsing Yung started seven years ago as a speaker manufacturer, now produces tv sets, transistor and tube radios, tv, phonographs, speakers and tv antenna.

In the midst of a large expansion program, Hsing Yung will increase its total floor space to 25,000 sq. ft. And it has plenty of room for still further growth.

Total capacity: about 60,000 six-transistor sets per month. Company has built radios to order (through a Japanese firm) and has a deal with Radio Shack for tube radios.

Presently, the company employs 110, in cluding 65 girls and 40 skilled male workers. Most of the skilled employees are industrial high school graduates.

Taiwan Columbia is building a new factory that should be in operation next year. Although schedules are not firm, the company plans to start building transistor radios next year by assembling Japanese components. Only parts from Taiwan will be cases and antenna coils.

The company is now increasing its work force to 210 (including 180 girls). Five Chinese and one Japanese comprise the engineering staff.

Taiwan Sanyo, 52% owned by Japan Sanyo, produces appliances, home electronics and parts. The radio and tv plant employs 220: 180 work on appliances, building refrigerators, washing machines, juicers and blenders.

The company is negotiating with a U.S. buyer for 6- and 8-transistor sets, has started to sell its parts throughout the Far East. The list of parts produced by the company in cludes speakers, output transformers, power transformers, and antenna coils.

Laminate for printed circuit boards are imported from Japan and etched in Taiwan. Knobs and cases are made by an outside contractor.

1965 MARKET EDITION 公公公公

PHILCO DEALER NEWS



PUBLISHED BY PHILCO CORPORATION

A SUBSIDIARY OF Ford Motor Gempany

NEW WASHER HITS SQUEEZE ON RETAIL PROFITS

Engineering and styling breakthroughs lift new Philco offering above crowd of "me-too" machines. Sells on performance, fights price-tag competition by being in a class by itself.





Philco Lifts Lid on 1965 Moneymaker

The new Philco washer is like nothing you or your customers have ever seen. It looks different, and it is different, from the extra-wide, easier-to-load Contour Top to the all-new extra gentle washing action inside. Gives Philco dealers an important exclusive overall competition. Read complete story on next page.

Philco First to Wash with "Blades of Water" Action

A real exclusive...to prevent loss of sales to ordinary rigidagitator machines competing at cutthroat prices

The washer with rigid blades of metal or plastic has had its day. A woman faced with a choice of almost identical washers is almost certain to buy on price — and price-tag selling is rarely profitable.

The time is ripe for a big change in washers. Philco has come through with that big change — an entirely different type of washing action that puts the new Philco in a class by itself. The new Philco washer gives retailers an opportunity to sell on performance, not price.

Nothing like it

Entirely eliminating oldfashioned rigid blades, the Philco extra gentle action washes with "blades of water." A water impeller at the bottom of the tub makes 575 strokes a minute, about ten times faster than it is practical to move ordinary blade agitators. Powerful cleaning currents of water—the "blades" of the Philco action—are sent surging through the clothes, get out the dirt without beating or tangling the clothes.

They can see the difference

Women who peer into the wide opening of the new Philco are at first surprised to see only the post that holds the lint filter and detergent and fabric-softener dispensers. But the surprise quickly gives way to buying interest when they are shown why new Philco "Blades of Water" action does so much better a washing job. The cutprice tag on the ordinary machine down the street loses its appeal in the face of a better way to wash.

More washer sales

Women often decide to have their old washers fixed rather than pay out good money for a new one that really isn't any different or better. But the new Philco is not just another washing machine. It's years ahead of anything else on the market, any other washing machine a customer has ever seen or used. And many a woman who might have walked out stays to buy a 1965 Philco. It's the washer she wants in her home — now.

New Dryers, Duomatics Complete 1965 Philco Laundry Picture





1965 Philco dryers feature exclusive "Criss-Cross" tumbling for safe, thorough drying. Three-speed drying includes new Reverse Tumbling to reduce bunching, Sens-A-Dry automatic moisture measure and new Ozone Lamp for sunshine freshness. And exciting new styling!





Philco Duomatics are better than ever for 1965, with exciting features like Sens-A-Dry automatic moisture measure and fresh new styling. Here's a washer and a dryer that fits in less than 27 inches of space.

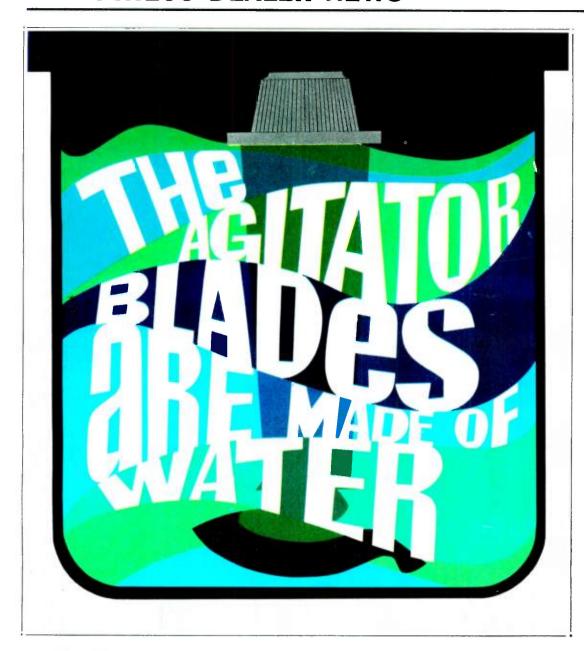
Fewer Parts, Fewer Troubles



The 1965 Philco washer is designed to be the most dependable washer since the automatic was born. In developing and refining new "Blades of Water" action, Philco has reduced structural and moving parts by 25%. That means that many of the most common washer problems have been engineered right out of existence.

There are no transmission gears in the new Philco washer — in fact, no transmission at all. That's one troublemaker you can forget! And forget about off-balance problems—Philco's Ball Point Balance system eliminates them. Forget about leakage problems, too — they've been double-sealed away!

Your customers can look forward to far greater reliability and far fewer service calls when you sell them a 1965 Philco washer. And that means more satisfied customers and fewer problems for you.



A Better Way to Wash!

The 1965 Philco washer does a better washing job. The reason is simple: It washes in an entirely different way. Philco developed a new and far better way to wash — by making the water itself do the work.

You won't find any rigid agitator blades inside the new Philco. It washes with "blades" of water! Down at

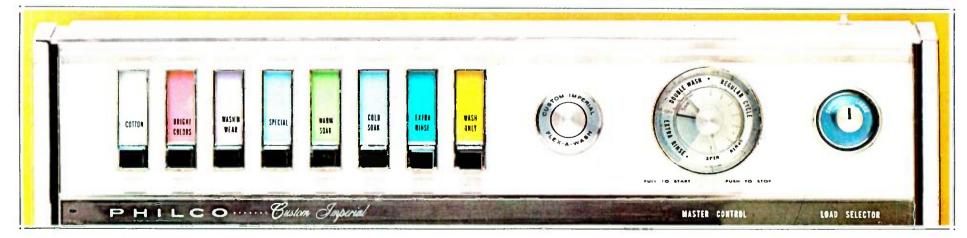
the bottom of the Philco tub is a flexible water impeller. It makes 575 strokes a minute. Sends powerful waves of water through and through the wash. "Blades of Water" action flexes the clothes, flushes out the dirt. It gets out more dirt, but leaves in more wear, because there are no stiff blades to tangle or beat the life out of clothes.

This remarkable extra gentle washing action is the product of years of testing. You can expect it to do a better job—and to last longer, with fewer complaints and fewer service problems. Philco has run the equivalent of ten years' wash loads through the new Philco washer to insure greatest dependability and performance.



FAR GREATER CAPACITY!

Philco "Blades of Water" action leaves more room in the tub for clothes, does a thorough washing job on even the largest loads. Handles double the average size load to cut washing time in half.



Ford Design Team Creates New Look for Washers!

The creators of the Mustang and the Thunderbird have applied their design talents to the 1965 Philco

washer. The result: a washer that steals the show on any sales floor.

Ford designers gave the

new Philco washer a look that's all its own. You can see their hand in every single feature of the machine, from the extra-wide, easy-to-load Contour Top to the distinctively colorful backsplash panel. You'll agree when you see the 1965 Philco—there's never been a better-looking washer!

More Philco Profit Makers on next page >

SEE THE EXCITING PHILCO WASHERS AT YOUR DISTRIBUTOR'S DEALER PREVIEW



...And find out how you can join Philco's funfilled five-day trip to Puerto Rico

AND SEE ALL THESE OTHER PHILCO PROFIT MAKERS





New Philco "Noiseless"
Air Conditioners





New Philco "Tilt-Top" Ranges

1964-65 AUTOMATIC HOME LAUNDRY GAS DRYERS

KEY TO ABBREVIATIONS: UNDER SEVERAL COLUMNS: Y-Yes, N-No; UNDER FINISHES: P-porcelain enamel, B-baked enamel, A-acrylic, S-stainless.

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TODAY'S QUALITY NAME 🖿 IN AM/FM RADIOS!

EXTRA POWER - SUPERIOR PERFORMANCE * MORE SALES APPEAL

NEW ARVIN 9-TUBE FM/AM/FM STEREO RADIO WITH SOLID STATE SILICON RECTIFIER AND SWITCHABLE AFC



New Cabinet Styling in Stunning Walnut Wood-Grain Finish

SOLID Everything about this handsome beauty says "first class." Exclusive automatic FM multiplex circuits with Arvin multiplex detector gives superior FM stereo reception from distant stereo broadcasts. Automatic indicator light signals FM stereo reception. Two 5" Arvin Velvet Voice speakers are side mounted and acoustically balanced. Other features include lighted slide rule dial, on-off-volume control, stereo balance control and full range tone control.

Model 35R58. Deluxe Walnut Wood-Grain Finish 🔒 Sugg., retaïl \$8995

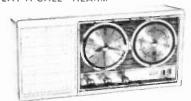
NEW! ARVIN FULL FEATURE AM/FM CLOCK RADIO WITH SOLID STATE SILICON RECTIFIER AND SWITCHABLE AFC IN GENUINE WALNUT VENEER CABINET



A fine resonant cabinet adds new dimension, to AM and FM sound. Precision and power from solid state silicon rectifier plus 6 tubes and 3 diodes. Automatic "Wake To-Alarm" control plus 6) minut. Slumber Switch. Neon lighted clock face, separate tone control and big 5° < 7° Velvet Voice speaker lends added sales appeal to this deluxe model.

Model 45R48, Genuine Walnut Veneer Wood Cabinet Sugg. retail \$69.95

NEW! ARVIN FULL FEATURE AM/FM CLOCK RADIO WITH SOLID STATE SILICON RECTIFIER PLUS 6 TUBES, AFC AND "REPEAT-A-CALL" ALARM



This powerful full featured populational les "Wake-to-Music" or "Wake to Alarm" control. There's bonur sleep at a fouch of the "Repeat A Call" alarm button. O minute Slumber Switch lets you go to sleep with music, then turns radio off automatically. A host of quality features includes hand, front tuning and large easy to-read clock face.

Model 45R16, Sagebrush Green Model 45R18, Beige. Sugg. retail \$49.95

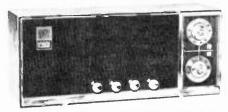


CONSUMER PRODUCTS DIVISION, DIPT E 9 . COLUMBUS, INDIANA

FIRST WITH THE FINEST PRODUCTS FOR OVER FORTY YEARS

RADIOS . PORTABLE PHONOGRAPHS . TAPE RECORDERS . TELEVISION . CONSOLE PHONOGRAPHS . PORTABLE ELECTRIC HEATERS . HUMIDIFIERS AND AIR CLEANERS . IRONING TABLES. FURNITURE

NEW! ARVIN AM/FM RADIO WITH SOLID STATE SILICON RECTIFIER PLUS 6 TUBES AND SWITCHABLE AFC

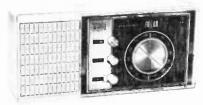


Big sound PLUS extra power are housed in this beautiful marresistant plastic cabinet with walnut wood grain finish. Feature include large 5° x 7° Velvet Voice speaker, smooth, indirect drive tuning, en-off-volume control and full range tone control. Has two built-in antennas plus external FM antenna connections.

Model 35R28, Deluxe Walnut Wood-Grain Finish

Sung. retail \$49.95

NEW! ARVIN POWERFUL AM/FM RADIO WITH SOLID STATE RECTIFIER PLUS 6 TUBES AND AFC



Lively AM and static-free FM sound even better in this smartly styled table radio. Big, high impact plastic case in unique wrap-around design resists breaking and chipping. Automatic Fre-quency Control "locks in" FM reception, preventing drift. Has on-off-volume control and 4" Velvet Voice speaker.

Model 35R18, Neutral Beige

Model 35R19, Charcoal Sugg. retail \$39.95

> See the complete line of NEW ARVIN HOME ENTERTAINMENT PRODUCTS Visit these permanent show spaces:

Chicago, Furniture Mart-501-2 New York, 230 Fifth Ave.—612 San Francisco, Merchandise Mart Hollywood, 1025 N. Highland Ave. Arvin Sales Dept., Columbus, Indiana



DELUXE AM/FM RADIO WITH SOLID STATE SILICON RECTIFIER

Fine resonant walnut veneer wood cableut. Large "x 7" Velvet Voice speaker. AFC switch for drift-free FM. Full range tone control. Lighted dial with indirect tuning, External FM antenna term na s. SOLID STATE silicon rectifier with 6 tubes, 3 diodes.

Model 35R48, Genuine Walnut Veneer





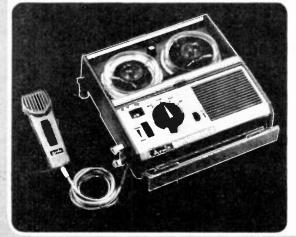


AM/FM RADIO WITH FULL FEATURE CLOCK AND SOLID STATE SILICON RECTIFIER IN WALNUT WOOD-GRAIN CABINET

Big power from SOLID STATE silicon recffier plus 6 tubes and 3 diodes. Full feature clock functions plus 5" x 7" Velvet Voice speaker, indirect drive tuning, separate tone control, switchable AFC and neon night light.

Model 45R28, Walnut Wood Grain Finish Sugg. retail \$59.95

BATTERY OPERATED 4-TRANSISTOR VOICE



Arv n combines all the conven ence of portability in a compact-size tape recorder ideal for students, home or office use. Records and plays back anytime, anywhere ...instantly. Weighs only 4 lbs. and is 8" wide x 7½" deep x 2½" high. Easy-to-read VU recording meter assures top quality recordings. Simple to operate, with single knob control for play, record, rewind, stop. Separate volume control. Comes equipped with magnetic mcrophone with remote control switch, batteries 225 ft. tape and two 3" reels.

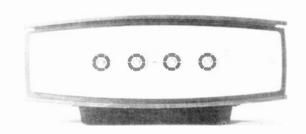
Model 85L08, Two-tone Beige . . Sugg. retail \$39.95 16" ALL-CHANNEL PORTABLE TELEVISION



Receives VHF channels 2 through 13, UHF channels 14 through 83. Only 25 ibs. light, this model is Arvin fashioned in rich slim-line, high impact plastic cabinet with contour finished back. Advanced enineering features include 'MEMORY'' VHF tuning for 'one-time'' station reception tuning thereafter. KEYED Automatic Gain Control Circuit reduces picture fading, provides constant picture performance in both weak and strong signal areas. 16" aluminized picture tube. Front mounted earphone jack and earphone included. Model 65K38, Two-tone

Beige . Sugg. retail \$129.95

- PREVIEWS NEW Products



Columbia single-unit '360 stereo'

The "360 Stereo System" announced by Columbia Records is a small one-unit stereo phono, 22-inches wide and 9½-inches high. The acoustically-sealed sound chamber inside is engineered to provide maximum response while eliminating the necessity for additional audio components, dangling wires or expensive built-ins.

It contains a Garrard changer equipped with CBS Laboratories' "Floating Sound" cartridge-arm combination, which tracks stereo and monaural records at 2 gr. in the changer. Record damage by needle is virtually impossible due to this method of suspension. There are two styli, one with a radius of 0.5 mil for highest quality stereo reproduction, the other with a radius of 1 mil for all monophonic LP's as well as 78 rpm records.

The loudspeaker system incorporates six separate speakers, three for each channel. Facing sidewise from behind the grill at either side of cabinet the speakers project sound to reflect from the walls of the room. Each set of three speakers is driven by its own fully transistorized widerange amplifier and total peak power of 30w is attained. Columbia Records, 799 Seventh Ave., New York, N.Y., 10019.

Hankscraft's new look in vaporizers

A low silhouette is the latest look in steam vaporizers by Hankscraft.

No. 214 is a blow-molded unit that offers increased stability in the extra width of its one-piece polypropylene base. It has a one-gal. capacity for six to eight hours of continuous operation, and features rustproof stainless steel electrodes; automatic shutoff; convenient medicament cup for vaporizer fluid. Price, \$6.98. Hankscraft Co., Reedsburg, Wis.



Zenith drops-in four 1965 additions

Zenith announces four new drop-in additions to the 1965 line: two lightweight 16-inch portable tv sets; an American Provincial styled console hi-fi stereo record player with AM-FM-stereo FM radio; and a table model AM-FM alarm clock-

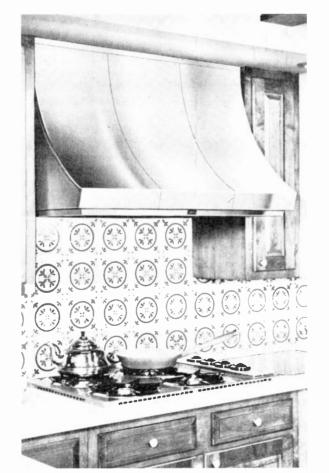
The portable tv sets weigh approximately 28 lbs.; with 125 sq. in. rectangular picture area in a cabinet 13x18x11 inches. Features include handcrafted, horizontal chassis with no printed circuits; 3 stage IF amplification, and a deluxe video range 82-channel tuning system; front firing 5½x2½-inch speaker; automatic "fringelock" circuit, and a 114 deg. Sunshine picture tube with 16,500v power; top carrying handle; molded back cabinets finished all around. No. M1605U is complete with monopole antenna; brown with white or ebony with off-white cabinets, \$129.95. No. M1610U has dipole antenna; provision for plugging in earphone; off-white and grey beige, or ebony and white, with decorative metal overlay in control and speaker area, \$139.95.

Accolade, console stereo has AM-FM-stereo FM radio; "Stereo Precision" 4-speed record changer; Micro-Touch 2G tone arm with free-floating cartridge; an 8-speaker hi-fi sound system consisting of two 10-inch woofer speakers and six 3½-inch cone-type tweeters; and record storage space. The full based cabinet with louvered speaker grilles comes in genuine maple veneers and solids, mahogany or cherry fruitwood veneer combined with selected hardwood solids. \$359.95 mahogany; \$369.95 cherry or maple.

AM-FM alarm clock-radio, Artiste, provides FM reception with afc; AM reception, precision vernier tuning; a 6x4-inch speaker and a brushed gold color clock face with luminous hands; a radio buzzer alarm; sleep switch; Wavemagnet



antenna for AM and line cord antenna for FM. The polystyrene cabinet is grained walnut color, \$69.95. Zenith Sales Corp., 1900 N. Austin Ave., Chicago, Ill.



Broan Chuck Wagon range hood

With the introduction of a new 350-cfm blower, the custom-made Broan chuck wagon hood, originally designed as a ventilating hood for indoor barbecues, is now also available as a hood for conventional ranges.

The Chuck Wagon range hood is 24-inches high and mounts directly to the soffit, eliminating the expense of a small cabinet over the hood.

The new 311 350-cfm blower is offered in one complete package, including blower, recessed light, twin aluminum filters, and controls, with only one wiring connection necessary.

Island, peninsula, pass through, or wall mount styles are available in a wide range of sizes from 30- to 84-inches, with or without scalleped trim. Standard finishes are stainless steel, antique coppertone, and shaded coppertone. Decorator colors are also available, and the hood can be made from copper or brass also.

To ventilate indoor barbecues, the Chuck Wagon hood may also be used with Broan's 310 900-CFM blower, which is also offered in a complete package. Broan Mfg. Co., Inc., Hartford,

OCTOBER 19, 1964 27



Webcor Regent IV stereo tape recorder

New line of tape recorders and reproducers from Webcor

Webcor has introduced a completely new line of six tape recorders and reproducers from \$89.95 to \$500. All models, with the exception of the two Webcor Compact recorders, feature the "magic brain," a new technical advancement that automatically aligns the record, playback and erasing tracks.

Top-of-line Professional 2550 features two separate "stereo-supreme" speaker systems; keyboard control; tilt-out panel and computer-type reels and ceramic microphones.

Six speakers and a 3-speed stereo system are featured in Coronet 2522 stereo tape recorder. Two and four track stereo operation and two sensitive ceramic microphones are also included; \$259.95.

Regent IV 2520 stereo tape recorder, with "synchro-track," lets user record one track and

play it back as the second track is being recorded. Also featured are the Twinplex control panel; 3-speed, two and four track stereo operation and two ceramic microphones; \$199.95.

Viscount IV 2503 hi-fi tape recorder features two wide range, permanent magnetic speakers; full fidelity recording; playback tape heads and monitor-tone control; \$159.95.

Compact Deluxe 2502 includes simplified operation with two speeds; full fidelity sound and hand-held wide range microphones; \$109.95.

hand-held wide range microphones; \$109.95.

Two speeds, 334 and 742 ips; full fidelity recording head and dual track recording are featured in the Compact 2500. The unit plays 3, 5, and 7-inch reels. Speed change control, volume control and detachable wide range microphone are also included; \$89.95. Webcor, Inc., 5610 W. Bloomingdale, Chicago.

GE transistorizes portable phono line



GE No. RP2219 transistorized portable phono

A transistorized portable automatic phono No. RP2219 that plays anywhere on flashlight batteries or regular current is announced by General Electric. At the same time the company an-

nounces that three former tube-type portable phonos in the GE line have been transistorized: Playmate RP2200 monaural manual; Partymate, monaural automatic, RP2210 and Dualaramic Partymate RP2220, stereo automatic.

Contemporary in appearance, the new monaural portable RP2219 is housed in an ebony, scuffproof steel case with walnut grained vinyl end panels. A drop-down automatic GE RD106B changer with nine-inch turntable and stereo compatible cartridge plays stereo and monaural records. A grille cloth covers a 4x8 inch oval Dynapower speaker and a brushed aluminum control escutcheon are featured. Separate volume and continuous tone controls are provided plus a switch for selecting battery or a.c. power. It plays up to 80 hrs. on six "D" batteries and weighs 2234 lbs. A 45 rpm spindle and holder plus provision for storage of power cord are included. Price, \$79.95. Although the former tube-type portables have been transistorized there is no change in pricing: Playmate, \$29.95; Partymate, \$49.95 and Dualaramic Partymate, \$64.95. General Electric Radio & TV Div., Decatur, Ill.

Continental miniature AM-FM radio

A feature of the miniature, pocket size, 9 transistor, FM-AM radio, TFM 1088, is a separate afc switch to lock in FM stations after tuning, a device which is important for operation of FM miniatures.

Housed in a high impact plastic cabinet of sculptured design, decorated with a swirl finish chrome grille, it is 43%x23%x1% inches. It has a chassis made with 9 transistors and five diodes; dual antennas (large telescopic rod plus built-in ferrite bar), and the FM and AM bands are separately color coded. Comes complete with leather carrying case, battery and earphone. **Price**, \$34.95. Continental Merchandise Co., Inc., 236 Fifth Ave., New York 1, N.Y.



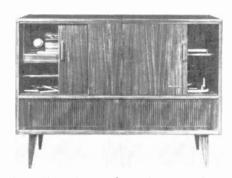
In-Sink-Erator redesigns lock-cover garbage disposer

In-Sink-Erator's redesigned model 17 garbage disposer has 10% more food-waste capacity; is easier to operate and has new bayonet mounting mechanism that eases installation and servicing.

The lock-cover type disposer is fed waste a batch at a time; switch in disposer cover turns unit on and off. A raised dial on cover switch provides easier gripping; has all features of the earlier continuous-feed No. 77, including "Instant Plus Power" that automatically doubles disposer power when overloading threatens; patented automatic reversing action; self-service wrench and detergent shield. Can be swiveled for easier access to plumbing lines behind it. In-Sink-Erator Mfg. Co., 4700 21st St., Racine, Wis.



new products CONTINUED



Kuba Kopenhagen 8-speaker console

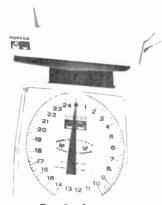
Kuba stereo consoles

Phillips introduces two new models to its line of Kuba stereo consoles. Both have AM, FM and shortwave radio, are multiplex-ready, and are equipped with a 4-speed stereo record changer.

The Lyon is a six-speaker console which measures 34x46x16-inches. The cabinet has a double mirrored bar-compartment covered by two wood doors. The radio and phono are covered by sliding doors.

The Kopenhagen, which is about the same size as the Lyon, is an 8speaker console, with a cabinet designed along Scandinavian lines. Has space for record storage and a tape recorder. Tone chamber is covered by slotted wood panel. In dark or natural light walnut.

Prices, Lyon, \$389; Kopenhagen, \$399. Phillips Audio Sales Co., Inc., 29-28 41 Ave., Long Island City 1, N. Y.



Hanson Scale has dish container

Hanson kitchen scale No. 41 comes complete with an unbreakable plastic dish that fits the platform; holds over a liquid quart. Base of dish is calibrated by cups of dates, cheese, etc., by oz. and a roasting timetable; easy-to-read dial is covered with watch crystal plastic. New mechanism provides unusual accuracy. Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill.



Simplicity riding mower

Simplicity Super Wonder-boy 6 h.p. riding mower, shown, with a 32-inch rotary mower on rubber springs, a gas gauge in the hood, streamlined hood design and chrome caps; retails for \$368, or in a stripped down version for \$348. Simplicity Mfg. Co., 336 Spring St., Port Washington, Wis.



Monitor compact clothes dryer

This automatic clothes dryer No. 99 is compact, occupies space 16x16 inches, and handles up to six lbs. dry weight clothes. The drying principle does away with need for tumbling. An air flow design, it floats wet clothes on a cushion that gently removes moisture from clothes. An air pressure of 1000 cfm coming from below creates a bobbing movement of clothes; temperature never rises above 120 deg. F. There is no special venting required; a self adjusting lid opening permits free air flow. Top loading, it plugs into any outlet; has flat utility top; automatic thermostat; and is noise and vibration free. Another model, 200, for 220v holds up to 10 lbs. **Prices**, \$89.95 and \$99.95 respectively. Monitor Equipment Corp., Riverdale-on-the-Hudson, New



Voca dictating machine

Solid state Voca dictating machine is standard size, yet portable, operating on ac or flashlight batteries. It features a remote control microphone; magnetic medium dictation; automatic scale time index indicator; two built-in speakers. It is also transistorized and provides two-way telephone conversation recording. Under \$100. Alroy Sales Corp., 274 Madison Ave., New York.

Inch for inch, more cooking capacity than any other gas eye-level on the market!

Roper "Charmette" with TFC*

Dollar for dollar, the new double-oven gas *Charmette* is the biggest value in the business—puts the eye-level range within reach of every prospect.

Only 30 inches wide, the Roper *Charmette* has four cooking areas: two big family-size ovens; a cooktop recessed to a low, easy-to-use height; separate, smokeless, roll-out broiler.

The Charmette features a completely new concept in custom appearance. Tri-level cooktop side trim panels fit flush with countertop. TFC* controls for burner units, lower oven and broiler are top-front mounted on a separate level. Knobs are placed in a new upright position, easier to see and set.

Talk to your Roper man about the most sellable eye-level gas range on the market. You'll see, everything is right about the new Roper *Charmette*: styling, features, quality, price — and your profit.

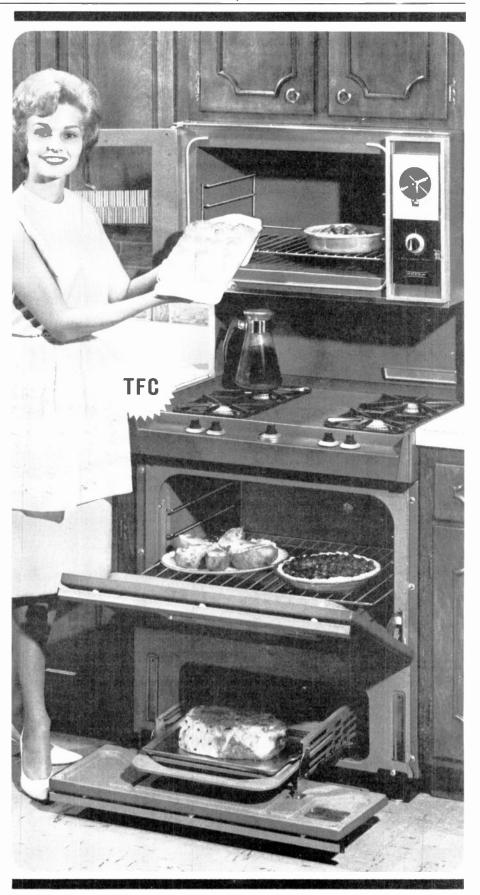
Gas and Electric Ranges by



homemakers have relied on Roper

Geo. D. Roper Sales Corporation

Kankakee, Illinois



*TFC (Top Front Controls) A new and exclusive "makes sense" sales feature from Roper.

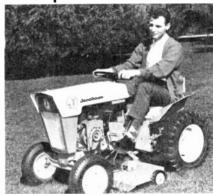
WHAT'S THE BIGIDEA?

It's Westinghouse giving your customer \$2 off when she buys her New Steam n' Sprinkle Iron-and telling her all about it in Life!



Westinghouse Electric Corporation Portable Appliance Division, Mansfield, Ohio

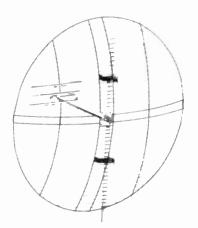
new products CONTINUED



Jacobsen tractors

Jacobsen's 1964 line of all-purpose lawn and garden Chief tractors are powered by 6, 8, and 10 hp engines, with speeds up to seven mph. Unit has an automotive type three-speed geared transmission with simple automotive type engine controls; special finger-ease steering; low center of gravity and air cushion seat (deluxe models). More than 30 attachments and accessories are optionally available for lawn care, garden work, yard jobs and snow removal. For grass cutting 't has an improved 36inch rotary mower under-the-tractor attachment, 30-inch front reel mower, three and five gang trailing reel mowers and a sickle bar attachment. Attachments include a 32-inch commercial tiller, 10-inch moldboard plow; eight-disc harrow and 18 spike harrow and a cultivator, lawn roller and spiker-aerator.

For general yard work there is a bulldozer-type front-end blade and a 700 lb. capacity two wheel dump cart; SAE standard farm-type power take-off for driving electric elevators, generators, etc. Jacobsen Mfg. Co., 1721 Packard Ave., Racine, Wis.



TACO antennas

TACO announces a series of four ft. diam. parabolic antennas for all UHF channels including MPATI and translator applications. Two types are available: TACO D1338T-72 with a type "F" 75 ohm coaxial output with models for operation in the 470-525me, 525-700me, 700-800me and 800-890mc frequency ranges; and type D-1338T-300 that uses 300 ohm air dielectric terminals for output and operates at translator frequencies from 800-890mc. They are high gain, highly directional units designed for fringe and super fringe reception of UHF stations, channels 14 to 83; of 1/8 inch steel wire construction with 1/4 inch cross-members and peripheral ring, designed to withstand 100 mph winds and heavy

Minimum gain is 17 db over a tuned reference dipole; front-to-back ratio is 20 db minimum; 75 ohm version employs a slot-fed dipole and reflector; the 300 ohm type uses a folded dipole feed with multiple bar reflector. The Technical Appliance Corp., Sherburne, N.Y.



Delmonico 9T-4UHF 9-inch portable

Delmonico portable tv

An addition to Delmonico-Nivico's 1965 line is their new 9-inch completely transistorized portable tv. No. 9T-4UHF measures 9-5/16 x 9-1/4 x 8-11/16 inches and weighs about 10lbs. Features include, ac line or an optional alkaline rechargeable battery operation; optional adapter cord which permits operation from auto, boat or other external 12v battery; 27 transistors and 18 diodes.

UHF-12, 12-inch "superslim" portable measures $14 \times 13\frac{1}{2} \times 10\frac{1}{2}$ inches; has 14 tubes (including aluminized picture tube) plus 7 diodes.

Both sets feature 82-channel tuner; keyed agc; afc; luggage-type carrying handle; telescopic antenna for VHF and loop for UHF; 3-inch front speaker; window channel selector; earphone jack and earphone for private listening; low power consumption circuitry.

Prices, \$149.95; \$99.95 respectively. Delmonico International, 50-35 56th Rd., Maspeth 78, N.Y.



Martel multiplex tuner-amplifiers

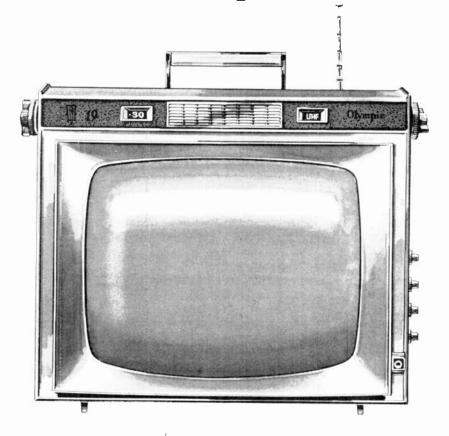
Martel introduces a new line of FM-AM multiplex tuner-amplifiers: 60M, 6w per channel, \$78; 100M, 10w per channel, \$97.50; 10W, same as 100M but wooden cabinet with two matching speakers with 15w per channel, \$110.50 each; 200M, same as 100M with 15w per channel, \$117.50 each. Martel Electronics, 2356 So. Cotner Ave., Los Angeles, Calif.

Promotably priced, for volume sales and profits from Fall sports and election programming! Personalized with jack and earphone for day and night use. Trouble-free, packed with extraquality features. Sell Olympic values in TV portables...call your Olympic distributor now!

Olympic Promotable Portable 19"* TV, Model 9P:40. Slim, handsome styling; handle folds out of sight. Tinted safety shield protects tube during carrying and in use. Custom-crafted chassis provides 19,000-volt picture power, dual AGC, automatic focus. Equipped with 40" VHF telescopic antenna plus UHF ring antenna, two illuminated channel selectors. Durable molded plastic cabinet in a choice of four 2-tone color combinations... Ebony, Sand, Gray or Wheat with Oyster White.

OLYMPIC'S

for profitable promotables



Exclusive Olympic 3-Way Guarantee clinches sales, keeps 'em sold!

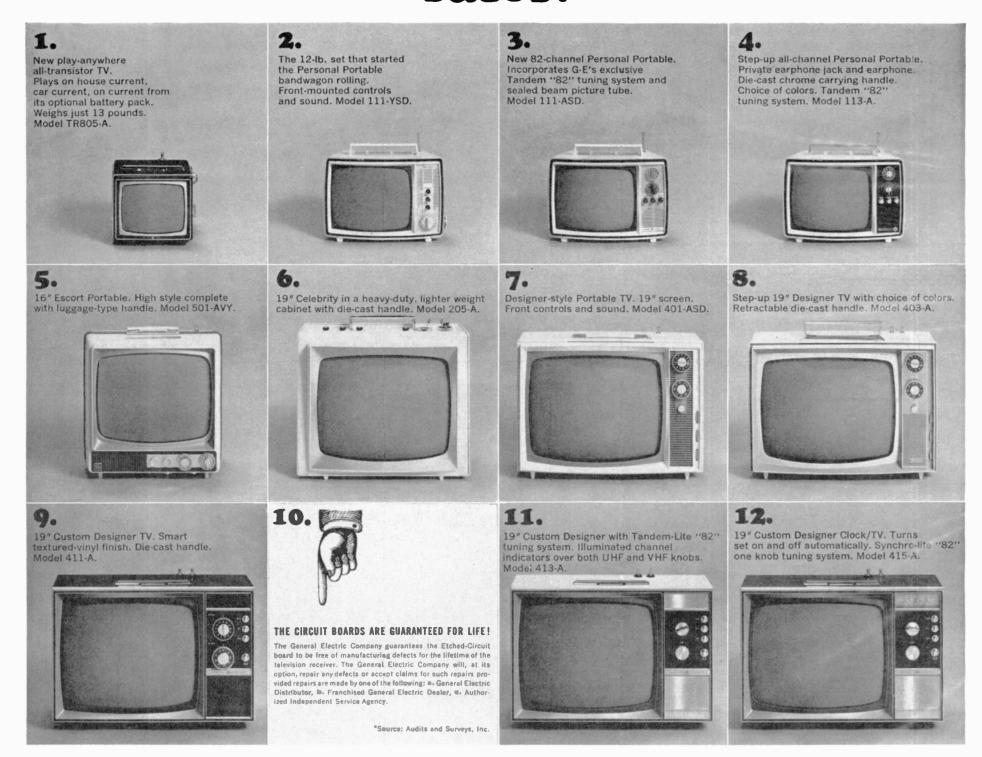




from the space age laboratories of $\,$ LEAR SIEGLER,INC. $\,/\,$ OLYMPIC RADIO & TELEVISION DIVISION OLYMPIC BUILDING, LONG ISLAND CITY 1, N.Y.

12

reasons why General Electric is No. 1* in portable TV sales:

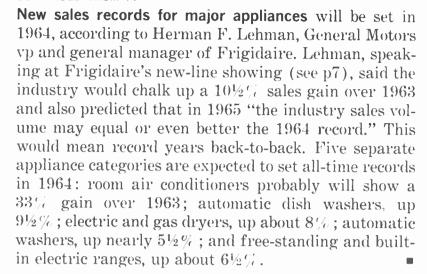






appliance-tv

CONTINUED FROM P7



Key Moves . . . Kyutaro Isomura is appointed president of Matsushita Electric Corp. of America, marketer of the Panasonic line of consumer electronics. Isomura had been head of Matsushita's Tokyo office until April of 1964, when he was assigned to the U.S. as executive vp of the American operation . . . Harold S. Boxer is named merchandising manager of consumer products for FEDDERS Corp. He retains his former position of product manager. Tom Butts becomes district mgr of Fedders for Nebraska, South Dakota, Minnesota and Iowa . . . C. J. Hunt, vp and mgr of operations for ZENITH Sales Corp., is retiring for reasons of health. Hunt is a 46-year veteran in the sales and merchandising of phonos, radio and tv. He started out as a sales rep for Stromberg-Carlson in 1928, joined ZENITH in 1955 . . . New regional mgr of Jerrold Distributor Sales Division's Northeast territories is Gerald J. White . . . Joseph Borison is assigned as branch manager in Detroit for DELMONICO . . . New regional mgr in Northern Alberta and northern Saskatchewan for MAYTAG Company Ltd. is A. L. Dahl . . . Mgr of marketing services for Hupp Corp.'s GIBSON Refrigerator Division is Kenneth D. Arend. William J. Browne moves from divisional sales manager in Davenport, Ia., to a key executive position with General Appliance Corp., another Hupp subsidiary . . . Maxwell Goldstein is elected a vp of ZAYRE Corp . . . Carl Kurtzman is appointed vp and general mgr of FAIRHAVEN Appliance Corp., operator of 11 stores including nine Davega appliance units in New York City, Nassau County, N.Y., and Newark, N.J. Kurtzman leaves his post as general mgr of the Modell stores . . . Harry Swan becomes assistant to the vp-sales and R. E. McDonald becomes sales promotion mgr of SPEED QUEEN. F. D. Butler, Jr. is named assistant to the president . . . STANDARD KOLLSMAN Industries appoints John B. Huarisa, president and chief exec officer. Huarisa was one of the founders of Admiral Corp...P. J. Marinovich becomes premium and incentive sales mgr of REVERE-WOLLEN-SAK...ELECTRONIC INDUSTRY ASSN. names Walter Goodman, mgr of Jerrold's distributor sales, a director and a vp of the Electronic Industry Show Corp . . . OLYMPIC Radio and Television splits its Midwestern sales territory into two: regional mgr for Nebraska, Kansas and parts of Iowa, Missouri, Illinois and Wisconsin is James D. Cannon; Francis J. Hoffman covers the Grand Rapids area and parts of Indiana, Kentucky and Ohio.



Delmonico's expanded imported refrigerator line is topped by this 10.7 cu. ft. unit

Growing compact market lures two new names

Two companies have made it clear that they intend to be a factor in the growing compact refrigerator business.

Delmonico International, one of the largest importers of Japanese and German consumer electronics, is expanding its line of Italian-made refrigerators.

For the past several months, Delmonico has been selling in the U.S. a 2.5 cu.ft. Frigo-Bar and 4.6 cu.ft. Baby. These have been sold for \$99.95 retail and the business has been so successful that Delmonico is adding three more Ignis refrigerators to the line.

The three new refrigerators are 6, 7, and 10.7 cu.ft., have thin-wall foam insulation, porcelain interiors, magnetic gaskets, butter and cheese keepers, a foot pedal door release, a meat keeper, and a vegetable crisper. Delmonico, which is just now receiving the first shipment from Italy, has not yet set prices on these new units.

The company, which sells its consumer electronics direct, also will be selling its refrigerators direct, presumably to as many of its consumer electronics customers as it can. It is also looking into the builder market for compacts.

Delmonico recognizes that, strictly speaking, its 10.7 cu.ft. refrigerator is not a compact and that it will, therefore, be competing with units of major manufacturers. Delmonico feels that the unit has enough features (besides those mentioned above, it has a pushbutton defrost cycle) and will be priced low enough to compete successfully. The motor-compressor sealed unit on all five Delmonico refrigerators is warranteed for five years.

Erickson Industries Inc., of River Falls, Wis., is manufacturing two compact refrigerators and two compact ice makers. While the bulk of Erickson's business has gone to motels and institutions, it is looking for retail markets. "The compact market

on the retail level is just developing," said Paul J. Erickson, president.

Erickson is principally a manufacturer of commercial refrigerators which, in 1958, responded to customer requests to develop a compact refrigerator. In 1963 it redesigned the line and now makes a 11/8 and a 2.7 cu.ft. model. The CR4 lists for \$129, the PR6 for \$179. The units have forced-air condensers, vented through the front so they can be built into a cabinet. The CR4, Erickson says, will freeze four trays of ice cubes in a half-hour. The PR-6 (photo bottom right) comes with plastic door panels, choice of walnut or mocha.

"We are putting on sales representatives," said Erickson. "We have set up a separate sales division that handles the icemakers and compacts." He said that the Dayton Department Stores in the Upper Midwest have had success selling the units.

While most of the Erickson units are sold to hotels, motels, and institutions, Erickson said that, when the company has an inquiry from a contractor "we tell them to go to dealers." He added, "If a retailer would feature a compact at gift time—Christmas and Father's Day for instance—and would work with builders who build luxury homes, this is a market a retailer could get into."

Erickson's Chill-Air compact



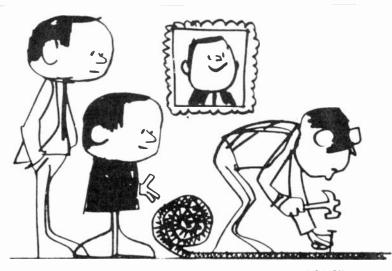


DROP EVERYTHING!

NORGE'S NEW PRE-SEASON PACK-AGE ON AIR CONDITIONERS IS EVEN HOTTER THAN LAST YEAR'S. GET IN TOUCH WITH YOUR NORGE DISTRIBUTOR RIGHT AWAY.



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



"WALL TO WALL CARPETING FOR JOHNSON?"

Certainly—he showed us how to buy **SPECTACOLOR IN LOUISVILLE** for the same CPM as ROP 4-color in other markets!

The average CPM for ROP 4-color in the top 100 markets is \$11.50. Compare that to \$10.70 for printing and publishing accurate cut-off, full-color gravure in Louisville, Ky. . . . SPECTACOLOR now running in The COURIER-JOURNAL and The LOUISVILLE TIMES, available soon in 29 leading newspapers with eleven million circulation. (CPM for publishing preprinted SpectaColor is \$5.83.)

See your Branham man for details or write for brochure. -

FOR AMERICA'S SECURITY AND YOUR OWN

OPERATION SECURITY

BUY UNITED STATES SAVINGS BONDS

A good way to estimate charges for tv repairs

If one of your problems has been how to quote a ty repair charge that is neither so low it will put you in the red nor so high that it will scare your customers off, the table below should help you.

It was compiled, after a six-month period of record keeping, by the Sacramento chapter of the California State Electronics Assn., a service group, CSEA says this table of the time it takes to service almost any kind of tv trouble has found great acceptance in the industry.

All figures, says CSEA, are for "run-of-the-mill sets and sheps" and are "based on a normally equipped shop, experienced technicians, but not specializing in one thing only. Alignment assumes the shop has the equipment, knows how to use it, but is not operating an alignment booth only." Servicemen have used the table to estimate repair costs.

Time in minutes

TIME REQUIRED FOR TV REPAIRS

			'	ime in m	nutes
Description of work	(Low	High	Averag
		excess dirt, look for			
obvious, visible tro	oubles, r		00	4.5	20
		for normal chassis	20 35	45 60	30 50
In all the following	chassis	for "dog" chassis			
Check tubes and r	, .	*	20	45	30
Clean tuner thorou	ighly:	turret VHF	25	30+	30-
		rotary Tap VHF	15	40	30
Tech, check of tun including minor pa		_			
		turret VHF	25	60	35
		rotary Tap VHF	25	60	40
Additional time fo	r UHF t	uner repair	20	45	30
Instrument alignm	ent of VF	1F tuner	20	90	45
Mechanical work: r	najor rep	air or replacement of tuner	45	150	65
I.F. section: tech.	-				
		ventional wiring Mod. PC	20	60	35
0 111		e & unmarked PC boards	30	90	50
Sync.—Noise Inve		C Sep & Keying: ional wiring & Mod. PC	20	90	50
		e & unmarked PC boards	45	120	70
Audio I.F., tech. c					, 0
radio I.I., tecil. C		ional wiring & Mod. PC	15	30	25
		e & unmarked PC boards	25	45	35
Instrument alignm	ent (all e	ex. tuner):			
ot. aot. ao	•	ional wiring & Mod. PC	30	120	50
	hard-to-	get-at and unmarked sets	45	150	70
Horiz. Osc-Out, te	ch. chec	k, MFR	25	60	45
Vert. Osc-Out, tech	nnical ch	eck, MPR	25	60	45-
Audio out, tech. o	heck, MI	PR	20	30	25
Video det. & video	out. ted	ch. check. MPR	20	30	25
Major repair on Po					
major repair on r		or three-tube size	40	60	50-
	of four	or five-tube size	60	90	75
B+, tech. check,	replace o	nly one major part, MPR	30	90	45
Replacing time for	audio o	r vertical output transformer:	15	30	20
	for hori	zontal output transformer	20	60	40-
		ection yoke	20	40	30-
	picture	tube: on standard set	20	45	30
	12 . 6 . 6 . 2	on "dog" set	30	60	50
		ve & indicator belts or cables controls	20	30	25
		id/or switch controls	10 20	25 60	15 30
		k and/or AC cord	15	30	20
Tech. check & MP	'R on ren	note control:			
		ical portions	30	60	50-
	SONIC,	electrical section	20	60	55
	RADIO,	electrical section	60	110	90
Alignment of remo		ol unit:			
	sonic		15	120	25
Tech start 0 MD	radio	T TOTAL COLOR OF TIONS	40	150	65
		r receiver COLOR SECTIONS	45	90	75
Repl. color picture			90	180	120
Convergence and	set up o	only (following repairs)	30	60	50
Troubleshoot & m	inor repa	irs in convergence circuits	30	60	50
Replace converger	nce yoke		20	50	25
Replace dynamic	converge	nce panel	20	45	30
Alignment of colo	r circuits		45	120	90-

Tech. check = normal VTVM or Scope procedures Source: California State Electronics Assn.

MPR = Minor parts replacement

New FTC rules: the phono record industry snaps to

The Federal Trade Commission's newly issued trade-practices rules for the record industry have shaken the nation's rack jobbers with what appears to be a ruling that classifies them as retailers and eliminates the 10% purchasing discount they currently enjoy.

Otherwise, however, the rules elicited highly favorable praise from authoritative industry spokesmen. They viewed the FTC rulings as the salvation of the smaller record retailer and as a long-overdue solution to the incredibly tangled problem of dual distribution.

One head of a large industry group speculated that the rules may spur a shakeup of major proportions that could straighten out the knotted lines of distribution.

Said he: "Rack jobbers who are in distribution and distributors who have gone into racking and, in some cases, into retail operations, will be affected. They won't be able to ask for a distributor's discount then turn around and sell the stuff at retail."

Edgar M. Jones, executive secretary of American Record Merchants and Distributors Assn. (ARMADA), the group that spearheaded the threeyear drive to get new trade rules, believes another area where the FTC may crack down hard is that of discriminatory promotional allowances.

The FTC's action, in implementing the rules, was to bring the Robinson-Patman Act to bear on the record trade. The law prohibits granting a lower price to one customer over another equally situated. But trouble had arisen when a customer was both wholesaler and retailer: what price to give him?

The FTC found the answer. The rules the FTC promulgated on Oct. 9 as interpretations of present-day laws, require a distributor to pay a regular retailer's price on goods he sells directly to consumers. He can get a discount only on items he sells at wholesale.

"A respectable start toward a respectable industry," was the way Amos Heilicher, president of ARMADA, viewed the development. But, like most other industry observers, he was cautious about the possible effect of the rules. ". . . It is still too early to tell whether they will produce a cure," he said.

There were a couple of protests, however mild. Earl W. Kintner, counsel for ARMADA and a former FTC chairman himself, expressed disappointment primarily over the FTC's failure to adopt specific language to curb transshipping. Jones pointed out that, also, there are still no specific rules against selling below cost or a definition of the term "functional discount.'

Still, everyone was very sanguine about the prospects of the rules that were formed to bring peace to the dog-eat-dog industry. Said one highly placed observer: The sales "will alert people to the fact that a law Secondly, they will alert the FTC to look much more carefully at our industry practices"—and this should have a salutary effect.

ARMADA is enthusiastically supporting the reform movement by holding an all-industry conference in Chicago's Edgewater Beach Hotel on Oct. 23 to air the new trade rules in detail. Among the featured lecturers

at the workshop will be FTC Commissioner John R. Reilly, Eugene R. Baker, his legal adviser; John Benton, FTC staff attorney for the new industry rules; and Kintner and his associate, Mark R. Joelson.

MERCHANDISING WEEK learned that ARMADA will go so far as to appoint a trade-practices committee at the Chicago workshop to advance compliance with the FTC rules." Everyone in the industry," said a source, "will be in a position to send the committee a complaint. We hope we will be able to handle most complaints directly, either with the party concerned, or with the FTC.

The ruling against rack jobbers, the

most controversial of the 27 tradepractice rules laid down by the FTC, is likely to be one of the chief topics at the Chicago conference.

There is plenty of confusion among jobbers as to whether all of them are included in the ruling that denies them a 10% buying discount, or just some types.

In the new rules, it is explicitly stated that those who "resell records by means of record racks placed in retail stores" cannot get a discount. But confusion is compounded in a note elsewhere in the rulings that says "a seller may grant a lower price to wholesalers than to retailers . . ." And wholesalers are what they are, jobbers say.

As it stands, the rule can be interpreted to affirm jobbers' contentions that they merely supply outlets that belong to others. Or, it can be used to buttress retailers' arguments in hearings that led up to the rulesthat jobbers are actually engaged in retail selling because they control the product, selection and price.

But industry spokesmen, including Jules Malamud, head of the national jobbers' group, National Assn. of Record Merchandisers, took the hopeful view that the FTC ruling against discounts would apply only to those jobbers who actually own the record racks they supply. They hoped this would be made clear by the FTC at the ARMADA workshop.

Built-in performance and customer acceptance



Here it is . . . the first line of indoor antennas completely designed and developed by RCA. . . for black and white and color TV . . . with the trademark people look for and accept with confidence.

And RCA features sell! Ball joint sockets so arms can be rotated through 360 degrees. Tarnish-proof arms with chromate finish. Multiposition electronic switch for fine tuning without moving arms.

There's plenty of selling style, too, in these four new RCA antennas. Stratomaster has a luxurious gold finish, or a chrome finish, and pulls in sharp UHF or VHF pictures. There's the same choice of gold or chrome on the Stratoscope for VHF alone. Whichever the model, there's elegance for every home setting and TV set.

Priced to sell . . . styled to sell . . . and backed by a season shattering promotion package. Your RCA distributor has the full story.

Four New Models . . . from $^{\$}6^{95}$ to $^{\$}9^{95}$ (optional suggested list price)

RCA PARTS AND ACCESSORIES, DEPTFORD, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS

OCTOBER 19, 1964 35



Live tv image is illustrated as it was received directly off the air. Photo was taken of a conventional tv set picture.



Tape tv image of the same program is shown above after it was recorded and reproduced through same tv set.

Take a flat cargo space over seven feet long, 6 feet wide, a payload capacity of 2130 pounds. Add the convenience of a tailgate 51 inches wide, plus a tough 170 cubic inch Slant Six engine (standard) to move your load. Tough axles, tough transmission, tough springs, too. What do you have? The toughest compact pickup on the market. Dodge toughness doesn't cost any more. Why settle for less?



Dodge Builds Tough Trucks DODGE DIVISION



Fairchild trims cost on video tape recorder

Fairchild Camera has shown a refined version of its prototype home video tape recorder that could retail in the \$350-\$500 range.

The production cost of the new model, made by Fairchild's Winston Division, was reduced because three vacuum tubes were eliminated, the number of transistors was cut from 52 to 37 and induction motors were substituted for servo units. There are only two circuit boards now, compared to four in the earlier model.

The marketing schedule of the new model is still a long way off. Fairchild hopes to have at least one major television manufacturer signed up by the end of this year to make and install the unit, but it would take 18 months after signing a contract to get it to retailers. The manufacturing franchise for the recorder will not be exclusive.

Fairchild says the home unit will be marketed two ways: built into new tv sets, or as a separate, boxed unit (8 by 18 by 20 inches) which can be hooked to a tv set via a jack. Fairchild expects all tv makers will feel impelled to install jacks in new sets when the recorder gains consumer acceptance.

The recorder, using quarter-inch tape, can make eight complete tracks on each tape, thus recording two hours of sight and sound on an 111/2inch reel. These figures apply to black-and-white tv; a color recorder will get only four runs on a tape (half that of black and white) and will cost about a third more.

Fairchild is going into production itself on an industrial version of the recorder and will be able to deliver by next March. Price will be about \$6,000.

SEARCHLIGHT

GENERAL ELECTRIC ranges, used, excellent condition. Full size (1361); now being removed froi luxury-type suburban apts. Clean, complete an guaranteed proper working order. Rated firms: Pain 10 days. Low delivered price on 25-50 to mospoints in South, Midwest and New England. Call of write for photos and details.

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MERCHANDISING SUPPLEMENT





PHILCO DEALER NEWS

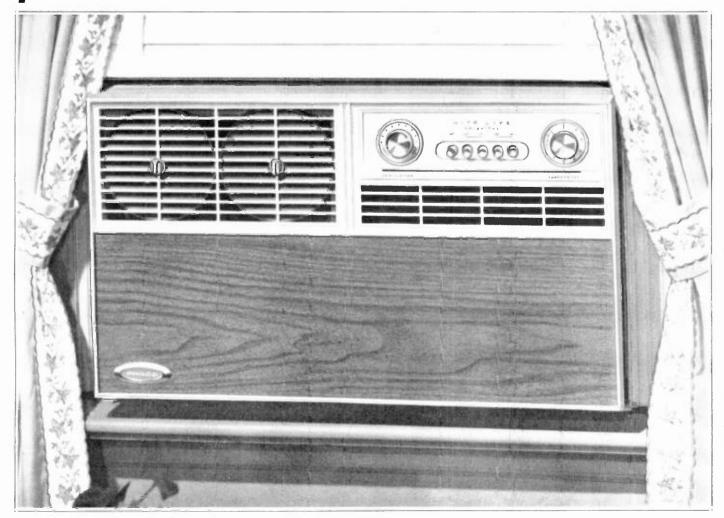


PUBLISHED BY PHILCO CORPORATION

A SUBSIDIARY OF Ford Motor Company

QUET COOLING NETS PROFITS FOR DEALERS

"Noiseless" 1965 Philco air conditioners give dealers important selling plus. Ordinary units don't offer the value and just can't compete with whisper-quiet, full-power Philco line.



Air Conditioner Sales Never Looked Better

Philco MatchMate styling is a strong sales point with the lady of the house. With a choice of seven interchangeable front panels in simulated wood-grain or vinyl fabric, it's easy for her to picture how perfect a Philco will look in her home. It's the perfect finishing touch to a sale!

"Noiseless" Sells on Quiet Cooling

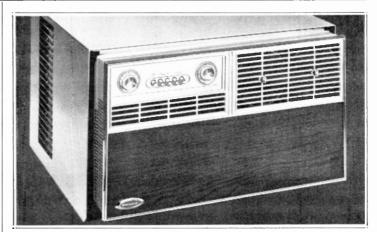
The extra-quiet operation of Philco "Noiseless" air conditioners is exactly the demonstrable difference your customers are looking for. It's the only air conditioner feature on the market important enough to keep dealers out of today's unprofitable price-tag war.

Price isn't everything when you can offer a benefit like Philco "Noiseless" quiet cooling!

Philco "Noiseless" air conditioners provide quiet operation without sacrificing cooling power. Philco engineered the noise away without shortcuts or artificial muffling devices. All components — fans, motors and other mechanical parts — have been carefully designed for quiet, high-capacity cooling. Even the

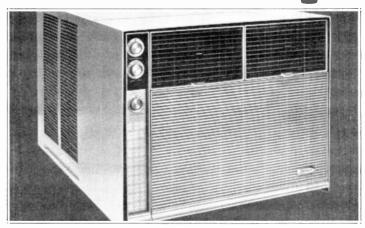
sound of circulating air has been greatly reduced.

The quiet cooling of a Philco "Noiseless" is the most convincing air conditioner "sales talk" your customers can hear. You can expect greater sales and greater profits next year with the "Noiseless" as your quiet cooling partner. '65 can be your biggest air conditioner year!



High Efficiency Units Cut Operat-

ing Costs! You can offer your customers more cooling with less power usage with Philco's brand-new High Efficiency models. Available in single-room or multi-room units, Philco High Efficiency air conditioners have larger cooling coils and higher-performance compressor and fan motors. The result: they actually turn out more BTUs per watts of power consumed!



Multi-Rooms Big on Cooling Power!

For 1965, Philco takes the wraps off three new models that give you more to sell in the big-ticket, big-profit multi-room market. Available with remote control and adaptable to duct operation, these new 19,500-BTU, 25,500-BTU and 27,200-BTU models are perfect for use in stores, small businesses, doctors' offices — they can even cool an entire one-story home!

Philco Sales Up 35%

Philco paced the air conditioner field this year with a record 35% sales increase over 1963.

The "Noiseless" feature, outstanding styling and a record for quality and reliability all contributed to the growing demand and

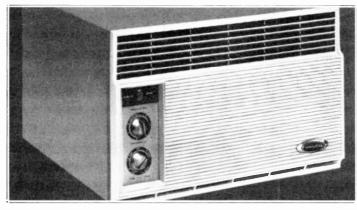
acceptance for Philco air conditioning.

With a wider selection of models and capacities for 1965, sales projections point to an even greater increase. Make sure you're aboard the Philco bandwagon this year.

Philco Meets Growing Demand With New Models

The 1965 Philco air conditioner line covers a wider scope than ever — from 5,000-BTU compacts all the way up to 27,200-BTU models. This gives retailers the right model for every customer, with extra strength in the fastest-growing segments of the air conditioner business.

Philco air conditioner dealers had a terrific year in 1964...racked up a record 35% sales increase over 1963. We're looking ahead to making 1965 the biggest year yet—and we don't think it a bit too early to be thinking about and planning your air-conditioner operation.



New Quietness Comes to Compacts!

Here's a brand-new entry in the high-turnover compact market! Philco brings new quiet cooling to the 5,000 BTU field, plus clean-cut styling for impulse sales appeal. And features like easy do-it-yourself installation plus operation on regular house current make this a sure sales winner!

See the Exciting New Philco Air Conditioners at Your Distributor's Preview and Find Out How You Can Join Philco's Fun-Filled Five-Day Trip to Puerto Rico!





NEMA-CERTIFIED RATINGS. This is a facsimile of the NEMA seal. When the actual seal is affixed to room air conditioner models, it signifies that the B.T.U., HR cooling capacity, watts and amperes shown on the name plate (s) are certified accurate by the National Electrical Manufacturers Association

A QUICK CHECK OF INDUSTRY TRENDS

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

	date	1964 units	1963 units	% change
FLOOR CARE PRODUCTS				
floor polishers	August r	92,492	81,899	+ 12.93
	8 Months r	738,553	636,391	+ 16.05
vacuum cleaners	August r	389,895	326,069	+ 19.57
	8 Months r	2,851,844	2,674,762	+ 6.62
HOME LAUNDRY				
dryers, clothes, elec.	August	115,200	114,668	+ .46
	8 Months	619,887	574,057	+ 7.98
gas	August 8 Months	56,761 330,200	58,793 290,041	- 3.46 + 13.85
washers, auto. & semi-auto.	August	324,721	313,674	+ 3.52
	8 Months	2,249,285	2,132,821	+ 5.46
wringer & spinner	August	59,994	66,037	- 9.15
	8 Months	437,431	434,821	+ .60
OTHER MAJOR APPLIANCES				
air conditioners, room	August	117,800	55,300	+113.02
	8 Months	2,069,300	1,571,500	+ 31.68
dehumidifiers	August	21,100	11,100	+ 90.09
	8 Months	180,000	209,700	- 14.16
dishwashers, portable	August	18,800	12.600	+ 49.21
	8 Months	170,900	154,500	+ 10.61
under-counter & others	August	53,900	43,500	+ 23.91
	8 Months	446,500	360,500	+ 23.86
disposers, food waste	August	103,500	90,500	+ 14.36
	8 Months	758,700	688,400	+ 10.21
freezers, chest	August	41,800	57,500	- 27.30
	8 Months	310,900	320,600	- 3.03
upright	August	64,200	65,900	- 2.58
	8 Months	481,800	473,000	+ 1.87
ranges, elec., free-standing	August	87,000	83,700	+ 3.94
	8 Months	740,000	678,300	+ 9.10

	date	1964 units	1963 units	% change
OTHER MAJOR APPLIANCES cont	inued			
elec., built-in	August	64,700	72,700	- 11.0
	8 Months	534,100	524,200	+ 1.89
ranges, gas, total		199,500 1,430,000**		+ 10.04 + 5.98
**Eight-month total includes 1,053,500 free-st	anding ranges,	237,700 built-ins	and 138,800	"set-ins."
refrigerators	August	399,900	349,000	+ 14.58
	8 Months	3,051,300	2,730,300	+ 11.76
water heaters, elec. (storage)	August	84,400	67,500	+ 25.04
	8 Months	647,900	651,100	49
gas (storage)		217,100 1,839,600	196, 3 00 1,769,400	+ 10.60 + 3.97
CONSUMER ELECTRONICS				
phonos, mfrs. ship., porttable	August	293,319	300,661	- 2.4
	8 Months	1,538,878	1,722,269	- 10.65
distributor sales	August	260,702	283,061	- 7.90
	8 Months	1,434,325	1,617,431	- 11.32
phonos, mgr. ship., console	August	140,699	125,779	+ 11.86
	8 Months	892,942	935,517	- 4.55
distributor sales	August	134,051	124,287	+ 7.8
	8 Months	894,092	848,368	+ 5.39
radio production (ex. auto)	Wk. Oct. 2	245,490	245,726	- 0.10
	39 Weeks	7,622,206	7,406,271	+ 2.92
distributor sales	August	869,500	849,274	+ 2.38
	8 Months	5,683,274	5,482,987	+ 3.65
b&w television production	Wk. Oct. 2	209,695	164,570	+ 27.42
	39 Weeks	5,765,154	5,188,815	+ 11.11
b&w distributor sales	August	562,182	549,4 2 1	+ 2.32
	8 Months	4,562,438	3,954,670	+ 15.37
color tv production	August 8 Months	140,986 830,517	*	*
Sources: NEMA, AHLMA, VCMA, GAMA, E bold face type: r: revised figure.	IA, *Not avail	able. New manu	facturer shipn	nent figures in



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WRH

Harry Price,
Price's Inc., Norfolk, Virginia
Past President, NARDA
says...



"The engineering and manufacturing care...



that C.B.I. has enabled Kelvinator to put into products...

is most evident in our greatly reduced makeready expenses.



We rarely have to touch a Kelvinator appliance before installing it."



Thank you, Mr. Price.

Four years ago, when we announced our Constant Basic Improvement program, many dealers were not so sure about it. Today, they're thanking us for this bold move.

Today they see how concentration on basic improvement in the appearance, utility, economy and dependability of our products—not just change for change's sake—helps them. It has reduced drastically makeready costs and after-sale service expenses for Kelvinator dealers. It has lowered markdowns resulting from insignificant changes.

In addition, CBI has helped Kelvinator dealers increase sales volume

month after month with sparkling new products such as the incomparable new Kelvinator Trimwall refrigerator-freezers and the advanced new Kelvinator electric range line.

We will continue to devote engineering time and talent at Kelvinator to basic product improvement. We will introduce advances in design and improvements in operation in all lines just as soon as they have been adequately tested. We will bring you fresh new styling changes as needed. We are confident that the Kelvinator Constant Basic Improvement program is in the best interests of our dealers everywhere because it is giving them a better opportunity for profit.





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Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances