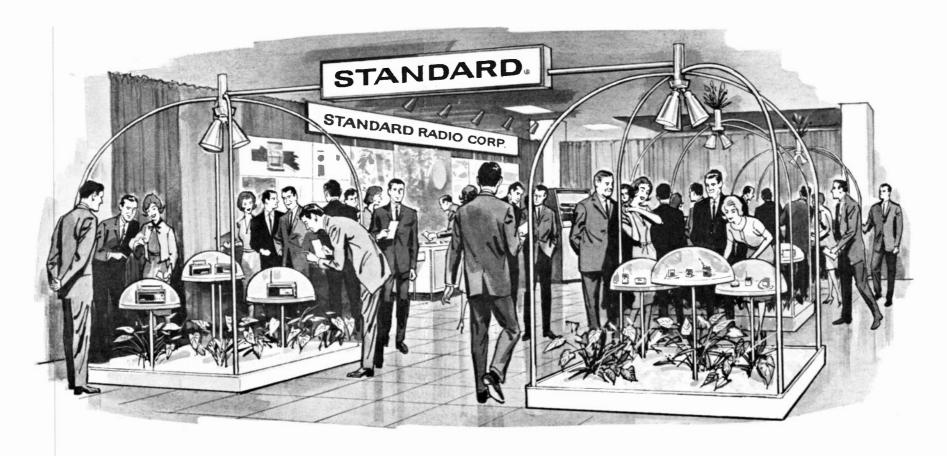
MERCHANDISING VEEK EDITED FOR THE HOME GOODS RETAILER A McGRAW-HILL PUBLICATION 50 CENTS/VOL. 97 NO. 26 JUNE 28, 1965



HAWKES T V SERV & SLS.
10 HARDY RD
WESTBROOK MAINE
F 9-64



Again this year, in Space 229 at the NAMM show

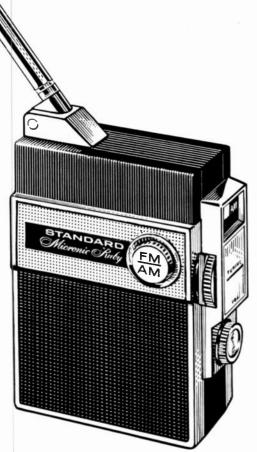
LOOK FOR DARING NEW IDEAS,

electronic years ahead!

A Micronic Ruby that plays both AM/FM bands . . . another Micronic Ruby about the size of a golf ball . . . and a tape recorder no bigger than a book!

Other innovations too top-secret to mention here . . . all examples of STANDARD® micro-miniaturization and precision engineering. All on a firm schedule of deliveries from New York and L. A. warehouses.

And STANDARD policies protect your prices, your profits!



ACTUAL SIZE. Model SR Q460F. The 9-transistor, 2-band (AM, FM) Micronic Ruby now in quantity... with vernier tuning and SI-planar transistor. Same size as pack of cigarettes. \$49.95.



world's tiniest AM, just barely big enough to cover four ordinary postage stamps. What a way to demonstrate a Micronic Ruby. In good supply. \$34.95.



Model F21T Tape Recorder. A precision tape recorder no bigger than a book, weighing a light 42 ounces. Operates open or closed. One hour, 4 minutes on the same tape. Capstan drive. Hot! \$44.95.

Plan to spend time with us in Space 229, where you saw us at last year's NAMM show. Look for daring new ideas from

STANDARD RADIO CORP.

410 East 62nd Street, New York 10021 • 212 TE 8-4040 • 1300 West Olympic Blvd., Los Angeles • 213 DU 6-8770

PRESSTIME

□□□□ ON THE INSIDE: Special section on consumer electronics products at the Music Show beginsp.25 Icemakers in refrigerators: a trend developingp.7 Inexpensive FM radios from Hong Kongp.8 Hardlines paves way to discounter respectabilityp.81	temporary abstracts. The cabinets of the units will be finished in walnut and marketing plans call for the new units to be available as custom items only, with delivery within six weeks after orders are placed.
□□□□ Admiral's color tube goal—600,000 tubes a year by the end of 1966, just double the amount planned earlier—was presented Friday by its president, Ross Siragusa, before the New York Society of Security Analysts. He said that construction of the	□□□□ Remington Rand will diversify into the electric housewares field in July. The firm reportedly will introduce a cordless knife that uses three nickel-cadmium batteries and a Teflon gearing system. It will retail for about \$40.
new tube plant is on schedule, and that the investment in it will now be \$18 million—\$6 million more than previously announced. When the plant is finished, Admiral will be making its own masks and guns, and 25- and 19-inch rectangular tubes. "We hope to be in pilot production in the fourth quarter, and in mass production by mid-1966," he said. Describing the corporation's health, Siragusa said that 65% of Admiral's consolidated sales were in electronics, 35% in appliances. The company has 85 distributors—15 of which are factory branches—and about 30,000 dealers. Advertising has grown from 3.6% sales (\$6.2 million on sales of \$170 million) in 1958 to an anticipated 5% (\$13.8 million on \$275 million) in 1965.	DDDDDBraun Electric is broadening its line of electric housewares being imported into this country from West Germany. Braun Electric of America will show six new items at the housewares shows, all of which carry through its concepts of keeping products compact, and creating award-winning product designs, though they result in high pricing. Braun's new products: a purse-sized, all-purpose heater and hair dryer in three versions, beginning at \$19.95 retail; infrared heat lamp and sunlamp, under \$60; 12v car-boat version of its popular compact fan, not priced; more compact version of its all-purpose food preparation unit, at under \$80; a coffee grinder at \$29.95; and its first room-size heater, at under \$80. Braun also is setting up 31 repair service stations in the U. S.
□□□□ Frank Freimann's romance with transistors: The man who first went all-out with transistors in stereo now has done it in tv. The new Magnavox tv line includes 17 transistorized sets, starting with a 19-inch model at \$189.50. The company also has six new transistorized 24-inch consoles starting at \$249.50, four new 27-inch consoles starting at \$298.50, and three new 24-inch stereo theaters starting at \$449.50. Magnavox is not abandoning the vacuum tube in tv, however. The new 19-inch leader hits at \$129.90, and the 23-inch table leader is priced at \$159.90. In color, Magnavox is going with its first 23-inch color at \$625,	□□□□□ GE cut the price on its leader radio, a 6-transistor portable, from \$8.95 to \$7.95 last week. As GE scrambled to set new post-excise-cut prices, the tag on its personal and miniature FM-AM portable radios fell from \$29.95 to \$27.95. Price on the company's 21-inch color table model tv set was cut \$30—from \$399.95 to \$379.95. Other samples of price cuts in the 1966 line (see story on p.85) are: FM-AM wood-cabinet table model went from \$54.95 to \$49.95; a 21-inch hardwood color tv console now lists at \$499.95; a 25-inch color console moves from \$775 to open list.
and showed two more 25-inch consoles; one at \$695; the other, with remote control, at \$750. And there is	□□□□ The battle for tape cartridge standards is coming to a head—with a decision possible by this fall.
a 23-inch stereo theater at \$329.90. In stereo phonos, Magnavox dramatically altered its	RCA and Lear Jet Corp. officially announced their joint effort to market an 8-track, stereo, cartridge tape
price structure, bringing in its solid-state AM-FM	player for use in cars, at home, and as a portable unit.
stereo console with 15 watts of music power at \$215, down from \$279. The Astro-Sonic line comes in at a	Lear makes the player and cartridge, while RCA provides the recorded tape. RCA, and probably Motorola,
new low of \$279.50. For 100w merchandise, Magnavox starts at \$595.	plan to have a Lear cartridge in a home player this fall. Lear-RCA cartridges are going in Ford automobiles, also in the fall.
□□□□ Columbia reversed its field in the big excise	But Telepro Industries, which manufactures a mon-
tax cut game, announcing reductions in list prices for phonograph records. At the end of the week the com-	aural tape player and cartridges, has placed an injunction against Lear Jet Corp. for making endless loop
pany announced that it had reconsidered its earlier	tape cartridges.
stand (see p.7) and would rebate the amount of the tax on current dealer inventories. Price cuts come to	"Telepro is the only company in the world that can
19¢ on most Columbia lines and are retroactive to	legally manufacture continuous tape cartridges with an in-cartridge pinch roller or a flip-up pinch roller
June 22.	in the deck or compatible cartridges to fit either sys-
□□□□ The decorator look goes compact. Norcold	tem," said a Telepro spokesman. Lear uses an in-cartridge pinch roller which the
will show a line of Decorator Series compact refrig-	company spent \$100,000 developing. Telepro and Lear
erators with original hand-painted "picture" doors at	lawyers are discussing the problem out of court. The

entire home electronics industry, which wants a single

standard, is anxiously awaiting the outcome. In the

latest move, Telepro released a monaural tape cart-

ridge that is competitive with 45 rpm records.

the National Housewares Show, which starts July 12.

The six models carry a suggested retail price of \$99.95;

they will come in a range of scenes—Gay 90s bar,

sailing ships at sea, street scenes, bullfights, and con-

3 ways to sell lots more

(Sell Hotpoint and you won't

need the first two)







(You won't make much money, but think of the volume.)



2. Give away expensive premiums.

(They come out of profit, too. Another good way to go broke.)

refrigerators:



3. Roll out a Hotpoint. Women find wheels irresistible. (And they don't cost you a cent!)

Show the lady how easily Hotpoint wheels let her clean behind the refrigerator. Let her know that only Hotpoint has wheels at no extra cost so there's no need to shop around. You'll make more sales—and you'll make more money on each sale—with Hotpoint wheels going for you. 14 models on wheels—big ones, small ones, top mounts, bottom mounts. Stop giving away money to make the sale. Sell Hotpoint wheels instead. And don't overlook the other great Hotpoint features, like convenient No-Frost (coupled

with Hotpoint's low operating cost), swing-out vegetable crisper, temperature-controlled butter keeper, slide out porcelain meat pan, and our new step-shelf for flexible storage. And most important—all these good things that help you sell so hard are included in our 14 and 15 cu. ft. models; the volume sellers. With Hotpoint, the hard-selling features like wheels—aren't limited to the top of the line. Why not get your sales rolling? Contact your Hotpoint representative now.

Hotpoint

first with the features women want most

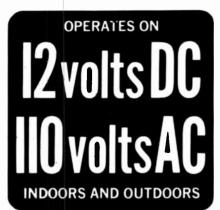


See Hotpoint appliances sold this week on The Tonight Show, NBC-TV, starring Johnny Carson

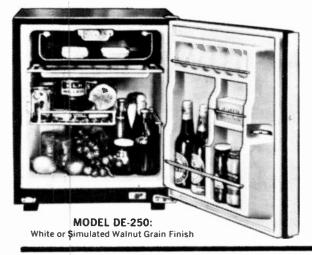
HOTPOINT · A DIVISION OF GENERAL ELECTRIC COMPANY · CHICAGO, ILLINOIS 60644

NORCOLD scoops the market!

DELIVERY NOW FOR THE PEAK SELLING SEASON



World's First DUAL VOLTAGE Compact Compressor Refrigerator

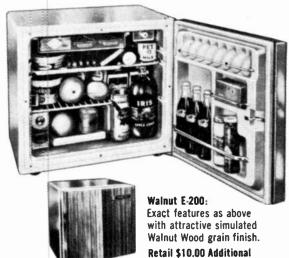


UNLIMITED IN USE APPEAL! UNLIMITED IN VALUE APPEAL!

This revolutionary dual voltage Norcold will be an instantaneous success wherever featured. Its superiority obsoletes all other types. Operates with equal efficiency at the flip of a lever on house current or 12 V battery. Answers the need of hundreds of thousands of campers and boat owners. Requires minimum space, has big capacity, low current consumption. Features large freezer compartment, patented compressor, ice cubes in a jiffy, 5 position thermostat, door lock and keys, 5 year warranty.

Suggested

149⁹⁵



MODEL E200: THE VALUE LEADER

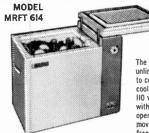
In White or Simulated Walnut Wood Grain Finish

The sales-sensation of the industry! Lowest in cost, highest in profit. Feature for feature it has no competition. Huge storage capacity, makes ice cubes in a jiffy, low current consumption, 5 position thermostat, Key door lock. Just 42 lbs. light and only 18"x20"x17".

Can be promoted profitably for only

\$69⁹⁵RETAIL

Minimum Adv. Price 79.95



12 VOLT DC-110 VOLT AC COMPRESSOR PORTABLE REFRIGERATOR-FREEZER

The versatility and flexibility of this new Norcold portable refrigerator/freezer offers unlimited sales opportunities. Its electro-magnetic compressor operation is vastly superior to competitive absorption type models . . . "pulls down" many times faster for speedier cooling. Holds up to 25 lbs. of food and beverages. Operates with amazing efficiency on 110 volts AC or 12 volts DC . . . from a car's cigarette lighter outlet. (DC cord equipped with cigarette lighter plug). Maintains 0° to 45° F in outside temperatures of 110 F., operates efficiently in positions up to 30° of level, keeps constant temperature standing, moving or rolling. Simple twist of the dial instantly changes unit from refrigerator to freezer. Weighs only 44 lbs.

See America's No. I Compact Line

HOUSEWARES SHOW McCORMICK PLACE, CHICAGO, ILL.

BOOTHS 3555-3557

JULY 12th to 15th

Also on Display:

Magnificent decorator line featuring original hand painted doors in choice of 6 types.

REFRIGERATION IS OUR BUSINESS ... OUR ONLY BUSINESS.



16200 South Maple Avenue, Dept. E29, Gardena, California • PH: FAculty 1-9300, area code 213 Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto

WASHINGTON

□□□□ President Johnson is sold on tax cuts as a means of sustaining business expansion. Johnson is so sold, in fact, that he is already considering another one. Even as he signed the \$4.6 billion excise tax cut bill into law last week, the President was talking about a new income tax slash—weighted to favor the lower income brackets.

Prompting the President's consideration of even more tax cuts is the steadily shrinking budget deficit. In the fiscal year that ends this week, the administrative budget deficit will be about \$3.8 billion—a drop from the \$4.9 billion forecast by Johnson in January, and less than half the \$8.2 billion deficit of the preceding fiscal year.

Johnson seems certain to call for a new tax cut in time to keep the Federal government from taking in more money than it pays out. A new tax reduction message might go to Congress as early as next year—with a suggested effective date of July 1, or even January 1, 1967—although the timetable could be set for a year later.

□ □ □ □ An FCC clamp-down on multiple ownership of television stations in the top 50 markets is being considered by the commission. Last week, a rule proposed by 4-to-3 commission vote would bar ownership of more than three stations—one of which would have to be UHF—in the richest areas.

Rule-making procedure will take time. For the present, the Federal Communications Commission (FCC) will hold hearings on applications that would push ownership over the proposed limit. This relaxes FCC policy, in effect since December, which set a tentative ceiling of one VHF and one UHF station.

The FCC would not require present owners to get rid of their holdings, and it would leave unchanged its over-all rule limiting multiple ownership to seven stations—not more than five of which can be VHF.

□□□□□ The new Consumer Advisory Council met less than two weeks after being named by President Johnson. The 12-member group blocked out major areas of study: Federal-state cooperation; consumer education; standards and labeling; economic and legislative policy; effectiveness of existing Federal programs designed to serve the consumer. Chief concern will be conditions facing consumers in the marketplace, reports council chairman Richard H. Holton.

 $\square \square \square \square \square$ A further look at franchising is being asked of the Supreme Court by the Justice Department. Justice Department is asking that the high court hear a second case next fall. Already scheduled for Supreme Court hearing: the department's contention that General Motors Corp.'s campaign to keep autos out of the hands of discounters violated the Sherman Anti-trust Act. Justice is now asking the court to declare as a violation the franchise system under which mattress-maker Sealy Inc. operates. Sealy licenses manufacturers to make trademarked products for distribution in restricted areas. To Justice, this is tantamount to manufacturers getting together to allocate markets. The antitrusters have had little luck in getting district court agreement in either of the cases, but they usually fare better before the nation's highest tribunal.

APPLIANCE-TV

Ice makers: is the curtain rising on new industry trend?

1966 could be the year the ice maker cometh. This ingenious automatic device—which has been in the wings for over a decade, with little recognition as a potent salesman for refrigerator-freezers—appears about ready to step center stage into the industry spotlight.

For an industry that has had a saturation problem with its best-seller for years (in 1950 the refrigerator was a member of around 86% of the wired homes in the country and in 1964 the saturation figure was an estimated 98.3%) little has been done to promote the advantages of refrigerators with this new feature.

It is apparent that not enough has been done to hasten the obsolescence

of the millions of "iceboxes" in homes around the country. Nevertheless, sales of refrigerators have continued at a high level. For example, in the over-all record appliance year of 1964, sales of refrigerators reached a highly respectable total of 4,545,000 units with retail value of \$1,168,740,000. But in 1950, the industry shipped a record 6.2 million units. Certainly the market is ripe for new sales, because it has been 15 years—the average life span of a refrigerator—since that all-time sales record was set.

Manufacturers are awakening to the possibilities of the ice maker as a tool that could help sell more refrigerators. The signs point to an emerging continued on p.83

Kelvinator scissors Originals: will price cuts help sales?

Kelvinator's much-talked-about line of Originals will be the object of an old industry sales panacea this week—a price cut.

The company said that because of "strong dealer and customer acceptance... accompanied by production economies" it has been able to reduce dealer prices on the nine most popular designs in the line. None of the other designs in the line are affected by the price changes.

The retail price reductions range from as much as \$155 on the Foodarama to \$65 on 5-cu.-ft. undercounter refrigerators. These reductions, effective July 1, include a previous price drop that occurred when Kelvinator decided to absorb the manufacturer excise taxes on its line (Mw, 7 June, p.7; 14 Jun., p.3). Examples of the cuts are: One-Eyed Jack and Iron Horse, both 5-cu.-ft. undercounter refrigerators, now will be retail-priced at \$285, were \$350; the top-

mount Trimwall model, now \$550, was \$700; the bottom-mount Trimwall now \$625, was \$750; the Foodarama now \$795, was \$950.

Designs included in the cuts: Delft, French Provincial, Country Store, Town and Country, Carriage Lamp, and Hacienda. These designs are available for three Trimwall refrigerator-freezers, the 22-cu.-ft. Foodarama, and for 16-cu.-ft. top- or bottom-mount models. Other designs included in the cuts are Federal, for top- or bottom-freezer refrigerators, and for the two 5-cu.-ft. undercounter models.

A rebate plan for retailers has also been set up by Kelvinator. According to one Originals retailer, the only way a dealer will get a rebate for models on his floor is by buying a new unit. In other words, if he buys a second model at the new price, he will be given a rebate on the model he already has on his floor.

Motorola presents phonos for '66

Motorola has sounded the fanfare for its 1966 phono line. New for next year: a complete tuner and its controls mounted on the underside of the cabinet lid is featured on 11 high-end console models.

The new line, which includes seven portables and 27 console models, is all solid state. Motorola's 1966 suggested retail prices reflect the excise tax cut.

The console line opens at \$149.95 with two 4-speaker stereo phonographs. These two units are housed in 42-inch cabinets of wood veneer and hardwood solids.

With the exception of the two leader models, all the new Motorola console phonos include AM-FM and FM stereo radio. Opening model with this feature will retail for \$229.95. A console with six speakers comes in at \$259.95, and has a 54-inch cabinet.

High frequency exponential horn tweeters with solid-state driver enter the 1966 Motorola line at \$379.95. This unit has a 72-inch Scandinavian styled cabinet of walnut veneer and hardwood solids.

A tape recorder is included on a Motorola stereo console for the first time in the 1966 line. The stereo tape recorder and playback comes in on a \$599.95 console.

The new lid-mounted tuner first appears in the 1966 line in a \$429.95 Contemporary model with 60-inch walnut veneer cabinet.

The portable phono line is all new; it has been completely retooled for 1966. There is one monaural leader model. The remaining six phonos are stereo units, one with FM-AM and FM stereo radio.

The leader model is priced at \$49.95. First of the six stereo units, with two 5-inch speakers, will retail for \$69.95. At the top of the portable line is the model with FM-AM and FM stereo radio. Its suggested list price is \$249.95.

□ □ □ □ Norge has announced prices on its 1966 range and home laundries lines (MW, 14 June, p.9). Its new double-oven gas and electric ranges will sell for approximately \$399.95 and \$419.95, respectively. The single-oven electric and gas models are priced respectively at about \$249.95 and \$259.95. An optional hood vent lists for \$59.95; black-glass oven doors are \$40 additional. Three new 15-lb.-capacity automatic washers begin at \$229.95, step up to \$249.95 and \$269.95. The two new 1966 electric dryers are priced at about \$169.95 and \$199.95; the gas dryers list at approximately \$199.95 and \$229.95.

□ □ □ □ Home appliance shipments will increase 5% to 8% this year over 1964, predicted Norge president A. B. Kight at the Summer International Home Furnishings Market in Chicago last week. This means about 1.4 million more units—worth approximately \$250 million—to make a total of 25 million refrigerators, ranges, air conditioners, washers and dryers—will go to market this year, he said.

Post-excise prices on phonograph records: RCA is talking; Capitol and Columbia are keeping mum—at least until their July conventions. Here are RCA's post-excise-tax prices: pop singles (45 rpm) 94 cents, were 98 cents; pop albums (mono) \$3.79, were \$3.98; pop albums (stereo) \$4.79, were \$4.98; Red Seal albums (mono) \$4.79, were \$4.98; Red Seal albums (stereo) \$5.79, were \$5.98; Broadway show and movie albums (mono) \$4.79, were \$4.98; Broadway show and movie albums (stereo) \$5.79, were \$5.98; RCA Camden albums (mono) \$1.89, were \$1.98; RCA Camden albums (stereo) \$2.39, were \$2.49; RCA Victrola albums (mono) \$2.39 were \$2.50; RCA Victrola albums (stereo) \$2.89, were \$3.

Capitol Records post-excise price reductions will be made in July and be retroactive to July 1.

□ □ □ □ Lower pricing on transistor tv: Matsushita has
cut the price on its new 9-inch solid-state tv set in
Japan to \$110.56, the same price as its 9-inch tube-
type portable. The company hopes the \$16.66 price cut
will stimulate transistor tv sales in Japan, reports
McGraw-Hill World News in Tokyo. As for exports,
an earlier, and more expensive, 9-inch transistorized
unit will still be shipped to the U.S. until Matsushita
has completed conversion of its production lines.

	Muntz'	mark	et sh	are o	f tv d	combos	is 16	% in
black-and	-white	and	5%	in co	olor,	accordi	ng to	the
company.	The 2	1-inc	h col	or co	ombo	leader	carri	es a
post-excis	e-tax li	st of	\$379	. dow	n fr	om \$399	9.	

□□□□ Waters Conley steps into tape recorders with three solid-state, four-track, stereo units starting at \$229.95. The manufacturer plans to market these units under its own label, Phonola-Magnecord. The four models are: No. 9001, a front-speaker unit featuring dual input, output and microphone jacks, at \$229.95; No. 9002, a vertical machine with four detachable speakers, at \$279.95; No. 9003, a component combination unit with AM-FM stereo radio, phonograph, and four-track tape deck all packed into a wall mountable walnut cabinet, at \$449.95.

APPLIANCE-TV

□ □ □ □ EIA is meeting in Chicago this week. More than 50 business sessions will be held during the week at this 41st annual convention of the Electronic Industries Assn. A meeting of EIA's Consumer Products Div. is scheduled to establish a position on FCC legislation. A definition of "high fidelity" and the feasibility of stereophonic television also will be discussed at the meeting. Social highlight of the convention—and a feature of the Music Show—will be an All-Industry Banquet and Show at the Conrad Hilton Hotel Tuesday night. Chicago's Second City Players will entertain at the banquet. □ □ □ □ Ampex has a \$1,095 video tape recorder—a compact, one-speed (9.6 ips), table model—ready for market. This machine is the leader in the new Ampex line of home video recorders being shown this week at the Music Show in Chicago. A second table model video recorder operates at either 9.6 ips or 4.8 ips and will retail for \$1,295. Four console systems, which include video recorder, television camera, television receiver and related accessories, are also available: they range in price from \$1,795 to \$2,495. Using special connection components, the recorders can play back b&w programs through most home ty receivers without any internal modification of the receiver's circuitry. At 9.6 ips, the unit will record an hour of television—both picture and sound—on a single 2,900-ft. reel of one-inch Ampex magnetic tape; at 4.8 ips, it will record for two hours. Cost for one 2,900-ft. reel of tape, which is reusable, is \$64.95. □ □ □ □ NARDA has gone to bat for retailers by registering a strong protest against lowering the retail volume requirement—from \$1 million to \$250,000—that determines which retailers fall within the Wage & Hour provisions of the Fair Labor Standards Act. The National Appliance & Radio-TV Dealers Assn. told the House Subcommittee on Labor that "every time we raise the minimum wage and complicate the overtime requirements, we put that many people out of work. The little dealer can't raise prices to offset these increased costs; his prices are virtually set by Sears and Montgomery Ward." □ □ □ □ More Magnavox Home Entertainment Centers are being added—and by now may have reached 30 dealerships—although the company is no longer telling the exact number. Latest addition to the roster is Kaufman Department Stores, in Louisville, Ky. Magnavox Home Entertainment Centers will be opened in all three Louisville stores in the Kaufman chain. \square \square \square More Hong Kong radios than ever—798,596by the end of April—are being shipped to the U.S. this year. There were 199,884 sets shipped in April, the Commerce and Industry Dept. of Hong Kong reports. The four-month average price is \$3.38—down from the average 1964 price of \$4.10. □□□□ Correction: Westinghouse trade advertising expenditures for major appliances (MW, 14 June, p.16) should read \$152,100 in 1964, \$69,300 in 1963, and

Johnson writes tax cut score— industry starts jazzing it up

Not all manufacturers and retailers are playing the excise tax cut tune in the same key. Some are playing it by ear, and, in many instances, the sounds seem either too muted or too strident.

On the retail scene, McGraw-Hill News Bureaus around the country found that larger discounters and promotionally minded department stores were right on top of the situation; during the first part of last week, when the bill was signed and went into effect, they were breaking ads; but then ad activity tailed off.

In Cleveland, for example, GE's Appliance Centers built up the impending tax cut. On Saturday (June 19), a medium-sized ad said in large type: "Prices will be slashed immediately." In smaller type was added, "When President Johnson signs the bill and puts the law into effect." On Monday, a large ad, printed in bold reverse, announced "price cuts from \$5.30 to \$60.10 tomorrow." Finally, a two-thirds page ad on Tuesday announced, "Excise taxes are off." Prices cut up to \$60.10 on refrigerators, freezers, air conditioners, tv and stereo consoles."

On the West Coast, large Los Angeles retailers used ads to build to a crescendo of ostensible price cuts on merchandise, then muted the blasts, while San Francisco and Seattle retailers did little to trumpet the tax cut news. There was not much ad action in Chicago, but Polk's ran a full-page ad featuring prices less excises, saying that these were Polk's

lowest prices in 30 years; and the Westinghouse Appliance Sales and Service Co. ran an ad saying "Hooray—no more excise taxes," but failed to mention any prices or any model numbers affected. Dallas appliance retailers, with few exceptions, were not hitting the tax cut theme hard.

Appliance-tv manufacturers generally moved quickly in repricing. The latest moves came from GE and Hotpoint. Both have reduced prices on excise tax merchandise effective immediately. GE sent a letter to its distributors announcing that prices were reduced by the exact amount of the tax, and that inventory forms could be filled out by dealers to be submitted to their local distributors for rebates.

Housewares manufacturers, for the most part, are passing along the savings from the repeal. However, a small group of producers have indicated they will not pass along the savings, but instead will raise their base prices. They will do this, they say, to compensate for rising costs of raw materials and labor. There is some question, however, as to whether their price increases will stick.

Retail pressure is on. Macy's, for example, last week ran a full-page ad in New York City stating their position; the retailer noted the President's appeal to manufacturers and retailers to pass on to consumers the benefits of the cut—and ended with a reprint of a telegram that Macy's had sent to manufacturers that had not reduced base prices.

It had to happen and it has: low price FM from Hong Kong

The man said the 10-transistor FM-AM portable could be promoted at retail for \$9.95. And he has a step-up model at \$10.95. The source of these remarkable radio prices: Michael Cappon, of Hong Kong-based Wireless Electronics, which is already shipping sets to the U.S.

And the company is ready to produce two more FM-AM sets, according to Cappon, as soon as there is space on the production line. Engineering and tooling have already been completed.

The key to the prices—at least in part—is the fact that Wireless Electronics is making its own inexpensive FM tuners and coils in Hong Kong. Prices on Japanese FM tuners are now around \$2.50, but this company's are cheaper. Coils from Japan are about 12 cents apiece; Wireless turns them out for 2.5 cents each.

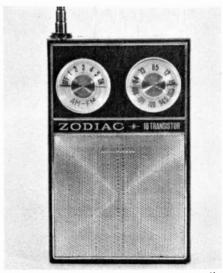
"I'd like to stress the quality of our sets," Cappon said. "We've added \$15,000 worth of U.S. test equipment for each FM line. People underestimated our engineering capabilities for FM. We have the support of some big Japanese transistor manufacturers."

Cappon estimates F.O.B. prices for his FM radios are up to 15% under anything Japan can offer.

Prices on sixes from Hong Kong

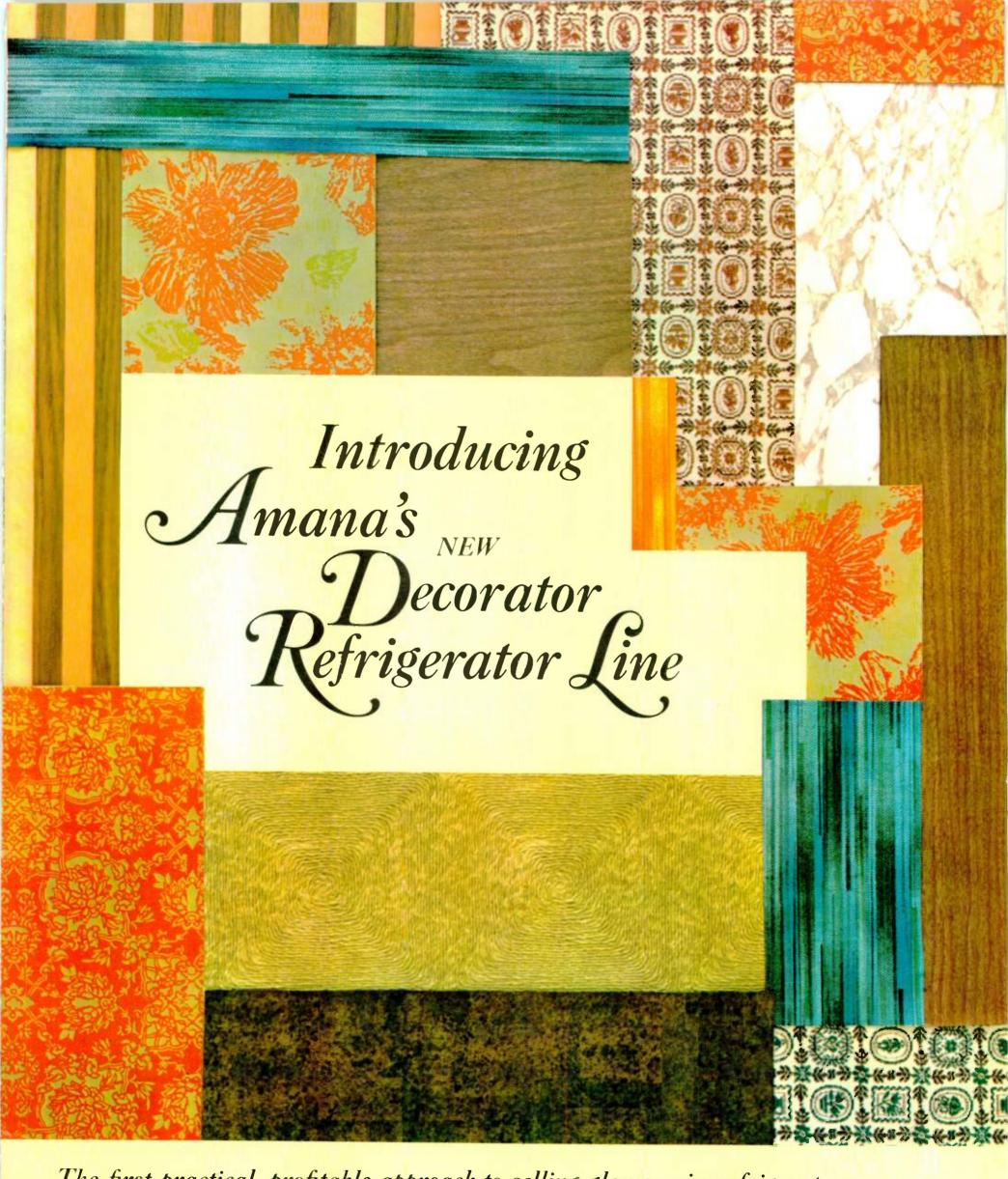
have slipped to the \$2.70-\$2.75 F.O.B. range for single i-f sets. "There seems to be no limit, no end to lower prices," he said. "I wouldn't presume to say we've reached the bottom. If prices don't stabilize, the six will go the way of the 2-transistor set."

Wireless is expanding. The company—44% owned by Cappon, 51% by Amerex International—started with one belt production line in October, 1963, now has eight lines, and is in the process of adding three more.



Hong Kong FM-AM: \$10.95 retail

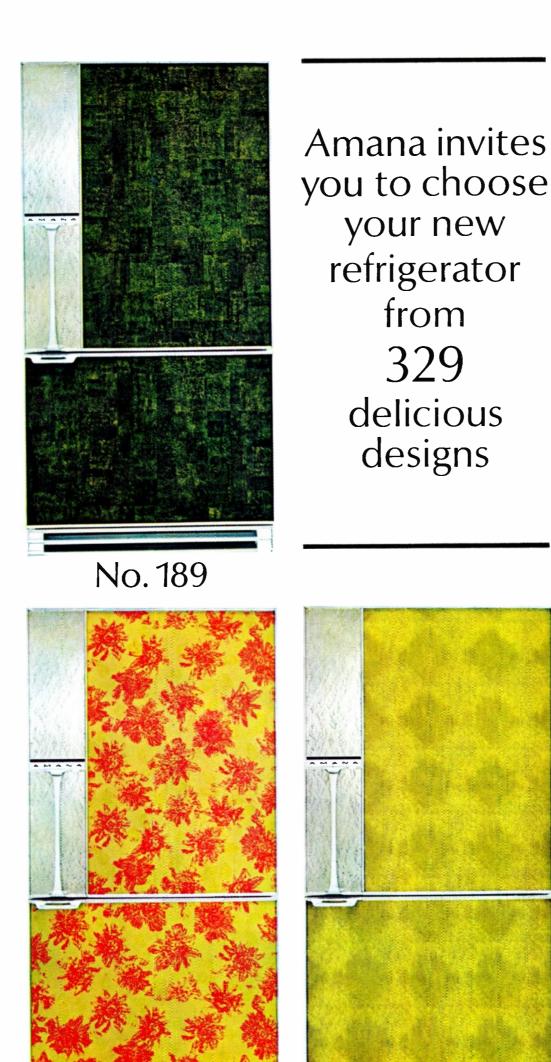
\$125,000 in 1958.



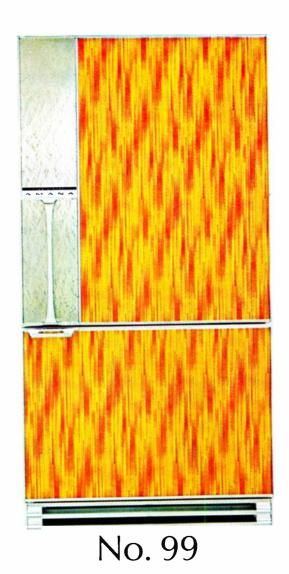
The first practical, profitable approach to selling glamour in refrigerators.

Practical for you but pure excitement for your customers. Turn the page and see...

Here's the excitement your customers will see...read... want! A brilliant two page announcement in the August issue of House and Garden. On sale July 20th.



No. 111



Something new is happening to kitchens—Amana's Decorator Freezer-plus-Refrigerator. An exciting new custom look! Created by Amana craftsmen to tie-in with your colors, your plans as no other refrigerator can. There are fresh, sunshiny designs, bold designs, sleek sophisticates, too. So many colors, textures and patterns there has to be one for your kitchen. There's even an inexpensive Change-Over kit that lets you change your Amana if you should ever change your decorative scheme.

And isn't it wonderful to know that a genuine Amana freezer is built into every Decorator refrigerator? This means that foods are frozen on contact in the freezer section. And kept at perfect temperatures in the big, beautifully organized refrigerator section. All without a crystal of frost. You get the best of everything (inside and out) when you choose an Amana Decorator. Priced so afford-ably, you'll be amazed.

Backed by a century-old tradition of fine craftsmanship

CINCL

AMANA REFRIGERATION, INC., AMANA, 19WA

No. 32



You make nothing but MONEY with Amana Decorators...

Here's why:

No Costly Inventory—You sell from floor models AND The Amana Decorator Book.

Amazing Flexibility—A choice of 329 patterns and colors. All in the Amana Decorator Book.

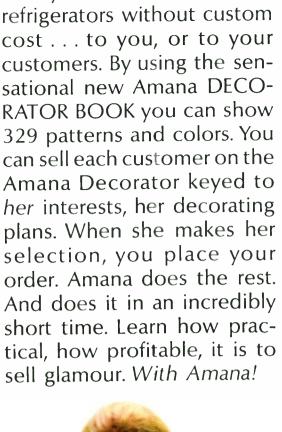
Practical Prices—that make sense to your customers. Sales and profits for you.

Fast Delivery—Instead of months of waiting, your customer gets her Amana Decorator Refrigerator immediately.

Minimum Investment—Maximum Profits-Put the Amana Decorator Book and Decorator models on your sales flooryou're in business.

See your Amana distributor for complete details of this fast moving, sales-making program.

Now you can sell customized refrigerators without custom cost . . . to you, or to your customers. By using the sensational new Amana DECO-RATOR BOOK you can show 329 patterns and colors. You Amana Decorator keyed to sell glamour. With Amana!







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BUY 11 OF ONE MODEL AT REGULAR PRICE GET THE 12th RADIO FOR JUST ONE CENT!

Arvin brings you a great new way to make more radio money. Just One Cent brings you a profit of up to \$39.95. That's right! When you buy 11 radios of any one of the models shown below, you get a 12th for just One Cent. It's like getting 12 radios for the price of 11. Use your "bonus" unit as a traffic builder, build your own promotion around it or sell it at FULL PROFIT. You also cash in with full mark-up on the 11 radios you buy at regular price. Don't miss out on this Radio Profit First. Check with your Arvin Distributor before this limited offer expires.

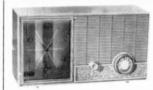
Order 11 of any one of these radios . . . get the 12th for One Cent!



Arvin FM/AM Full Feature Clock Radio. Arvin Model 46R07, Off White. Suggested retail \$39.95



Arvin FM/AM Radio in High Styled Cabinet. Arvin Model 36R07, Off White. Suggested retail \$29.95



Arvin 5 Tube Clock Radio with Wake-to-Music. Arvin Model 55R07, Off White. Suggested retail \$17.95



Arvin Special Value Radio with 5 low-temp. tubes. Arvin Model 12R27, White. Suggested retail \$13.95

NEW PERMANENT CHICAGO SHOWROOM: Space 1477, The Merchandise Mart

See the complete line of Arvin Home Entertainment Products at the MUSIC SHOW, CONRAD HILTON HOTEL. LOWER LEVEL, WEST HALL 205-209





At the NAMM Show: 1965 Wollensak tape recorders

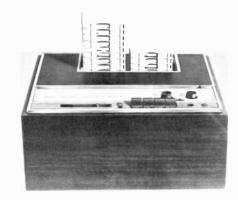
Eight new Wollensak tape recorders are being shown this week—five reel-to-reel models in the 5000 series, and three automatic tape recorders in the 7000 series.

In the 5000 series, all five models

feature all-transistor solid-state circuitry, central control panel, "thin-line" styling, capacitor motor, keyboard operation, and four tape speeds. No. 5150 has 2-track monaural record and playback, built-in

amplifier and speaker, and two VU meters; it is priced at \$149.95. No. 5200 has 4-track stereo or monaural record, uses external amplifier and speakers (not included), and also has the features of model no. 5150. No. 5250 is much the same as model no. 5200, except that it has built-in speakers and amplifiers in a single case, and tone controls are added; price is \$189.95. No. 5280 (shown left), which is similar to the models above, but has a walnut cabinet and detachable wing speakers; it retails at \$219.95.

No. 5300 has the features of the units above, but adds separate multiple speaker systems, and walnut styling for a retail price of \$279.95. It is designed for wall mounting or



bookshelf installation. An additional AM-FM tuner with MPX and AFC functions is available at an added cost of \$169.95, and it features same low-profile styling, with walnut sliding covers that are removable. The unit plugs into the tape recorder, using its amplifier and speakers. For an additional \$39.95, a matching low-profile tape storage cabinet with walnut doors is available. The design concept behind the three units is one of a self-contained home entertainment center.

In the 7000 series, deck model no. 7000 (shown above) is designed for custom installation. It uses $3\frac{1}{2}$ -inch cartridges and can play uninterrupted for up to 15 hours. It records in stereo or monaural at $17\frac{1}{8}$ ips. Suggested retail price: \$339.95. No. 7100 is like no. 7000, but has walnut cabinetry and matching bookshelf speakers, and retails for \$459.95. Revere-Mincom Div., 3M Co., 2501 Hudson Rd., St. Paul, Minn. 55119.

Channel Master antenna

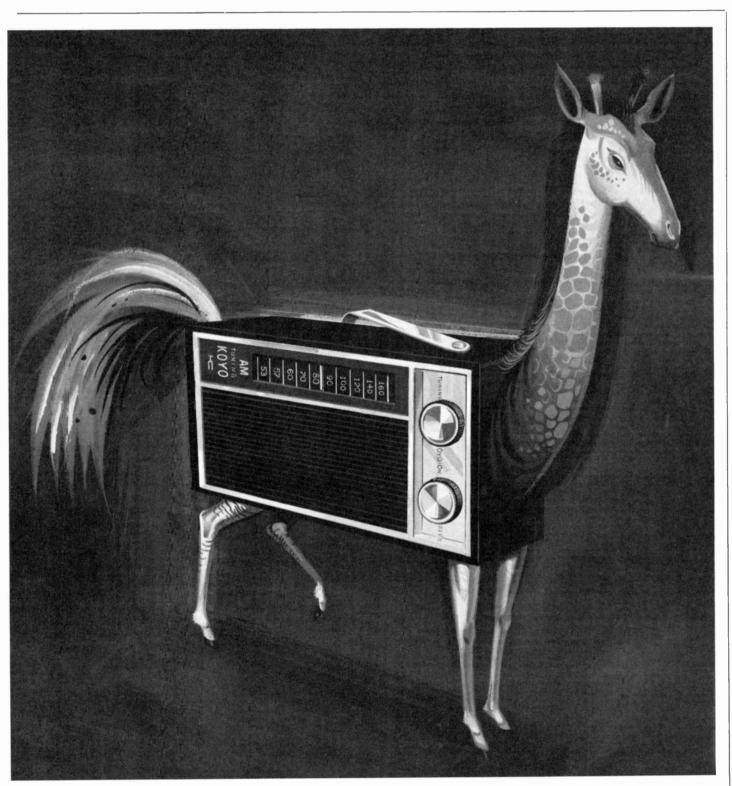
Ghost-killing power for metropolitan tv plus high gain on FM and FM-stereo are achieved in the new Coloray antenna announced by Channel Master. Reflected images in both b&w and color tv reception are canceled out, according to the manufacturer, by electronic circuitry built into the antenna itself. A transposed phasing harness with an inpedance-balancing power equalizer circuit kills ghost images and provides higher front-to-back ratios than 10-element yagis cut to each specific channel.

The Coloray is compact, with a cross arm of 23 inches and dipoles which are much shorter than those of most antennas designed for use on channels 2 through 13. No external power is required for its operation, and the antenna is matched for direct connection to standard 300-ohm receiver input. All metal elements are protected with Channel Master's EPC golden coating. Channel Master Corp., Ellenville, N.Y.

Broan range hoods

Broan Mfg. Co. reports that its range hoods are now available in a full range of colors to match colors of all major range and oven manufacturers. Broan is introducing six new decorator colors: sand, cinnamon, French Provincial, Doeskin, Aztec Copper, and sandalwood. All the new colors are baked enamel finishes that are specifically formulated for durability; they are guaranteed for one full year by Broan.

In addition, Broan range hoods, oven hoods, and chuck wagon hoods are available in stainless steel. The chuck wagon hood can also be made of copper or brass. Broan Mfy. Co. Inc., Hartford, Wis. 53027



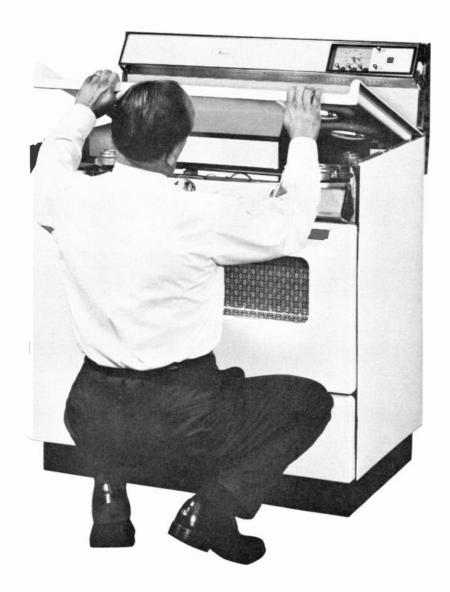


Like nothing you have ever heard before, this KOYO transistorized radio is a precision instrument which recreates broadcast sound and tone comparable to a fine hi-fi system. Scrap those old-fashioned ideas about inexpensive imported radios. This is the NEW BREED—combining the engineering skill of Japan's finest technicians with rigid quality control of uniform parts. You simply must see KOYO to believe it! Look to KOYO and hear the NEW BREED! It's a beautiful radio . . . with a market advantage.

SEE THE COMPLETE KOYO LINE AT THE CHICAGO MUSIC SHOW. JUNE 27-JULY 1. BOOTH 113 EAST HALL

[Koyo Electronics, 330 Madison Avenue, New York 10017]





US: How can we claim to give you features the housewife wants—but cost you little or nothing?

YOU: Good question. How?

US: Well, look at our Lift-Top feature. You get it for almost nothing, but what a whale of a sales story it gives you! *Every* housewife in the world wants a range that's easy to keep clean. That's what the Lift-Top does.

YOU: Sunray's the only range with a Lift-Top?

US: No, sir, but we were first with it, and we combine it with the Recessed Top for convenient work height and the built-in look. In both gas and electric. Your Easy Clean story is even better, because the Recessed Top holds spillovers. She likes the way it looks, and she wants what it can do for her.

YOU: I don't suppose Sunray would give me free oven windows and lights and clocks, would they?

US: With these standard features, we're competitive, and often lower. But you'll find the *big difference* in our Visible Values. For instance, the 25" depth. It lets our ranges fit perfectly with standard counter tops.

YOU: Any more features?

US: How about our optional 110-volt broiler that goes into eye-level gas ovens. No special 220 wiring needed. The plug that runs the clock and lights runs the eye-level broiler. You'll want to find out more about us. The housewife will pay extra for our special features, but they cost you little or nothing.

YOU: Hmmm. Guess I should talk to somebody.

US: Yes, sir! Write today or call George Wolfe, Vice President, Sales, Sunray Stove Company, Delaware, Ohio. Yes, SIR!





GE laundry line for 1966

Five basic models of washers and dryers appear in General Electric's 1966 laundry line. Features available in the new washers include a Mini-Wash system, a Wash 'N Wear Cool Down cycle, a Filter-Flo system, an extra wash cycle, a Jet Swirl fabric-softener dispenser, an automatic timed bleach-dispenser, and "infinite" water level selection.

The washers can handle up to 14 lbs. of mixed heavy fabrics. With the Mini-Wash system, which is available on several models, the washers use only $11\frac{1}{2}$ gallons of water. Both the large wash basket and the special Mini-Wash basket come in a new aqua color.

The Wash 'N Wear Cool Down is a cold water spray that reduces and often eliminates spin-set wrinkles in synthetic fabrics.

The extra wash cycle, which is available on four models, is designed for heavily soiled garments. It provides up to 20 minutes of washer agitation in hot water.

The Jet Swirl fabric-softener dispenser stores, then automatically dispenses, a liquid fabric softener into the rinse water. This accessory also comes in the new aqua color.

The automatic timed bleach dispenser, available on two models, releases liquid bleach into the recirculating water during the latter part of the wash period. The dispenser, located under the lid, mixes and di-

lutes the bleach for proper bleaching action.

The infinite water level selection enables the homemaker to control the amount of water for any size laundry load.

The 1966 General Electric dryer models are designed to complement and harmonize with any decorative scheme. They are counter height and depth, and are available in a broad range of colors. A new bronze tint on the control panel has easy-to-read buttons and knobs. Some models feature a fluorescent work-surface lamp. There is a matching automatic dryer for each washer. They can dry up to 14 lbs. of heavy wash.

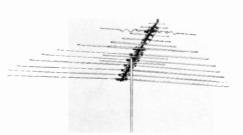
An automatic Thermo-Sensor measures variations of room temperature and humidity and automatically determines when the wash is properly dried.

Other dryer features include: a setting for automatic "delicate dry," with controlled low temperature drying for sheer and synthetic fabrics, an automatic damp dry cycle, a special wash-and-wear cycle, and an Air

For those with a space problem there is a combination washer-dryer, which merges the features of both washer and dryer, and fits into a space of 30 inches. Located in the front of the combination are two dispensers for rinse and bleach. General Electric Co., Laundry Div., Louisville, Ky.

Andrea color tv component chassis

Andrea's Imperial color tv component chassis, a completely self-contained 25-inch rectangular tube unit, comes ready to plug in and operate. For installation it requires only a rough opening 28½ inches wide, 20¾ inches high, and 20 1/16 inches deep. The unit can easily be installed in any wall partition or cabinet. A special Permafil impregnating material is used on the power transformer. Andrea Radio Corp., 27-01 Bridge Plaza N., Long, Island City, N.Y. 11101.



Winegard unwraps new antennas

Three new antennas—the Chroma-Tel, Hotshot, and Planar Grid—are announced by Winegard.

The Chroma-Tel (shown), an all-band antenna, is half the size of comparable all-band antennas, says Winegard. It has a Chroma-Lens director system, which makes possible the mixing of VHF and UHF directors on the same linear plane. It is available in three models, from \$17.50 to \$37.50.

The Hotshot all-band antenna has a high front-to-back ratio, allowing ghost-free reception in strong signal areas. List price is \$8.80.

The UHF Planar Grid, a full-wave yagi, is designed to use both the full-wave planar grid and the progressive-gain accumulation principles to pick up more and better signals in both color and b&w. Available in five models, it retails from \$5.95 to \$29.95. Winegard Co., 3000 Kirkwood, Burlington, Iowa.

Send today for information on these Freezers and Freezer Combinations.

Extra profit dollars



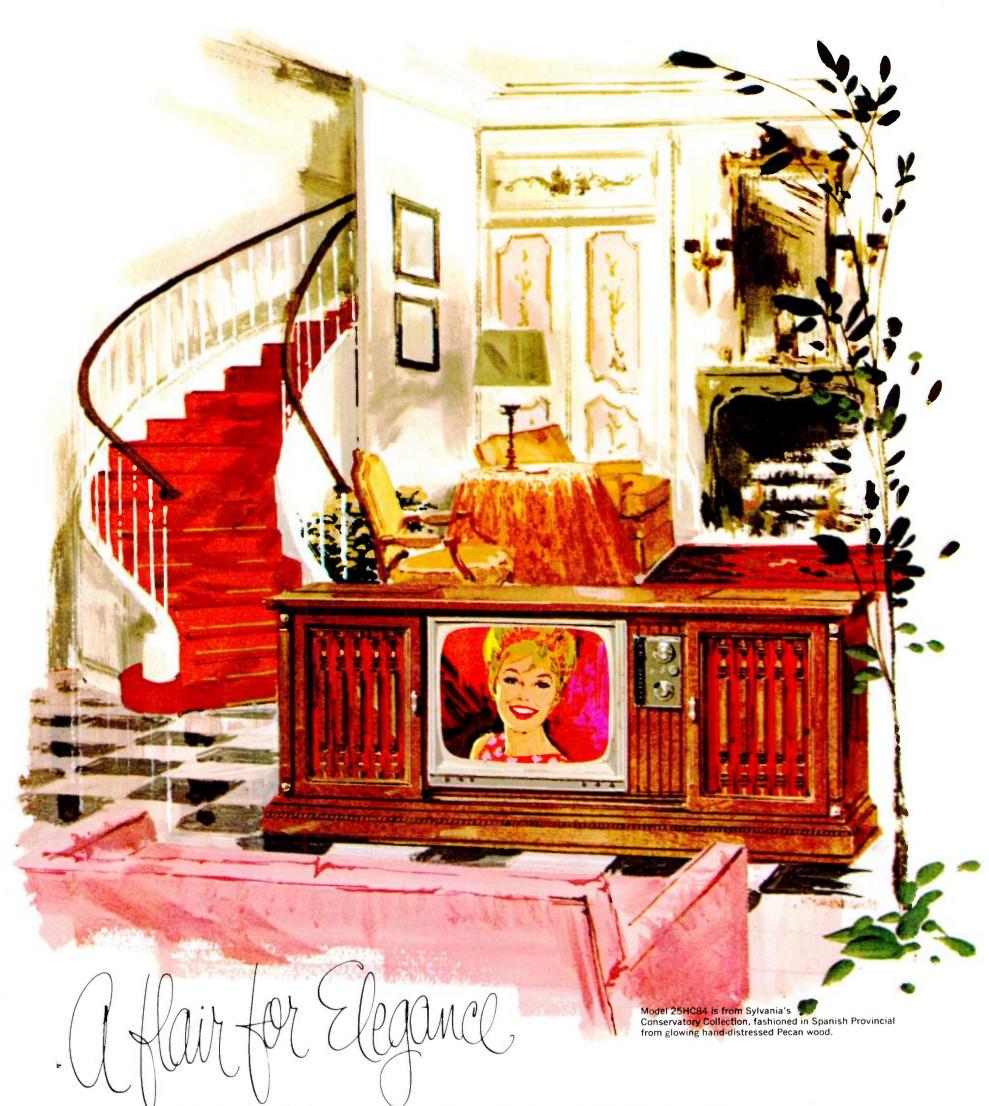


Sold direct-factory to you!

- A full line of chests, uprights and combinations
- Sizes to supplement your present lines.
 No need to change present buying patterns
- From a compact to a 30.1 cu. ft. upright, including a 27½ cu. ft. freezer-refrigerator only 36" wide
- Foamed-in-place insulation, all models
- Attractive pricing, floor planning, co-op advertising

SEND FOR DETAILED INFORMATION. OUR REPRESENTATIVE WILL CALL FOR AN APPOINTMENT.

Carrier Air Conditioning Company Freezer Sales Department Building TR18 Syracuse, New York 13201

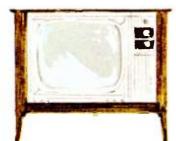


This is Sylvania for '66: Color "25" Television and Stereo high fidelity. Fashioned for America's most distinctive homes and most distinguished tastes.





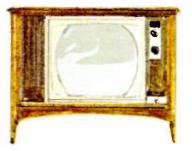
Italian Provincial 25" Color TV. Model 25LC44 in Cortino Cherry.



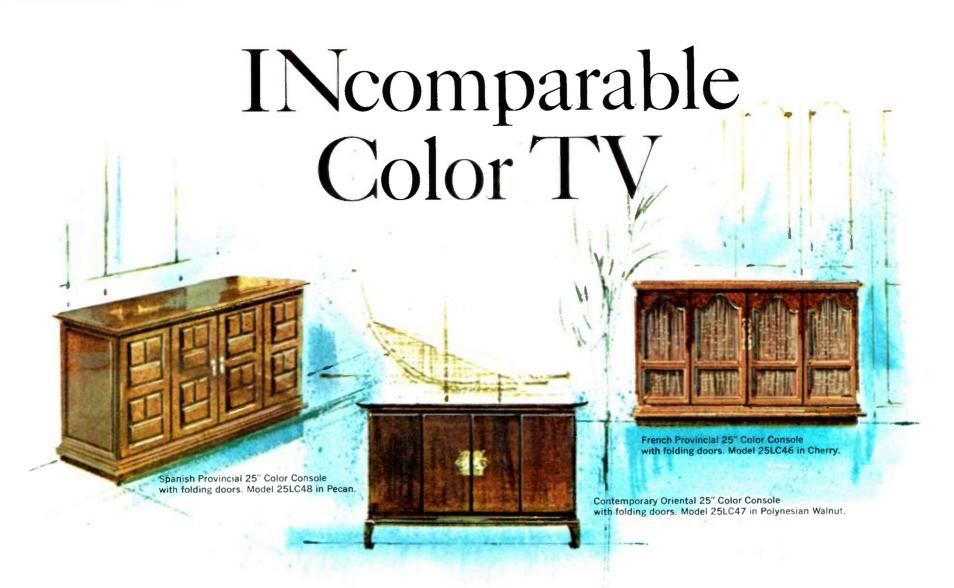
Contemporary Oriental 25" Color TV. Model 25LC24 in Polynesian Walnut.



Early American 25" Color TV. Model 25LC10 in Maple.



Contemporary 21" Color TV. Model 25LC35 in Walnut.



See TV's brightest color picture only on Sylvania's new color bright 85 picture tube



Sylvania is *in* with the brightest picture in Color TV. And more brightness in the tube brings more natural color to the picture.

Sylvania and GT&E scientists discovered a new way to make a picture tube show its true colors. A natural rare-earth phosphor—Europium—forces reds to be redder. Makes all colors richer, more brilliant. And Sylvania's own Air-Spun application proc-

ess makes colors even more brilliant. Pictures even sharper. Compare Sylvania to other sets withold-fashioned picture tubes. It's like taking off sunglasses.

This is today's most advanced Color TV chassis—designed and

built from start to finish by Sylvania with these extra steps to excellence:



Exclusive Color Level Monitor—makes tuning easier, keeps color level constant. While tuning. When changing channels.

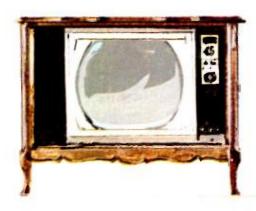
Automatic Degaussing—builtin circuitry automatically purifies color during warm-up.

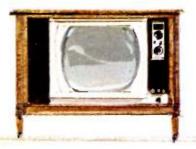
Distortion Killer—no "border sag" on Sylvania's 25-inch rectangular tubes. Built-in circuit keeps pictures framed just right.

Contrast Amplification-a new

Sylvania Video Amplifier tube provides increased "contrast" in the color as well as increased sensitivity. The brightest pictures in color television are wrapped in an elegant period package. The craftsmanship is an expression of authentic furniture designs from all over the world. This is Sylvania'66 Color Television: beautiful cabinetry; brilliant natural colors.

French Provincial 21" Color TV. Model 21LC38 in Cherry.





Italian Provincial 21" Color TV. Model 21LC37 in Butternut.



Contemporary 21" Color TV. Model 21LC34 in Walnut. Swivel Base.







 ${\it Classic Collection Spanish Provincial}.\ {\it Model SC888 in Pecan}.$

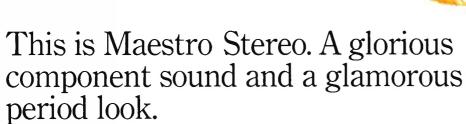
Classic Collection Contemporary Oriental. Model SC887 in Polynesian Walnut.





Early American Maestro Stered Model SC919 in Maple.

Spanish Provincial Maestro Stereo. Model SC918 in Pecan.



Sylvania is *in* with stereo consoles that meet the performance standards of top professional component systems. The music is thoroughly "live." When you listen to a symphony you can

capture the presence of an orchestra. Separate the instruments. Savor each note. Maestro is a no-compromise system, designed to be beautifully in style in the most distinctive homes.



Maestro components: state-of-theart engineering in a console stereo system.

The Air-Suspension Speaker System puts this stereo console in a class of its own! Now audible distortion is eliminated in console stereo. This air-sealed speaker system brings out the best in high-quality components. Performs so well, an ordinary system would



FM Stereo/FM/AM Solid-State Tuner. Exceptionally selective and sensitive. Full-function audio control center includes 12-push-button panel plus 9 other function controls. Separate tuning of both FM and AM with heavy individual flywheels. Stereo FM indicator light.



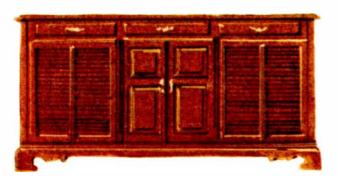
Dual 1009 Auto/
Professional Turn-

table. The automatic turntable that meets rigid professional specifica-

tions. So perfectly balanced, it can play when tilted—ard upside down!

200-Watt EIA Solid-State Amplifier.
A perfect power match to the other components, with power

in reserve at every music level. 320 watts peak power. Frequency response: $10-75,000 \text{ CPS} \pm 3 \text{ db.}$



Classic Collection Early American. Model SC884 in Maple.

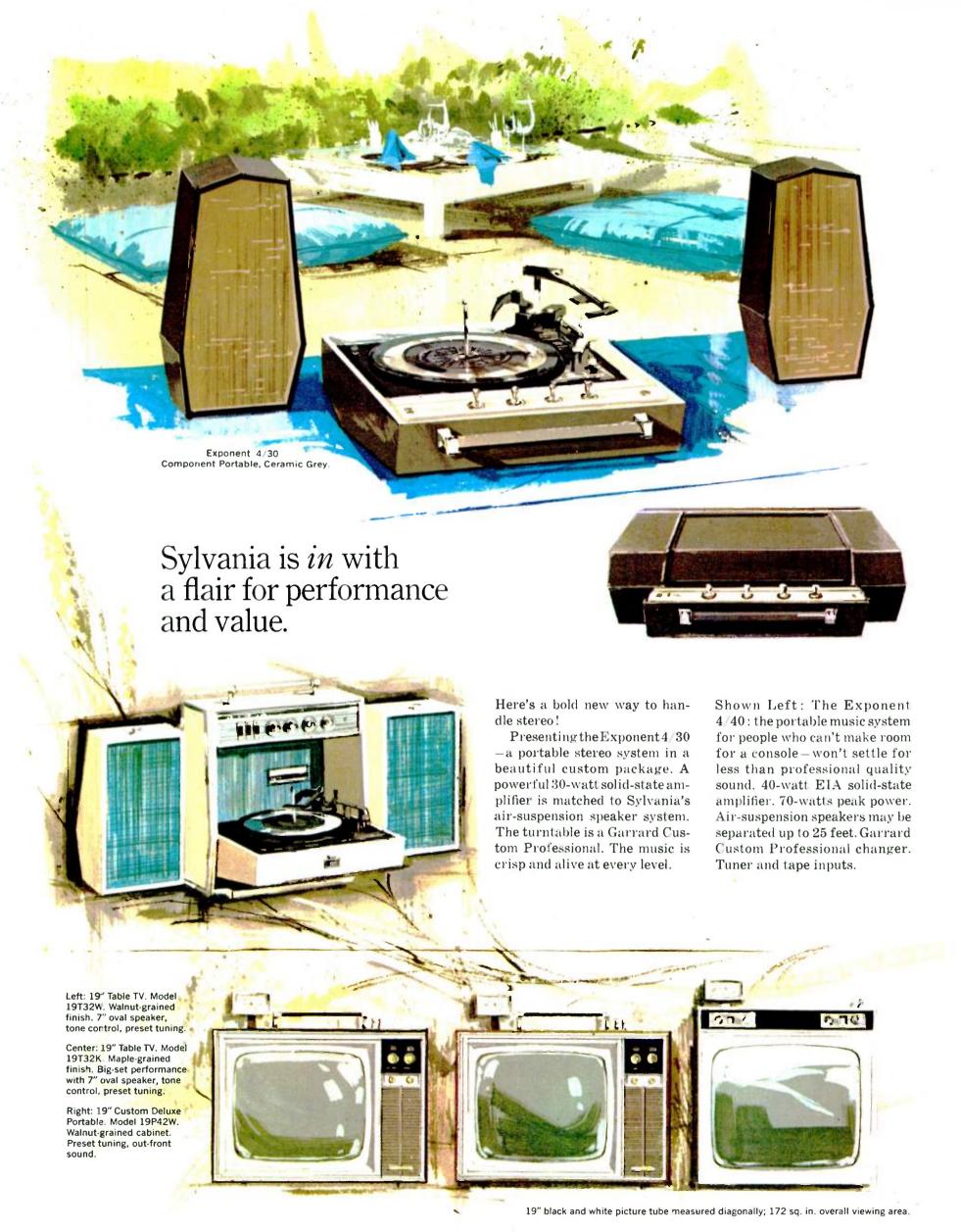


Cotillion Collection Scandinavian. Model SC842 in Walnut.



Criterion Collection French Provincial.

Model SC856 in Cherry.



INnovations

Introducing 19" Color TV! The brightest picture in color television—now in a new compact size.

The extraordinary power and brilliance of Sylvania's famous color bright 85 picture tube has been harnessed to a 19-inch goanywhere color set.

It's a power-packed portable with all the snap, dash and vigor of Sylvania big-set performance. This color compact is made to be moved. Roll it anywhere. Point it in any direction. It performs brilliantly! It weighs only 67 pounds!

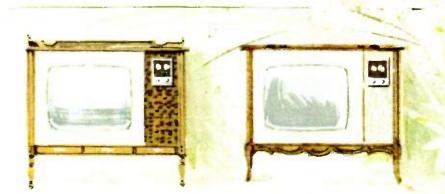


19" Color TV, Model 19TC12K. Grained Maple vinyl-clad finish. Early American Cart in Maple optional.

Model 19T33E. Ebony vinyl-clad finish.

All-transistor black and white TV. Another Sylvania innovation: the extra reliability and long life of transistors plus the extra power and clarity of Sylvania's 19" picture tube. Also 7" oval speaker, tone control, preset fine tuning.

Curtain-timer clocks optional on any Sylvania 19" TV. These fullfunction clocks preset the TV to go on with your favorite program off when you doze off.



French Provincial Halovision TV. Model 23L166, Cherry veneers and solids. FM/AM Clock Radios with exceptionally fine tone quality component-quality sensitivity.

Left: Model BT-4 with two speakers, twin-dial tuning, cased in finest Walnut.

Lower: Model BK-10 with push-button snooze switch, delayed buzzer alarm. Handsome blue-and-white cabinet.





"Product starts the profit; policy determines the extent."

Three years ago we introduced the new Sylvania with those words. We've made sound progress ever since. So have our dealers. Today Sylvania is the only <u>High Yield Profit</u>

<u>Line</u> in the marketplace. With continuing advances in product. Consistent adherence to policy. Will there be any future change in Sylvania? Product – yes. Policy – no.





The Music Showcase is your guide to shopping for consumer electronics at the big NAMM Music Show that moves into full swing this week in Chicago. On the following pages, you will find a manufacturer-by-manufacturer rundown on:

Color tv—beginning p.27
Black-and-white tv—beginning p.37
Phonographs—beginning on p.43
Padios—beginning on p.50

Radios—beginning on p.59
Tape recorders—beginning on p.69
But there is more to the annual Music Show than product. Over the years, the business sessions have attracted increasing attention. This year's theme is "Planning for Profits." These events deserve your time:

Monday, June 28

8:00—Electronic Industries Assn. open house breakfast.

8:30-10:30—Business session with Jack Wayman, EIA Consumer Products Div., as Master of Ceremonies. The following subjects will come in for examination:

"Tomorrow's Market and You"
"There's Profit at the Top of the

Line"
"Builder-Distributor Relations: A
Two-Way Street"

"Building Your Retail Store Image"
"Franchising—Its Privileges and
Responsibilities"

Tuesday, June 29

8:00—Open house continental

breakfast hosted by the National Appliance & Radio-TV Dealers Assn (NARDA).

8:30-10:00—Business session with Jules Steinberg, NARDA, as Master of Ceremonies. The subjects:

"Playing the Specialist Profitably"
"Home Electronics and Musical Instruments: A Profitable Profit Mix"
"Service Departments Can Be Profitable"

"How to Plan Profitable Dealer Promotions"

"Create Profits by Creative Advertising"

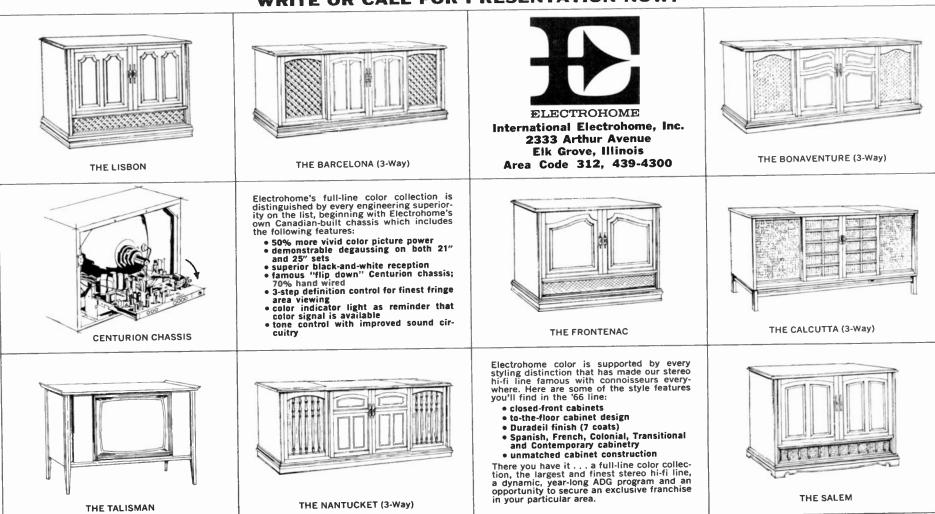
(All sessions will be held in Waldorf and Astoria Rooms of the Conrad Hilton Hotel.)



and! 12 months of store-building sales campaigns, too

Electrohome presents its 1966 full-line color collection with — for the first time — a ready-to-go, merchandising-promotion arsenal, called **ADG**. The ADG (Advance Dealers Group) program is a year-long, dealer-oriented assembly of materials and services, the likes of which no prime manufacturer has ever offered before. You have to see it to believe it.

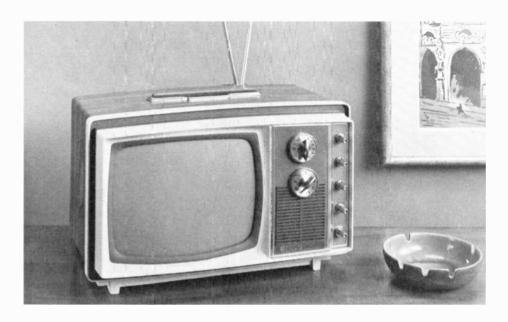
WRITE OR CALL FOR PRESENTATION NOW!





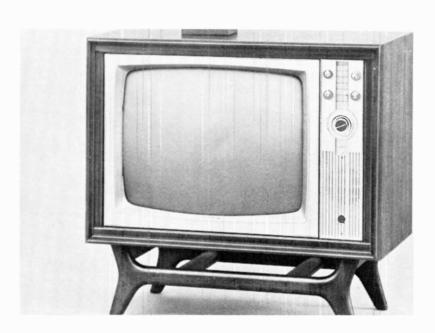
General Electric

Highlight of GE's new color lineup is the 11-inch Porta-Color, which goes for a little over \$10-a-lb. It weighs in at 24 lbs., and is listed at \$249.95. GE's color line includes ten 21-inchers and a pair of 25s. The 21-inch selection runs the gamut from a \$399.95 model in a walnut-grain finished metal cabinet up to a \$569.95 model. The same tag holds for both of GE's big rectangular 25-inchers—\$729.95. Both have doors that fold upward and retract under the top of the console. GE is featuring a new system for simplified color tuning.



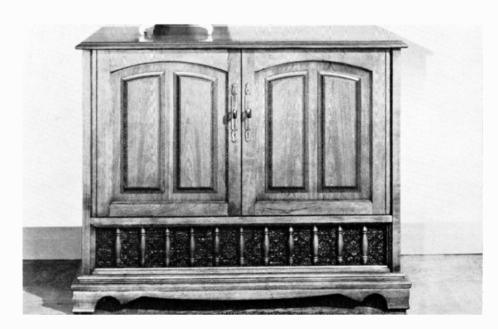
Packard Bell

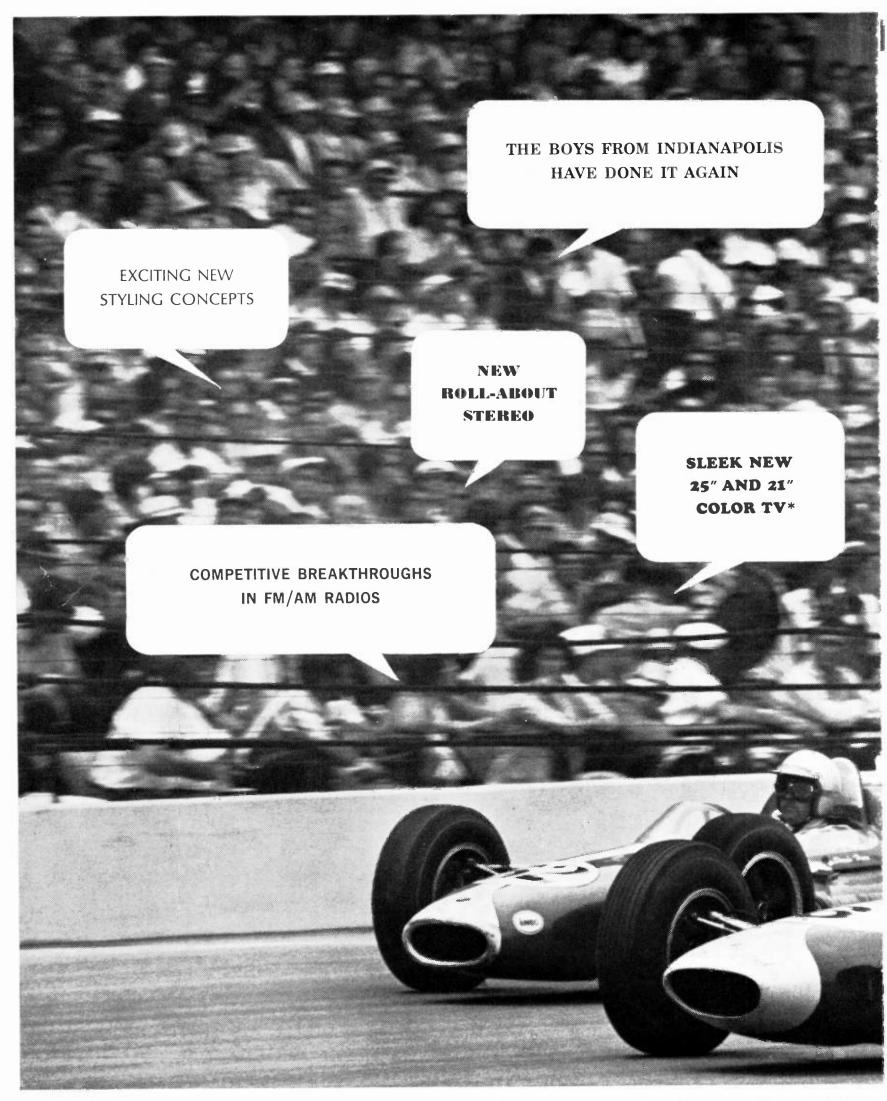
Twenty years ago, the British were using Narvik for a last stand in the Norwegian campaign. This year, Packard Bell is using its 23-inch Narvik as one of a series of breakthroughs on the rectangular color screen front. While the line still gives heavy coverage in the 21-inch sector, 23- and 25-inch models are offered in a variety of styles. A \$599.95 swivel-base console introduces the six model 23-inch line. The five 25-inch sets kick off at \$750 and peak out at \$1,295, for a three-way combination. In addition to automatic degaussing, Packard Bell is also offering a selection of three new bases for color sets-one swivel and two roll-abouts, in either wood or metal.



Electrohome

Salem, Mass., used to offer witch burnings in full color for the local residents. Now Electrohome's Salem model offers the same full color anywhere it is used. And it is only one of ten 25-inch models in the new line—five consoles and five three-way combinations. At the bottom of the line, a walnut-finished console comes in at \$795. The consoles top out at \$895, making way for the combos, which range from \$1,195 to \$1,595.



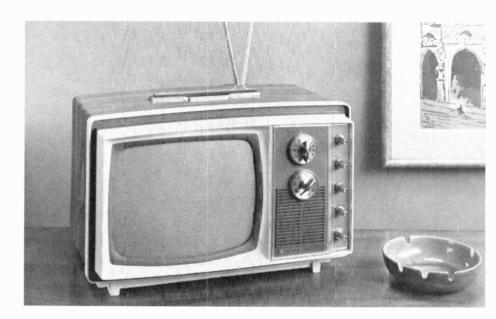


Finish in the money. See the RCA Victor Action Line for 66 at the NAMM



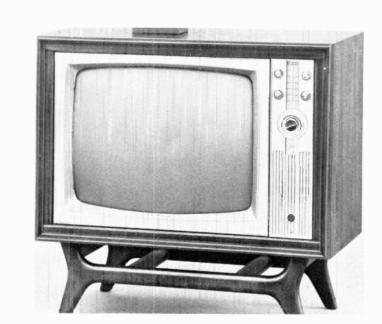
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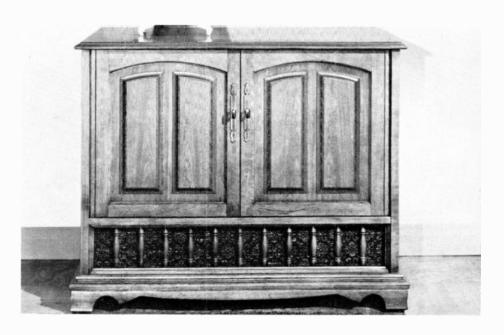
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continued





Motorola

(far left) Push-button UHF tuning for five channels is available on some models in Motorola's new line of 22 units. The line features seven 23-inch compacts, eight 23-inch units in the silhouette series, two 25-inchers, and five 23-inch stereo theatres. Low-end prices start at \$479.95 and range upward to \$1,095.

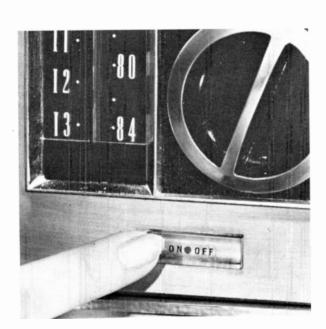
Westinghouse

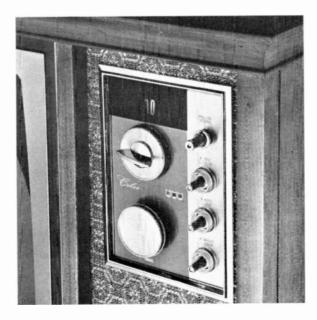
(left) Eleven of 14 new color tv models from Westinghouse have Instant-On, and 12 models have automatic degaussing; these features provide sound and picture as soon as the set is switched on. Color receivers feature 25- and 23-inch rectangular tubes and 21-inch round tubes. Lowend models start below \$380.



Admiral

Topping Admiral's extensive color line is the Concord—a 23-inch color tv home entertainment center in Danish Modern, with walnut veneers, that carries a suggested list price of \$995. Sister unit to the Concord, also at \$995, is the Granville, another 23-inch model in Early American styling, with maple veneers. In all, the Admiral line boasts a total of 33 models. At the low end are two 21inch table models that start at \$369.95, and two 21-inch consolettes at \$399.95. The line includes seven 21-inch consoles and five 23-inch consoles. A total of 11 consoles—21s, 23s, and 25s-feature Admiral's tiltout control center. At the high end of the line are three 21-inch and three 23-inch stereo theatres.





WRH

Philo

(far left) Philco's On-Off Push Bar is used on most units in its new 27-model color tv line. Philco's automatic degaussing feature, called Color Lock, is incorporated into the push bar. The new line features three screen sizes: 19-, 21-, and 25-inch. A 19-inch color portable leads the line and carries an open list.

General Electric

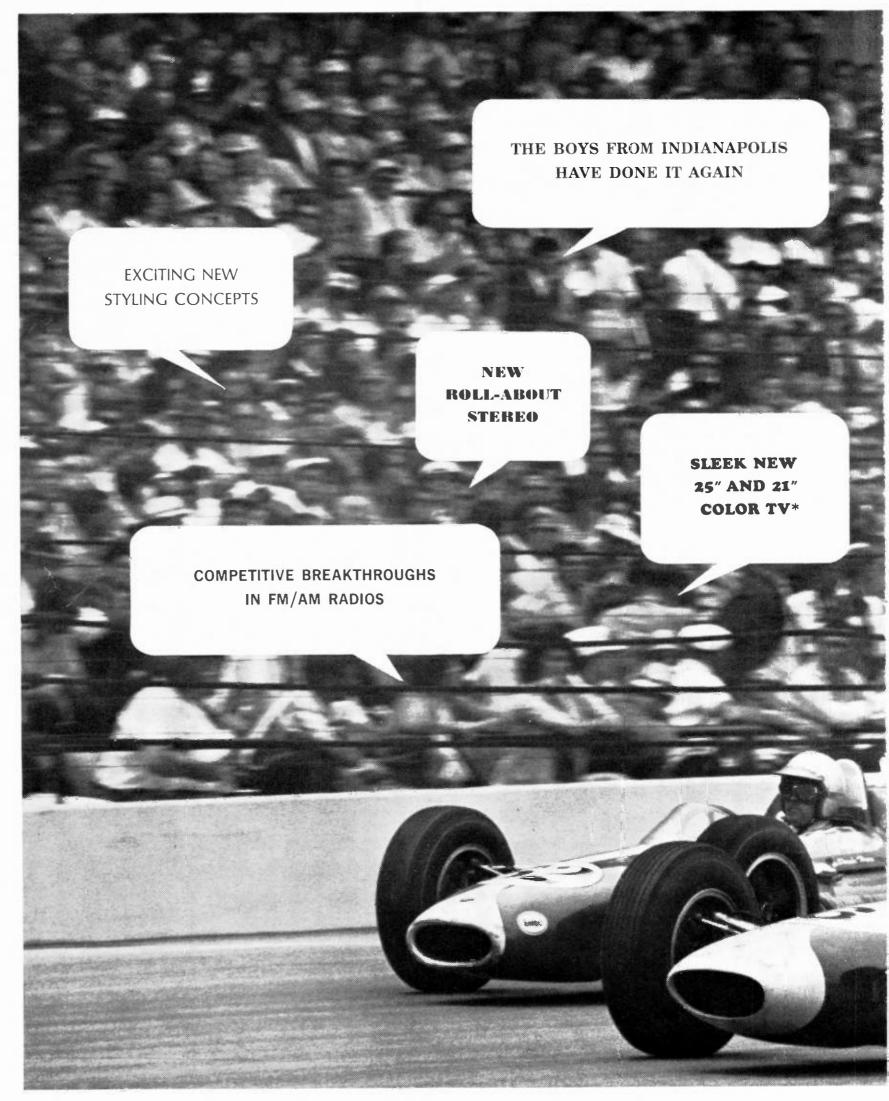
(left) General Electric's Magic Memory color-reference tuning system is one feature that has been incorporated into its 1966 line. GE also is building its color sets to use 75-ohm coaxial antenna systems as well as 300-ohm twin antenna lead wires. The coaxial antenna will retail for approximately \$25.



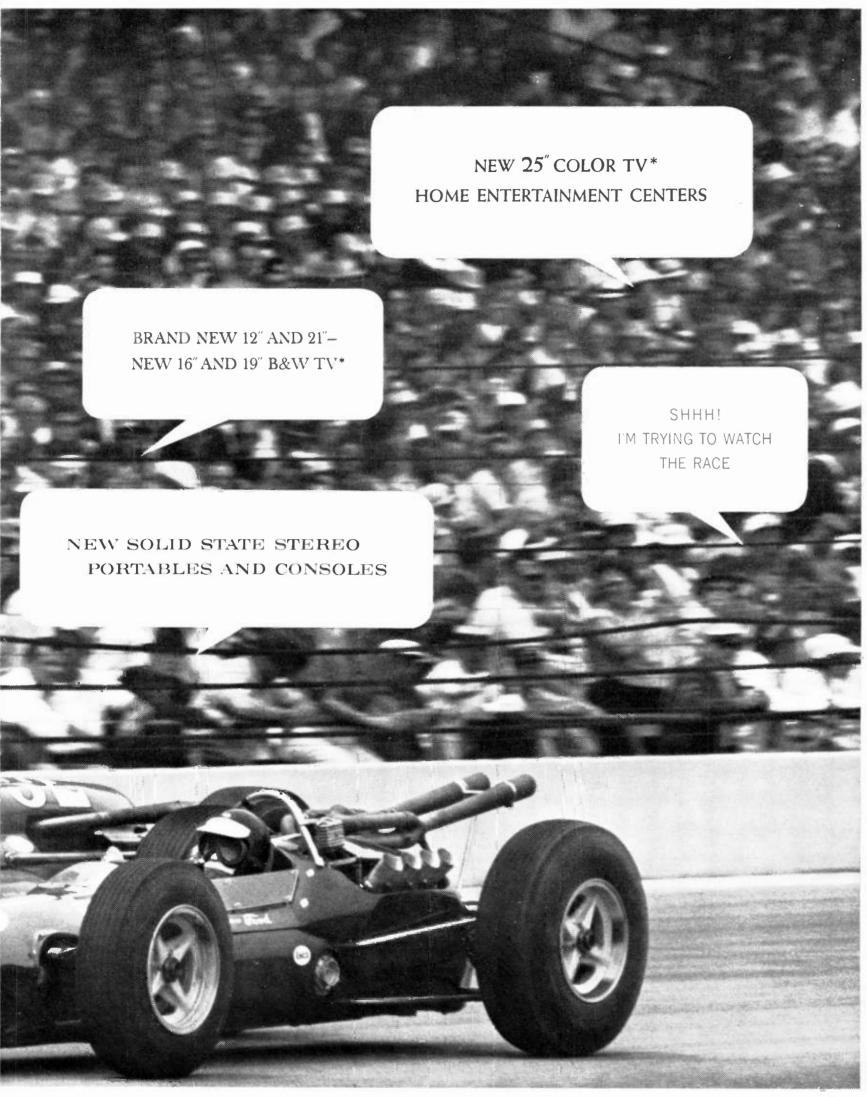
29 Exciting New Products to be shown at the Music Show, Chicago, June 27–July 1–Conrad Hilton, Space 432-433 • By far the greatest and most exciting new-product introduction • All these are in addition to our great line of proven sellers now making big profits for you.



EASTERN SALES/PANASONIC NEW YORK, 636 Eleventh Ave., New York 36, N.Y. (212) 973-5700 MID-WEST SALES/PANASONIC CHICAGO, 4615 N. Clifton Avenue, Chicago, III. (312) 784-2200 WESTERN SALES/ NEWCRAFT, INC., 8665 Wilshire Blvd., Beverly Hills, Calif. (213) OL 5-5160 HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC., 205 Kalihi St., Honolulu 17, Hawaii, 847-315



Finish in the money. See the RCA Victor Action Line for 66 at the NAMM



Show, June 27th – July 1st, Conrad Hilton, Chicago, Space 318–325





*TUBE SIZE - OVERALL DIAGONAL

continued

Philco

(left) This Philco 21-inch color set moved to a central position in the size line up this year as its maker introduced both 19-inch and 25-inch sets. Philco is showing a total of 27 new color models. The 19-inch set has an open list, 21s start the price climb at \$369.95, then ascend to \$895. The 25s take off at \$675.

RCA

(right) Bentley's and balls sound like high society, but when you talk RCA's new color line, you mean that the Bentley is mounted on ball-castors for mobility. This is only one feature in the 37-model 21-inch line, which starts at \$349.95 and ranges up to \$725.95 for consoles. The 25s—in 14 models—start at \$650.

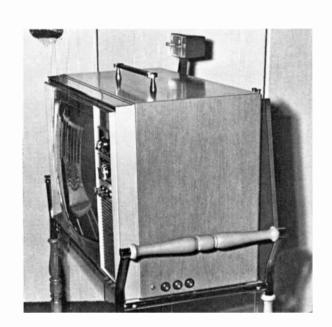


Shar

(left) Sharp's entry in the color race adds another model to the 19-inch selection. Sharp's set carries an open list, features genuine hardwoods, automatic degaussing, color indicator, and a high-fidelity two-way speaker system. This 3-gun shadowmask set is scheduled for delivery sometime in the fall.



(right) Four 19-inch models introduced by Sylvania range in list from \$369.50 to \$419.50. Pick your flavor, pick your price, with Champagne, Mahogany, Walnut, and Maple. The 21-inch selection tees off at \$349.50 and finishes the course at \$529.50. There are eleven 25-inch consoles—from \$599.50 to \$819.50.

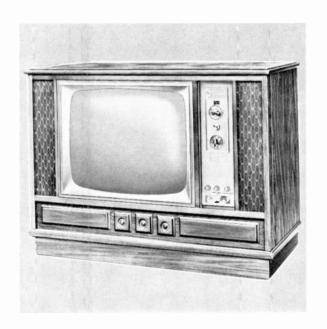


Olympic

(left) The color mix at Olympic is based on a palette containing 21-, 23-, and 25-inch models. The full spread, carrying no lists, consists of four 21-inch consoles and four combos, four 23-inch consoles and two combos, and four 25-inch combos. The 23-inch console shown here is available for August delivery.



(right) Prime news in Zenith's line announcement this year was price. The 25-inch line, including the Albany shown here, kicks off at \$625. Zenith based its pricing on impending excise tax cuts. Last year, 25s started at \$699.95. The 21-inch line takes off with a \$349.95 list for metal table model.





1966
MARKET
EDITION

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PHILCO DEALER NEWS



PUBLISHED BY PHILCO CORPORATION

A SUBSIDIARY OF Ford Notor Company,

THE TRANSISTOR REVOLUTION COMES TO COLOR TV

Solid-State Circuits Plus Philco Cool Chassis Bring New Reliability to Color for 1966

-Story on next page



Portable 19" Color Is Here!

Philco has it—the true plug-in-and-play color tv you and your customers have been waiting for! It has a built-in telescoping antenna and automatic degaussing, so it plays almost anywhere.

And that's not even half the story.

Brightest color ever

There's a brand-new, Philco-built 19-inch* color picture tube that gets the brightest color picture on the market. For in-store demonstrations — where color has to look its best — this is now the set to use.

Even more news: neat, trim, compact styling that means color tv can fit where it never could before. And, most important of all, the reliability of solid-state circuits plus Philco Cool Chassis!

*Overall diagonal measurement.

SOLID-STATE COLOR TV

(Continued from Page One)

The years of waiting, the years of guesses and rumors, are over. With the introduction of the 1966 Philo line, the transistor revolution in color to has arrived.

Now Philco dealers can offer their customers the most advanced color chassis on the market and, with it, new reliability, new fade-free performance, new economy of operation.

How Philco uses solid state

Philco's revolutionary 1966 color chassis is the first major breakthrough in the transistorization of color tv. Reliable solid-state transistors and diodes have completely replaced conventional tubes throughout the Philco

Color TV signal-receiving system. Now the most critical parts of a color set can be virtually trouble-free.

In the new Philco color chassis, there are solid-state tuners for both VHF and UHF. A solid-state, three-stage IF amplifier. A solid-state video amplifier. A solid-state, two-step Automatic Picture Pilot that checks color fidelity more than 15,000 times a second. Plus the proven reliability of Philco Cool Chassis.

Longer tv life

Philco's transistors and diodes mean longer set life and less need for service. They keep giving new-set performance years after tubes would have faded away.

What about price?

This is one case where your customers don't have to pay more to get the latest and the best. Surprisingly enough, Philco's transistorized color tv is priced model for model with comparable competitive all-tube models. Yet the competition can't approach the solid advantages of Philco's 1966 color chassis.

Competitive edge for dealers

For Philco dealers, the transistor revolution in color tv is here. For others, it is months and even years away. Now Philco dealers have a competitive weapon that will make the difference in sales and profit margins during the fast-paced color tv year ahead.

Improved Color Tube In Every New Philco

Color picture tubes incorporating the latest advances in design and materials are to be found throughout the 1966 line of Philco Color TV.

Tube improvements include rare earth phosphors and advanced cathode-ray gun designs, both of which

result in a brighter, clearer picture.

Cathode-ray tubes for 1966 Philco color sets are being produced by the Philco Corporation Tube Facility at Lansdale, Pa. Lansdale color tube production has been in operation since last fall.

Automatic Degaussing now Standard for 1966 Philco line

Philco's unique Color Lock Automatic Degausser, introduced to the trade during the 1965 model year, is now standard equipment in the 1966 line of Philco Color TV.

Unlike many competitive degaussing devices. Philco's Color Lock requires no separate control. It is brought into action by the set's on-off switch, and automatically eliminates color impurities each time the set is turned on.



Color Lock degaussing is built right in!

PHILCO COOL CHASSIS NOW IN THREE COLOR SCREEN SIZES

Now color tv can be as reliable as the best of blackand-white. Now Philco introduces famous Cool Chassis to color—in every single 1966 model of Philco Color TV!

Philco Cool Chassis beats the heat, major cause of tv breakdowns. Provides extra air flow. Eliminates heat traps. Makes it possible for components to run at lower temperatures. Makes it possible for you to offer your customers color tv with the proved reliability of Philco Cool Chassis.

And Philco gives you Cool Chassis in a complete range of three color screen sizes!

New 25-inch

At the top of the line is Philco's new transistorized 25-inch* rectangular color tv series in a full selection of consoles and combinations. Cabinets are all genuine veneers and hardwood solids, with furniture styling at an all-time high.

New 19-inch

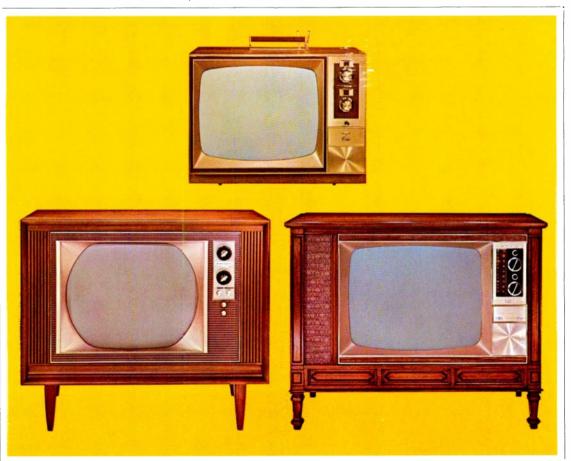
There's Philco's new transistorized 19-inch* rectangular portable, the plug-in-and-play color to you and your customers have been waiting for.

New 21-inch

And Philco gives you a full line of 21-inch* color sets—a wide choice of consoles and table models. They're all fully featured, yet priced to stir up real excitement.

Three color screen sizes for 1966—all with Philco Cool Chassis for longer tv life!

*Overall diagonal measurement.



PHILCO COLOR TV IS PHILCO-BUILT

Production of Picture Tubes, Chassis and Cabinets Assures Dealers of Color Availability

In this year of soaring demand for color ty, a dealer has to be sure that his orders for color sets will be filled. If they're not, he stands to miss out on highly profitable sales. That's why Philco's full-scale color-ty production operation is so important to you.

Three plants at work

Philco has three separate facilities at work on the 1966 line of Philco Color TV. Cathode-ray tubes are being produced at Philco's Lansdale. Pa., plant. Philco's furniture facility at Watsontown, Pa., is producing all cabinets for the line. And all chassis and completed sets are being turned out by Philco's Philadelphia electronics plant.

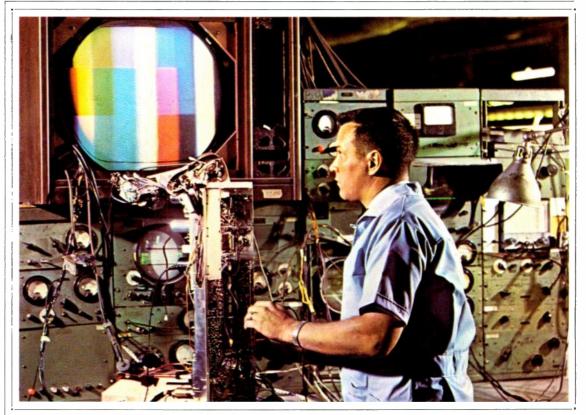
These three Philco operations are your assurance that Philco Color TV will be available when it's promised, because Philco will not have to depend on allocations or allotments from other manufacturers.

Philco engineers began research in color in the 1940's and intensified their efforts after World War II. Results of this research can be seen in the color-tv patents held by Philco. One, filed for 15 years ago and granted in 1963, relates to an invention in basic circuitry used in compatible color-tv broadcasting and reception. Other Philco-held color-ty patents relate to an automatic chroma control circuit which keeps color and brightness in balance, to demodulation processes and to a color phosphor application process.

Philco designed and manufactured its first production-model color set in 1955.

What it means to you

All this means that Philco Color TV is backed by Philco's long experience with color tv. And, even more important in this vital color-tv year, it means that you can be sure of Philco Color TV avail-



ability. This is the year when availability of color sets may well be the key factor in your profit picture



COLOR TV CABINETS ARE ALL PHILCO-BUILT. Every cabinet for 1966 Philco Color TV is manufactured at Philco's Watsontown, Pa., furniture plant. To meet growing production demands, Watsontown is now undergoing a half-million-dollar expansion.

Philco Tube Facility Now on 3-Shift Basis

Philco Now a Major Color Tube Producer

Philco is making its own color picture tubes on a round-the-clock, three-shift basis. This is no "pilot run," but a full-scale, full-time production operation using six production lines.

With the great growth in demand for color tv, Philco's color tube output assures dealers of availability of sets with the latest in color-tv advances.

Philco color tubes incorporate numerous technical improvements, including advances in color tube screening and the use of rare earth phosphors.

High quality standards

Philco's quality standards for color cathode-ray tubes are far higher than generally accepted ratings. To assure tube dependability and performance, each Philco color tube is subject to 194 in-process inspections.

In addition, sample color tubes are subject to rigid life-testing procedures established by Philco.

Color tubes are put through six-week use tests, including starts, stops and load variations. This "life" period is repeated four times, to give the tube a to al test value of approximately 4,000 hours, equivalent to approximately four years of actual use.

These and other Philco tests are your assurance that color tubes from Philco will deliver dependability and performance equal to anything else on the market.

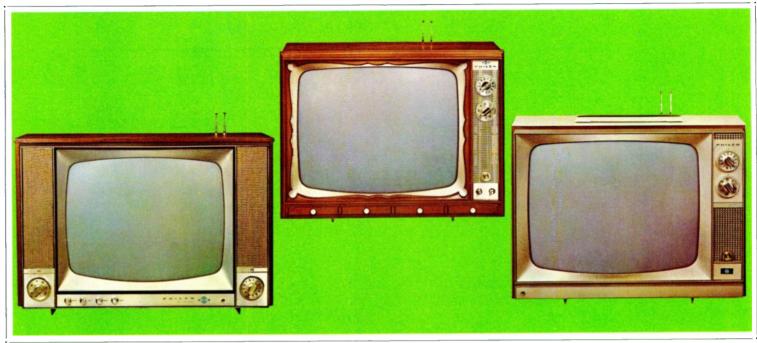
COOL CHASSIS II BRINGS SOLID STATE TO B&W TV

Here's the competitive edge you need to protect profit margins in 19-inch sales. For 1966, new Philco Cool Chassis II adds the selling power of solid state to the Philco line.

For years, Philco Cool Chassis has brought new reliability to tv. Now Philco replaces many tubes with solid-state transistors and diodes. The result: the most advanced black-and-white chassis your customers can buy.

From UHF and VHF tuners through three-stage IF amplifier, the entire signal-receiving system is solid state. That's why Philco Cool Chassis II runs cool, rarely needs service. Gives you a selling feature competition can't match.

New Philco Imperia Leading off the Cool Chassis II line is the Imperia, a dramatic series of dual-speaker sets. There's even a handsome table



IMPERIA

model with a cabinet of genuine walnut veneers!

New Philco Woodstock Any Philco dealer knows the exciting story of the Philco Woodstock. For two years running, this compact tv with a fine-furniture look has been a sellout.

Now Philco adds the benefits of transistorized

WOODSTOCK

doesn't take a crystal ball to predict sensational sales ahead.

New Philco Stratus Here's the modern look Cool Chassis II, and it | that's so important to 19**STRATUS**

inch sales—with the added impact of solid state and Philco Cool Chassis II. The 1966 Philco Stratus comes in white, beige or walnut



New Ad Campaign for Philco TV to Reach 150,000,000 Readers

1966 Philco TV will be presold to your customers with one of the largest, most consistent campaigns for tv ever to appear in national magazines.

The ads emphasize Philco's new transistorized chassis, new brighter color picture and complete line

of color consoles and portables.

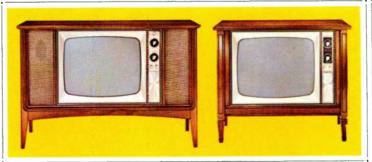
They will appear throughout the 1965-6 model year, in top national magazines including Reader's Digest, TV Guide, Life, Look and The Saturday Evening Post. All ads will be in full color.

New 23" B & W Sets Have Slim 110° Tube, Power-Packed Chassis

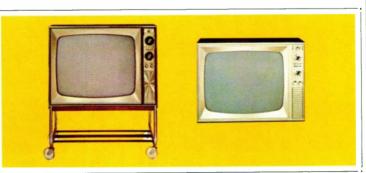
The 1966 Philco line gives you more to sell in the profitable 23-inch field.

There's new, slimmer styling, made possible by Philco's own 110-degree picture tube.

There's new power and sensitivity at all price levels. Many models have 50% greater picture sensitivity and 200% greater sound sensitivity than comparable 1965 sets!



Handsome new styling in the Philco console line!



Exciting new values in 23-inch* table models!



Philco Expands Personal-TV Line

The 1966 Philco line gives you a wider choice of personal portables than ever.

Philco's 9-inch* Nomad. the sensational battery or plug-in set introduced last year, is again available. With its solid-state chassis and clean, compact styling, the Nomad means more profit for you.

And Philco's 12-inch* Team Mate now comes in three styles—brown, black and silver or white and gold. There's no better-looking or better-performing 12-inch on the market!

> *Overall diagonal measurement.



b&w Television

continued

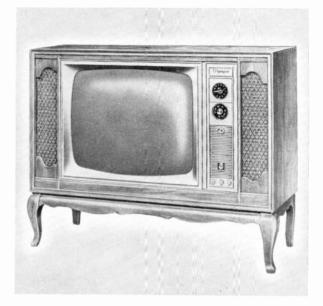
Westinghouse

(right) Westinghouse's 19-inch Jet Set is the pride of the company's 29-model b&w offering this year. The new set is completely transistorized and, except for the control panel, the entire front of the set is encased in black glass. Two tube-type receivers in the b&w line also include the black-glass feature.

Olympic

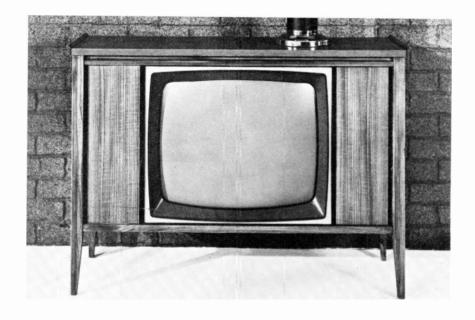
(far right) There are 22 b&w sets on display at the Olympic booth, ranging from a 12-inch portable up to 23-inch consoles, including this 5C107, a French Provincial lowboy in cherry-grained hardboard. The line contains two 16-inch and four 19-inch portables. Two of the 23-inchers are table models, six are consoles.





Electrohome

Electrohome is introducing nine black-and-white television consoles into this year's competition, including this 23-inch Pacifican. Real innovation in the company's line is a pair of 11-inch transistorized portables. There are six 19-inch portables available as well. Top of the b&w selection is a duo of 23-inch combinations.

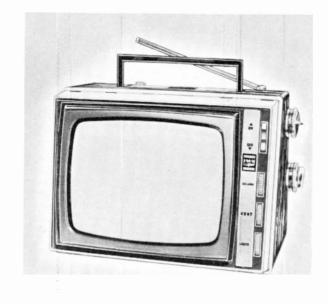


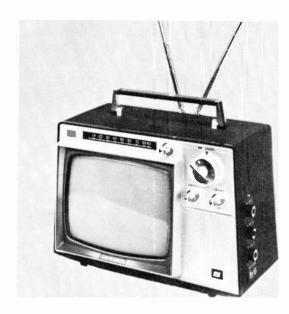
Arvin

(right) Smaller of the two Arvin portables on display, this 9-inch transistorized model 66K18 comes in a wood-grained finish. Operating on either AC or from its rechargeable battery pack, the set weighs 11½ lbs. Its big brother, the 19-inch 66K48, has automatic gain control and a one-time VHF Memory Tuner.

Shibaden

(far right) Shibaden's TR-9 is another entry in the 9-incher, tinyvision market. The unit, weighing 13 lbs., operates on 30 transistors and 19 diodes, and uses Shibaden's own 9-inch tube. The model measures 125% by 91%6 by 9 inches, making it easy to carry. The suggested list is \$149.95.





Westinghouse says hello to the most beautiful '66 you ever saw.



- 1. The new Westinghouse Jet Set.

 Beautiful off. Beautiful on. A new kind of picture that's easier to watch.

 Instant-On™ TV, which means no waiting, no warm-up, no walk-back. And it's transistorized. Best of all, though, it's the only television set that doesn't stare back at you when it's off.

 Model 3090 walnut wood grain.
- 2. The Westinghouse All Transistor Stereo Console. Complete AM, FM and FM Stereo (multiplex) with FM station lock-in and indicator light. The 4 speed turntable has an automatic shut-off. Beautifully enclosed in a lift lid hardwood cabinet. Available in handcrafted contemporary walnut (Model M1380).
- 3. New Westinghouse Instant-On™
 Color TV. The picture goes on in
 6 seconds. With instant color fidelity.
 No fiddling. No diddling with dials.
 Just glorious color, wrapped in the most beautiful furniture you ever watched.
 Model CK 7020 contemporary walnut.



You can be <u>sure</u> if its Westinghouse



39

See the Westinghouse display in the East Hall of the Conrad Hilton, Chicago, June 28-July 1.

Westinghouse says hello to the most beautiful '66 you ever heard.



- 1. Deluxe AM Clock Radio. This low silhouette Premiere design combines an instant playing, full range transistor radio with an illuminated clock dial. The clock's glow is adjustable. A 60 minute slumber control shuts the radio off automatically. A special light tells you the alarm is set. Wake to music or, if necessary, a more insistent buzz. Gather up strength with a 7 minute nap at a click of the special doze button. In charcoal brown (Model 225XL5) and goldentone (Model 226XL5).
- 2. Portable Transistor Phonograph. Plays any size record in all 4 speeds. And shuts itself off after the last record. The smart shock-proof case can be stored upright. And you won't have any trouble hearing it. Volume is full range and there's a powerful deck mounted speaker. In charcoal black (Model 130AC). Also available as Model 135AC, antique gold, which operates on batteries for complete portability or AC line.
- **3.** Personal AM/FM Transistor
 Portable. 9 transistor power plays either
 AM or FM almost anywhere. Recessed
 vernier tuning and volume control keep it
 on the station with sound just right. It
 has push-button band selection.

- Telescope antenna. Complete with leather carrying case, 4 penlight batteries, and an earphone for private use. In white (Model 919PN9GP).
- **4.** Deluxe AM Table Radio. Its Premiere design case, with hidden cord storage, is at home on tables near outlets or not... convertible from AC plug-in to battery operation with 6 "D" batteries. Tuning is sensitive. The top mounted Alnico speaker puts the sound where you really hear it. And a special control varies the illumination of the night light. In beige (Model 220XP6) and jade blue (Model 221XP6).
- 5. Deluxe AM/FM Table Radio. The Premier design cabinet holds a 6" by 4" oval speaker, top mounted so the sound gets out full and rich. There's an automatic FM frequency control to lock in stations plus a heavy duty transformer that packs a lot of pull. It's all transistorized. And a special control varies the illumination of the built-in night light. In charcoal black (Model 230XN8) and beige (Model 231XN8).
- **6.** Deluxe 8 Transistor Monaural Tape Recorder. Records at 3% or 7½ inches per second. Plays thru twin speakers, side mounted in an acoustically designed

- wooden enclosure with push button controls and calibrated volume. There's a sound level meter for clear professional results. And a footage meter tells you where you were when you left off. Complete with a mike in its storage compartment, 400 feet of tape, and two reels. In olive gray (Model 31R1).
- 7. Transistor Portable Radio. 8 transistors. Works on 4 "D" batteries or household current (AC only). Just pull out the 6 foot power cord from the stowaway compartment. It has slide rule tuning and a special tone control. An earphone connection allows for private listening. The handsome textured case has a full length handle. In charcoal and white (Model 953XP8).
- with snap-off handle. Push button operation at 1% or 3¾ inches per second. The capstan drive insures constant recording speed. Self contained, it operates on 4 low cost "D" batteries or on a line connected power converter. With its slim design it's easily concealed. And you can operate it by remote control thru the special switch on the mike. Complete with 200 feet of magnetic tape on two 3¾" reels. In beige and white (Model 32R1).



You can be <u>sure</u> if its Westinghouse

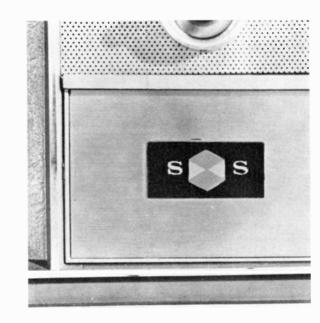


b&w Television

continued

Philce

Making full capital of the transistor, Philco has placed its new Solid State Signal System emblem on 19 models in its 1966 color and b&w tv lines. Philco is emphasizing reliability this year and is stressing the long-life trouble-free characteristics of this "space age" development—the transistor.

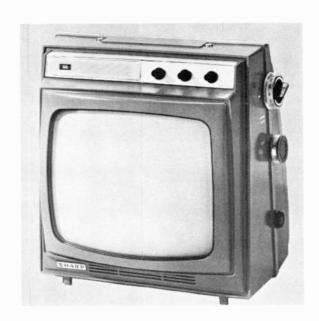


Hitachi

(left) As its television entry at this year's show, Hitachi has the TWA-1000—a 12-inch b&w portable. This model comes equipped with magnetic earphone, two spare fuses (one for AC, the other for DC), AC cord and plug, silicone polishing cloth, and an instruction booklet. Front panel and cabinet are of molded plastic.



(right) Sharp is making five introductions in black-and-white at the Show: a 6-incher, two 16s, and a pair of 12s—one of them, leader model 12TP9, is shown here. The step-up 12 (12R-12) is a battery or AC/DC unit with earphone and jack. The little 6-incher weighs in at 10 lbs.; it has an optional car mount kit.



Sylvania

(left) Highlight of Sylvania's new b&w line is this fully transistorized 19-inch set, model 19T33, at \$179.50. It comes in onyx or champagne finishes. The standard seven-model 19-inch line starts at \$119.50, post-tax cuts. The leader 23-inch table starts at \$169.50, 23-inch consoles at \$199.50.



(right) The Gamin, Model AG-005, is RCA's new entry in the 12-inch sweepstakes—a set that the manufacturer bills as the "first low-priced" transistorized portable. RCA's 31 b&w set introductions include 14 portables, one table model, 13 console receivers, and three home entertainment centers.

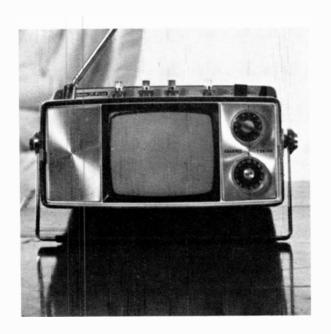


Delmonico

(left) Premiering at the Music Show is Delmonico's 4T50, this 4½-inch portable tips, the scales at 8½ lbs. including batteries. The unit gets eight hours playing time between battery recharges. Batteries are a one-piece package inside the case. The new set will be available for delivery in August.



(right) Sony's TV4-204UW is a rechargable battery-operated 4-incher packed with 32 transistors. Weight comes to 6 lbs. Sony is also showing a new 9-inch solid-state set, the TV9-51UW. Speakers on both sets are front-mounted. On the TV9-51UW, a front cover snaps into position to make the set its own carrying case.





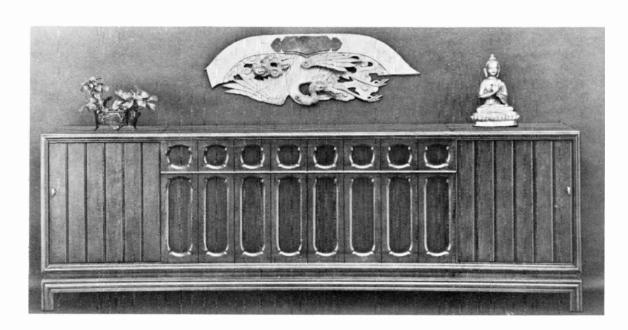


Phonographs

continued

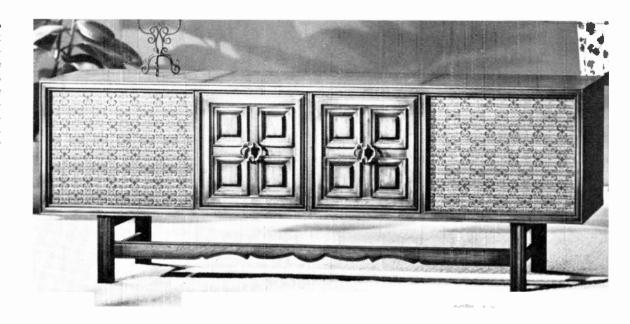
Packard Bell

With an Oriental accent, Packard Bell is bowing in its \$850 Trade Winds, a solid-state 7-ft. offering. With a change of skin to Contemporary Walnut, it becomes the Bel-Air. The change is not reflected in the price tag, however. The Trade Winds has vertical louvres which can be opened or closed. All models in the new stereo line are solid-state and have tape recorder jacks, formerly a specialized feature.



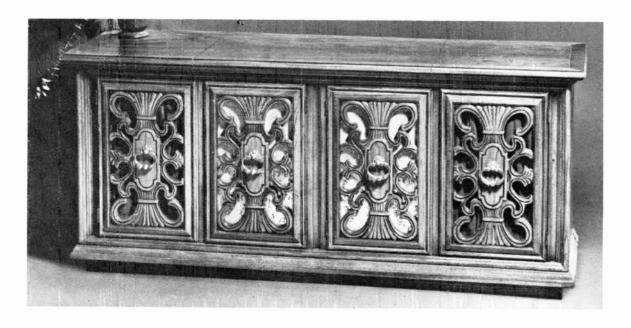
RCA

Leaning heavily on the Latin look this year, RCA has introduced an assortment of models related to the Cadiz (shown here). The Cadiz is the low end of the console line. The line includes three monaural portables, seven stereo, and 23 stereo consoles. There are also 10 stereo modules with a high end at \$369.95, after excise tax cuts.



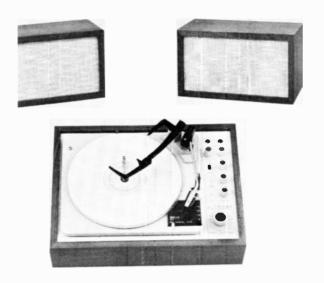
Phillips Audio

The Kuba selection consists of two Italianate stereo consoles, the Piazza-66 at \$359.95 (shown here) and the Rimini-66 at \$339.95. Both offer AM, FM, and FM-stereo with six speakers. The Piazza, in high-gloss dark walnut, has a lighted cocktail bar, one glass door, and one sliding wood door. The Rimini has a sliding-door cabinet with record storage space. Immediate delivery is promised.



Phonographs

continued



KHL

New from KHL are two stereo music systems, the Model 19 and Model 20 Plus. Model 19 (left) is a complete system, including FM stereo tuner, in three walnut cabinets, and lists for \$299.95. Step-up Model 20 Plus contains a solid-state amplifier, FM tuner, automatic turntable, and lists for approximately \$500.





V-M

(far left) This Voice of Music phono entry at the Show is the model 368 portable component system, tagged at \$129.95. The solid-state unit has a 4-speed automatic record changer, separate bass and treble controls, and four speakers. The exterior is in either walnut-grained or shoreline-gold pyroxylin.

Bulova

(left) At \$169.95, the S-290 stereo phonograph is a Bulova addition to its new phono lineup. The solid-state unit has 40w audio output. The exterior is hand-rubbed oil-stain solid walnut. Two matching walnut speaker enclosures each house a 5½-inch and a 3½-inch Jensen speaker. Price is minus excise tax.



Arvin

The top of Arvin's new nine-model line is the 66P98A (amplifier unit), with a solid-state 10-transistor amplifier and Garrard changer housed in a walnut veneer cabinet; suggested retail price is \$149.95. To complete the system, Arvin offers two decorator-styled matching speakers at a suggested retail price of \$74.95. A step-down model, No. 66P79, lists for \$129.95 and features a componentstyle stereo phono with the Garrard 4-speed automatic changer and four matched velvet-voice speakers. Five other models-all 4-speed units with drop-down automatic changers-feature slim-styling, and list from \$79.95 to \$89.95. Low end of the line are two, rugged, 4-speed portables designed especially for the teen set.



Major Electronics

A total of 12 phonographs—from a super deluxe stereo portable to a 4-speed compact manual-make up Major's new line. Model MC1000 (left) high-ends the line at a suggested list price of \$129.95; it features twin detachable speakers, a deluxe BSR changer, 12 transistors, and four sensitively tuned controls. The case is saddle gray and made by U.S. Royalite. Other stereo phonographs with solid-state controls range from \$49.95 to \$114.95. Low-ending Major's line are two compact 4-speed manuals with front built-in speakers at suggested retail prices of \$18.95 and \$26.95.



Motorola takes full advantage of SOLID-STATE IN STEREO

See a preview of the amazing new X-300—with tuning controls in the lid!

No more stooping to tune. Now Motorola makes maximum use of smaller, cool-operating Solid-State components—puts audio controls, FM, AM radio tuner inside the lid! There are push-button selectors for phonograph and radios . . . color-coded controls for ideal tone balance . . . even connections for an external tape recorder! Feather-Trac tone arm goes Solid-State, too. See Motorola's new Solid-State cartridge and "see-thru" head. Now customers can sight stylus in record groove! For the first time, a Motoroladeveloped Solid-State driver for hi-frequency horns. Many models have speakers and horns in sealed sound chambers for brilliant sound!



Six X-300 "In-lid" tuner models to choose from... with 300 watts total instantaneous peak-power output; EIA music power output rating 150 watts.



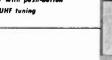
Five X-100 "In-lid" tuner models to choose from ... with 100 watts total instantaneous peak-power output; EIA music power output rating 50 watts.



MORE NEWS! Don't miss Motorola's new stereo Hi-Fi with 4-track stereo tape deck with Solid-State FM/AM and FM stereo radio.



See Motorola RECTANGULAR
Color TV with push-button
UHF tuning



See them all at the Motorola Courtesy Salon in the Palmer House STATE STREET SIDE

M MOTOROLA

DON'T MISS THIS LATEST PACKAGE OF MOTOROLA SALES DYNAMITE!



new leader in the lively art of electronics



Phonographs

continued

46



Delmonico International

A built-in bar, with glasses, is the featured attraction of Delmonico's high-end stereo console, model 122EA. The unit also has a hi-fi AM-FM radio, with FM multiplex jacks and an AM ferrite antenna, plus a 4-speed, fully automatic, intermix stereo changer with automatic shut-off. The suggested list is \$159.95.





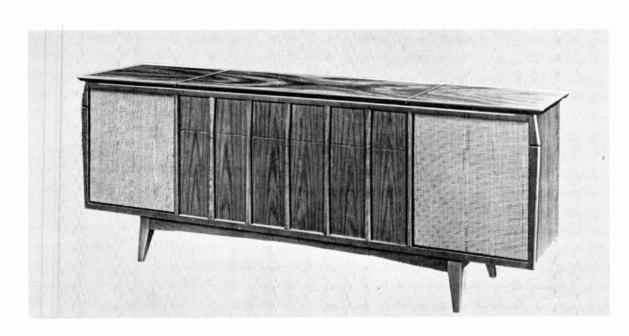
WRH

Phillips Audio

(far left) Phillips brings two stereo consoles as its entry to the Music Show. The Piazza 66 (shown) features a lighted cocktail bar; an AMFM-short wave, multi-plex-ready radio; and six speakers. The highgloss, dark-walnut unit lists for \$359.95. A step-down model, the Rimini 66, without the bar lists for \$339.95.

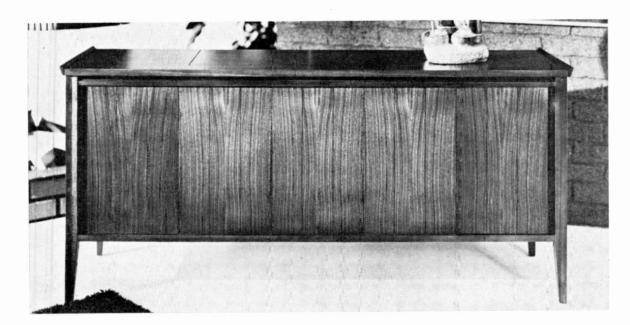
Blaupunkt

(left) Another cocktail-bar entry in the stereo phonograph group comes from Blaupunkt. The Lugano features a 4-band radio, adaptable for multiplex, with separate AM-FM band selector and magic-eye visual tuning. The 4-speed record player is on a slide-out base. The finish is dark walnut; the length is 44 inches.



Olympic

Beautiful styling is the only way to describe the 15 stereo console phonographs that Olympic will introduce at the Music Show. The model SS203 is physically one of the largest Olympic entries with its long, low dimensions of 72 by 28 by 17½ inches. The unit contains an AM-FM-stereo radio and a stereo phono with solid-state amplifiers. The Danish styling is highlighted with genuine oiled walnut veneers. Other models use mahogany, cherry and maple woods, and the designs range from early American to French and Italian Provincial.



Electrohome

Electrohome will show its full line of 19 stereo console phonographs at the Music Show. Midpoint in the line, which has suggested list prices ranging from \$299.50 to \$1,695, is the Pacifican TR-50 (shown). This unit contains an AM-FM stereo radio, Garrard AT60 changer, and has a ceramic micro-track cartridge with a diamond stylus. The solid state, 50-watt unit and its six speakers are housed in a modernistic cabinet in walnut and oiled teak.

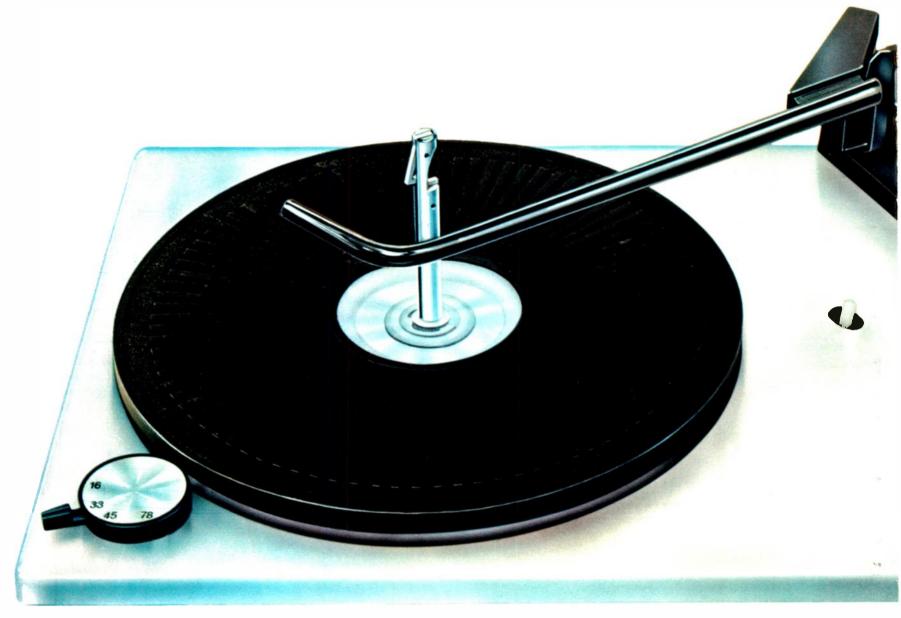


ACTUAL SIZE! TRULY COMPACT! 35% SMALLER! 40% LIGHTER!



NEW BSR MINI

A NEW COMPACT DIMENSION IN CHANGERS FOR A GF



ACTUAL SIZE! only 5" deep x 8%" wide x 11%" long • 4 SPEEDS • BA

This is IT. BSR MINICHANGER. Smallest fine changer ever made. Most versatile of compacts. Dependable BSR.

Watch it lead the big sales swing to smaller, slimmer, mobile hi-fi, in the largest-selling lines for '65-'66.

Watch it "walk on air" right out of your store, in today's lightest, handsomest portables.

Watch it start new sales trends, in bookshelf-width component units and bookcase-slim consoles.

Watch it hold your profits intact in both cordless and AC units, with BSR's famous trouble-free motors and jam-proof dependability. This is IT!



SO LITTLE IT'S BIG-

Revolutionizes the compact field with its amazing size and great capacity! Plays 4 speeds, stereo or monaural. Stacks six 7", 10", 12" records, intermixes 10", 12". Automatic shut-off!



35% SMALLER!

Minichanger fits handily into component bookshelf groups. Suggested design includes stereo changer and stereo radio, in 6" x 9" x 14". Opens new opportunities for increased hi-fi sales volume!



40% LIGHTER!

BSR Minichanger keeps new portables as light as attaché cases! Weighs only 4½ lbs.! Its low silhouette, new grommet mounting and detachable spindles help reduce cabinet heights and weights.



IN SLIDE

w portables as and out goes sign concept conew grommet spindles help weights.

and out goes portables. And out goes sign concept concept conew side-conew side-conew

dependable RSR

The world's "first family" of changers and tape decks



BSR UA50 MINICHANGER. Jam-proof! Light tracking! Balanced turntable! Cushioned grommet mounting stops feedback. New arm action protects stylus.



BSR UA25 CHANGER. Jam-proof! Precision-balanced turntable, balanced pickup arm for low-pressure tracking, longer record life! 4 speeds, intermix, automatic shut-off.



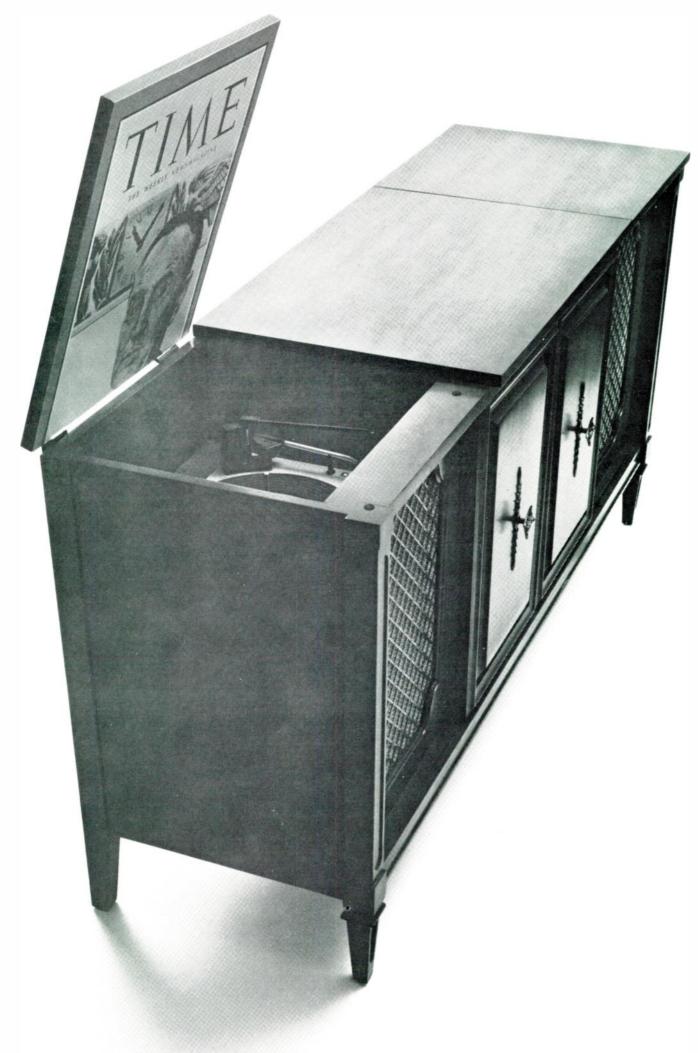
BSR UA15/SST CHANG table, non-resonant arr intermix, automatic shi





PNATIONAL BALLROOM, CONRAD HILTON HOTEL, CHICAGO • JUNE 27—JULY 1
BSR (USA) LIMITED, COLLEGE POINT 56, L. I., N. Y. In Canada: Missimart Ltd., 970 McEachran Ave., Montreal 8.

Good Housekeeping



How to tune in the high-end buyers

Turn on TIME and you bring in the new—and profitable —mass market. The college-educated and the upper-income families. The ones that buy out of all proportion to their numbers.

These families account for only 24% of U.S. households. But—and here's a profitable distribution—they own 42% of all color TV sets, 50% of all stereo hi-fi

systems, 56% of all tape recorders.

Neat numbers. Nice people to meet. And TIME, The Weekly Newsmagazine, takes you to far more of them than any other selective magazine.

Little wonder TIME is the big new name in home instrument and appliance marketing. It's perfectly tuned to the high-end buyers.

Phonographs

continued

Philco

Once again the emphasis is on instrumentation, in this case with Philco's top-of-the-line stereo hi-fi sets and home entertainment theaters. The slide-rule tuning dial and severely modern switches in the instrumentation area, and the professional look of the turntable, combine for the scientific look.



Motorola

(right) A major design change showed up in Motorola's stereo line this year. This "advanced engineered solid-state master audio control center" has been incorporated as part of the lid. It includes more than 15 controls, among them the FM tuner, AM tuner, audio amplifiers and multiplex detector, and contains 22 transistors.

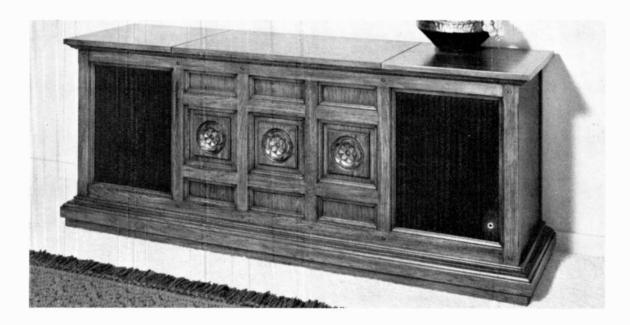
General Electric

(far right) Here's how GE is approaching the visual handling of its stereo control area in the console line. Among the components: jamproof changer with 11-inch turntable, counter-balanced gram-adjustable tone arm with retracting cartridge, die-cast escutcheon, AM-FM stereo tuner.



Westinghouse

One of seven new console stereo units introduced by Westinghouse for this fall is the Spanish Pecan (M-1734). This top-of-the-line model has a three-way speaker switch and external speaker jacks. The same features are available in the lower-priced M-1731 in Mediterranean antique walnut. Basic specifications for all the console line include solid-state circuitry, 60 watts peak music power, AM-FM-stereo and a four-speaker sound system.

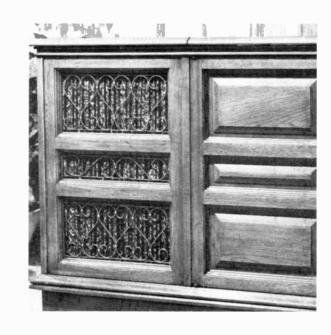


General Electric

(right) Here's a close-in look at an example of the styling available in this year's GE console stereo line. This variation of the Sutton (RC-7386-BPN) takes a Spanish approach in pecan. As a part of the American Line, the Sutton is available in American Provincial styling in cherry veneers to become model RC-7389-BCL.

Sylvania

(far right) As part of its new stereo line, Sylvania introduced the Spanish Provincial SC-888-P in hand-distressed pecan. The model has slate-like inlays on each end of the cabinet top. This year's line is the largest in Sylvania's history. Console cabinets are constructed of veneers and selected hardwood solids.





PUERI HURRI

You don't have to wonder which way the wind is blowing. Not as far as Philco is concerned. The 4,000 dealers that have seen the new Philco electronics and appliance lines in Puerto Rico have responded with a storm of orders. So far there has been an increase of 175% over 1964, and we still don't have all the final results.

Naturally, we are grateful for the response given to us by the dealers who made the trip to San Juan. But we want everybody to enjoy this happy windfall. See the new Philco lines that caused all the excitement at your Philco distributor's dealer preview.

ORIGO CANET



Phonographs

continued



BSR

BSR's showpiece this year is the compact UA50 Minichanger—a 4½-lb. unit; the company claims it is 40% lighter than units that have been on the market, and that its size is reduced by 35%. The unit plays four speeds, in stereo or monaural, and stacks six phonograph records. It will operate on battery or AC, automatically shuts off.



Benjamin

(far left) Benjamin Electronic Sound Corp. is showing two solid-state models: the Stereo 200, shown here, for \$229.50; and the Stereo 200FM listed at \$339.50. Only difference in specifications is the addition of the multiplex tuner on the high-end model. Both units have Microcord changers and come in walnut with plexiglass.

Pioneer

(left) From Pioneer Electronic Corp. comes the PL-7—another phonograph using the plexiglass top styling. The feature getting the push on this model is the oil-damped tone arm elevating system. Pioneer offers separate speakers in its line. The unit is fully automatic with hysteresis synchronous motor.





Columbia

(far left) In this year's Masterwork lineup, the M-1902, at \$29.95 list, represents the first step up. (This is a pre-excise tax cut price.) The all solid-state line kicks off at \$19.95. At the high end is the drop-down automatic M-1905, at \$49.95. Console radio-phonographs start at \$229.95, and rise to \$375.

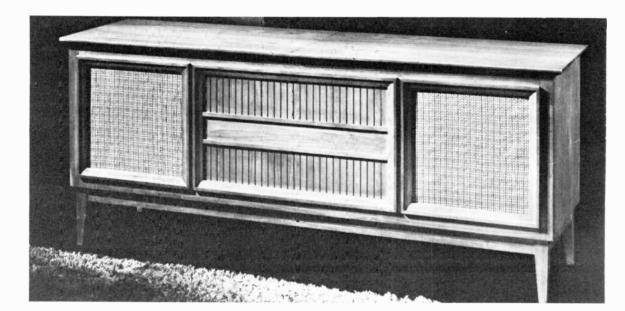
Shure

(left) Listed at \$389, the M100L "laboratory matched component stereo system" represents the low end of a two-part line. This model comes in Samsonite instrument cases. The high-end unit, the M100W Library System comes in solid walnut with lock-joint construction. Both are immediately available.



Kenwood's model TK-80 silicon-power transistor FM-multiplex receiver bears a list of \$379.95, and is slated for July delivery. Total music power is 80 watts. The unit includes speaker output terminals and power for two sets of stereo speakers plus stereo headset jack. There is a front-panel control for selection of either speaker set, or for earphones. There also is a tape recorder jack.





Symphonic

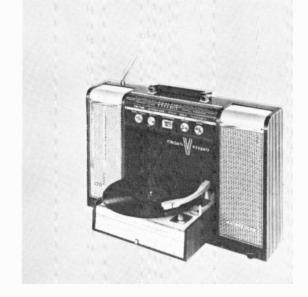
At the high end of Symphonic's new line is model 4CS729, with a suggested list of \$429.95. This new line has concentrated attention on the audiophile componentry; this unit has a Garrard 3000 changer. Portables start at \$17.95, and stereo comes in at \$59.95. Consoles get off the ground at \$99.95.

Crown

(right) No price has yet been announced for Crown's model SPH-110 portable stereo radio-phono combination. The unit receives both AM and FM. The drop-down turntable functions at three speeds. This is Crown's lone entry in the phonograph category. However, the manufacturer also is showing a pair of tape recorders and a radio.

Belcor

(far right) From Belcor Corp. comes a single entry, model 500, bearing a suggested retail price of \$79.95. The stereo unit has automatic Garrard changer and a drop-down turntable. Four speeds can be played. As features, Belcor cites a diamond needle, full-range amplifier, and "quality matched" speaker system.



Tele-Tone

(right) Eye-catcher in Tele-Tone's three-piece lineup is the Show & Play phonograph ensemble. It uses a tv reflector screen, comes with five records, and ten songs and stories. A package of needles is included with the 2-speed portable. Tele-Tone also has a manual stereo phono and a solid-state component unit.

Lione

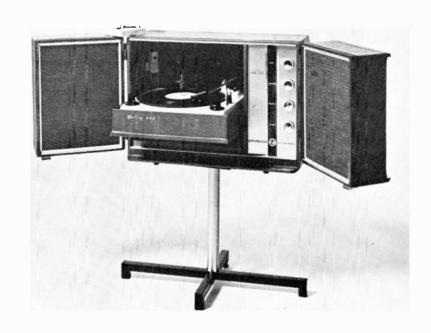
(far right) Model 44290 is one of four offers from Lionel Toy Corp. at this year's Show. Named the Concerto, this top-of-the-line unit has twin detachable speakers that can be placed up to 18 ft. apart. It has tone and volume controls, flip cartridge with dual sapphire needles, and Dial-A-Matic speed selector.



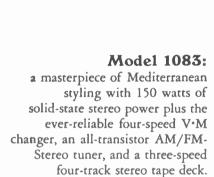


Phonola

The Phonola division of Waters Conley Co. this year has added one new model to its phonograph selection, the 4007 Galaxy 3+3, a 3-channel, 20w stereo piece with two remote speakers. There are two swing-out remote sound cabinets and one 8-inch speaker inside the main case. The new model comes with wall brackets, has a 4-speed automatic drop-down changer with diamond/sapphire needles, and all-wood cabinetry in black and teak.



Why those pleasant people from Benton Harbor just might steal the show again this year.





Glance over the preview below and you'll see a few reasons why the Voice of Music exhibit again figures to create something of a stir at this year's NAMM Show. But there's one thing we don't have a picture of—the one thing you can always count on from those pleasant people in Benton Harbor—"more honest value per honest dollar." We hope you'll come and see for yourself.





Model 739:

at \$209.95, here's a professionallystyled stereo tape recorder that will get a lot more than its share of the big-volume \$200.00 tape recorder market.



The sign to look for in the International Ballroom at the NAMM Show.





Model 1488:

solid-state stereo receiver. This compact unit contains four custom stereophonic high-fidelity functions — AM and FM radio, FM-Stereo, and audio amplification.

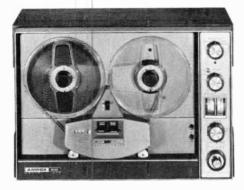
A sensational value at \$179.95.

57

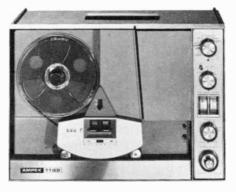
Model 368: the original portable component system, as pioneered by V·M four years ago, now in solid state and two finishes... one a handsome walnut-grained vinyl. Still only \$129.95.

Better features...better pricing...AND...Ampex quality!

for 1966, Ampex offers a new line of moneymakers



800 SERIES—Lowest priced Ampex Tape Recorders ever...the 800 series! Portable, furniture-finish and deck-only versions available, packed with features like dual capstan drive, solid state circuits, twin VU meters and matching slide-on speakers... and priced at less than \$300! Also: the 890 with fingertip reverse!



1100 SERIES—The value breakthrough! Ampex 1100 series with automatic threading, auto reversing, VU meters, solid state electronics and more . . . PLUS the Ampex exclusive dual capstan drive and die-cast aluminum construction. Deck-only, portable and furniture models all available, in the profitable \$350-450 price range!



2000 SERIES—Held over by popular demand...our best-selling 2000 series, with the automatic features of the 1100 series plus the advanced tube circuitry your most demanding customers insist on! Also held over: our popular 1070 model, to be featured in more traffic-building promotions. Ampex gives you more to sell!



And now, Ampex offers a full line of quality speakers like the 3010 series shown here: 3 way systems in fine furniture cabinets, and priced incredibly low at \$149. Others range as low as \$29.95 a pair!



plus...

a whole new way to sell them!

An expandable modular Audio Center that produces \$400-500 in profits in less than 6 square feet of space!

Here's the ideal way to establish a fully stocked Audio Center in any part of your store, featuring Ampex... the line your customers are already sold on.

Start with a single 2' module; expand as space and your ambition allows. In the Ampex Audio Center, you can demonstrate and sell tape recorders through matching speakers or headsets. Sell Stereotapes with the same headsets and save the cost of private listening booths! You can sell microphones, blank tapes, accessories, too. Every profit opportunity in tape recording is built right in.

The Ampex Audio Center can be the most profitable space in your store... and your Ampex representative is prepared to prove it. See him or write for full information and costs.

tape recorders / speakers / microphones / headsets / blank tape / accessories / stereotapes

AMPEX CORPORATION, 2201 LANDMEIER ROAD, ELK GROVE VILLAGE, ILLINOIS 60007

ask anyone who knows



MERCHANDISING WEEK



Radios

Channel Master

On display at the Channel Master booth will be one new radio, model 6538. This 12-tube model has two detachable, walnut-enclosed, wide-range, 6-inch permanent magnet speakers, and receives both AM and FM. It features channel balance and tone control, a line-cord FM antenna, and has provision for an external FM antenna.



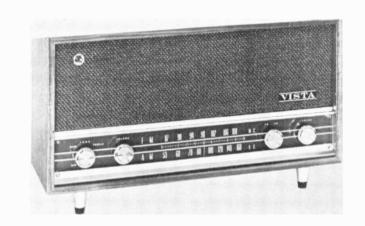
Topp Import & Export

In the Juliette line, five radios will be shown, including this ST-12F, a 12-transistor AM-FM table model. There are two other new table units, the ST-5 AM clock model and the STC-10, a 10-transistor AM-FM clock job. Three portables are on deck, a 9-transistor pocket model (TR-91M), a 17-transistor, five-band set that operates on batteries or AC (FM-175), and a 15-transistor AM-FM convertible unit (DTF-150).



Craig Panorama

Fourteen new radios, among them this Vista 600 AM-FM table model, and a transceiver will debut for Craig Panorama at the Show. The 600 uses nine transistors. The two portables are the Vista 875 Playboy, AM-FM, 10 transistors, and the Vista 440, 12 transistors, five bands. Three globe-shaped table models, the Vista NTR-8G, NTR-1GF and the NTR-6G are being offered.



Arvin

Among the 10 Arvin radio entries is this 36R07 AM-FM tube table model. Three other table models, the AM 16R68 and 16R21, and the AM-FM 36R48 are on display. Three clock models are available, one AM (56R32) and two AM-FM (46R07 and 46R48). In the portable category, Arvin has three new sets, the AM-FM-SW 10-transistor (86R19), an AM-FM 10-transistor (66R69), and the AM-only 8-transistor (66R58).

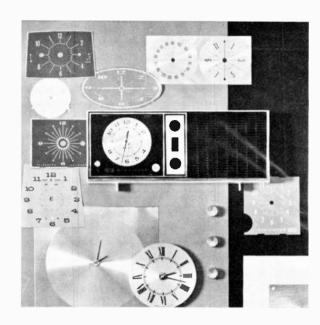


Radios

continued

RCA

As a quick and eye-catching representation of the instrument look RCA is striving for in its new radio line, this collage was turned out by Tom Greene, of the RCA Victor Styling Dept., under the direction of manager Tucker P. Madawick. The control panel feeling has been carried throughout the line.



Philco

(left) This 8-transistor unit, model T-807BK, carries a post-excise tax list price of \$15.95. It is only one of 38 new radios introduced in Philco's new line. The 6-transistor line kicks off at \$8.95, 8s come in at \$13.95, and 9s start at \$27.95 with AM-FM, AM table radios start at \$12.95, clocks at \$13.95.



(right) Panasonic's new lineup includes two new table radios, four multi-bands, five AM portables, and four new clock-radios. Shown here is model R-132, a camera-styled miniature with eight transistors and slide-rule dial that weighs 8 oz. with battery. It operates on one 9v battery.

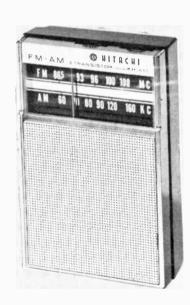




(left) Crown Radio Corp. has only one new model to show in its radio line at this year's Music Show—the TRF-16. This AM-FM pocket portable falls into the booming 9-transistor category. According to Crown, the radio has an OTL circuit that produces "dynamic sound and high fidelity." It is listed at \$34.95.

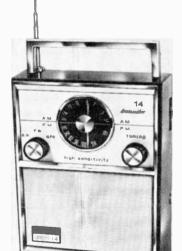


(right) Hitachi is showing three new radios this year. At the bottom of the line is model KH-811, shown here, an 8-transistor AM-FM unit. Hitachi's model KH-970 uses nine transistors. At the top of the line is model TWA-1000. Also to be displayed: a convertible, AM-FM, 10transistor portable for use in autos.



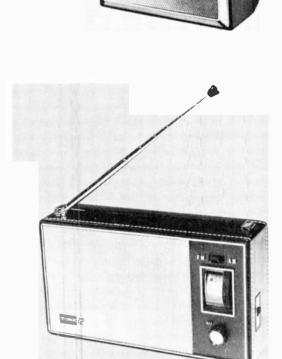
New York Transistor

(left) Three new models will debut in the York line this year. Shown here is the TR-123, a 12-transistor AM-FM portable with built-in AFC. Also on display will be the TR-101, a 10-transistor pocket portable, and the TR-107 table model that operates on battery or AC. The table model is also a 10-transistor unit.



Toyomenka

(right) The Invicta 1401 is one of four new models Toyomenka will be pushing at this year's Show. This is a 14-transistor AM-FM model. Other entries are two 12-transistor models-12LJC and the 12J65-both AM-FM with AFC, the first to operate on both AC or batteries. There is also a 10-transistor AM-FM set with AFC.





THE GREAT ENTERTAINERS ARE HERE!





GREAT NEW SOUND AND STYLE FOR STEREO

1. New: Continental Styling—the elegant Spanish Provincial Sutton in a handcrafted pecan veneer cabinet. Solid-State amplifier and FM Stereo tuner. 226 watts peak music power (113 watts EIA music power), super woofers, super tweeters, and 1000 cycle horns front mounted in acoustically lined, enclosed speaker chambers. (RC-7836BPN).

2. New: Custom Tape Decorator. Provides concert-hall realism plus fine furniture styling. Solid-State 4-track, 3-speed stereo recorder, two dynamic microphones, easy selection controls. Solid-State amplifier with 40 watts peak music power (20 watts EIA music power), two swing-out speakers. (TC-5261BWD).

3. New: Stereo Mustang. Jet-styled compact portable for the young crowd. Twin 51/4" speakers, remarkable sound. Plays with speakers attached or extended. 4-speed automatic changer. Hiimpact case has chrome, padded-vinyl touches. 45 RPM spindle. (Model RP-2321BN), \$69.95.* Also a monaural model (RP-1836) \$49.95.*

4. New: Portable Components. The first fine high-style components that really pack up and go. Deluxe changer, turntable, tone arm. Solid-State Stereo amplifier. Each speaker component contains one eight-inch and one three-inch Dynapower speaker. Superbly priced at \$139.95* (RP-2346WD).

Mfr's suggested retail price.





GREAT NEW ADDITIONS TO RADIO'S NO. 1 LINE!

1. New: 6 Big Stars—from a lineup of 56 winners. (Top Row) The Jetstream, biggest news in Shortwave Portables. FM, AM, too. 17 transistors. (Model P-1910). FM/AM Clock Radio with new Vue-Alarm control, full-feature timer, dual-speaker sound. (C-1530). Solid-State FM-Stereo Radio with removable wing speakers, fine furniture styling.

(T-1040). (Bottom Row) Twin-speaker FM/AM with AFC at a popular price. Dual-speaker sound. (T-1230). AM Clock Radio with new Vue-Alarm, lighted dial. (C-1410). Miniature FM/AM Portable, 10 transistors, fits in the palm of your hand. Gift-pack includes earphone, batteries and a handsome carry case (P-1720).

2. New: Show 'n Tell Phono-Viewer. G.E.'s bright new world of entertainment for children. 4-speed record player with full-color slidefilm projector. 11" picture screen, 4-inch dynamic speaker, built-in cooling system, 6' line cord. Over 100 picture-sound programs available. Simple to operate, rugged. \$29.95* (Model A-601).

3. New: Battery-Powered Tape Recorder. 4½ pounds of adventure in sound. "Soundtracker" capstan drive, dual tape speeds, instant double-reel braking, sensitive neon level indicator, remote-control mike, Alnico V magnet speaker, push-button operation. Great sound, great performance, great price! \$39.95* (Model M-8000).

*Suggested Zone 2 Retail Price.





GREAT INNOVATIONS IN COLOR TV

1. New G-E Porta Color. Biggest breakthrough in color-TV history. America's first portable color TV. Only 25 lbs. light. Takes color upstairs, downstairs, everywhere in the house. Means extra floor traffic for every G-E TV dealer. Priced for profit at \$249.95.* 2. New "Hide and See" Door. Turns color consoles into fine furniture. G.E.'s exclusive "Hide and See" door lifts and slides completely out of view when set is in use. Available in Contemporary or Provincial in the new 25-inch** rectangular screen models.

3. New "Magic Memory" Tuning. Takes the guesswork out of color tuning. You'll want every prospect to see it. Easy to demonstrate and a surefire sales closer. Ask your salesman about the exclusive "10-Second Sales Opener" for G-E Color TV.

4. Plus...New Coaxial Antenna. All G-E color consoles are equipped to take 75 ohm, shielded coaxial antenna cable without modification. Guards against picture distortions caused by electric motors, aluminum siding, even wind and rain. New and demonstrable.

Min's agent tred in the proof, except which for field, app.

**Overall diagrams are a unement



Radios continued

North American's new novelty radio

North American Foreign Trade

line includes a 10-transistor golf club radio, model GC10, and an 8-transistor baseball radio, model BB1/3, which is equipped with a table stand made of three baseball bats. Model GC10 retails at approximately \$14.99. Model BB1/3 retails at approximately \$9.99

Bulova Watch Company

(left) Bulova is introducing a cordless line that includes: eight portable radios from \$14.95 to \$89.95; three clock-radios-Classic 1210 series shown at left—from \$39.95 to \$59.95; and a 40w solid-state phono at \$169.95. The Classic, retailing at \$49.95, features a swivel operation. (All prices are post-excise tax cuts.)

Sylvania

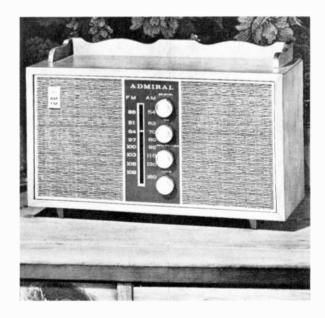
(right) Sylvania's clock-radio exemplifies its new radio line, which includes clock-radios that start at \$18.95 and go to \$61.95 for an AM-FM model. AM and AM-FM radios range from \$13.95 to \$79.95. AM and AM-FM transistor portables retail from \$13.95 to \$84.95. (All prices are post-excise tax cuts.)

Norelco

(left) Norelco's (top-of-the-line) short-wave radio, model L638, operates on six $1\frac{1}{2}v$ D cells, and offers AM-FM Marine and shortwave frequency coverage from 1.6 through 27 mcs. L638 is equipped with adjustable AFC and AGC, phono and tape input jacks, earphones, world time map, and navigation dial.

Admiral

(right) Expanding its FM-AM tube radio line, Admiral introduces three clock-radios and three table models. This set is the first step-up table model, the Standish (No. YG539), featuring FM automatic frequency control, two speakers, phono jack, FM power line cord antenna, and a fruitwood veneer cabinet.

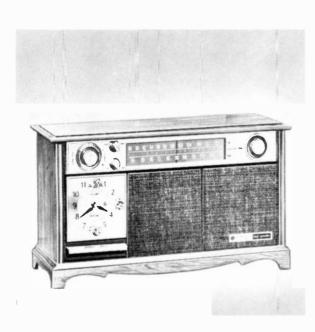


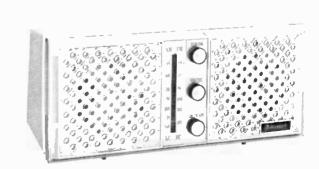
General Electric

(left) General Electric's additions to its radio line include two clock-radios in wood veneer and one AM-FM table radio (model T1240) in solid walnut finish. This clock-radio (model C1561) is available in antique-cherry hardwood veneer; the other set (model C1560) comes in walnut hardwood veneer



(right) Delmonico's newest AM-FM radio imports include this twinspeaker table set, model FA725, and a clock-radio, model FA726C. Both models have six tubes, ferrite antenna, and AFC position for FM signal—all encased in a $13\frac{5}{8}$ - by $5\frac{7}{8}$ by 6½-inch cabinet. Delmonico reports that delivery is set for August.





65

Radios

continued

Sony

Sony's 8-transistor model IR-81 (right) is 134 inches high, 23% inches wide, and 35 inches deep, and weighs 315 oz. It carries a suggested list price of approximately \$30. Sony's 11-transistor model 2FA-24W (far right) features push-button tuning and weighs 7 oz. Its suggested list price is about \$50.





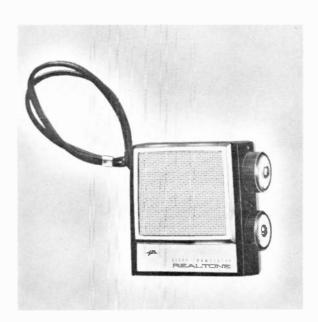
MASTERWORK

Columbia

tleft) Masterwork AM-FM model M-2852 is 43ζ by 3 by 14ζ inches. This black-leather-cased unit has nine transistors, three diodes, and one thermistor. It operates on one standard 9v battery and features a ferrite rod AM antenna and a telescopic FM antenna. It has a snap-on leather loop handle.



cright) Realtone's Mercury TR-1801 radio operates on one 9v battery. An 8-transistor unit, it features automatic volume control, a 1½-inch speaker, and direct-drive tuning, with a frequency range of 540 to 1600 kc. The set, in a complete gift combination includes magnetic earphone, 9v battery, and hand strap.





(left) The Micronic Ruby, model SR-Q460F, is a 9-transistor AM-FM radio "no bigger than a pack of regular cigarettes," according to the manufacturer, Standard Radio Corp. The unit features telescoping antenna and separate-band tuning. In a black and silver case, it measures 2-14/16 by 2 by 15/16 inches.



(right) Ten-transistor model FX-112 will be introduced by Sharp at the Music Show, and will be available for delivery in July. An AM-FM unit, it has AGC, AFC, 300mw output, earphone, carrying case, and battery. Styled in ebony and silver, its dimensions are 5\(^3\)4 by 3\(^3\)8 by 1\(^5\)8 inches; it lists at \$39.95.



Fanon-Masco

(left) Fanon-Masco is showing a 3-transistor transceiver, model FCB-33, with a suggested retail price of \$9.95; price for two units is \$19.90. The unit comes complete with carrying case and 9v battery, has a 42-inch telescoping antenna, and is crystal-controlled on CB channel nine. Its plastic case is two-tone gray.

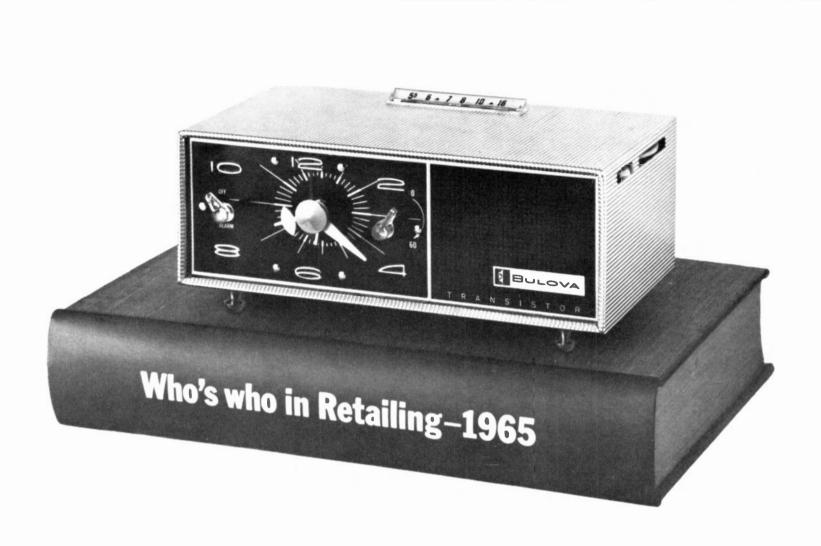


Sampson

Micro-Miniature model WM8001 is an 8-transistor set with a suggested retail price of \$19.95. This black-andsilver cased radio comes in a special gift box, which includes battery and earphone. A hand-sized unit, it features side tuning and volume control; a metal carrying chain is attached at the side.







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Bulova sells its radios and phonographs to carefully selected quality merchants <u>only</u>. Our Constructive Distribution Policy is your assurance that your store's reputation for quality is always well-protected!

When some hole-in-the-wall store down the street sells the same radios and phonographs you do that's bad news. And it happens. Often.

But here's good news. It won't happen when you sell Bulova radios and phonographs. That's because we're fussy who we sell to. When you sell Bulova you can be confident you're one of a select group of quality merchants. We just don't sell to any other kind.

That's why, when you put your store's reputa-

tion on the line, that line should be Bulova.

Arrange now to have a Bulova representative call on you and give you full details on our complete radio/phonograph program. And be sure to have him tell you how the Bulova Constructive Distribution Policy protects your store's reputation for quality as no other company can. Phone us collect at LT 1-0400 (Area Code 212). Or mail the handy coupon today!

BULOVA RADIOS AND PHONOGRAPHS

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This time with six great new portables including the RP 6000 Cordless Radio-Phono; AG 4230 Furniturized Stereo Hi-Fi; three stereo phonographs (with automatic changers) starting at less than \$80.00; and a sensational

voice activated Cordless tape recorder for under \$100.00. That gives Mercury 12 fabulous portables for gift-giving and for people on the move. And it gives you the fastest selling, full line of portables in the business!



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adaptable. Retail \$49.95

AG 4000: The Cordless, 100% transistorized phonograph that plays all records, anywhere, anytime. \$39.95



case. Plays for months on 6 standard flashlight batteries. AC

AG 4126: Deluxe 100% transistorized Cordless phono has big 7" ticonal speaker, weighs only 8 lbs. AC adaptable. \$59.95



RP 5000: 100% transistorized Cordless radio-phono combination plays all AM stations, all records, sizes and speeds. AC adaptable. \$59.95



TR 3300: Cordless. 100% transistorized recorder plays while being carried. Capstan drive, 2-speeds, ½ track recording, 3¼" reel. AC adaptable. \$59.95



TR 3500: Dual motors in capstan drive, 2-speeds, ½ track recording, remote control stop-start switch, 5" reel. 100% transistorized. AC adaptable. \$89.95



AG 9125: Detachable twin ticonal speakers, automatic phasing, separate bass and treble controls, fine wood cabinet. Portable or permanent. \$139.95

MERCURY RECORD CORPORATION



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Tape Recorders

continued

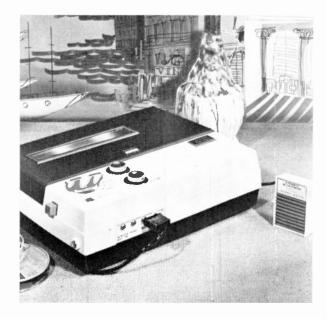
Belcor

(right) Top of Belcor's line is the 305, listed at \$169.95. This two-speed, four-track stereo unit has a digital counter, pilot light, two view meters, and two microphones. The 301 monaural unit bears a list of \$69.95, uses a 5-inch reel. The line steps up to the 304, with 7-inch tape and added features, listed at \$89.95.

Channel Master

(far right) Channel Master is introducing two models this year, the Porto Fino monaural unit shown here, and listed at \$79.95, and the Sir Realist stereo tape recorder tagged for \$219.95. The 8-transistor Porto Fino uses a 3½-inch reel and weighs in at 5 lbs. Its solid-state big brother comes with tape counter.





Chancellor

The Oki 300 stereo recorder, with a \$189.90 list, leads off a line of three new solid-state models marketed by Chancellor Electronics. A sister under the skin, the 300-D stereo tape deck is priced at \$139.90. This unit, with solid state record/playback preamplifier, comes in an oiled walnut case. High-ending it all is the Oki 888, a four-track, three-head stereo tape audio center with a hysterisis synchronous motor and two speakers.



Sony Superscope

(right) When you reach the end of the tape in this year's Sony tape recorders, the tab comes to "less than \$239.50." And at that price level you have the "260," a solid state stereo unit. At the other end of the line is the battery-powered "900" (not shown), weighing in at $5\frac{1}{2}$ lbs., with automatic volume control.

V-M

(far right) This year, The Voice of Music is talking about two new tape recorders, the "739" stereo unit (shown here), priced at \$209.95, and the "368" portable component system, at \$129.95. The low-end unit, also known as the "Charger," operates off a rechargeable nickel cadmium battery and comes with a recharger. Weight: 5 lbs.







Coming-out party

Introducing THE SLEEK LOOK in Superb Sound: Beautiful furniture with a heart of stereo. New ideas in sound-on-tape, wrapped in luxurious walnut—this is Wollensak for '66! Modern styling that adds charm to any room, beauty that liberates the tape recorder from the closet. And this beauty isn't just skin-deep—the Wollensak Sleek Look is all new, inside and out! New Style! What more can we say

about the customer appeal of the new Wollensak 5300 Wall Stereo shown above? Nothing, except the dramatic, over six foot long modular design that allows you to hang it, stack it, or put it in bookshelves. A solid-state stereo tape recorder, two matched speakers. Superb AM-FM stereo tuner optional at extra cost. New Features! Control Central: the newest idea in control positioning. Every control in a hand-span. Two

See the Wollensak Sleek Look for '66 at the Music Merchants show!



Wollensak liberates tape recorders from the closet!

VU meters, new power activated push buttons, separate volume and tone controls, monitor facility, stereo headphone jack, FM multiplex-ready, new four digit tape counter, 4 speed-4 track, automatic shut-off. And it's solid-state—fully transistorized for instant warm-up. New Models! The new Wollensak Wall Stereo is only the beginning. There is also the new Wollensak Model 5280 Stereo with matched wing

speakers, the new Wollensak Model 5200 Stereo Deck, the new Wollensak Model 5250 Stereo with built-in speakers, and a brand new Wollensak Portable! New Prices! Wollensak prices were never more competitive, never more appealing, never more packed with value. From only \$279.95* for the Wollensak 5300 Stereo to just \$149.95* for the new Wollensak Model 5150 Portable.

*Fair trade price where law allows.

The new sleek look in superb sound-what you want is a Wollensak!

WRH



Tape Recorders

continued

North American

New from North American Foreign Trading Corp. is a six transistor, lightweight, portable tape recorder with speed controls. Special features include pushbutton controls and a remote microphone. North American's Model 678 records both voice and music and retails at a suggested list of \$19.90.



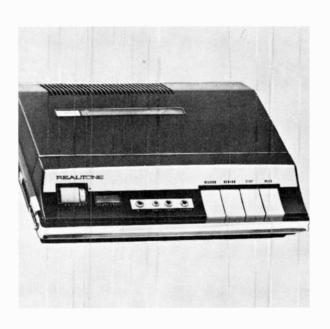
Phonola

(left) The Electra tops out Phonola's new three-model line of tape recorders. Combining a stereo 4-track tape recorder, stereo phonograph (with Garrard stereo record changer), and AM/FM-stereo radio within a walnut cabinet, the Electra retails at \$499.95. The Constellation, a stepdown model, retails at \$279.95.



Panasonio

(right) High-ending Panasonic's new five-model line is the model RQ-152, a hi-fi, solid-state tape recorder that operates on six flashlight batteries or ordinary house current. The model lists at \$99.95 and has a "sure-fire" feature that switches the unit automatically to battery operation in case of power failure.



Realtone

(left) The Governor, Realtone's latest two-speed, portable tape recorder, operates on five transistors and has pushbutton volume and speed controls. The five pound midget is 10 by 934 by 234 inches and carries a suggested list of \$49.95. Other features include capstan drive, an optional AC adapter, remote microphone.



(right) Two new models in the Roberts tape recorder line, the 6000 Series portables, feature battery operation. The 6000M has four speeds, solid-state elements, and piano-key controls (retail \$299.95). The stepup model, the 6000S, contains a rechargeable battery, battery recharger, AC adapter and lists at \$359.95.



Standard

(left) Book-size is the only way to describe Standard's new 42-ounce, 6-transistor tape recorder. The microminiaturized unit has separate non-magnetic record and erase heads and AC bias to ensure fidelity recording. A special feature is the Dynamic microphone that can be used in the case, in hand, or on lapel.



Arvin

(right) Four models highlight Arvin's new tape recorder line. Model 86L19 (shown) weighs 5 lbs. and records and plays back at 334 or 17/8 ips. The thrift-priced unit (the suggested retail list is \$49.95) has a transistorized, solid-state chassis, neon recording indicator, and a built-in 4-inch oval speaker.



NOTHING SELLS TV SET BUYERS LIKE TV SET BUYERS' GUIDE

That's why Admiral, General Electric, Philco, RCA, Sears, Sylvania, Westinghouse and Zenith start fast on their '66 selling season. They hit the heart of the booming brown goods market—hard—in TV GUIDE's annual TV Set Buyers' Guide (published in our Sept. 18 issue). Give this booming national effort a strong local base. Tie in with your manufacturer. Schedule ads and dealer listings in the TV GUIDE editions that parallel your sales area. Join the leaders. Sell in the magazine that delivers higher readership for your advertising dollars. Reach higher concentrations of acquiring households in *every* television set category. And do so 52 weeks a year—in TV GUIDE. There's a TV GUIDE representative in your area. Call him. Make sure the volume's up in your area.



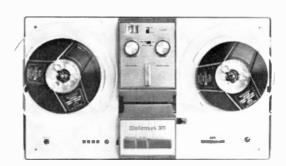
WRH

Tape Recorders

continued

Wollensak

Two of the eight models Wollensak will show are model 5150 (right) and model 5300 (below). The 5150 is a monaural, 4-speed, 2-track machine that lists for \$149.95. The 5300 is a stereo, 4-speed, 4-track unit, with separate multiple-speaker systems, that lists for \$279.95. It is suitable for wall mounting.





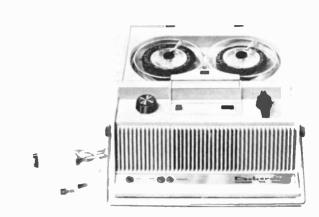


Concertone

(left) The company will introduce three units at the Show. This recorder is a monaural, 2-track, portable machine that lists for \$199.95. It can use 5-inch reels, has two motors, and is covered in brown alligator. Other units: a \$599.95 4-track stereo unit, a \$549.95 portable stereo unit; both have six heads.



(right) This portable tape machine, model PT-36B, has a \$39.95 list price. It has two speeds $(1\frac{7}{8} \text{ and } 3\frac{3}{4} \text{ ips})$, is all-transistorized, can be powered by either dry cells or AC. The AC adapter is built into the unit. It uses 3-inch reels, has a capstan drive, weighs about 3.3 lbs. and will record anywhere.





Gemsonic

(left) This model, the 802, is "the world's most compact full stereo tape recorder," according to Gemsonic. The 2-speed 4-track unit lists for \$189.95. Three other Gemsonic units will be shown: a \$99.95 4-track monaural unit; a \$109.95 4-track stereo tape deck; and a \$169.95 4-track stereo tape deck.



(right) The Cipher II by Inter-Mark is an all-transistor, 2-speed, 2-track monaural recorder that lists for \$109.95. Other new units at the Show will be: The Cipher 77—an all-transistor, 3-speed, 4-track unit that lists for \$249.95; and the Cipher 98-a stereo unit that has mixing facilities, and a \$350 list.



Craig Panorama

(left) The Vista 525 has an automatic level control, and is a 6-transistor, 2-speed, AC-operated machine that can record up to four hours of sound. Its capstan-driven speeds are 3¾ and 17% ips; it weighs 8 lbs. It has both microphone and radio inputs, and the machine carries a list price of \$69.95.



(right) The Masterwork model M-790, a 2-speed, solid-state, monaural unit has a \$79.95 list price (before excise tax reduction). Other tape units Columbia will be showing are: the M-800, a 3-speed monaural unit that lists for \$99.95; and the M-810, a 3-speed, 4-track stereo unit that lists for \$275.







Directory of consumer electronics exhibitors at the **Music Show**

Manufacturer Rooms Ampex Corp. West Hall 227 Arvin Industries, Inc. West Hall 205 Audiola Corp.

International Room 403 Belcor Corp. West Hall 247 BSR (USA) Ltd. Bulova Watch Co. East Hall 129 Canadian Fleetwood Corp.

West Hall 226 Canadian Marconi Co. (USA)

International Room 406 Chancellor Electronics, Inc.

West Hall 229A Channel Master Corp. West Hall 221 Clairtone Sound Corp. Ltd.

Continental Room 303 Commodore Import Corp.

East Hall 112 Concertone Tape Recorders 809A Concord Electronics Corp.

East Hall 114 Craig-Panorama, Inc. East Hall 121 Crown Radio Corp. West Hall 234 Datom Industries, Inc. West Hall 201 Delmonico International Corp.

International Room 427 Dokorder (Rengo Traders)

International Room 418 Dynacord (Echocord) of Amer. 853 Dynavox Electronics Corp.

Continental Room 301 Electro-Voice, Inc. 515A Elgin Radio West Hall 238 Estey Musical Instruments 516Ferrodynamics Corp. North Hall 31 Fisher Radio Corp. PDR. 17 Fujiya Corp., Ltd. West Hall 244 General Electric Co.

International Room 419 General Electric Credit Co. Gotham-Crestmark West Hall 214 Grundig Triumph Adler

Sales Corp. West Hall 235 Gusdorf & Sons, Inc.

International Room 401 Harmon-Kardon, Inc. North Hall 25 Hitachi-Sales Corp. North Hall 10 Guy Hobbs, Inc.

International Room 434 Hoffman Electronics Corp.

East Hall 117 Impex Electronics Corp.

North Hall 21 Intercontinental Seaway

Prod. Co. East Hall 116 Inter-Mark Corp. West Hall 212

International Electrohome, Inc. Continental Room 312

Jensen Mfg. Div., Muter Co. 825A Jerrold Electronics Corp.

North Hall 25 KLH Res. & Dev. Corp.

West Hall 228 Kaysons International, Ltd.

International Room 407 Kenwood Electronics, Inc.

West Hall 248 Koss Electronics, Inc. North Hall 28 Koyo Electronics Div. East Hall 113 James B. Lansing Sound, Inc. 944A Lear Jet Corp. West Hall 251 Lloyd Ultrasonic Corp. East Hall 123 3M Co. International Room 430 Magnavox Co.

Manufacturer Rooms

Major Electronics Corp.

West Hall 231 Manhattan Novelty Corp. Martel Electronics Sales, Inc.

West Hall 217 Matsushita Elec. Corp. of Amer. International Room 432

New York Transistor Corp.

West Hall 243 North Amer. Philips Co., Inc.

International Room 408 Oki-Chancellor West Hall 229A Olympic Radio & Television Packard Bell Sales Corp.

Continental Room 326 Peerless Telerad, Inc. West Hall 249 Philco Corp. North Hall 8 Phillips Audio, Inc. East Hall 122 Phonola Phonographs

Continental Room 314 Pianola, Inc. 704A Pilot Radio Corp. East Hall 127 RCA Sales Corp.

Continental Room 318 Radio & Television Equip. Co. 819 Realtone Electronics

Continental Room 307 Redisco, Inc. Rheem Califone, Div. of

Rheem Mfg. North Hall 9 Roberts Electronics, Div.

of Rheem Mfg. West Hall 204 Ross Electronics Corp. West Hall 213 H. H. Scott, Inc. East Hall 103 Selectron International Co., Inc.

International Room 415 Setchell-Carlson, Inc. West Hall 250 Sharp Electronics Corp.

West Hall 233 Shure Brothers, Inc. **PDR 12** Sonola Accordion Co. 823 Sonotone Corp. **PDR 13** Sony Corp. of Amer.

Continental Room 328 Sound Electronics Corp. Spico Electronics, Inc. West Hall 246 Standard Radio Corp. West Hall 229 Star-Lite Electronics Corp.

West Hall 220 Sterling Hi Fidelity West Hall 215 Superscope Continental Room 329 Sylvania Electric Prod., Inc.

East Hall 108 Telefunken-Amer. Elite Co., Inc.

International Room 413 Tele-Tone Co. Continental Room 302 Teppaz Phonographs West Hall 245 Tone-King Corp. Topp Import & Export, Inc.

West Hall 222 Universal of High Point, Inc.

West Hall 232 V-M Corp. International Room 404 Valiant Radio Corp. North Hall 4 Viking of Minneapolis, Inc.

North Hall 30 Waters Conley Co., Inc.

Continental Room 314 Webcor Sales Co.

International Room 426 Westinghouse Credit Corp. Westinghouse Electric Corp.

East Hall 125 Zenith Sales Corp. East Hall 105

... GOES TV!

Brand-new by TELEFUNKEN

TV with all the brilliant features that make Telefunken world standard for performance. TV with the NEW dimension in razor sharp tuning, picture power and clarity. TV with the magnificently crafted chassis, ultra-modern cabinetry at its finest. TV SALEABILITY most competitively priced!





19" Black and White Portable - Gemini

Super sensitive 4-wafer tuner, 21,000 volts of picture power and power transformer with three stages of IF. Big reception tuning on every channel, 82 in all! Ruggedly built, long-life chassis, copper-bonded circuitry.

21" Color Consolette -Oslo

Automatic color control, sharpest for color and black and white. 25,000 volts of true color picture power, with color keyed tuning for any program. Ultra-sensitive sound reception.



21" Color Console (Decorator Series) Marquis

French Provincial cabinetry by Telefunken mastercraftsmen. Picture power, true color or black and white, backed by 25,000 volts under automatic control. Two duocone speakers with perfectionist reception over the full tonal range. All-wave UHF or VHF tuning, peak performance in fringe areas. Instant "on," automatic degaussing, frosted picture tube. Newest gem of the **TELEFUNKEN TV collection!**



American Elite, Inc., 48-50 34th St., Long Island City, N. Y. Telefunken Sales & Service Headquarters for over a decade.

HOUSEWARES



Master blender

A 13-inch-high space-saving food blender is introduced by Master Appliance Corp. The new unit, Space Saver model 3000, features a 2-speed 115v motor. The slicing-action stainless-steel knives in the blender can crush ice, mix malts and shakes or frozen drinks, crumb bread, grate carrots, cheese, or nuts, puree baby foods, blend fruits, vegetables, or cake recipes. The 38-oz. shatterproof container is graduated by cups for easy measuring and has an add-acap lid. Other features on the new model include a pouring spout, handle, and chrome-and-black base. Master Appliance Corp., 1745 Flett Ave., Racine, Wis.



CALOR CENTRAL CONTROL CONTROL



There are times when nothing short of an explosion will do! When your product, promotion or program is right—and the market needs to know it—Merchandising Week is the place to explode! Quickest and broadest. Most powerful. Most penetrating. Beautifully balanced retail coverage . . . high-interest editorial package . . . Monday-morning impact, week-long issue life. Explode where? In Merchandising Week!

MERCHANDISING_{WEEK}

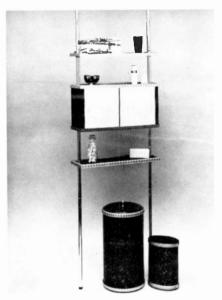
No. 1 place for your No. 1 job!

Norelco adds two shavers

Two additions to the Norelco line of electric shavers are the Speedshaver 15C and Speedshaver 20C.

The economy-priced cordless Speedshaver 15C features rotary blade action. It is powered by four penlight batteries, and has a flip-top head for easy cleaning. It comes in a new package that contains a drawstring pouch; the new unit is suitable as a second shaver for travel use. It is designed to sell for less than \$15. The deluxe model, Speedshaver 20C, with zippered leatherette case and built-in mirror, sells for less than \$20.

A new maroon color for shaver and cord is featured on Norelco's Speedshaver 20. This shaver has fliptop cleaning, self-sharpening rotary blades, and is powered by a self-lubricating 110v AC/DC motor with on-off switch. With a compact, zippered case, it also is designed to sell for less than \$20. North American Philips Co. Inc., 100 E. 42nd St., New York, N.Y.



New Detecto bathroom ensemble

A bathroom ensemble that consists of a space-saver shelf unit, hamper, and basket—all with a Tortoise Shell look—are among the new products to be introduced by Detecto at the housewares shows.

The cabinet and shelves of the space-saver, the matching round hamper, and the oval basket are color-coordinated; they have matching Tortoise Shell vinyl covering and antiqued-gold carved trim. The space-saver, No. 3JP4, retails for \$29.98. It has two shelves and a large two-shelf cabinet with mirrored doors on deeply grooved double tracks. The position of the shelves and cabinet is adjustable. The matching hamper, no. 2B, is cylindrical in shape and retails for \$10.98. The basket retails for \$4.98. Detecto Scales Inc., 540 Park Ave., Brooklyn, N.Y.

Pioneer chain saw

Wildcat I, a lightweight chain saw, is announced by Pioneer. It has an extra-strong front handle and large engine seals to prevent oil leakage on the magneto.

For ease in starting, the choke has been eliminated and a primer pump has been used. The unit has a 26-oz. fuel capacity. Standard equipment is the new Sureguard chain, which almost eliminates saw kickback. The air filter screen is flocked to prevent softening with use. Price: \$179.95. Pioneer Div. Outboard Marine Corp., Galesburg, Ill.



PHILCO DEALER NEWS



PUBLISHED BY PHILCO CORPORATION

A SUBSIDIARY OF Ford Notor Company,

NEW STEREO LINE GIVES TOP VALUE AT ALL PRICE LEVELS

1966 Philco Stereo Gives Dealers Extra Profit Potential ...Gives Customers Built-In Extra Value

-Story on Page 2

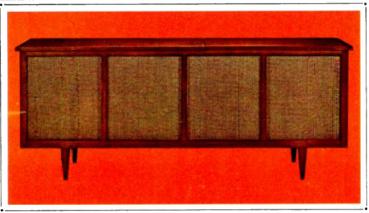


1966 PHILCO STEREO puts the emphasis on solid state with a beautiful, complete collection that presents the very finest in sound and style. Philco Master Craft cabinets give you a wide selection of beautifully designed furniture. One handsome example: the 1744 WA, styled in authentic Danish Modern in walnut veneers.

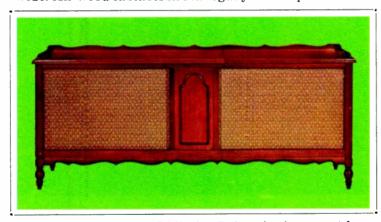
The 1966 Philco Stereoline story is value—in every detail, every feature. More value, in fact, throughout the Philco line than anything the competition can offer. From the top of the line to the bottom, in all price categories, Philco Stereo is easier to sell, far more logical in step-up sell-

There's value in Philco's furniture styling. Customers who want a fine piece of furniture don't have to buy the top of the line when they buy Philco.

The cabinet of every single Philco Stereo console is



VALUE AT \$199.95*. Philco 1714 is a complete stereo radio-phonograph in a cabinet that's a full 59 inches wide. All-wood cabinets in Mahogany and Maple veneers



VALUE AT \$229.95*. Philco's 1718 series is a great buy in all solid-state stereo. Long, luxurious all-wood cabinet. In Early American, Danish or Contemporary.



VALUE AT \$289.95*. Philco's 1722 series has everything to make it a big value. Beautiful all-wood 60-inch furniture cabinet, all solid state with six separate speakers. Available in Mediterranean and Contemporary.

* Manufacturer's suggested starting retail price, plus applicable excise tax.

made of genuine wood. Even at the \$199.95 price level, your customers don't have to settle for a hardboard cabinet!

Here's more evidence of Philco value. All solid-state amplifiers in the new Philco line have separate bass and treble controls and most have Philco's Background Music Control that gives natural, balanced sound at low listening levels.

Philco's solid-state amplifiers give clean, clear sound through the entire audible spectrum. Lots of reserve power, too.

Every Philco tuner receives all three types of broadcasts: AM, FM and Stereo Multiplex FM. Every Philco tuner has builtin Automatic Frequency Control (AFC). And every Philco tuner has a built-in Stereo Monitor that shows when FM Multiplex is being broadcast.

Philco speaker systems give your customers more for their money, too. As many as 12 separate speakers give realistic, room-filling stereo sound. And many models feature massive 12inch woofers and advanced Audio Dome tweeters.

And every Philco Stereo has the amazing Scratch-Guard Tone Arm that can't scratch records. Many models feature a new, advanced version that's as thin as a pencil—and tracks at only two grams of weight!

There's a remarkable new flexible stereo stylus, too. So flexible it's virtually impossible to damage. And every Philco solidstate stereo model with tuner comes with a diamond stylus for long-playing records—at no extra cost.

Put all the facts together and it's easy to see why Philco Stereo will mean more business for you in the coming year.

It all adds up to this: There's more value for your customers in 1966 Philco Stereo, and that's going to mean more volume for you!

Stereo Styling Hits New High

In any home, a stereo console is an important piece of furniture. You can expect your customers to want a set that looks every bit as good as it sounds.

That's why Philco has put even greater emphasis on styling for 1966.

All-wood cabinets

There's fine-furniture quality in every single 1966 Philco. Philco makes all its own cabinets—and it's easy to see the pride that goes into them.

Cabinets are all-woodfine veneers and hardwood solids — throughout the line. Even at the \$199.95 price level, Philco gives your customers the look of quality they can get only from wood.

Long, low lines

Most models have the | Philco line.

extra-long lines that add a look of importance to a stereo console - and give superior stereo separation.

Authentic detailing ... even marble inlays

Philco's furniture craftsmen use Old World care to make Philco Stereo the finest in furniture. Rich marble inlays, authentically styled door pulls, lavishly carved woods. Woods are selected for choice grain and color, then painstakingly hand-rubbed and hand-polished.

And Philco's wide choice of models means furniture to blend with any décor. Danish Modern, French or Italian Provincial, Mediterranean, Early American, Contemporary or Traditional—name a style, and it's yours in the 1966



PHILCO SOLID STATE

Every dealer knows that the words "solid state" are magic in the stereo business today. To your customers, they mean the latest, the best, the clean sound and long-lasting performance that only transistors and diodes can deliver.

Yet many of the so-called "solid-state" units currently on the market are actually years behind the times. Their components are only partly solid state. One look at all the tubes inside the set will tell your customers exactly what kind of "solid state" they're getting.

But when Philco says "solid state," it means all solid state. Not just a solidstate amplifier section. Not just a solid-state tuner section. But solid state all the way through—in every solid-state stereo that Philco makes. Your customers get the solid-state fidelity and dependability they expect.

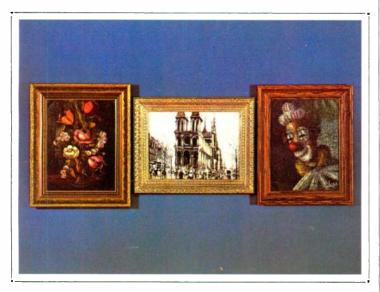
Philco solid-state tuners and amplifiers deliver clean, powerful sound. And because they're all solid state, they start to play the second they're turned on, with none of the annoying waiting period of tube sets —or even of many so-called

"solid-state" units.
The Philco sound is clean, crisp, clear - with the pure highs that are associated with any fine solidstate instrument. And, because Philco's transistors and diodes don't deteriorate with age, the sound won't begin to fade or distort even after years of use.

Here's real value for your customers - value that means you're giving them more for their money when you sell 1966 Philco Stereo.

NEW MERCHANDISING PROGRAM TO HELP YOU SELL PHILCO STEREO

New Promotion Idea— Original Oil Painting!



Now Philco brings you a beautiful collection of original European oil paintings that can help bring top stereo prospects into your store — and will help turn shoppers into customers.

People who appreciate fine paintings are the same people who appreciate fine music—and the fine Philco Stereos for 1966.

These fine Philco paint- Stereo they buy!

ings have enormous appeal. They're hands omely framed and ready to hang. You can use them as terrific sales builders and sales closers. Turn a section of your sales floor into a Philco Stereo Gallery.

Imagine the sales reaction you'll get when your customers learn they'll get the original canvas of their choice with the Philco Stereo they buy!

40 Top Names In New Philco Record Bonus

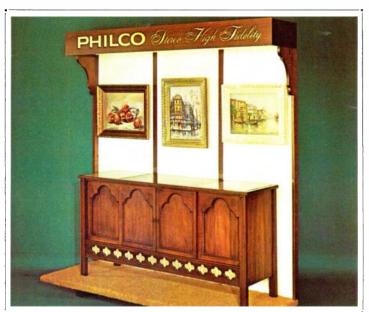
Philco has the most fabulous stereo record sets the industry has ever seen. Five complete stereo albums by 40 leading Columbia Records artists make this much more than just another record offer.

Imagine the most famous Columbia Records stars in one record collection!

Vocalists like Barbra Streisand, Robert Goulet, Eydie Gormé, Steve Lawrence and Tony Bennett singing their hits. Folk singers like Bob Dylan and The Clancy Brothers, jazz swingers like Brubeck and Ellington, the sounds of Glenn Miller, Lester Lanin, and André Kostelanetz.

Mood music, get-up-and-dance music, everything from pop to instrumental—to help you sell 1966 Philco Quality Stereo. Here's a complete stereo library for people who want the very best in stereo—your customers for Philco Stereo.

NOW PHILCO DISPLAY GIVES STEREO "AT HOME" SETTING



Here's a striking, roomlike setting that will enhance the appearance of your store—and make it easy for your customers to visualize how beautiful Philco Stereo will look in their homes,

A carpeted platform adds to the "at home" décor. A wood-frame background with textured pan-

els accents Philco's finefurniture craftsmanship. An illuminated, carvedwood overhead is framed to give it a rich, elegant furniture look.

Here's the perfect setting for Philco Master Craft Stereo cabinets, the setting that 1966 Philco Stereo deserves. And it can be yours at no cost!

Feature-Packed Philco Line Strong on Sales Appeal

If it's new, if it's important, if it's something your customers will want to have—you'll find it in the 1966 line of Philco Stereo.

Inside and out, 1966 Philco Stereo is packed with exciting features. Features that will make Philco Stereo a standout on your sales floor.

Philco keeps a step ahead in giving you the latest in stereo engineering and styling. New ideas in speaker design, innovations in amplifiers and tuners, improvements in changers, tone arms and cartridges.

And never before has there been a Philco line with as many exciting features as 1966! Here's a line that gives you much more to talk about—much more to sell.



NEW PROFESSIONAL-TYPE CHANGER has an advanced component look that says quality — Philco quality — with top playing performance to match. New Floating-Touch Tone Arm has a sleek pencil-thin design. So light it tracks at two grams — and can't scratch records!



NEW "STUDIO SOUND" CONTROLS put the world of recorded and broadcast sound at your fingertips. Featuring the Philco Background Music Control that boosts bass tones, lets you enjoy natural, full-fidelity sound at lower "background music" listening levels!



PHILCO SPEAKER SYSTEMS have as many as 12 separate speakers for truly professional component sound. And with Philco Audio Dome Tweeters your customers get the most advanced high-frequency speaker designs on the market. They radiate wide-angle stereo sound!

'66 PHILCO RADIOS AND PHONOS PRICED FOR STRONG SALES ACTION



T807BK. 8-transistor model. Deluxe look, yet only \$15.95*



882WH. Modern styling, rich tone. Priced at just \$12.95*



720WH. Imagine—a clock-radio you can sell for just \$13.95*

For 1966, Philco has gone all out to give your customers the best values of any top-name American brand on the market. The result is a new line of radios and portable phonographs that's going to stir up real excitement on your sales floor.

The models you need

What kind of radios mean big volume for you? Transistors? Clocks? AMFMs? You'll find new Philco models that have all the features — at lower prices than ever before.

Need phonograph models that give you more to promote? Philco has them for 1966, priced to retail as low as \$39.95*!

Philco's new radios and phonographs make this the year you're going to do more radio-phono business than ever before—because now you can offer your customers greater radio and phonograph values than ever before!

*Manufacturer's suggested retail selling price, plus applicable excise

Solid-State Table Models Have Custom-Component Look



726BK. Transistor clock-radio with slim-line look.



713BK. Handsome all-transistor AM-FM clock-radio.



886BK. Table model. Rich,



935BK. Deluxe two-speaker AM-FM all-transistor model.

Don't let anybody tell you there's nothing new in radios. Philco proves that there is, with the most exciting series of table models the industry has seen in years.

Here's the quality look of professional audio components. Compact enough to fit anywhere — even on the smallest bookshelf. Just right for any styleconscious shopper.

And here's the advanced design of all solid state. The very best in clean, smooth, realistic sound. And the dependability and long life that only an all solid-state radio can deliver!

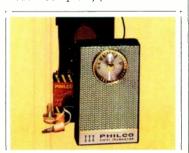
These are the radios that can put more profit into your radio business. And only Philco has them!



T600BKG. 6-transistor in complete gift pack, only \$8.95*



T602BKG. Deluxe 6-transistor model. Complete, \$11.95*



T802G. Powerful 8-transistor. Gift ensemble, \$13.95*



1434 Stereo phono with swingout speakers for just \$59.95*



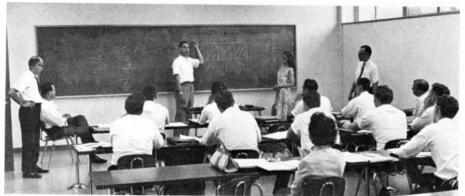
1432. Monaural, with changer, sapphire needle. Just \$41.95*



1441. Monaural portable with automatic changer, only \$36.95*



GET MORE SALES AND PROFITS per square foot in your store with Philco's "Operation Exposure." Here's a *complete* display unit for Philco radios and portable phonographs. It can help you put wasted space to work. Be sure to ask your Philco distributor how it can be yours!



Marketing seminar for managers meets at the University of Massachusetts

Discounter respectability: Hardlines shows the way

Hardlines Distributors, giant operator of 106 leased housewares-hardware departments in discount stores, has launched two programs of education and information that point up the increased sophistication of mass merchandisers today.

Hardlines has invited manufacturer executives to a Cape Cod resort this week for a discussion of mutual marketing problems. And at the University of Massachusetts, Hardlines is concentrating on intensive marketing training for its department managers.

Hardlines has executed a neat about-face on conventional business seminars; a retailer footing the bill for a three-day powwow with manufacturers is about as common as a buyer taking a vendor to lunch.

Said Hardlines president Saul Leibow, "It is always traditional that, within our trade relationship, the vendor has courted the distributors and the retailers. We see no reason why this should be a unilateral effort.

Today, major buyers and suppliers have a stake in moving large quantities of merchandise from the production floor to the consumer's shopping bag . . . we believe that both sides have much to learn from one another for our mutual benefit and profit," Leibow added.

"The salt-water congress," is how Hardlines bills its invitational meeting where it is picking up the tab for 25 major resource executives (and their wives) to chat business over golf, martinis, and the conference tables at the White Cliff of

Plymouth resort located on Cape Cod. In explaining the purpose of Hardlines congress, Leibow emphasized that "direct discussions between the chief executives of the buyers and the sellers are a necessary step toward greater expansion of sales in our field." No formal agenda is planned, just "shirt-sleeve discussions on improvement of present procedures, and speculation concerning future directions of sales expansion."

Leibow's business has not suffered from his generous give-and-take philosophy. Hardlines Distributors has moved swiftly to its prominent position among department leasers. This fall, 18 new Hardlines departments are slated to begin operation.

In addition to the "salt-water congress," Leibow has organized a two-week seminar for his 107 managers. Held at the University of Massachusetts, the combined staff of Hard-lines executives and University faculty members teach basic and advanced merchandising: for example, inventory control and product display. Leibow reports that the seminar has been highly successful so far.

Vendors scheduled to attend the Cape Cod congress include: Arthur Blumenthal, president, Arnel Plastron; Irving Hyberger, vice president, Living Aluminum; Jim Place, sales manager, Mirro Aluminum; Peter Consiglio, Sr., president, Parker Metal Goods; George Weatherby, vice president, Portable Electric Tools; Robert Marchant, vice president, Rubbermaid; Dick Morris, vice president, Snyder.

KEY MOVES

Dormeyer—William Chapman moves up from sales mgr to vp and general sales mgr of Webcor, the parent corporation.

Empire Brush—Two new vps are named: Ted Uly, for sales; Frank DeBease, for manufacturing. Irwin Katz, former controller, is treasurer. Corning—Edward H. Keller is named mgr of the Chicago office, and James V. Hughes succeeds Keller as district sales mgr, in Chicago.

GE—Walter K. Mahard is appointed advertising mgr of the housewares division. Mahard formerly served as merchandising mgr for GE Supply Co. in Bridgeport. Robert W. Miller, formerly district rep in New York, is named sales planner, in Bridgeport.

Ingraham—Jon Marks, of Kansas City. Mo., is appointed district sales mgr for Iowa, Kansas, Missouri, and parts of Indiana and Illinois. William Barry is named assistant district sales mgr for metropolitan New York, including Long Island, and southern Connecticut.

Central Stamping & Mfg. Co.—Michael J. DeMauro is named sales mgr. Ace Mfg. Co.—Two national sales mgrs are appointed: Ronald C. Lodge and Morris A. Verstein.

Nutone Angelo Vienna is promoted to district sales mgr in southern Michigan and northwestern Ohio.

Herbert Sales Co.—Elliott Messinger is appointed national sales mgr. Messinger formerly served in the same position for Ronson's lighter, accessory, and LP gas products div.

West Bend—Effective September 1, Campbell-Mithun Inc. advertising agency will handle the West Bend account, previously held by Geyer, Morey, Ballard, Inc.

HOUSEWARES

□ □ □ Latest Westinghouse innovation target: Coffeemakers. The firm has confirmed trade reports that it will introduce a new line of coffeemakers featuring a new coffee-brewing principle that it calls Pressureflow. A new coffee-brewing basket has been designed for the line; water is forced through the coffee by "pulsations of gentle pressure," resulting in a "richer, fuller flavor." The new coffeemaker line is Westinghouse's latest effort to beef up its electric housewares business through systematic innovation in one product area after another. The firm showed a new line of convertible upright-canister vacuum cleaners in January. Westinghouse has not been a major factor in the coffeemaker market up to this time. $\square \square \square \square$ DuPont's increasing interest in housewares is pointed up by two developments: DuPont's decision to show its battery-operated toothbrush at the National Housewares Manufacturers Assn. Exhibit for the first time; and the centralization of its consumer products business. The toothbrush, plastic comb, and specialties lines, which formerly were handled by the DuPont plastics department, are now assigned to the consumer products division of the fabrics and finishes department, under manager J.A. Fowler. This department also markets the firm's cellulose sponge and adhesive products. □ □ □ S&H has raised the retail selling price on its electronic telephone answering device, which will be available for the Christmas selling season. Earlier, the firm had indicated the product probably would sell in the \$25 price area, but now the unit has been priced out at \$49.50, company officials confirmed. Presumably, plenty of leeway for promotional funds has been built into the pricing structure. S&H, which also markets the Peel-King electric peeler, is said to be planning a major television campaign for the new answering device. S&H has begun selling its products through housewares distributors; and the Peel-King unit is now said to be fair-traded "wherever possible." □ □ □ □ Waring will show new promotional blenders at the housewares shows. According to reliable trade sources, the firm has prepared five or six promotional models for introduction. Waring now fair-trades a line of deluxe blenders. The firm declined to comment on the new items at this time. □ □ □ □ A power mower safety certification seal will be featured by manufacturer-members of the Outdoor Power Equipment Institute (OPEI) as part of a stepped-up, three-year, safety program that begins Sept. 1. The seal will be placed on new mowers that meet safety standards established by the American Standard Assn. $\square \square \square \square$ Floor care promotions are being offered by Eureka-Williams and Regina Corp. Retailers will be able to offer consumers a free 9-piece Anchor Hocking casserole set with the purchase of any Eureka-Williams

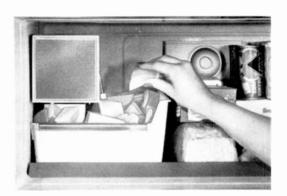
product. Regina is offering retailers two free goods

promotions—a shoe polisher with any eight items, a

portable vac with any 12 items.



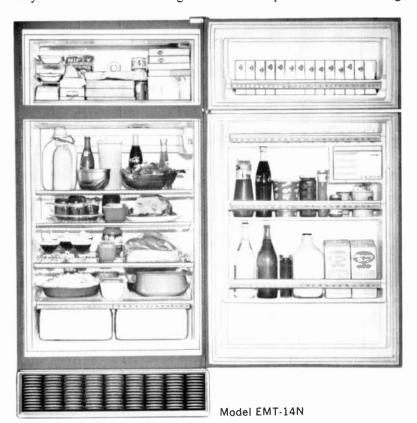




Offer your customers No-Frost or exclusive IceMagic. Exact same retail price. And you make a full profit on either one!

What a beautiful way to merchandise and sell refrigerators. You talk up "your choice!" to the customers. You talk up one low price. You talk up the special deal on RCA WHIRLPOOL refrigerator-freezer model EMT-14N with no defrosting ever in both refrigerator and freezer sections. You talk up the companion deal on RCA WHIRLPOOL refrigerator-freezer model EMT-14SM with the IceMagic automatic ice maker that does away with messy ice trays forever...and has glide-out meat pan and two sliding

shelves. Then let your customers decide for themselves whether No-Frost, which eliminates the defrosting chore a few times a year, is more important than the IceMagic...a convenience they'll use many times every day of the year. You talk up the extra goodies in each model, too, like super-storage door with built-in shelves and butter keeper..."zero-degree" freezer... twin crispers that hold a bushel. But before you talk, telephone your RCA WHIRLPOOL distributor. Let him talk turkey about pricing! Profits!





It's easier to sell an RCA WHIRLPOOL than sell against it!



REFRIGERATOR-FREEZERS

Trademarks 📦 and RCA used by authority of trademark owner, Radio Corporation of America.

Ice makers continued from p.7

trend. In 1961, of the 117 refrigerator-freezers listed in MERCHANDISING WEEK's specification sheets, 12 units (approximately 10%) came equipped with automatic ice makers. In MER-CHANDISING WEEK'S 1965 specification sheets, there are 213 units listed-including 28 ice maker models (or 13%).

On the surface, these figures are not impressive; but a closer examination reveals that Whirlpool—the pioneering old-timer that introduced its first ice maker model in 1958, after purchasing the old Servel patents-has gone deep into ice makers. Today the company boasts 10 ice maker models, ranging up to the 19cu.-ft. size.

But more importantly, the ice maker is being put into units other than those at the top-of-the-line. This was not the case in the early 1960s. For example, Kelvinator, Norge, Chambers, and Whirlpool each have an ice maker unit in the 12- and 14-cu.-ft. category. As manufacturers increasingly install this feature in units lower in the line, and thus make the feature available in lower-priced models, sales should begin to zoom.

Perhaps a parallel with the nofrost feature can be drawn. When no-frost first appeared, it was incorporated into the high-end models, and the consumer had to pay a premium price. As the feature spread farther down into manufacturers' lines-thus making it available at lower retail prices-sales took off. Admittedly, national and local promotions on the no-frost feature helped hypo sales. Now, ice maker units may be on the verge of that kind of sales boom.

More manufacturer pronouncements have been issued on this rising star —a sure sign that it is going to be pushed into orbit. A.B. Kight, president of Norge, has predicted that within five years this feature will be standard equipment in 1 million of the refrigerators sold annually. "We feel that automatic ice makers will be installed in at least 20% of the entire refrigerator production by 1970," he said. According to Kight, the appliance industry sold 90,000 units with ice makers in 1964, and will ship upwards of 175,000 icemaker-equipped refrigerator in 1965.

And Peter Prussing, general manager of the refrigerator sales division of Whirlpool claims, "the automatic ice maker is becoming accepted as a practical convenience feature that is used by people not just once in a while, but every day, and many times a day. People who have ice maker refrigerators actually have three appliances in one—a refrigerator, a freezer, and ice maker. From consumer research we have learned that present owners of ice maker refrigerators will look for the same feature in their next refrigerator. The steady growth of this market will soon include an equally steady replacement market."

The latest positive sign of gathering sales momentum came recently from Frigidaire, a titan of the refrigerator business, which quietly dropped its first refrigerator-freezer with automatic ice maker into its line (MW, 14 June, p.8). And, no doubt, Frigidaire will add more ice maker units when it introduces its full 1966 refrigeration line in the fall.

The first freezer with ice maker has been claimed by Norge. (MW, 21

JUNE 28, 1965

June, p.9). Norge, another early bird in ice maker refrigerators, popped up with two freezers with ice makers-a 16-cu.-ft. upright and an 18cu.-ft chest model. At the Norge introduction, John S. Wolfe, vice president of home appliance sales for the company, said "Installing ice makers as standard equipment on two Norge best-selling freezers will add a new dimension to this industry trend.'

Sears, in its new fall-winter catalog, is offering a 17.1-cu.-ft. upright freezer with ice-maker for \$339.95. (For more on Sears' new catalog, see p.86.)

Although there are still some leading companies in the industry without ice maker units (Amana, Fedders, Hotpoint, Philco, Tappan), this situation could change when 1966 merchandise is introduced.

Currently, General Electric incorporates what it calls an Auto-fill ice maker in three of its refrigeratorfreezers. Located at the top of the freezer drawer, the unit consists of a large ice cube tray that is filled automatically. When cubes are frozen, the hinged tray is flipped over to release cubes into a container. The user can store up to 8 lbs.—or 110 cubes-of ice. Westinghouse, too, uses this type of self-filling ice tray.

At the retail level, there have not been many instances of ad or sales campaigns for refrigerators that incorporate ice makers. One reason is the high-end flavor of the device; another factor is that too many retailers use their ads primarily to stress price and low-end merchandise as traffic-builders. But fox-like Sears has slowly been increasing its sales pitch on these units. (For the few who do not know, Whirlpool makes the Sears refrigerator line.) In recent months, in separate markets. Sears has been pushing hard on a 14cu.-ft. top-mount box with a price tag between \$218 and \$228. The bottom-mount version of this unit has been advertised for \$349. If Sears is first, can the competition afford to lag behind?

-Martin R. Miller

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Westinghouse takes the wraps off its 1966 consumer electronics



New Instant-On 21-inch color set

Westinghouse is spotlighting a new look in b&w portables for 1966—the front of its new 19-inch Jet Set portable is entirely encased in black glass, except for a slim control panel across the top.

"For the first time, it's a set that doesn't 'stare back at you' when it's off," says the company, "and when the set is turned on, the black glass filters out annoying glare."

A fully transistorized model of the black glass Jet Set, with walnut finish, will retail for less than \$230. Two tube-type models will sell for less than \$180. The transistorized

unit carries a full two-year factory guarantee on all parts and picture tube; the tube models have a oneyear guarantee on parts and picture tube

The suggested retail prices on Westinghouse's 1966 lines reflect the excise tax cuts.

Three color tube sizes—21-inch round, and 23- and 25-inch rectangular—are available from Westinghouse for 1966. The color tv line opens at under \$360 for a 21-inch table model. Of the 14 color receivers available, eleven are Instant-On models. Also newly introduced to the Westing-

house color tv line is automatic degaussing.

The b&w line opens at under \$100 for a 12-inch portable model. Of the six other 12-inchers available, three are Instant-On models. There are twelve 19-inch portables. The ten 23-inch b&w models include a table model, three console models in eight different styles and finishes, and one tv-stereo combination.

Highlight of the stereo line of console phonos is a new eight-model Solid-State Sixties series that begins at less than \$250. The 26 stereo consoles—19 of which are solid-state units—all include AM-FM and FM stereo radio, with the exception of single phono-only model.

The new tape recorder line includes two solid-state models, which will retail for about \$60 and \$90. Five other models range in price from about \$30 for a battery-operated portable unit, to \$299 for stereo.

In portable phonographs, Westing-house has two new slimline units, with "the look of custom components." These automatic four-speed phonos will sell for approximately \$45 and \$60. The eight monaural portables in the 1966 line are expected to begin at under \$20 and range up to \$60; seven stereo units will range from about \$65 to \$190.

The new Premier radios, a five-model solid-state series, will range in price from about \$35 to \$80. Other radios in the 24-model 1966 line include the recently introduced Space Makers (MW, 29 Mar., p.3), which will range from about \$12 to \$24.



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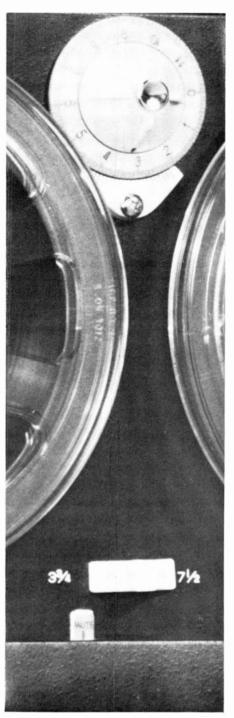
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APPLIANCE-TV

GE's family plan: a new portable series in 3 logical steps

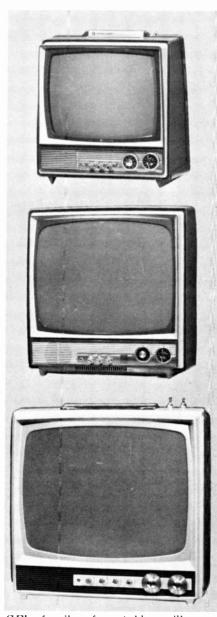
In one of the new season's coziest marketing touches, General Electric introduced the "family look" in a line of lightweight 12-, 16-, and 19inch b&w portables. All the models (shown below) have controls across the bottom of the set, and have frontfiring speakers.

All the 1966 GE portables now include a 90-day carry-in parts and labor warranty.

Prices on the new series: The 15lb 12-inch set opens at \$89.95, \$10 under the list price for GE's 11inch portable last February. (The only 11-incher GE is carrying over is the clock-radio version.) GE's new 12-incher also offers 23% more viewing area than its old 11s.

The new 16-incher, weighing in at only 19.5 lbs., starts at \$109.95down \$5 from last winter; the new 19-inch set hits at \$139.95. GE is using new narrow-neck tubes and guns for these sets, which have allowed a reduction in the weights of the units; power consumption has also been reduced.

The conventional 19-inch line of Designer models starts with an open list model in a grey plastic cabinet and steps to \$129.95. Price on the 23-inch table model has not changed with the excise tax cut, but the \$179.95 package now includes a rollaround stand. Consoles in the line range from \$189.95 to \$279. Veneers and solids start at \$229.95.



GE's family of portables will cover the market from top to bottom; in that order, they are: 12-inch at \$99, 16-inch at \$124, 19-inch at \$139.

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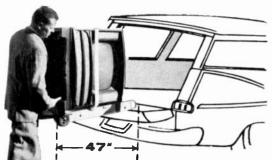
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APPLIANCE-TV

Sears writes hot prices into its big fall-winter book

Sears has bombed its competition with a fat new fall-winter catalog that is full of hot prices—and the threat of more damage to come: the prices published do not reflect the recent excise tax cuts.

Consumer electronics

Color tv-A 21-inch black metal table model kicks off at \$329.95 and steps to a metal consolette with degausser at \$359.95. Veneers and hardwood solids enter the line at \$419.95. In 25-inch merchandise, Sears offers two models at \$649.95.

B&w portables—Starting point is \$89.95 for an 11-inch set; 16s open at \$109,95. The 19-inch line opens at \$114.95 for a set with carrying handle and monopole antenna and steps to \$134.95. At \$164.95, Sears brings in a set with a 20,000v chassis and keyed agc. At \$174.95, Sears offers a 23-inch table model in a hardboard cabinet.

The 23-inch consoles—the line starts with a metal consolette at \$159.95. Veneers move into the line at \$179.95.

Portable phonographs—Starter is a manual monaural unit at \$14.75. Mono units with automatic changers start at \$39.50. Stereo with dropdown changer and transistorized amplifier starts at \$57.95 and climbs to \$124.95 for a 4-speaker unit with drop-down changer and a tone arm that tracks at 2 grams.

Console phonos—Opener is a 33inch walnut-finish hardwood consolette unit at \$92.50 (\$142.50 with AM-FM stereo tuner); the line steps to 42-inch cabinetry at \$179.50, a price that includes a multiplex tuner. For 80w peak power amplifiers in the solid state line, the price steps to \$359.95. For 150w peak power merchandise, Sears prices start at \$449.95. A 72-inch Spanish Provincial unit tops the line at \$479.95.

Table and clock radios—The AM table line opens at \$7.95. Sears puts transistors into the AM line at \$15.95, and uses a combination of three diodes and six vacuum tubes in its FM-AM tables, which start at \$23.95. For \$68. Sears goes all out with the furniture look in AM-FM tables, offering a solid maple cabinet in Early American styling. AM-FM stereo enters the line at \$78 in a unit with side-firing speakers. AM-only clocks start at \$11.75; AM-FM clocks at

Portable radios—Sears kicks off its line with a Hong Kong 6-transistor set that retails for \$5.88; the unit requires a mercury battery that Sears sells for another 75 cents. There is a step-up seven with gift pack at \$9.95, and an eight at \$15.95. FM-AM in the portable line opens at \$24.95 for a horizontal eight from Japan; again, the mercury battery costs an extra 75 cents; the line then steps to \$28.95 for a 10, and \$37.95 for a 12. FM-AM-SW models in at \$47.95 and \$56.95. Batteries are extra for all the FM-AM radios.

Tape recorders—At the low end, Sears has a capstan-drive transistor unit, with a tape speed of 33/4 ips, for \$37.95. The line steps up to a 2-speed portable, either 6-transistor or tube type, at \$76.95; A 3-speed, 2-track vertical deck is \$109.95. Four-track stereo is \$199.95: a unit with separate speaker is \$359.95.

Components—Sears appeal to the audiophile breaks down like this: tube types 35w amplifier, \$37.95; with black leatherette cover and input jacks, \$74.95. A 150w (EIA) transistor amplifier is \$159.95. An AM-FM tube-type tuner is \$89.95 (with transistor tuner \$169.95). Receivers start with 8w (EIA) tube-types for \$94.95. A 28w (EIA) model is \$189.95; and a solid-state, 60w (EIA) unit is \$289.95.

Major appliances

Compact refrigerators-Two models: a 1.5-cu.-ft. unit at \$79.95; a 2.3-cu.-ft. unit at \$119.95. A 6.4-cu.ft. undercounter freezer is \$159.95.

Refrigerators-Only single-door model in the line is 10.8-cu.-ft. unit at \$169.95. Two-doors kick off with a top-mount 12.3-cu.-ft. unit at \$199.95; a no-frost version is \$239.95. Next are a 14.1-cu.-ft. bottom-mount unit at \$369.95, and a top-mount 14.2 model at \$339.95, followed by a 16.5cu.-ft. top-mount at \$399.95. Frostless units are a 16.2-cu.-ft. bottommount at \$439.95, and the top-of-theline 18.4-cu.ft. bottom-mount at \$469.95. In addition, there are two 14-cu.-ft. no-frost units: a top-mount for \$279.95 (with ice maker, \$309.95) and a bottom-mount for \$309.95 (with ice maker, \$339.95).

Coldspot Food Center-A side-byside combination of a 15.4-cu.-ft. refrigerator with ice maker (\$319.95) and a 15.3-cu.-ft. freezer (\$269.95) are advertised together for \$569.90.

Freezers-Eight chest units begin at \$179.95 for a 10-cu.-ft. model and run up to \$309.95 for a 26.6-cu.-ft. model. Eight uprights kick off with a 10.7-cu.-ft. unit for \$179.95 and run to a 30.1-cu.-ft. unit for \$339.95. Sears also has a 17.1-cu.-ft. upright with ice maker for \$339.95; without ice maker it is \$309.95.

Washers and dryers— Five wringer washers start at \$64 and move to \$154.95. Automatic washers lead off with a 24-incher at \$129.95, step to a one-speed model at \$149.95, and move up to the top-of-the-line 3-speed unit at \$244.95. Dryers lead off at \$84.95 (electric) and \$114.95 (gas), then step to 2-cycle units at \$99.95 and \$139.95, and top out at \$189.95 and \$229.95, respectively, for models with electronic sensing device.

Dishwashers—Four models are shown, ranging from \$129.95 to \$219.95. Sears also has a portable dishwasher on wheels for \$154.95.

Ranges—Gas free-standers: A 20inch-wide model at \$89.95; 36-inchers at \$164.95 to \$259.95. In eye-level ranges, the company offers 30-inch models: an upper-oven-only unit without base for \$199.95; a double-oven at \$379.95, or the same model with single oven without base for \$279.95; a double-oven model with Tefloncoated griddle for \$279.95. A 39incher is \$329.95, without base.

Gas free-standers include a incher at \$109.95, and 30-inchers at \$139.95 to \$259.95. In eye-level electrics, Sears has 30-inch models: a one-oven unit without base for \$279.95; a double-oven unit for \$329.95; a double-oven unit for \$379.95. A 39-inch model without base retails for \$349.95.

Slide-in ranges are: a 24-inch electric at \$159.95; a 30-inch model at \$169.95 (gas) and \$189.95 (electric).

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