

MERCHANDISING WEEK

JULY 31, 1967

EDITED FOR THE CONSUMER ELECTRONICS, APPLIANCE, AND HOUSEWARES INDUSTRIES ☐ READ BY THE RETAILERS ☐ A BILLBOARD PUBLICATION ☐ PRICE 50 CENTS VOL. 99 NO. 31

U004092HWK0010H1 3JUL AU67 01
HAWKES T V SERV SLS
10 HARDY RD
WESTBROOK ME 04092



\$1 billion ('67 est.)
Boom times for records:
how appliance retailers
can cash in now ☐ ☐ p.12

An exclusive MW survey
on what retail buyers
thought of the first
electronics show ☐ ☐ ☐ p.19

Retailers' reactions to
Westinghouse-Zodys'
partnership ☐ ☐ ☐ ☐ ☐ ☐ p.7

The retailers other
retailers follow:
Upton Ziesler ☐ ☐ ☐ ☐ ☐ ☐ p.6



The deal with strings attached.

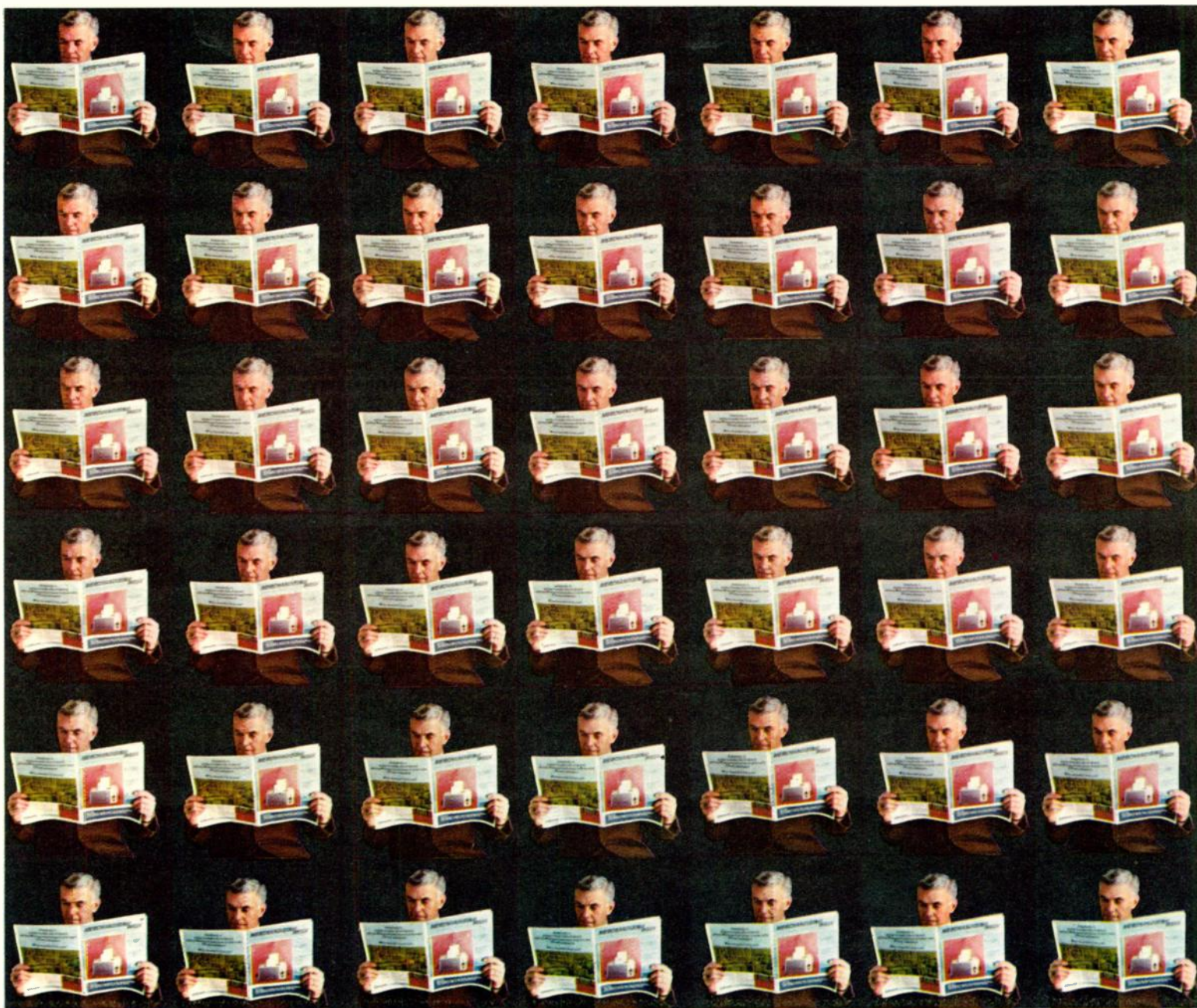
See the **Arvin** ad on Page 32.



Your B&W ad in Merchandising Week delivers way above average readership*



* Source: Mills Shepard Research, Inc.



look what \$375.00* more can do!

*Our four-time rate for a color page is just \$375.00 more than a B&W. And delivers an average bonus readership of 30%. Complete rate card happily furnished.

MERCHANDISING
Read By the Retailers Other Retailers Follow **WEEK**

MERCHANDISING WEEK (formerly Electrical Merchandising Week) is published weekly by Billboard Publications, Inc.

COPYRIGHT © 1967 by Billboard Publications, Inc. all rights reserved. Title registered © in U.S. Patent Office. Quotations on bulk reprints of articles available on request. The contents of this publication may not be reproduced either in whole or in part without consent of copyright owner.

EXECUTIVE, EDITORIAL, CIRCULATION, AND ADVERTISING OFFICES: 165 W. 46th St., New York, N.Y. 10036. Telephone: PL 7-2800, area code, 212. Second class postage paid at New York, N.Y., and additional mailing offices.

SUBSCRIPTIONS to Merchandising Week are solicited

only from retailers, distributors, and manufacturers of home goods products. Position and company connection must be indicated on subscription orders. Publisher reserves the right to refuse non-qualified subscriptions. U.S. subscription rate for individuals in the field of publication; \$6.00 per year (single copies, 50¢, except Annual Statistical Issue, \$3.50). Foreign rates on request.

SUBSCRIBERS: Send change-of-address notices, correspondence regarding subscription service, and subscription orders to Fulfillment Manager, Merchandising Week, 2160 Patterson Street, Cincinnati, Ohio 45214. Change-of-address notices should be sent promptly; provide old as well as new address; include ZIP code number. If possible, attach address label from recent issue. Please allow one month for change of address to become effective.

UNCONDITIONAL GUARANTEE: The publisher upon written request, agrees to refund the part of the subscription price applying to the remaining unfilled portion of the subscription if service is unsatisfactory.

POSTMASTER: Please send form 3579 to Fulfillment Manager, Merchandising Week, 2160 Patterson Street, Cincinnati, Ohio 45214.



MERCHANDISING WEEK is a member of the American Business Press, the Audit Bureau of Circulations, the Magazine Publishers Association and the Second Class Mail Publications, Inc.

PUBLISHER

Denis C. Hyland

Phone: PL 7-2800; area code, 212

EDITOR-IN-CHIEF

Martin R. Miller

Phone: PL 7-2800; area code, 212

OPERATIONS EDITOR B. H. Schellenbach

PRESENTATION EDITOR Ronald D. Wind

Illustration Editor: Joan B. Antoine

Copy Editor: Lucy Schmolka

Consultant: Jan V. White

NEWS EDITOR

Ed Dubbs

Midwest Editor:

Wallis E. Wood

(Chicago—Phone: CE 6-9818)

Associate Editors:

Amei Wallach

Neil Spann

Assistant Editors:

Irene Kanfer

William Hutchinson

Contributing Editor:

Joan Bergmann

NEWS BUREAUS: Los Angeles, Eliot

Tiegel, Bruce Weber; Nashville, Bill

Williams; Chicago, Ray Brack, Jerrienne

Roginski, Earl Paige

RESEARCH MANAGER

Alicia Donovan

Phone: PL 7-2800

Associate:

Joan Lyons

ADVERTISING DIRECTOR

H. Sherman Davis

Phone: PL 7-2800; area code, 212

BUSINESS & PRODUCTION MANAGER

Marie R. Gombert

Asst. Production Manager:

Joan C. Cooley

Phone: PL 7-2800; area code, 212

ADVERTISING SALES OFFICES

Eastern Region

George Neuner

165 W. 46th St.

Roland DeSilva

New York, New York—10036

Phone: PL 7-2800; area code, 212

Midwest Region

Edward J. Brennan

188 W. Randolph St.

John J. Cherry

Chicago, Illinois—60601

Phone: CE 6-9818; area code, 312

Southern Region

Robert L. Kendall

110 21st Ave. South

John McCartney

Nashville, Tenn.—37203

Herb Wood

Phone: 244-1836; area code, 615

West Coast Region

Pete Heine

9000 Sunset Boulevard

Dick Blase

Los Angeles, California—90069

Phone: 273-1555; area code, 213

United Kingdom

Andre de Vekey

7 Welbeck St., London W.1

Phone: 486-5971

Italy

Germano Ruscitto

Via Padova 154, Milano

Phone: 282-23-80

Japan

Kanji Suzuki

2-1-408, 3-chome Otsuka,

Bunkyo-ku, Tokyo, Japan

Classified

John O'Neill

188 West Randolph St.

Chicago, Illinois—60601

Phone CE 6-9818; area code, 312

PROMOTION DIRECTOR

Geraldine Platt

CIRCULATION DIRECTOR

Milton Gorbulew

Space contributed as a public service by this magazine.

Pick one to die.
Pick one for jail.
Pick one to waste away.
Pick three for happiness.



Some children find happiness easily. Others need the help and guidance only a trained person can provide, medical attention they cannot afford, love they have been denied. When you decide to give to your United Fund or Community Chest, you may change a life.

Your fair share gift works many wonders/THE UNITED WAY



27 million families benefit by child care, family service, youth guidance, health programs, disaster relief and services for the Armed Forces from 31,000 United Way agencies.

□□□□ **Color tv sales move ahead** as b&w sales again decline, according to the Electronic Industries Assn. report on distributor-to-dealer sales for the first 28 weeks of 1967 (ended July 14). Total color tv unit sales were 2,118,544, up 9.05% compared with the same period last year; b&w tv, continuing its year-long decline, maintained a gain for the final three weeks, but was off 9.57% to 5,722,133 units for the period. Scorecard for phonos: portable and table models, up 17.60% to 1,495,085 units; consoles, down 23.56% to 639,983 units.

□□□□ **Zenith's second-quarter earnings fell 69.9%** below the same period last year, on a sales drop of 24.1%. First-half earnings declined 27.5%, from \$18.3 million to \$13.3 million. First-half sales of \$287.7 million were off 5.7%. Zenith president Joseph S. Wright links the decline to a return to a more normal seasonal pattern in home electronics shipments, excessive industry accumulation of color sets, and unrealistically low prices for color units as the industry attempted to reduce color inventories. The Chicago trucking tie-up this spring, which forced some plants to shut down, was also cited. Wright predicts, however, that industry-wide color set sales will exceed the 5.8-million mark by the end of the second half—a projected increase of nearly 1 million units over last year's color tv figures.

□□□□ **Look for more price cuts on GE appliances** in Los Angeles, as retailers follow the lead of Los Angeles-based Barker Bros. The quality-image department store began cutting prices on General Electric products—from \$11 to \$40—almost as soon as it was announced that the manufacturer had discontinued its fair-trade agreements in that area. While there was no official reaction from two other key Southern California retailers, White Front and May Co., both retailing giants are expected to meet the new price competition on GE. There is evidence that salespeople at both chains have been quoting lower selling prices on GE items.

□□□□ **A GE self-cleaning oven range at \$218** minimum retail price—billed as the “lowest price ever”—is

being promoted in the New York City area. “Fantastic! Both the oven and the price” reads the factory co-op ad for range model J-328. The ad also features two step-up self-cleaners: model J-333, with picture-window door, at \$298; and model J-470, a double-oven range, at \$358.

□□□□ **A third CATV system for Westinghouse:** the company's broadcasting division picked up a 49% interest in CATV Enterprises Inc., New York City. Terms of the agreement were not disclosed. Charles Woodard, vice president of the broadcasting division and head of its CATV subsidiaries in Georgia and Florida, will serve as president. Westinghouse expansion in the area follows NBC, which owns a few small CATV systems, and CBS, which has entered the CATV field in Canada.

□□□□ **Hobart enters the home food disposer field** with two models under the KitchenAid name. The Superba, for batch feed, lists at \$150; the Imperial, for continuous feed, lists at \$130. Hobart has also added two new portable dishwashers—in the \$210-\$270 price range—to the KitchenAid line.

□□□□ **Tappan's first-half earnings dropped 92.3%** from the comparable 1966 period, as sales recorded similar setbacks, down 12.8% for the half. The company's volume fell to \$41,230,000 from 1966's \$47,277,000.

□□□□ **Allied Radio will merge with L-T-V Ling Altec,** bringing together a major home electronics mail-order house and a manufacturer. The merger of the Chicago-based Allied with L-T-V Ling Altec, a subsidiary of Ling-Temco-Vought Inc., of Dallas, is subject to approval of stockholders and directors of both firms.

□□□□ **No AHAM-sponsored meeting** of the appliance industry is planned for 1967, although a conference for the first quarter of 1968 is in the works, says Guenther Baumgart, the Association's president. AHAM does plan a Nov. 17-18 conference for about 1,000 editors, a spin-off of the American Home Laundry Manufacturers Assn. event.

The color tv radiation scare: no letup in sight

The color tv radiation scare: no letup in sight

Even color tv tubes that meet present government standards for safe X-radiation levels (0.5 mR per hour at two inches) may not be safe from government attack.

Rep. John Jarman (D-Okla.) and his House Subcommittee on Health and Public Welfare—the latest of the myriad Congressional committees to trip over each other in their scramble to be first with the most information about X-radiation emissions—will inquire into the effects of long-term low-dosage radiation on the human body when hearings start on Aug. 14. That could mean that even “safe” tubes will have to be redesigned.

Malfunctioning sets that emit excessive radiation will be investigated as well. And GE is not the only manufacturer that has made such sets. Individual tests of 573 color tv sets, representing 20 manufacturers and 90% of the industry, were submitted through the Electronic Industries Assn. (EIA)

to the Public Health Service. The tests showed that although just about all sets were within government standards during normal operation, some did emit excessively high radiation under abnormal breakdown conditions.

“In other words,” said one industry spokesman, “if the set goes haywire, shut it off.” Others in the industry feel such conditions almost never exist.

Whatever the Jarman Committee discovers, the results will probably appear in the Radiation Control for Health and Safety Act of 1967, which Jarman is co-sponsoring with Rep. Paul Rogers (D-Fla.), and only the latest of many such bills to appear in the House and Senate.

Rep. John Moss (D-Calif.) and his Subcommittee on Product Standards and Safety are conducting hearings on proposed legislation today. Both Congressmen are concerned with the effect of radiation on production line workers and servicemen as well.

The brouhaha—which was born of GE's disclosure that about 112,000

color tv sets (all in over-18-inch screen sizes) were being recalled because they emitted excess X-radiation (MW, 22 May, p.5)—is still at its peak. In fact, extra fuel was added last week when GE admitted that, although it had completed the gargantuan task of finding 90% of the sets, 9,000 were still missing.

Coupled with GE's announcement was the admonition of Dr. William H. Stewart, Surgeon General of the U.S. Public Health Service, that the sets may be dangerous and that set owners should keep them off.

A spokesman for GE, however, claims the firm has compiled medical evidence that supports its contention that there is “no significant likelihood of harm to health” from the sets that GE is calling back.

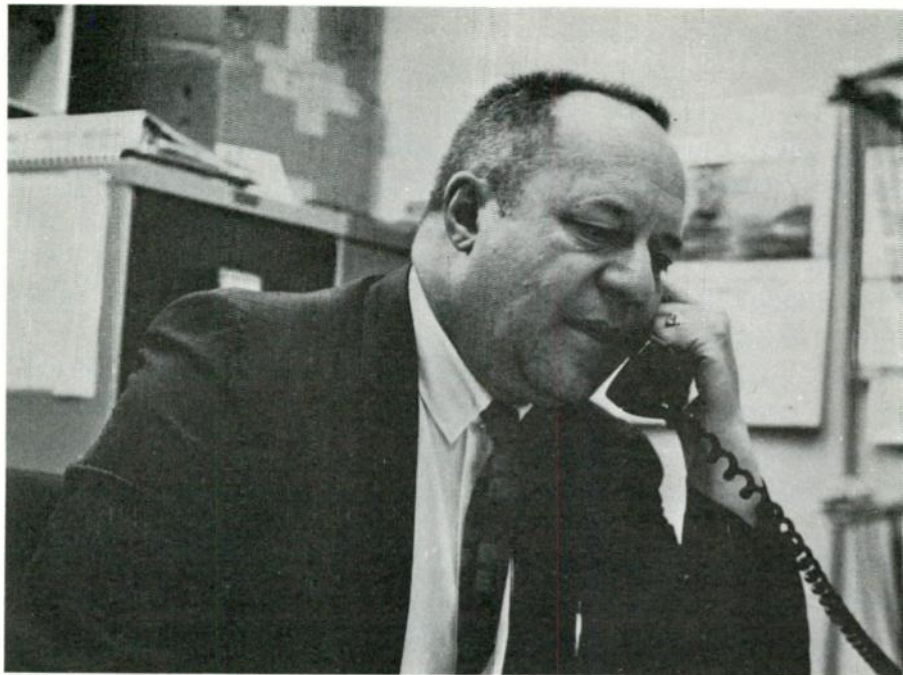
Neither of the two events can be expected to help lagging retail sales of color tv—and the plethora of investigations coming up promise to keep the X-radiation scare before the public for some time. So manufacturers are

rushing eagerly to cooperate with whomever they can, in order to make the best of a bad situation and get the whole ugly mess over with before the fall sales season.

Manufacturers have cooperated with EIA, have conducted tests, have formed committees. They have just circulated a letter to Congressmen indicating the industry is interested in co-operating with Congress, and is even willing to take steps on its own. In addition, they have prepared an emergency press release for EIA—which, up to now, has been predictably wary of too much publicity on the subject—for use “in case all hell breaks loose,” as one industry source put it.

In the end, manufacturers feel, government legislation regulating radiation emission from color tv tubes will probably come under the Consumer Protection Bill. But, meanwhile, they caution, “If the dealer starts to get alarmed about this, it could really hurt business.”

—Amei Wallach



Upton R. Ziesler: the personal side of an industry leader

He is a big man—heavy, but solid. He wears his weight well—the way he wears his success. He is successful—general manager of Rahr's, Manitowoc, Wis., and president of the National Appliance & Radio-TV Dealers Assn.—but he does not carry his success awkwardly. His office, while large enough for his purposes, is small and unostentatious. He drives an old Rambler station wagon to work. And his home, while modern and tastefully furnished, is relatively modest.

By the standards of New York City. Chicago, or Los Angeles, Upton ("Uptie") R. Ziesler heads a small dealership. Rahr's sales are probably



not over \$1.5 million a year, and this is divided between appliances, electronics, furniture, carpeting, gifts, and service. Still, size is relative; and Rahr's dominates the Manitowoc market.

Music in every room

The store has grown from a small radio repair shop to fill a 4-story former seed-packing warehouse. ("We do more business now in a good day than we did our first year in business," Ziesler says.) In fact, Ziesler is now in the process of converting his top floor from a warehouse into furniture display rooms.

One must look hard to find traces of the building's former tenants: the store is neat, clean, well lit, and filled with music. Ziesler loves music. "One of the first things we decided was to have background music in the store."

He was a musician, played trombone in jazz orchestras during high school and college. "And, although music was my greatest outlet," he says, "I hung my horn on a hook when I started running the store. I decided that music took too much time." Today he has a fine stereo system in his home and music in every room.

The store and his home are the two points about which Ziesler's life revolves. Still, he is not bound to either in his thinking. He thinks about the industry, and about appliance dealers,

generally: "They have a big problem with business continuity. They should have a plan for eventually getting out of the business that will leave the business intact."

Ziesler, who has two married daughters and no sons to follow in his footsteps, is very concerned with building a strong management team that will both perpetuate and strengthen Rahr's when he is no longer around—this, even though he will probably be around for a good many years.

The effect of a boom's death

Ziesler was born Dec. 15, 1911, in Florence, a small town in northern Wisconsin. It was a boom town—lumber and mining—and his father ran a general store. "I sensed the excitement of the boom," says Ziesler, "and, as a grade school student, felt the effect of the boom's death." With the end of the boom came the end of his father's store in Florence.

This, he feels, was one of the key events to shape his success. The other was the Depression. "I was fully aware of the impact of the Depression," he says. He went to Marquette University, majored in business, and graduated in 1933. "While going to school, I saw the empty store fronts, the agitation in the parks—all the signs of fear and danger. As part of the business course, we played the stock market on paper—and we lost everything." Because he had seen the effect of failure, Ziesler worked hard to be a success.

"If I have any regrets, it's that I did not spend enough time with my family." Yet, in a way, he really had no choice. During college, Ziesler worked several summers in a neighbor's tire business, selling tires. When he graduated, he and the neighbor became partners in the C-Z store, an auto accessory shop in Chilton, Wis. His wife, a girl he had met at Marquette, was not happy living in such a small town, and, in 1936, they moved back to Manitowoc where their families lived. A man named Rahr had taken over a radio repair shop shortly

before, and asked Ziesler to come into the foundering business. It was a lucky circumstance.

Fascinated by appliances

"I had always been fascinated by the appliance business. I had an uncle in the business, and I was fascinated by his store. We moved to Manitowoc when I was in high school, and I tried to go to work for my uncle, but he always held me at arm's length, told me I wouldn't like the business. Even in college, I was interested. I did a term paper on the merchandising of Westinghouse appliances. I received an A+ and the dean even told me, 'You have a feeling for the appliance industry.' After school, I tried to get a job with the Westinghouse distributor, but there were no jobs in 1933." As a result, Ziesler was sidetracked into the tire business.

Ziesler has lived in small towns most of his life. Even today, the population of Florence is around 700; Chilton, around 2,500; Manitowoc, about 33,000. Neither his thinking nor his experience is limited to small towns, however. He and his wife love to travel, and they did so even when the girls were small. "Of course, being in the appliance industry helps; but we were traveling even before trips became so popular. We have been all over Canada, Mexico, the Caribbean, Europe, and the Middle East."

Travel, he finds, is not only stimulating personally, but it helps him in his business. "We see the courtesy and concern of people in other countries—things that are well to keep in mind when we are dealing with our own customers." Ziesler is concerned personally about his customers, in a way that dealers in a larger city often cannot be.

'There is no limit...'

For all his travel, however, Ziesler loves his home. "Home to me means everything," he says. "We enjoy being around the house. I have a big yard

and I like working around it." In his yard, he has a grape arbor, rose bushes, and apple, peach, pear, and cherry trees; and he tends them carefully. Talking to Ziesler about his home, one has the impression that he considers it a shelter: he uses it not to escape from, but to escape into.

At home he spends his spare time reading. "I enjoy reading, and I like to read anything about business or finance." An indication of the breadth of his interest: he regularly reads the Monthly Economic Letter of the First National City Bank of New York. Of course, the reading helps his business, but this is not the point. Ziesler finds pleasure in it, and would enjoy it regardless.

The trouble is, there is not much spare time for reading, gardening, or listening to music. "The business just sort of takes over," Ziesler says. He is still fascinated by his business. "For one thing, there is no limit to what you can do in the industry. The horizon is always ahead. New products are being developed and new uses are found for products. I thought the Consumer Electronics Show last month in New York City was a tremendous revelation: for the first time I felt the im-



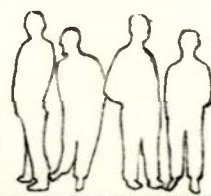
pact of the products we are selling.

And because he finds his business and the industry exciting and rewarding, he is concerned for its future: "It is unfortunate that more young people are not attracted to the industry, but they find it too easy to go into something else. They don't like to spend the time people have to put into the retail business."

Ziesler has put in the time, and his store and home reflect his effort. "I believe that the only difference in people is in the application of their time and thinking," he says. "I would find it very unappealing to be a slave to a golf club." Ziesler has applied himself to his business, and carries his success like a gentleman.

—Wallis E. Wood

THIS BUSINESS IS PEOPLE



Goldstein returns to Midwest to oversee Yankee expansion

Maxwell Goldstein, new president of the 20-unit Yankee Distributors discount department store chain, will oversee Yankee's stepped-up expansion program. Four new units—each with about 100 departments and about 95,000 sq. ft. of space—will open this fall; two of these will be in the Detroit metropolitan area.

Goldstein comes to Yankee Distributors—a subsidiary of Borman Food Stores Inc., Detroit—from New England-based Zayre Corp., where he was vice president and senior merchandise manager in charge of the New York offices and distribution warehouse. Prior to that, he was with Federal Department Stores in Detroit for a number of years. In addition to working on store expansion, Goldstein will seek to bolster the soft goods operations of hard-goods-oriented Yankee Distributors.

Joseph Kron, chairman of the board of Yankee Distributors, is continuing in that post and is assuming additional responsibilities as executive vice president in charge of retail sales for all Borman subsidiaries, which, in addition to Yankee, include 36 Arnold Drug Stores throughout Michigan. Borman purchased Yankee Distributors in mid-1965.

Goldstein's appointment at Yankee brings him back to Michigan. He is a native of Detroit, but will now reside in Birmingham, Mich. His son, David Bruce, is a senior at Michigan State University, and his daughter, Judith, attends the University of Michigan. Another daughter, Marcie Ann, has been attending the Brearley School in New York City.

ALLIED ASSIGNMENT: One of retailing's best-known "thinkers," Alfred Eisenpreis, vice president of Allied Stores Corp., has been appointed to the 12-member executive committee of the new National Marketing Committee. Established by the U.S. Department of Commerce, the Committee is comprised of marketing specialists from business and academic fields. The Committee will advise Secretary of Commerce Alexander B. Trowbridge on "important business and marketing policy matters and create closer ties between the Department of Commerce and this essential segment of the economic community."

The executive committee, on which Eisenpreis provides retailing representation, will establish task forces from among the total membership committee, which, with additional specialists, will study a number of significant marketing areas.

Areas to be probed include: techniques for measuring consumer satisfaction, the effect of advertising on competition, the voluntary approach to product standardization, and how to improve commercial services in slum areas.

MONTGOMERY WARD'S YOUTH MOVEMENT: Although the Pepsi generation isn't quite taking over at Ward's as yet, the traditional, staid mail-order and department store chain has embarked on a youth movement. The firm has appointed 15 officers to new positions. The 15 men have an average length of service with Ward's of approximately 15 years; individually, their length of service ranges from three to 33 years.

The new lineup includes eight divi-

sional vice presidents, four assistant vice presidents, and two assistant treasurers. In addition, Ward's has made official the appointment of Gordon R. Worley as financial vice president. Worley had held the post unofficially for about a month, coming to Ward's from Gamble-Skogmo, in Minneapolis; with that company, Worley held a similar title.

Among the new corporate vice presidents are two directly concerned with merchandising: S.W. Allred, as national catalog merchandise manager; and Robert H. Harrell, as national retail merchandise manager.

The addition of the new executives will permit the company to "meet the increasing requirements for responsibility and authority to be shared by a larger management team as Montgomery Ward approaches the \$2-billion sales mark in its continuing expansion and diversification program," said Robert E. Brooker, Ward's chairman.

Montgomery Ward clearly is no longer expecting another depression.

BEING GROOMED AT GIBSON: "To strengthen the Gibson headquarters staff," L.W. Hamper Jr. has been appointed executive vice president of Gibson Refrigerator Sales Corp. Hamper, according to trade speculation, is believed to be in line to succeed W.C. Conley as president of the Hupp Corp. subsidiary. Conley has announced his intention to retire in October (MW, 17 July, p.6). Hamper has been vice president of marketing for Hupp's Canadian operation, Hupp Canada Ltd., in Quebec. Before going to Canada about four years ago, Hamper was vice president



K.R. Koehler



E.D. Disbrough

of distribution for Gibson Refrigerator Sales Corp.; he came to the corporation in 1951.

George L. Hendrickson, vice president for key accounts and utility sales for Gibson, moves to Canada to succeed Hamper there.

KEY MOVES: The Norge Div. of Borg-Warner Corp. has elected Leonard L. DeCoster as vice president of marketing; he will direct all national marketing operations for Norge automatic washers, refrigerators, and other major home appliances sold through more than 10,000 dealers and 80 distributors . . . Remington Electric Shaver Div. has appointed Karl R. Koehler marketing, planning and research manager, responsible for creating and maintaining a comprehensive marketing information system and for marketing planning, and operations research . . . RCA Sales Corp. has appointed Edwin D. Disbrough as manager, product line development, black-and-white tv . . . Revere-Mincom Div. of the 3M Co. has named Richard C. Merryman as consumer products sales manager; Edward G. Donovan will succeed Merryman in the post of sales manager for the Midwest area.



A. Eisenpreis



R.C. Merryman



L.L. DeCoster

What people think about the Westinghouse-Zodys partnership

Executives at Hartfield-Zodys have been walking a business tightrope for so many weeks now—or watching their top leaders do so—that many are in a mood just to relax and welcome Westinghouse into the retailing family—lock, stock, and refrigerators.

And a radically different and unique approach it is, too. It is the first time a major hard goods manufacturer has entered retailing in this manner (MW, 17 Jul., p.3): taking over the major appliance-tv leases at the eight Zodys stores located in the Los Angeles metropolitan area.

Zodys had been searching for a leased appliance-tv department operator since Dorn's Stores, Zodys' former lessee, was declared bankrupt. The search for a lessee had become critical, and a Zodys spokesman said: "We were more than happy to meet Westinghouse's demands. A Zodys-Westinghouse relationship will only strengthen our position in appliance-tv sales in the

lucrative Southern California market."

For Westinghouse, the arrangement permits it to control prices on an entire line. It also enables the company to be first to make the plunge into the retail market—something, it is reported, that a number of other major appliance manufacturers are eager to do.

The uncertainties and strain of the Westinghouse-Zodys business tie-up has included most situations and affected most people one way or another.

For Zodys, it means a favorable leasing arrangement with the cost saving inherent in a single-line operation. For Westinghouse, it means favorable response to the following questions: Will shoppers mind purchasing Westinghouse's hard line goods at a discount department store with a soft-line reputation? Will quality department stores, like May Co., mind the additional competition? Will White

Front, another area-wide discount store that also sells Westinghouse products, mind the competition? What will be the reaction from scattered Westinghouse retailers?

A spokesman for Westinghouse declared:

"All signs point to a successful arrangement with Zodys, or we would have scuttled our involvement with the retail concept."

A check of three Zodys stores—Northridge, Canoga Park, Burbank, all scattered in middle-income areas—confirm newspaper advertising of Westinghouse products "now available" at all eight outlets in the Zodys' chain, including a new store in the Anaheim-Fullerton area.

Although Zodys sales personnel are still unfamiliar with Westinghouse product, selection, warranty, models, installation and service policies, the line is being actively sold. "I ask the manager whatever I don't know about

the merchandise," a tormented saleslady remarked. "We can't be expected to learn everything about the product overnight, you know."

A merchandising spokesman for May Co., which sells Westinghouse appliances and has one store within walking distance of a Zodys outlet in Redondo Beach, insists the competition will be healthy and that May Co. business should improve. "The appliance prices at Zodys will be the same as ours," he said, "and that should stimulate our business. For the same price, customers prefer to shop at May Co., where they're not bothered by the discount store image of cheap merchandise and absolutely no service."

Marie Ramsey, in sales at the Bob May Appliance store in Whittier, feels that discount houses are no competition to regular appliance outlets. "It's a simple case of mathematics," she said. "We have better prices."

—Bruce Weber, Los Angeles

Here Is The Best Appliance Truck
Money Can Buy Because Only The

Escort®

OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

**1 ALL-STEEL RATCHET STRAP
TIGHTENER WITH AUTOMATIC
STRAP RECOIL!**

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! **EXCLUSIVE ON THE ESCORT!**

**2 FAMOUS ROLLER
BEARING
CRAWLER TREAD!**

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! **EXCLUSIVE ON THE ESCORT!**

**WRITE, CALL OR WIRE
TODAY**

For Full Details And
Descriptive Literature

**STEVENS APPLIANCE
TRUCK CO.**

DEPT. E BOX 897
AUGUSTA, GA.



MODEL SRT
Rugged, All-Steel
Construction

MODEL MRT
Magnesium Light!
Magnesium Strong!

Escort®

APPLIANCE TRUCKS

SOLD ON A MONEY-BACK GUARANTEE!

Planning to change your address?

Please use this form to indicate your address change. We can best serve you if you can notify us at least one month in advance of your change. Attach the address label from your most recent issue of Merchandising Week in the space provided.

attach present label here

(Please print your new address below)

name & position

company

type of business (if retail, please indicate type of store)

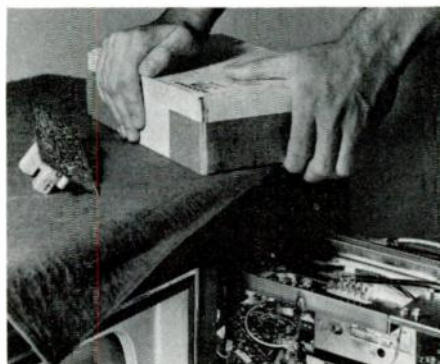
street

city

state

zip

SERVICE NEWS



Module is opened by the serviceman in the home; package includes instructions

Modular tv circuit design: its effect on service technicians

Television service technicians have been talking about modular circuit design for some time. The concept is not new. In broadcasting, industrial, and space electronics—where time is more expensive than equipment—modules have been used for years. When a device breaks down, the technician replaces an entire circuit rather than hunting for the defective component. Until Motorola announced its TS-915 and TS-919 color tv chassis this spring, however, most home electronics manufacturers were predicting that modular design for consumer products was still down the road a-ways.

The two chassis are electronically identical, and the modules are interchangeable. The difference is mechanical: TS-919 has the traditional layout; TS-915, about the size of an attache case, is built on a vertical plane and slides out to be serviced from the front of the set. These two chassis are used in 21 different color tv models, all of which have 23-inch-diagonal picture tubes.

There are 10 separate and distinct modules (or panels) in each chassis: video IF, FTI, audio, video amplifier, color, video driver, video output, horizontal, pincushion, and convergence. The service technician can replace one without a soldering iron; the panels simply plug together.

During the first year—the period covered by Motorola's warranty—the company is asking technicians to return defective modules to the factory, which will replace them without charge. After a set is a year old, the manufacturer will charge \$7 to \$14 for a new panel (depending on the module) when a defective unit is given in exchange. When no defective panel is offered as a trade-in, the cost of the modules will be somewhat higher; but Motorola has not yet determined the price of new panels in this situation.

The only equipment a technician needs to diagnose and repair one of these chassis is an accurate VTVM (vacuum tube volt meter) or a 20,000-ohm/v VOM (volt-ohmmeter). He must define the set's symptoms accurately; for example, "no raster—noise from speaker," "no video—may or may not have sound, raster normal." Once he has defined the symptoms, a chart with a series of blocks leads the serviceman through the necessary repair procedures.

The first block, for instance, may suggest an action and ask a question about the result. If the answer is "yes," the technician goes to one block; if it

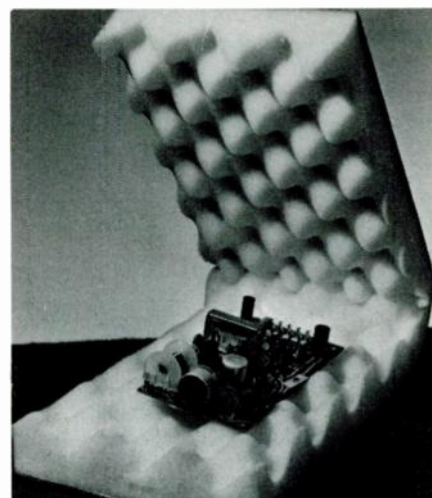
is "no," he goes to another. The technician can repair one of these sets with very little knowledge of the unit circuitry.

The 10 modules are actually etched circuit panels. They have the wiring on one side, the components on the other, with a legend for conventional servicing techniques on both. Presumably, the service technician will, in time, be able to repair the modules—but this may eventually constitute a bone of contention between the manufacturers and the servicemen.

Frank Moch, executive director of the National Alliance of Television & Electronic Service Assns., feels that, while the modular design is a good idea in that it breaks the receiver into 10 component parts, it may encourage some manufacturers to decide to go into captive service. Along with other industry observers, he thinks that most home electronics producers will eventually take some form of modular approach to design. He is afraid that they will also take the job of repairing the modules, which may leave the field men in the position of glorified tube jockeys.

"We know that Texas Instruments has developed a computerized testing jig that will test a panel in seven seconds," Moch says. With such a jig, a factory could repair defective transistors, condensers, and resistors in minutes, where it might take an independent technician much longer to spot the bad part. Moch goes along with Motorola's desire to have broken panels returned to the factory in the first year, where they can be checked for design failure—"but we would hate to see this become permanent," he says.

—Wallis E. Wood



Foam protects the module in transit

A close look at Montgomery Ward's fall-winter book: products, prices

Montgomery Ward's 1967 fall-winter catalog offers only a few changes from the 1966 book. Although the new edition is some 140 pages smaller, the number of appliances available remains approximately the same.

There is an increase in the number of Airline color television models offered—almost doubling last year's selection. Price increases generally reflect an emphasis on furniture design. Comparable models are tagged from \$20 to \$40 below the 1966 line. In last year's catalog, a 23-inch console listed at \$489.95; a comparable model in the 1967 book is \$469.95.

A changeover was made in the automatic washer line: from 16-lb. to 18-lb. models. Prices of the 18-lb. units with features equivalent to last year's 16-lb. units are down, despite the increase in poundage. A 2-speed, 6-cycle, 18-lb. machine lists at \$209.95; last year's comparable

16-lb. model listed at \$229.95.

In refrigerators, two side-by-side models have been added to the Signature line. Both have optional icemakers; the deluxe unit has three doors, a separate top freezer door for cubes. The top-of-the-line side-by-side, with icemaker and decorator front, lists at \$579.95. The number of available freezer models was cut in half with the addition of the side-by-sides.

The 1967 catalog also devotes two pages to stereo consoles ranging in price from \$144.95 to \$379.95. Three other pages carry a full line of stereo components, portable phonos, and tape recorders. All tape player models are reel-to-reel, except for one 8-track home player at \$67.95 without speakers.

Ward's consistently carries the Signature label on all of its major appliances, and the Airline label on all home electronics items.

WARD'S, 1967

Automatic washers

Budget-priced model, 12-lb., 2-cycle, \$127....18-lb., 1-speed, 3-cycle, \$159.95....18-lb., 2-speed, 3-cycle, \$189.95....18-lb., 2-speed, 6-cycle, automatic bleach dispenser, \$209.95....18-lb., 2-speed, 9-cycle, pushbutton controls, bleach dispenser, \$219.95....18-lb., 2-speed, 10-cycle, pushbutton controls, \$249.95....18-lb., 3-speed, 12-cycle, pushbutton controls, \$269.95.

Automatic dryers

Budget electric model, 2 heat selections, \$89.95....same in gas, \$119.95....3 heat controls, including permanent press, electric, \$109.95....same in gas, \$149.95....6 fabric selections, electric, \$139.95....same in gas, \$179.95....2 automatic drying cycles, timed drying and air fluff, electric, \$169.95....same in gas, \$209.95....2-cycle, automatic shutdown, 10-minute cooldown, electric, \$189.95....same in gas, \$229.95.

Refrigerators

Compact, 2-cu.-ft., portable, \$89.95....compact, 6.7-cu.-ft., counter-height, with freezer, \$154.95....9.1-cu.-ft., 24-inch-wide, with freezer, \$159.95....14-cu.-ft., with freezer, 2-door, \$249.95....12.8-cu.-ft., 1-door, no-frost, \$269.95....16½-cu.-ft., with freezer, 2-door, \$289.95....same with automatic icemaker, \$319.95....17-cu.-ft., 2-door, with bottom freezer, \$339.95....same with icemaker, \$369.95....13-cu.-ft., with 5-cu.-ft. bottom freezer, \$399.95....12.9-cu.-ft., French door, with 5.1-cu.-ft. bottom freezer, \$479.95....18-cu.-ft., side-by-side, 32-inch-wide, \$449.95....same with icemaker, \$479.95....22-cu.-ft., side-by-side, 3-door, \$509.95....same with icemaker, \$539.95....same with decorator front, \$579.95.

Freezers

Compact, 3.3-cu.-ft., chest, \$119.95....5.7-cu.-ft., chest, \$134.95....same with walnut-woodgrain finish, \$149.95....compact, 6.4-cu.-ft., counter-height, \$154.95....15-cu.-ft., chest, \$194.95....16-cu.-ft., upright, \$214.95....23-cu.-ft., chest, \$254.95....21-cu.-ft., upright, \$259.95....19-cu.-ft., upright, no-frost, \$289.95.

WARD'S, 1966

Automatic washers

"Standard size" model, 1-cycle, \$127.50....16-lb., 1-speed, \$159.50....16-lb., 2-speed, 3-cycle, \$169.50....16-lb., 2-speed, 4-cycle, \$199.95....16-lb., 2-speed, 6-cycle, bleach dispenser, \$229.95....16-lb., 3-speed, 12-cycle, bleach and fabric dispensers, \$259.95....16-lb., 14-cycle, solid-state, 5 temperatures, \$339.95.

Automatic dryers

Two-cycle, 2 heat selections, electric, \$79.50....same in gas, \$109.50....16-lb., 3 heat selections, electric, \$99.50....same in gas, \$129.50....16-lb., 6 fabric selections, electric, \$149.95....same in gas, \$189.95....16-lb., automatic dry and time controls, cooldown period, electric, \$179.95....same in gas, \$219.95.

Refrigerators

Apartment-size, 9.1-cu.-ft., small freezer, \$149.95....6.7-cu.-ft., counter-height, \$154.95....11.8-cu.-ft., 2-door, \$199.95....12.3-cu.-ft., 2-door, no-frost, with freezer, \$229.95....14-cu.-ft., 2-door, with 4.7-cu.-ft. freezer, \$238.95....12.8-cu.-ft., no-frost, \$259.95....14-cu.-ft., 2-door, with freezer, no-frost, \$269.95....13.6-cu.-ft., with bottom freezer, \$299.95....14-cu.-ft., 2-door, no-frost, \$289.95....same with icemaker, \$319.95....16-cu.-ft., 2-door, no-frost, \$339.95....same with icemaker, \$369.95....16-cu.-ft., no-frost, hand-drawer, \$339.95....same with icemaker, \$369.95....16-cu.-ft., no-frost, with 4.4-cu.-ft. bottom freezer, \$369.95....same with icemaker, \$399.95....18-cu.-ft., 2-door, no-frost, with icemaker, \$399.95....18-cu.-ft., French door, freezer drawer, icemaker, \$479.95.

Freezers

Compact, 3.3-cu.-ft., chest, \$119.95....5.7-cu.-ft., chest, \$149.95....6.4-cu.-ft., counter-height, freezer, \$149.95....12.1-cu.-ft., upright, \$169.95....15.1-cu.-ft., chest, \$179.95....same with defrost drain, other features, \$189.95....15-cu.-ft., upright, \$189.95....same with defrost drain, \$199.95....same with deluxe styling, \$209.95....17.1-cu.-ft., chest, \$199.95....same with deluxe features, \$219.95....17-cu.-ft., upright, \$209.95....23-cu.-ft., chest, \$249.95....20-cu.-ft., upright, \$259.95....16-cu.-ft., upright, no-frost, \$269.95....same with icemaker, \$299.95....30-cu.-ft., upright, \$339.95.

WARD'S, 1967

Ranges

Twenty-inch, low-temperature control, pilot lighting, gas, \$89.95....24-inch, 4-hour timer, gas, \$149.95....36-inch, Teflon-coated griddle, gas, \$179.95....20-inch, electric, \$119.95....24-inch, oven timer, electric, \$159.95....40-inch, double-oven, electric, \$259.95....30-inch, 4-hour timer, \$119.95....same in electric, \$139.95....30-inch, oven window, easy-clean features, gas, \$149.95....30-inch, lift-off oven door, decorator backguard, electric, \$159.95....same in gas, with Teflon-coated griddle, \$169.95....deluxe, 30-inch model, automatic oven controls, removable door, decorator styling, electric, \$189.95....same in gas, with Teflon-coated griddle, \$189.95....30-inch, pre-set oven start and stop, gas, \$219.95....same in electric, with Teflon oven liners, \$229.95....top-of-the-line 30-inch model, automatic oven and cooktop, low-temperature control, gas, \$259.95....same in electric, with Teflon oven liners, \$259.95....eye-level oven with roll-out broiler, gas, \$259.95....same in electric, \$279.95....30-inch, self-cleaning oven, electric, \$274.95....eye-level plus lower oven, automatic controls, gas, \$289.95....same in electric, \$309.95....30-inch, double-oven, pre-set automatic timer, gas, \$339.95....same in electric, \$379.95.

Color tv

Eighteen-inch, table, \$309.95....same with legs, \$329.95....18-inch, console, two cabinet styles, \$339.95-\$349.95....18-inch, roll-about, with stand, \$339.95....23-inch, console, two styles, \$469.95-\$479.95....23-inch, console, solid-state tuning, three styles, \$539.95-\$569.95....23-inch, console, built-in UHF, VHF antennas, three styles, \$579.95-\$609.95....23-inch, console, deluxe cabinetry, three styles, \$629.95-\$669.95....home theatre, 23-inch color screen, stereo phono, AM-FM/FM-stereo radio, \$789.95.

Black-and-white tv

Eight-inch, portable, \$104.95, three 11-inch models, \$84.95-\$114.95....16-inch, portable, \$104.95....four 18-inch models, \$104.95-\$164.95....three 22-inch consolettes, with removable legs, \$129.95-\$174.95....three high-styled consoles, \$199.95-\$211.95.

WARD'S, 1966

Ranges

Compact, 20-inch, gas, \$79.95....same in 24-inch, with timer, \$149.95....30-inch, economy model, gas, \$114.95....same in 36-inch, \$129.95....deluxe, 30-inch, easy-clean features, gas, \$149.95....same with built-in extras, Teflon griddle, \$169.95....same in 36-inch, \$179.95....30-inch, 5-way cleanability, automatic oven, gas, \$219.95....same in 36-inch, \$229.95....30-inch, with automatic burner, oven, 5-way cleanability, gas, \$249.95....30-inch, eye-level oven, gas, without hood and base, \$219.95....30-inch, eye-level oven, broiler drawer, automatic oven, gas, \$279.95....30-inch, double-oven, gas, \$289.95....same without hood, \$239.95....compact, 20-inch, electric, \$119.95....30-inch, economy, electric, \$129.95....24-inch, compact, electric, \$159.95....deluxe, 30-inch, automatic oven, electric, \$179.95....40-inch, electric, \$199.95....30-inch, special features, electric, \$229.95....40-inch, double-oven, electric, \$249.95....30-inch, thermal eye, pre-set timer, electric, \$249.95....30-inch, eye-level oven, electric, \$229.95....30-inch, eye-level oven, broiler, electric, \$289.95....30-inch, double-oven, electric, \$329.95.

Color tv

Budget model, 21-inch, \$299.95....same with legs, \$319.95....19-inch, portable, Insta-Vision, \$399.95....23-inch, console, \$489.95....deluxe, 23-inch, three cabinet styles, \$539.95-\$549.95....entertainment center, 25-inch screen, stereo phono, AM-FM-FM radio, three styles, \$875-\$895.

Black-and-white tv

Nine-inch, solid-state, portable, \$112.95....three 12-inch, \$87.95-\$127.95....16-inch, \$99.95....three 19-inch, portables, \$104.95-\$154.95....economy console, legs, \$139.95....same without legs, \$129.95....23-inch, two styles, \$164.95....deluxe, 23-inch, three cabinet styles, \$189.95-\$199.95.



□□□□ **Advertising and promotions add to the value** of a brand-name product. This, in effect, is what the Court of Appeals ruled when it decided that a manufacturer may sell a private-label product for less than it sells an identical premium brand—a practice quite common in consumer goods.

The ruling involved the Borden Co. and its dairy products; but it could apply equally to appliance sales. The Court ruled that a price differential between a premium and non-premium brand reflects consumer preference, and that the manufacturer can charge for the value added by this preference.

The Court also said, however, that the price differential should not exceed the difference in consumer preference. How this is to be measured is anyone's guess. What it means, at the moment, is that such a price differential is not illegal price discrimination.

□□□□ **The truth-in-lending bill may have been killed—** for this year, at least—by one of the more ardent advocates of consumer protection in Congress. Compromise legislation was approved unanimously by the Senate, but Rep. Leonor Sullivan (D-Mo.) contends that the bill is too weak, and insists on House consideration of a stronger measure.

Mrs. Sullivan is important: she is chairman of the house banking subcommittee that will hold hearings on the measure—probably by mid-August. She wants the bill to cover revolving credit plans in department stores and first mortgages on homes, which have been excluded from the Senate bill. The compromise worked out in the Senate came after six years of struggle. If Mrs. Sullivan continues to insist on a stronger measure, chances are the opposition will be able to stymie approval of any bill at all during the present year.

□□□□ **A test of CATV impact on UHF tv** in major markets is under consideration by the FCC. The Federal Communications Commission is firmly dedicated to the growth of UHF stations, which is one of the major reasons that it has tried, so far, to keep a lid on the extension of community antenna tv systems into the nation's 100 largest markets.

Nevertheless, there has been some argument that CATV will not actually impede the growth of UHF. The only way to determine the truth of this claim is to conduct a test. Such a test—possibly in the Philadelphia, Pa., market—is currently under preliminary consideration by the Federal Communications Commission. There is no certainty at this point, however, that the FCC experiment will be approved.

□□□□ **The ITT-ABC merger is still far from reality.** The Justice Department has appealed to the Courts the FCC's decision to permit the merger, and has obtained an injunction banning consummation for the moment. There is some indication that International Telephone and Telegraph may drop the whole idea if the case drags on long enough.

INDUSTRY TRENDS

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

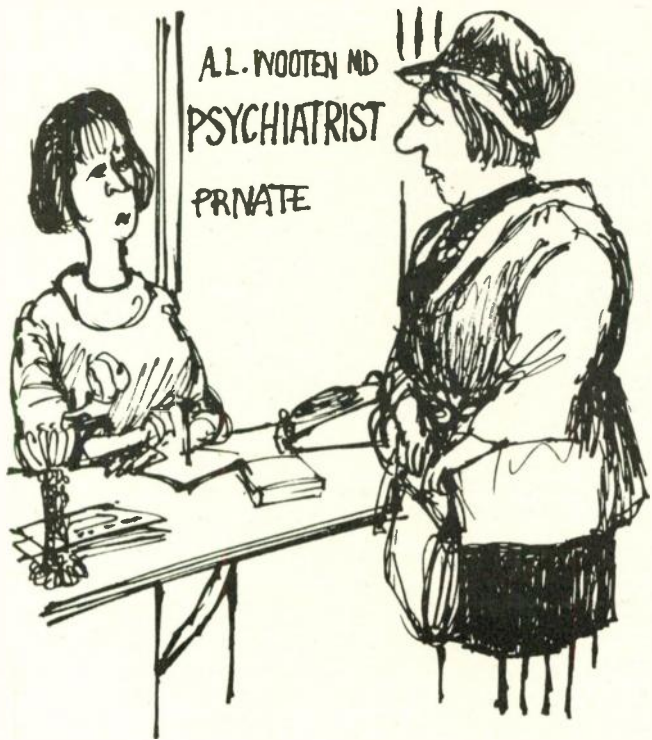
	Date	1967	1966	% Change
FLOOR CARE PRODUCTS				
Floor Polishers	May	67,142	81,138	— 17.25
	5 Months	418,836	483,380	— 13.35
Vacuum Cleaners	May	394,884	397,592	— .68
	5 Months	2,198,386	2,327,688	— 5.56
HOME LAUNDRY				
Dryers, clothes, elec.	June	101,400	102,100	— .69
	6 Months	685,000	641,800	+ 6.73
Dryers, clothes, gas	June	44,900	42,800	+ 4.90
	6 Months	306,900	300,600	+ 2.09
Washers, auto. & semi-auto.	June	335,000	362,500	— 7.59
	6 Months	1,824,800	1,946,500	— 6.26
wringer & spinner	June	49,200	54,900	— 10.39
	6 Months	235,000	266,400	— 11.79
OTHER MAJOR APPLIANCES				
Air Conditioners, room	June	601,900	375,500	+ 60.29
	6 Months	3,081,300	2,065,500	+ 49.17
Dehumidifiers	June	49,100	33,600	+ 46.13
	6 Months	184,400	167,800	+ 9.89
Dishwashers, portable	June	34,600	27,300	+ 26.73
	6 Months	245,100	211,700	+ 15.77
under-counter, etc.	June	78,900	86,200	— 8.47
	6 Months	434,100	504,400	— 13.94
Disposers, food waste	June	109,200	110,800	— 1.45
	6 Months	599,100	704,100	— 14.92
Freezers, chest	June	47,400	47,600	— .43
	6 Months	212,300	232,600	— 8.73
Freezers, upright	June	68,500	65,400	+ 4.74
	6 Months	330,400	320,400	+ 3.12
Ranges, electric	June	163,700†	160,400	+ 2.05
	6 Months	905,200	1,060,500	— 14.65
Ranges, gas	June	211,700*	209,700	+ .95
	6 Months	1,013,200	1,147,100	— 11.68
Refrigerators	June	448,100	456,900	— 1.93
	6 Months	2,263,200	2,509,300	— 9.81
Water Heaters, elec. (storage)	May	87,900	84,500	+ 4.02
	5 Months	426,800	442,500	— 3.55
Water Heaters, gas (storage)	June	210,860	219,100	— 3.77
	6 Months	1,273,670	1,377,460	— 7.54
CONSUMER ELECTRONICS				
Phonos, port.-table, distrib. sales	July 7	48,055	46,552	+ 3.22
	27 Weeks	1,440,347	1,217,296	+ 18.32
monthly distributor sales	May	141,797	146,337	— 3.11
	6 Months	1,155,398	975,503	+ 18.44
Phonos, console, distrib. sales	July 7	23,209	19,195	+ 20.91
	27 Weeks	613,154	812,202	— 24.51
monthly distributor sales	May	47,991	69,267	— 30.72
	5 Months	499,452	659,351	— 24.26
Radios (home), distrib. sales	July 7	212,688	208,906	+ 1.81
	27 Weeks	5,558,545	6,185,808	— 10.15
monthly distributor sales	May	764,443	729,425	+ 4.80
	5 Months	4,088,439	4,803,892	— 14.90
B&w Television, distrib. sales	July 7	89,510	97,552	— 8.25
	27 Weeks	2,501,856	3,524,341	— 29.02
monthly distributor sales	May	337,154	424,200	— 20.53
	5 Months	2,027,802	2,882,797	— 29.66
Color Television, distrib. sales	July 7	68,233	55,117	+ 23.79
	27 Weeks	2,045,024	1,876,311	+ 8.99
monthly distributor sales	May	263,181	249,877	+ 5.32
	5 Months	1,692,081	1,488,346	+ 13.68

*June Gas Range Total includes: 145,700 free-standing ranges; 23,200 high-ovens; 25,800 set-ins; and 17,000 built-ins.

†June Electric Range Total includes: 115,500 free-standing ranges; 48,200 built-ins. Home Laundry and Major Appliance figures are sales of manufacturers for 1966 and 1967.

Source: AHAM, EIA, GAMA, VCMA

Rodriguez looks at the dealer and his psychiatrist



"Mr. Stein from Sam's Appliance couldn't make today's appointment. I'm Miss Connally, his bookkeeper. I know all his troubles."



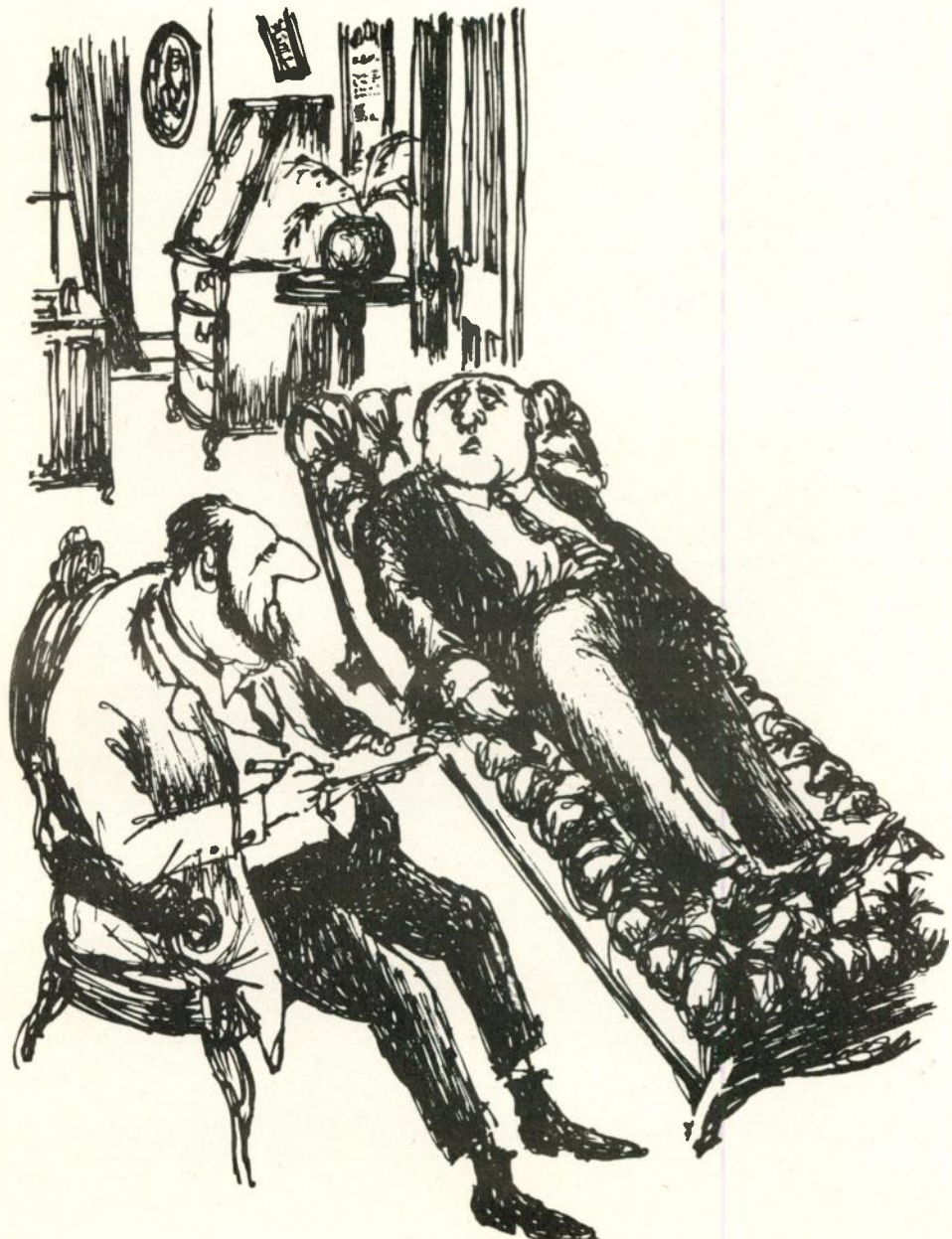
"You're right, Doctor. Something's really bothering me this morning. It's that new tape recorder on your desk. How come you didn't call me for a price?"



"My advice to you is to take on that quota of 250 refrigerators and win that dealer trip. You need the rest..."



"Doctor, you don't know half of the petty irritations I have to put up with. Just take that lady in your waiting room — do you know what she offered me for a combination stereo/color tv console?"



"What dream? That business where the distributor salesman threw his attache case at me and I hit him with a bowling trophy really happened yesterday morning!"

The record business: how retailers can ride the boom

By Ray Brack

Where's the profit groove?

The record industry's PEP (Post-Elvis Presley) period has produced a 14% average annual growth rate in retail sales dollars.

The industry points with pride to 1955, when gross sales were up 25.6% over the previous year, and to the two succeeding years, when retail dollars were up 34.4% and 20.5%, respectively.

During the dream decade to follow, industry growth (1956-1966), stimulated by rock 'n' roll, was 100%, outstripping 10-year growth of population (17%), per-capita income (46%), retail sales (61%), GNP (74%), and even recreational spending (93%).

But it was during the same decade that appliance stores, in droves, dropped record merchandise. By 1964, the independent appliance-tv-radio outlet's

share of the record business had dropped from 30% (in 1954) to under 14%. Only 6.6% of white goods outlets, exclusive of department and discount stores, stocked records in 1966.

Of 70 small, downtown-Chicago appliance dealers surveyed last month, only three sell records. Only one handles 45s.

Outside the inner-city the percentage selling records is higher. In suburbs and small towns, where retailers are not in the throes of specialization, to the same extent as small downtown dealers, about 20% of the appliance-tv-radio operations include records.

Clearly, during the time of the record industry's greatest growth, the appliance dealer has not been able to find the profit formula.

A combination of the advent of rock 'n' roll in 1954 and the stereo LP in 1958 sucked the mass merchandiser into the business. In less than 10 years he had 50% of the volume.

Birth of the Columbia record club in 1955, followed by the formation of similar direct-sales systems by others, soured more independent appliance dealers on the business. By 1965, clubs were accounting for 20% of record sales. And, retail price-cutting factors aside, many appliance-tv-radio specialty dealers, teetering on the edge of a display-space decision, decided in favor of more room for tv.

It seemed the wisest thing to do at the time, particularly if you had a name-brand franchise in big-ticket goods. Tv unit sales had been running at 7 million annually, and in 1955 there were less than 40 million sets in use. The market appeared unlimited.

Perhaps it was. But the profit potential wasn't. Price cutting competition wasn't restricted to records. Mass merchandising drained the profit out of tv, too. And the fact that the discounters are getting much of their traffic through loss-leading records is a particularly bitter pill for ex-record dealers to swallow.

There is some second-looking. Half of the Chicago dealers surveyed by Merchandising Week were once selling records, and most expressed interest in stocking music again.

Tape cartridges are partly responsible for this, though most of the dealers feel that price-cutting on pre-recorded tapes is also well underway.

A bigger reason for a second look at records is traffic-building. The dealers agree that, because they compete in the appliance and home electronics market on a personalized-service basis, why not in records? They can't afford to give records away, though, so where's that profit groove?

New look at the source

The federal government, as with many industries, has had a hand in changing the record business.

"Payola," defined as the clandestine payment for play of a record by a radio station, has been a federal crime since 1960. The offense is punishable by a fine of up to \$10,000, or imprisonment, or both.

This abuse of the 1950s has been generally eliminated. The retailer may place his order relatively certain that the radio play of a given record is the result of present or potential popular appeal.

Exceptions are records which stations place on their play-lists for capricious reasons, such as the exploitation of the appearance of a radio station personality at a concert or dance.

(For substantiation of the sales potential of all new releases, refer to the record sales charts published weekly in "Billboard" magazine, 165 West 46th St., N.Y.C., 10036.)

Record advertising expenditures, perhaps coincidentally, have soared during the past 10 years. In 1955, the industry spent just over \$1 million in consumer magazine advertising. Last year, the figure was over \$16 million. The sum spent for record advertising on radio, tv, and in the newspapers has increased similarly.

The federal government has also stepped in to alter record industry marketing and merchandising practices. In 1964, the Federal Trade Commission held record industry trade-practice hearings that produced 26 tentative "rules" prohibiting, among other abuses, the following:

- Discriminatory prices, rebates, discounts, and other price differentials that bring about variations in price among different purchasers of the same merchandise.

- Advertising or promotional allowances, and services or facilities to one customer that are not offered to all customers.

- Restraint of trade and price fixing.

- Exclusive dealing.

- "Push money," for special promotional efforts.

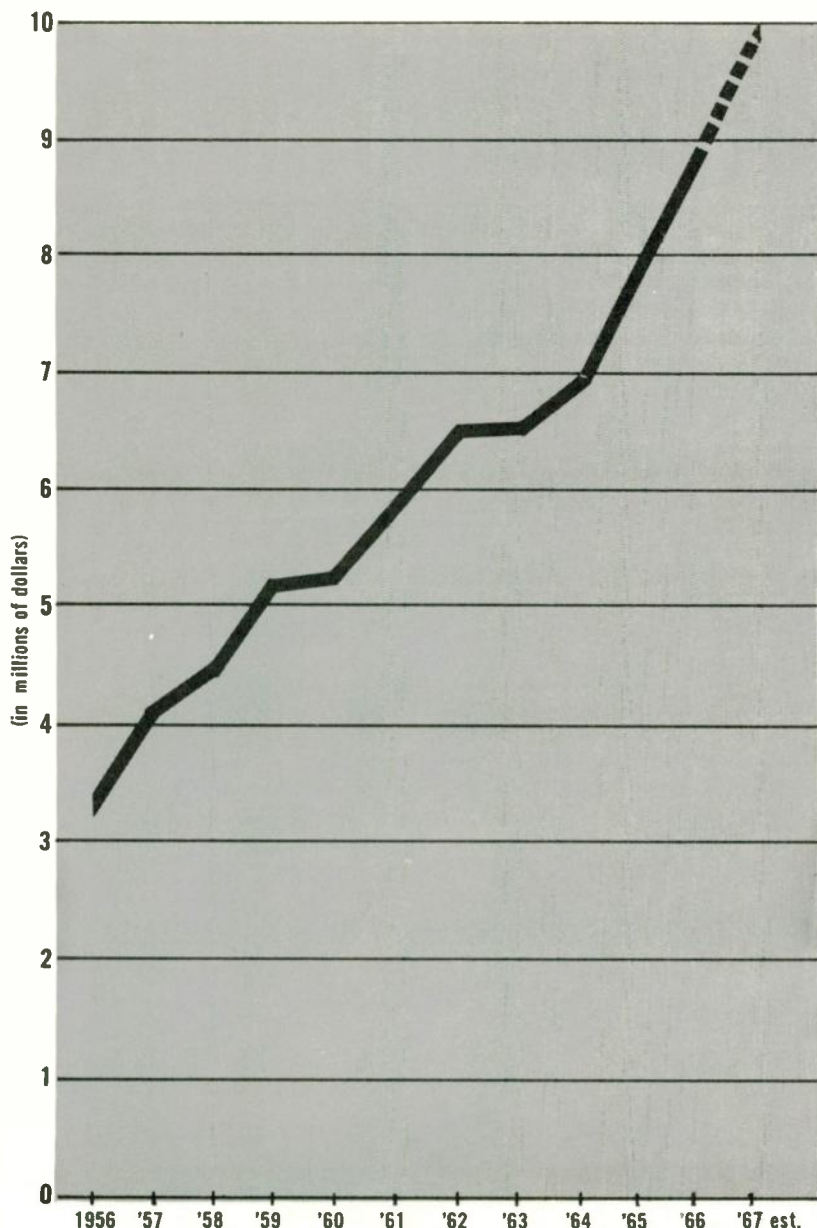
- Misuse of the terms "stereo" and "stereophonic."

- Deceptive pricing.

Though many retailers complain that these rules do not go far enough and are not widely enough enforced, the extent of compliance has been sufficient to curb most flagrant abuses.

A fair deal for the small retailer in the record business is now the rule rather than the exception.

Record sales during the 'dream decade'



Distribution: how to buy right

Traditional record distribution, complicated by development of the one-stop concept in 1948, grew more complex with the creation of the Columbia Record Club in 1955 (see illustration).

Independent retailers decried the club concept as unfair competition. (Today many dealers are loathe to admit they helped Columbia sign up club members, receiving commissions on all sales.) RCA Victor, Capitol, and hundreds of record dealers followed with their own clubs. And hundreds of appliance dealers dumped records.

Confusion became chaos as the first rack-jobbing operations (see illustration) began to appear in 1957. Jobbers bought from record distributors at a 10% functional discount, obtaining other price breaks for volume and promotion.

Many rack jobbers experienced growth at spectacular rates, and then began buying directly from manufacturers. Some retail prices offered to consumers by rack-jobbed outlets dropped below wholesale prices to independent retailers. And hundreds more appliance dealers dumped records.

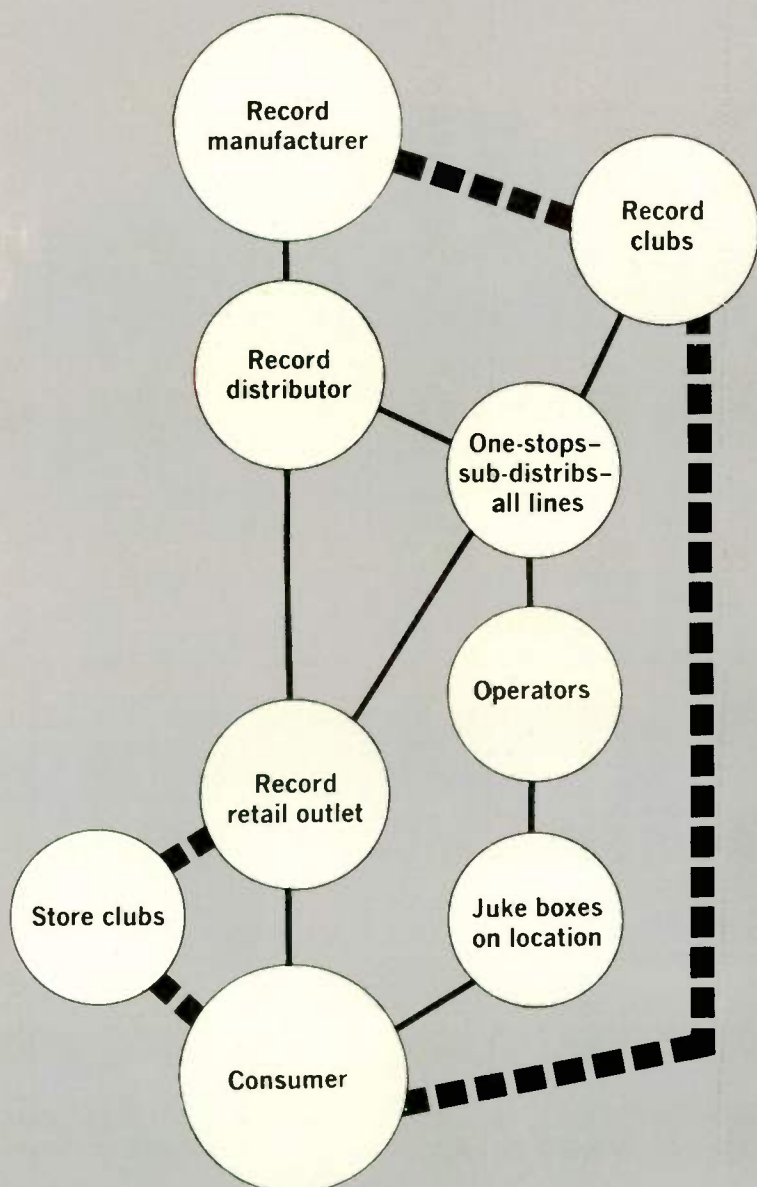
Some appliance dealers, however, stuck with records and began buying from rack jobbers! But, of the appliance dealers still selling records today, only 5% buy their singles from rack jobbers. And 4% buy their albums from the rackers.

One of these is Paul White, owner of White's Appliances, Clarion, Pa. White, a franchised dealer for Philco-Ford, Zenith, and Frigidaire, has been in the appliance business since 1936. He added records in 1945, and today buys from a Pittsburgh rack jobber, Klein's Logan

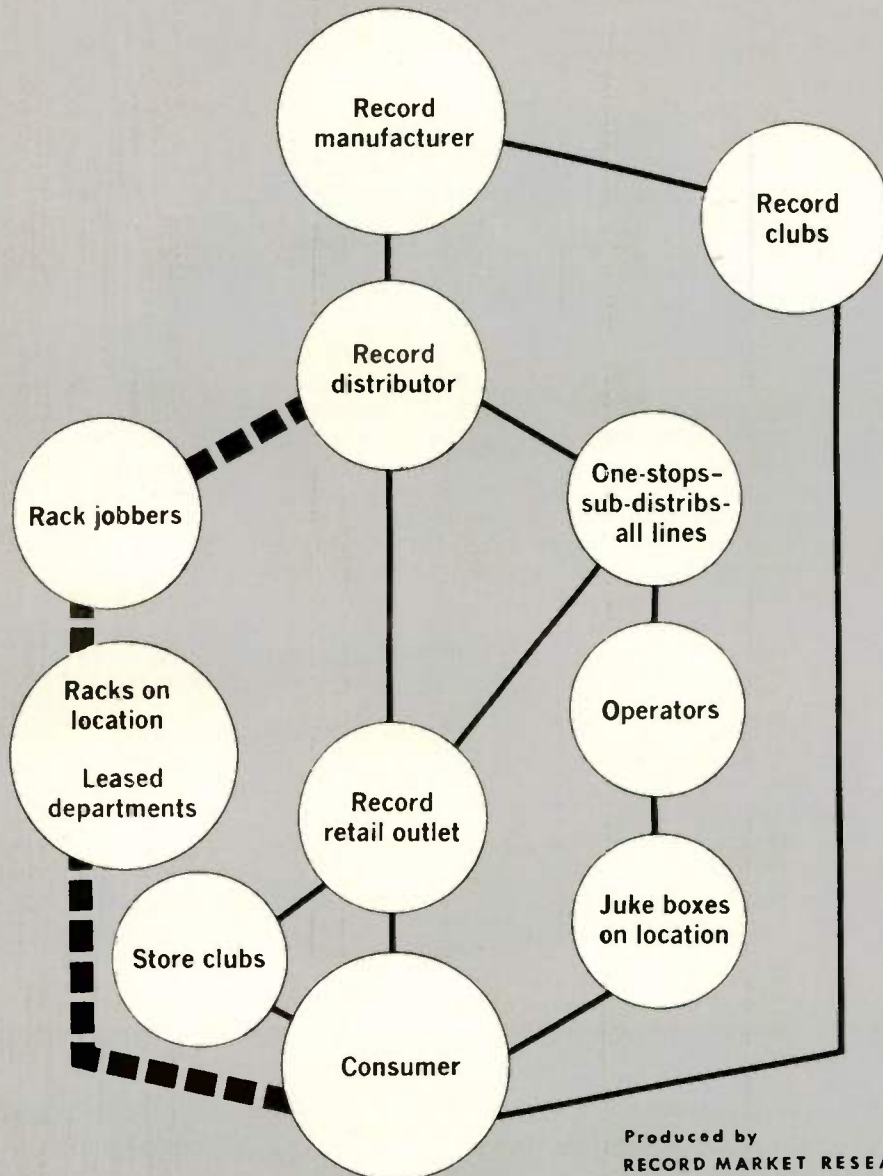
Variety Store. He gets 100% return privileges within a prescribed period of time.

Most appliance dealers, however, buy from one-stops and distributors. Record Market Research, a division of Billboard Publications, Inc., reports that 75% of all types of independent record outlets (excluding racked operations) do their album business with distributors. One-stops get 20% of the business. Experience sends 60% of all dealers to one-stops for singles, while 35% buy singles from distributors.

1955-1957



1957 to Present (simplified diagram)



Produced by
RECORD MARKET RESEARCH
A Division of Billboard

The record business *continued*

Investigating the pricing fix

A survey of appliance dealers, taken after the recent increase in the list price of mono records to match those of stereo releases, disclosed that the average retail price of LPs is \$3.99, about a dollar below list. Less than 1% of all appliance dealers sell records at list price. In the surveyed outlets, the average price for 45-rpm singles was found to be 93 cents.

These generalizations are made simply enough, but going beyond such figures—to calculate whether or not they include any profit—necessitates analysis of a dizzying number of distributor "deals."

The following are actual prices offered recently on LPs by distributors in a major metropolitan market. Little changed, they are useful wholesale quotes for cost-price-profit estimates. The prices were offered to a small-volume, independent dealer.

Typical 'deals'

Capitol Distributor

"MAS" series (\$4.79 list) \$2.99, less 11%.
"SG" series (\$4.79 list) \$2.99, less 5% less 11%.
"WAO" series (\$5.79 list) \$3.62, less 11%.
"J" series (\$1.89 list) \$1.18, less 11%.

Mercury Distributor

Mercury, Philips, and Smash stereo, \$2.71.

Independent Distributor

\$4.79 stereo: \$3.06, less 10%.
\$5.79 stereo: \$3.66, less 10%.

Columbia Distributor

\$1.89 list: 90 cents.
"MS" series (\$5.79 list) \$2.90.
"CS" series (\$4.79 list) \$2.71.
"KOL" series (\$5.79 list) \$3.27.
"ML" series (\$4.79 list) \$2.40.

Independent Distributor

\$4.79 stereo: \$3.03, less 10%.

Liberty Distributor

\$4.79 stereo: \$2.99, less 11% with orders of 10 or more.

London Distributor

\$4.79 stereo: \$2.95.

Independent Distributor

\$4.79 stereo: \$3.03, sometimes less 10%.
\$5.79 stereo: \$3.65.
Budget line, \$1.23.

MGM Distributor

\$4.79 stereo: \$2.99, less 12½%.
\$5.79 stereo: \$3.59, less 12½%.

RCA Victor Distributor

"LM" series: \$3.01, less 20%.
"LSC" series: \$3.63, less 20%.
"LSOD" series: \$4.21, less 10%.
"LSP" series: \$3.01, less 10%.

Epic Distributor

\$4.79 stereo: \$2.71.

Independent Distributor

\$4.79 stereo: \$3.03, less 12%.
\$5.79 stereo: \$3.65, less 12%.

A&M Distributor

\$4.79 stereo: \$2.99, less 10%.

So go the "deals" in a typical market. Swallow this list immediately, but don't memorize it. It could change tomorrow.

Inventory: think deep

Record inventory breadth and depth are disparate among appliance dealers.

The rule of thumb, "stock wider and deeper than your strongest, hard-discount competition," usually applies. For it is ability to deliver the desired title that makes the appliance dealer's record department profitable. And this type of dealer's typical dollar-under-list-over-discounter's price turns over substantial inventory at a decent pace and profit.

"They come in comparing Sears' advertised \$1.99 price to mine," said a Chicago dealer whose chief competition is one of the giant chain's neighborhood stores. "I hustle them off to Sears and suggest they come back when they can't find what they're looking for. Three-fourths come back. I make sure my record inventory is large enough to serve them."

About \$10,000 worth of albums is the average inventory stocked by appliance dealers who are successful with records. They stock in depth the albums listed weekly in "Billboard" magazine's 100 "Top LPs" chart, plus an additional 50 to 75 titles in a specialty category catering to the particular taste's of their traffic. And all good appliance-record

dealers carry from 50 to 100 albums described best as "all time favorites."

Looking closely at specialty categories: about 17% of appliance-record outlets specialize in classical; 15% stress original-cast and soundtrack merchandise; 13% go heavy on jazz; 11% folk music; 8% rhythm and blues; 5% comedy. The remainder are divided among ethnic music types and sub-categories.

About \$900 worth of singles inventory is carried by the typical appliance-record outlet.

The average album inventory turn-over rate in appliance-record stores is four times a year; singles inventory cycles 14 times a year.

Indispensable to inventory control is some type of self-stock-keeping label. The pressure-sensitive type of label, with a tab that is quickly ripped off at the cash register, is popular with appliance-record dealers.

It is advantageous to have a record-buyer expert in your organization. "Learn the business yourself or hire someone who does," cautions Wallis Busch, owner of Busch TV, Glenview, Ill. "Don't place yourself in the hands of a record distributor. He'll overload you with stiff inventory."

Market: think young

Home electronics—10 years after the record industry—has discovered the youth market. If you're moving this type of product without records, bully. Records would be a cinch for plus profit. If you're not moving this new young stuff, you'd better add records—they could help your youth electronics sales.

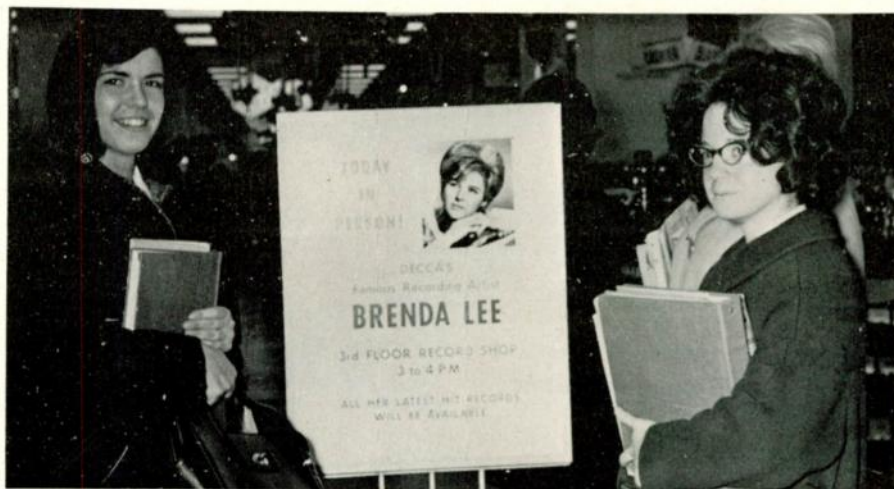
The under-31 record buyer is the top consumer. Sixty-five percent of all LPs are purchased by persons under 31;

so are 89% of all singles.

The teen buyer (14-20) accounts for 26% of the LPs and 52% of the singles sold. Half the singles released last year were of the teen-beat variety. And 20% of the albums released were of this genre.

Kids (13 and under) buy 6% of the LPs and 19% of the singles.

Over-31 buyers account for 33% of the albums and 11% of the singles sold.



The market is young—and Wards captures it. Artist appearance quadruples traffic on regular occasions in Wards Chicago store on State Street.

Margins and Promotions

Records don't stack up too well in gross margin performance comparisons with all departments, but they look good alongside many home electronics lines.

In departmentalized operations last year, record gross margin percentages averaged 28.7. Radios and phonographs had a 29% average and television gross margin performance was 26%. Average for all departments was 37%.

The record figure was a 2.8% drop from the preceding year. Television was down 3.7%, and radios and phonographs dipped 0.3%. The price increase this year (mono records now have the same list as stereo) is expected to fatten records' gross margin performance.

In typical outlet, records represented about 9% of store dollar sales. Radios and phonographs accounted for 11%, and television made up 18% of the dollar volume.



Simplified inventory control: rip-off label provided by distributor.

Special sales are the preferred promotional investment for records. The device is sworn by as most effective by 17% of all dealers. Radio advertising has been found to be most effective by 12%. Other sales stimulants, listed in order of waning praise, are store record clubs, coupons or sales checks for free records, window displays, in-store displays, direct mailings, and free records.

Other stimuli frequently employed: trade magazine chart reproductions, catalogs, record-jacket blowups, outdoor speakers, contests, Yellow Page listings, special discount bins, merchandise drawings, and use of records as premiums for stereo equipment.

GRANT & GRANT'S			
GO GO SURVEY			
GRANT & GRANT EXCHANGE FARM 700 CENTRAL ID. 7-2122		Top 35 NEW HIT'S	
COMPILED ACCORDING TO YOUR PURCHASES AT NORTHBROOK'S LARGEST RECORD CENTERS			
TOP 35 NEW HIT'S WEEK OF JANUARY 28, 1966			
ARTIST		TITLE	
1. BETTY HUTTON BEAT LOVER			
2. BOB DYLAN TO BE A REAL MAN			
3. BOB DYLAN TO BE A REAL MAN			
4. BOB DYLAN TO BE A REAL MAN			
5. BOB DYLAN TO BE A REAL MAN			
6. BOB DYLAN TO BE A REAL MAN			
7. BOB DYLAN TO BE A REAL MAN			
8. BOB DYLAN TO BE A REAL MAN			
9. BOB DYLAN TO BE A REAL MAN			
10. BOB DYLAN TO BE A REAL MAN			
11. BOB DYLAN TO BE A REAL MAN			
12. BOB DYLAN TO BE A REAL MAN			
13. BOB DYLAN TO BE A REAL MAN			
14. BOB DYLAN TO BE A REAL MAN			
15. BOB DYLAN TO BE A REAL MAN			
16. LARRY DAVIS LOVE ME			
17. BOB DYLAN TO BE A REAL MAN			
18. BOB DYLAN TO BE A REAL MAN			
19. BOB DYLAN TO BE A REAL MAN			
20. BOB DYLAN TO BE A REAL MAN			
21. BOB DYLAN TO BE A REAL MAN			
22. BOB DYLAN TO BE A REAL MAN			
23. BOB DYLAN TO BE A REAL MAN			
24. BOB DYLAN TO BE A REAL MAN			
25. BOB DYLAN TO BE A REAL MAN			
26. BOB DYLAN TO BE A REAL MAN			
27. BOB DYLAN TO BE A REAL MAN			
28. BOB DYLAN TO BE A REAL MAN			
29. BOB DYLAN TO BE A REAL MAN			
30. BOB DYLAN TO BE A REAL MAN			
31. BOB DYLAN TO BE A REAL MAN			
32. BOB DYLAN TO BE A REAL MAN			
33. BOB DYLAN TO BE A REAL MAN			
34. BOB DYLAN TO BE A REAL MAN			
35. BOB DYLAN TO BE A REAL MAN			

Another way to promote: your own hit chart (this one from Chi. store).

Traffic patterns

'Records pay my expenses... I've got traffic'

Stanley Marsh, owner of Stan's TV & Appliance Store, Luray, Va., moved to a larger building two months ago and put record browser-boxes in the extra space.

"Terrific," he said. "I've got 70% more traffic. I wish I'd had records all along. Records will account for 25% of my volume this year. They'll pay my expenses."

"Phonograph sales have picked up, too."

Marsh is a franchised dealer for RCA, Maytag, Kelvinator, and Norge. He's been in business eight years. He stocks the top 100 LPs in depth, plus the top 75 country and 50 miscellaneous titles. His LP price is \$4.39 and he gets 98 cents for singles.

"I would urge any appliance dealer to handle records. Put the records at the back of the store, though, so customers can't dart in, buy a record, and run away."

'Records are a necessary evil... for traffic'

Millard Crittenton must sell records. "even though the fun has gone out of it." He has done business on north Broadway Avenue in Chicago for 35 years. Fifteen years ago Crittenton TV & Appliances stocked one of the largest record inventories in town, \$60,000 worth. Today Crittenton stocks \$5,000 worth.

"Records are a necessary evil," he said. "The department definitely brings in traffic."

Dollar volume breakdown: 40% television; 30% stereo and tape recorders;

10% radios and appliances; 10% service; 10% records. "But the records contribute to 30%—maybe half—of my volume."

Crittenton buys from two rack jobbers; sells albums at a dollar off list. He fills an average of 20 special (out-of-stock) orders a week. There's a big Goldblatt Department Store branch across the street from Crittenton. It sells stereo for \$1.99 and has taken the "fun" out of selling records. But it fills no special orders, and because Crittenton does, he can compete.

Traffic patterns

'100 feet of records... bring people in'

For 42 years, Alan Appliance & Furniture on the north side of Chicago has been selling records. In the center of this giant store, surrounded by all major appliances, tv, phonograph, air conditioner, housewares, and even camera lines, there is a 100-foot-long record display with \$12,000 worth of inventory. Why, manager Mike Tatone was asked, all these records?

"They bring people in."



You're looking toward the rear of Alan's. You've walked past refrigerators, ranges, air conditioners, and are about to pass stereo consoles on your way to a \$12,000 record inventory.

'Half of my record customers buy something more'

Philco-Ford, Zenith and Frigidaire are the major franchised lines carried by White's Appliances, Clarion, Pa. The operation has existed since 1936. Records were added in 1945.

"I added records to build traffic," says owner Paul White. "That's the only reason I mess with them." Today, records

account for 15% to 20% of his traffic, White said. Half of these customers buy something else—a phonograph, a tv set, or accessory items.

"I wouldn't recommend that an appliance dealer stock records unless he needs a traffic builder. But who doesn't?"

Traffic patterns

'Clubs don't hurt... I get their refugees'

"The big record clubs don't hurt us. They're one-shot operations. They hold their customers for about a year. Then the refugees become my customers."

"Extreme discounters are really no problem either. We compete successfully with Korvette's, even though our price, \$3.89 across the board, is 12 cents higher. We do it with catalog [large inventory]. A \$5,000 inventory is not enough for an appliance dealer to be in the record business. He's dabbling. The minimum for success is \$12,000. I display 30,000 albums and stock the top 200 singles."

"Eighty percent of my customers

are record buyers. One out of every 10 record buyers is a potential phonograph or tv buyer. This is particularly true now with the death blow to mono records. And 20% of these potentials buy something. It's interesting to watch record browsers edge toward the playback equipment displays.

"I started in the business in 1944 as a total appliance dealer. I added records a year later. I dropped white goods 10 years ago because I couldn't make a buck on them."

That's what Wallis Busch, owner of Busch TV, Glenview, Ill., does with records.



Wallis Busch is seen here waist-deep in his \$12,000 worth of record inventory. For Busch, records are much more than a bait for hard goods sales.

THIS AUGUST AD IN LIFE AND POST WILL



Now! Your at the same

\$299⁹⁵

Price optional with dealer. Subject to fair trade where applicable. Prices slightly higher in the West.

Now you can choose between a top or bottom freezer model in your new GE refrigerator—for the same low price. About \$299.95! Both these big capacity models require very little space (they're only 30½" wide) and have all the features you want.

No defrosting ever—in freezer or refrigerator. Separate temperature controls for each section. Mobile Cold—forced air circulation for ideal temperatures throughout. Slide-out shelf. And these models come in a wide range of colors—Avocado, coppertone and white.

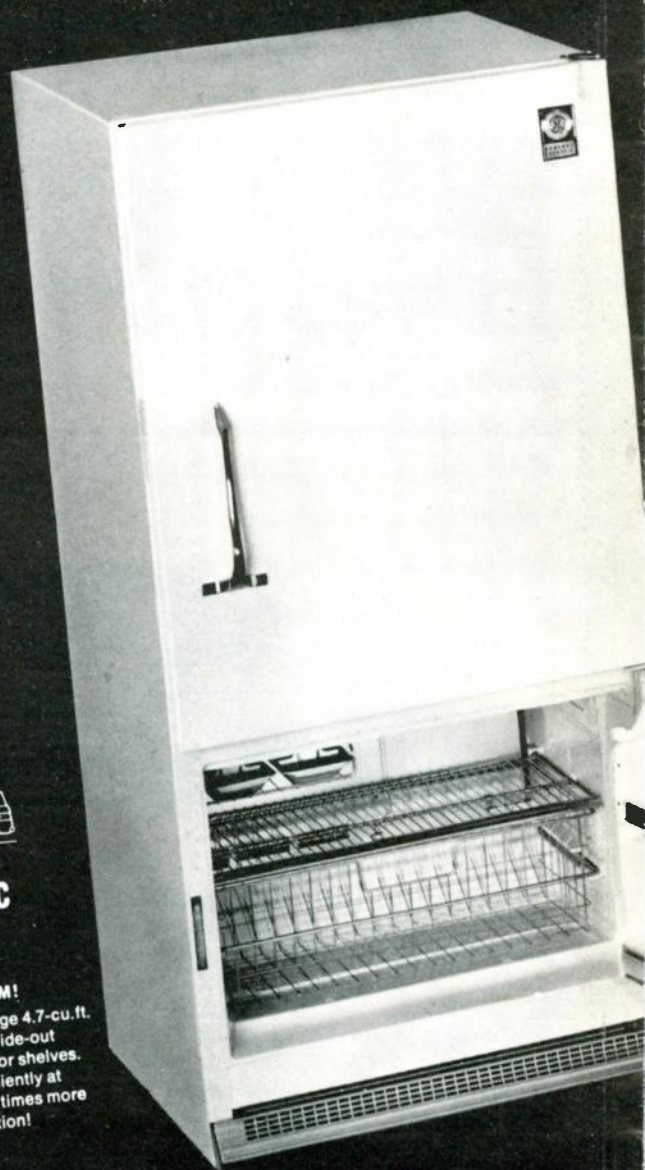
Top freezer? Bottom freezer? You decide. Both these fully-featured GE refrigerators are the same low price. About \$299.95! See them soon as you can.

Quality service wherever you live.



GENERAL  ELECTRIC

FREEZER AT THE BOTTOM!
Big 15.2-cu. ft. capacity. Huge 4.7-cu. ft. zero-degree freezer with slide-out storage basket and two door shelves. Fresh food section conveniently at top—because you use it 6 times more often than the freezer section! (Model TCF-15D)



DELIVER THE PROSPECTS.

choice low price



FREEZER AT THE TOP!
Big 15.6-cu. ft. capacity with giant 4.2-cu. ft. zero-degree freezer. Jet-freeze Ice Compartment freezes cubes extra fast and protects ice trays. Also two door shelves. (Model TBF-16S)

THEY'RE ON WHEELS!
Both models roll out on 6 sturdy wheels for easy cleaning. With adjustable "base stops" that let you fix them to the floor so they never stray out of position. Only GE offers you this!

BE READY TO CASH IN!

Be ready to cash in when this 2-page spread appears in LIFE on newsstands August 7th and SATURDAY EVENING POST on the 29th. Tie in your local advertising with this powerful national promotion.

Display models TCF-15D and TBF-16S under the "Your Choice" banner. In both size and price, you'll be appealing to 3 out of 4 families. Right at the height of the selling season, you'll be giving

them a choice of models with the most wanted features. Big capacity. No defrosting ever. Separate temperature controls. Wheels. And fashionable new avocado, coppertone or white.

Remember, prospects will be coming in to look over GE refrigerators—top to bottom. Sell them "Your Choice" for more volume and profit.

GENERAL  ELECTRIC

□□□□ **Duty on color tv tube imports could jump** from 12% to 30%, if the tube division of the Electronic Industries Assn. (EIA) has its way. Merle Kremer, chairman-EIA tube division, and Oakes Ames, chairman-tube division's imports committee, issued the request in letters to the House Ways and Means Committee and the Senate Finance Committee. The letters claim that the short supply of domestic color tv tubes—which led to favored tariff treatment for such items—has ended, and that an oversupply is developing. In 1965, Congress passed tariff law P.L. 89-241, providing for a 30% ad valorem duty on b&w tv tube imports and a 12% ad valorem duty on color tube imports until Aug. 31, 1969. Color tv tube imports are not affected by the Kennedy Round.

□□□□ **Retailers are missing phonograph sales**, charges Clive Davis, vice president and general manager of Columbia Records. Since monaural record prices were raised to the level of stereo, retailers have been neglecting the monaural phonograph owner—thereby losing not only record sales, but phono sales, too. Contrary to public opinion, he emphasizes, stereo records can be played on monaural units. By stressing this fact to customers, the retailer can not only sell them stereo records today, but can prepare them for a stereo phono sale in the future, when they will already own a stereo library.

□□□□ **A bumpy year for home electronics, so far—** but some manufacturers fared better than others. Magnavox sales reached a record \$195.2 million for the first half, up 3% over 1966, but net profits dropped 23.3%. Cabinet manufacturer MPI reports 6-month sales of \$19 million, up 25.5%, and earnings of \$1.4 million, up 13.8%. Philco-Ford first-half sales climbed 15% above last year, but no sales earnings figures were released. Tube manufacturer National Video experienced substantial losses in the fourth quarter of its fiscal year, ended May 31, as sales and earnings fell. Unless operations increase in August, the company expects a loss in its first quarter, ending Aug. 31. 3M's first-half sales hit \$594.3 million, up from \$553.5 million in 1966. Net income reached \$66.9 million, compared with \$65 million last year.

□□□□ **Matsushita's "radiation free" color tube** is the latest development in the tv radiation scare (MW, 22 May, p.5). Just as auto makers are touting safety in reaction to Ralph Nader, Matsushita chose to emphasize the low radiation properties of its 18-inch color tube, in reaction to the brouhaha over the high radiation in GE tubes. Matsushita's tube, which is used in a console, at \$439.95, and a table model at \$399.95, incorporates a feed back system with an anode dissipation of 10w—half the level of standard systems, according to the company. The sets will be on the market next month.

□□□□ **Better sound from Ampex** is the result of a new tape-duplicating process, EX-plus, which reduces background noise during playback and permits up to a 100% increase in the volume of the recorded sound over conventional techniques, according to the company. The process will first be applied to recording on reel-to-reel classical albums. Ampex also has added 11 new labels to its stereo tape catalog, bringing to 64 the number of labels available now on Ampex open-reel, cartridge, and cassette tapes.

Fall comes in August this year, as color tv ads jump the gun

In an effort to boost sagging color television sales, and make this fall the big selling season retailers are hoping it will be, color tv manufacturers are getting off to an early start on their big fall advertising programs—all designed to make buying a color set easy for the consumer and profitable for the retailer.

While some major producers already have started their beefed-up second-half ad campaigns, others will be joining in during the coming weeks. Manufacturers will push hard on sales pitches such as consumer value (Philco-Ford's "Affordable Big-Screen Color TV," for example); extended credit terms (RCA's "Watch Now, Pay Later"); and ease of operation and reliability (just about everyone).

The major change in ad plans for the fall comes from Motorola and Admiral, both of which have dropped network television advertising in lieu of the print media. Other large producers, however, show no signs of following their lead. Zenith, General Electric, RCA, Philco-Ford, Westinghouse, Magnavox, and one newcomer, Packard Bell, will be promoting color television on network too during the fall season.

The summer spenders

RCA and Philco-Ford are using tv heavily. For the first time, these companies are conducting major summer promotions for color sets. RCA's "Watch Now, Pay Later" campaign—to be launched in mid-August—will run two weeks and highlight its "Color Preview Days" program. The campaign kicks off with a 5-page, full-color spread in the Aug. 19 issue of *TV Guide*, which will be followed with spot ads on radio and tv. The plan will enable dealers to offer 3-month deferred payment on television sales made during the period between Aug. 15 and Sept. 15.

Philco-Ford, however, seems to have the jump on everybody with its unprecedented \$1-million summer campaign to promote "Affordable Big-Screen Color TV." This is the second of two consumer product advertising promotions in the company's \$2.25-million campaign during the period from June 1 to Sept. 15. Featured will be a 21-inch, round-screen color television receiver with a suggested retail price of \$299.95.

Previously, the industry has held off promotion of color sets until September, in order to coincide with the introduction of the networks' new programs for the season. With this in mind, the major summer promotions of RCA and Philco-Ford may start a precedent for next year's advertising. While other majors, such as GE, Westinghouse, and Zenith, run ad promotions throughout the year, none has channeled any significant effort into summer campaigns so far.

An early start

General Electric will begin promotion of its color consoles and portables in the final week of August. The campaign will include its regular commercials on network tv programs, such as the *Today* and *Tonight Shows*,

plus sponsorship of NBC's re-airing of *Damn Yankees*, starring Phil Silvers and Lee Remick. GE will follow up the late-August punch with major newspaper advertising from September through Dec. 12, in every section of the country.

Westinghouse has just signed new contracts with CBS, stepping up its tv commercials by 35%. This offsets cuts in the company's ad budget for the first half of 1967. A Westinghouse spokesman said product breakdowns for advertising have not been completed, but color tv products will receive a proportionate share of the budget increase. Advertising of color units in the print media will be geared more toward the newspaper audience than to magazine readers.

Sylvania will support its first annual model changeover sale with heavy newspaper advertising, and spot tv commercials will run throughout the year. The company has recently engaged the services of a well-known agency in a major effort to beef up its television commercials.

The television controversy

With its plans to push newspaper and national advertising much harder this season, Admiral is dropping all its network commercials for color tv as of Aug. 4. The company set off the tv advertising row in the spring when it blasted the "lackluster quality of shows and the preponderance of network commercials and local spots." Then Motorola announced its disenchantment with the media, when shows on which it was advertising also featured products of competitors. Motorola claimed it was impossible to establish proper product identity under such circumstances.

Not so, according to Zenith Sales Corp. president L.C. Truesdell. Truesdell said his company will have a strong television advertising program this year, and released the following statement in support of network advertising:

"I feel television manufacturers have a responsibility to support the television broadcasting industry. We are not happy with the quality of many programs, but there are also many good programs on the air."

The tuning confusion

Of the features to be promoted by manufacturers in general, tuning systems will be the most prevalent. All major producers seem to be riding the same wagon in this respect, which could neutralize the advantage that any one company might have over another.

Certainly, the differences in tuning systems could prove confusing to the consumer—and the retailer, as well. The fact that one manufacturer's system might be more functional than another's may not prove to be nearly as significant in enhancing sales as how clearly this difference is presented in ad promotions.

In addition to tuning, GE will promote Porta-Color; Magnavox, an expanded line that it claims is competitive at all price levels; and Motorola its all-transistorized sets.

—Neil Spann

MW survey: how retailers rated, reacted to the EIA Show

Retailers are rating the first annual Consumer Electronics Show an overwhelming success. They also have indicated that the 4-day exhibit has influenced their merchandising plans for the second half of the year.

A Merchandising Week survey of 100 key appliance-tv dealers, as well as buyers and merchandising managers from department and discount stores, revealed that 96% of the retailers interviewed plan to attend next year's Show.

The retailers interviewed by Merchandising Week were selected at random from the advance registration list for the Show. Of the 100 retailers interviewed, 13 indicated they were unable to attend after having registered in advance.

Cassette products picked up support from retailers attending the Show, and this rise in popularity helped cartridge players and recorders as a whole—apparently at the expense of reel-to-reel recorders.

Some 39% of retailers interviewed indicated they will take on the cassette as a new product or, where the item already is in stock, they will make significant increases in their inventories as a result of the Show. And 75% of surveyed retailers indicated they will increase orders for tape cartridge machines, including cassettes, while only 2% of surveyed retailers planned to decrease their orders.

Thirty-one percent of retailers surveyed showed an increase of buying interest in reel-to-reel tape recorders as a result of the Show; however, some 27% indicated a decrease of interest,

and 42% remained unchanged by the exhibits.

On the average, retailers spent more than two days at the Show. Of those surveyed, 47% spent more than two days, while 24% spent only one day. The survey reveals that retailers spent 78% of their time on the exhibit floor, 14% in private discussions with manufacturers and other retailers, and only 8% attending business meetings and seminars.

Reaction to the Show varied from moderate criticism to unlimited praise. In the latter category is Moe Zimmerman, of BBD Appliance Centers, Cranford, N.J. Zimmerman thought "the products were exciting. Not just the major . . . but the smaller firms were well handled. From what I saw I'm prepared to spend a half-million dollars on new items."

Others were not impressed. They criticized major manufacturers for what they termed indifference to the Show and poorly informed product demonstrators. One buyer from a large department store chain in the East said, "People at the Show [exhibits] were unable to answer any questions about the products" in terms of the retailer's interests.

Sharing this point of view was Norman Fox, buyer for Fedmart Corp. of Southern California, Texas, Arizona and New Mexico. Said Fox, "Major domestic manufacturers like RCA, Zenith, Philco found the Show somewhat less important than they should have. They weren't well prepared."

This criticism, along with displeasure over the Show's directory, was most

common.

Commenting on the directory, Joseph Frank, president of Wards TV and Appliances, Norfolk, Va., said, "I found it difficult to find anything."

Louis Kohlmeyer, electronics buyer for Maison Blanche Co., New Orleans, La., added, "The directory was poorly organized. Maps should have been included."

Charles Balkin, buyer for the Pep Boys Auto Stores, Philadelphia, Pa., said, "I would like to see the entire show in one building on one or two floors, perhaps in the Coliseum."

"A show like this should open earlier in the morning," added Harry Burgert, audio-electronics buyer, Federal's Inc., Detroit, Mich. Eugene Bitter, senior sales director of Liberty Music Shops, New York City, made the same point, commenting, "The hours were terrible. How can anyone expect a salesman to attend?" Several retailers suggested that the Show should remain open for some evening hours.

The show site most favored for next year—by 85% of the retailers—was New York City. Some dealers recommended that alternating locations be adopted on a year-to-year rotation. Cities most preferred for such a plan were San Francisco, Chicago and New York City.

The majority of the retailers surveyed—59%—favored staging the EIA Show in conjunction with the annual convention of the National Appliance & Radio-TV Dealers Assn., as was the case this year. Only 13% indicated that the Show should not be held in conjunction with NARDA, while 28%

expressed no opinion.

The Shows was successful, according to the survey, because complete lines were displayed—and displayed well. More than one retailer commented that viewing the exhibits had finally become pleasant after years of intolerable, inexpedient shopping, and that freeing the Show from musical merchandise was the first step in the right direction. "The Show was extremely well organized," said Gerald Orbach, buyer-merchandiser for Allied Radio, Chicago. "I found it easy to do business there."

Ira Glener, buyer for Rhode Island-based Ann-Hope, added that not only a conducive atmosphere, but also a "tremendous comprehensive assortment of manufacturers and merchandise" made the Consumer Electronics Show a valuable one.

The key to a successful show—one that is "informative" and "enlightening"—is total representation of the industry, as was the case at this year's Show.

Pete Vrontikis, of Salt Lake City, felt his "time and expenses were justified."

Bill Browne, of J.L. Hudson, in Detroit, said, "Manufacturers put more emphasis on displays than they ever have before. They really meant business," he continued. "They've revitalized these shows. Chicago had become dreary."

But it was left to Sol Polk to say it for everyone: "We were well represented. We are the greatest industry. We are the happiness industry. We proved our quality."

Did attending the Show increase or decrease your interest in the following?

PRODUCT	% retailers whose buying interest	% retailers whose buying interest	% retailers whose buying interest
	INCREASED	DECREASED	DID NOT CHANGE
Color tv	23%	7%	70%
Black-and-white tv	10%	15%	75%
Tape recorders (reel)	31%	27%	42%
Tape cartridge playbacks	75%	2%	23%
Stereo phono consoles	26%	0%	74%
Portable phonos & radios	36%	3%	61%

How did you rate the Electronic Industries Assn. Show?

Excellent	Very good to good	Fair to poor
41%	55%	4%

Why did you attend the Consumer Electronics Show?

Only planned to order	Only planned to observe	Both
5%	74%	16%

Will you attend the Consumer Electronics Show next year?

Yes	No	Undecided
96%	1%	3%

Where would you like to see the Show held next year?

New York City	Chicago	Other
85%	6%	9%

Should the NARDA convention be held in conjunction with the EIA Show?

Yes	No	No opinion
59%	13%	28%

Should the EIA Show be combined with a portable and major appliance show?

Yes	No	No opinion
46%	37%	17%

Announcing RCA Victor A big Watch-Now-Pay-

Watch now, pay later during RCA Victor Color Preview Days

-Get Color TV for no money down.
When you're first in Color TV, there's got to be a reason. Like no money down for the RCA Victor Color TV of your choice from now until September 15. And you don't make a payment until November 15. And come in early so you can take your choice of the Early Bird Values. See your participating RCA Victor dealer.

RCA Victor Color TV for '68 as low as \$329.95. Many models with Automatic Fine Tuning. New RCA tube with 38% brighter highlights.

Watch now, pay later during RCA Victor Color Preview Days

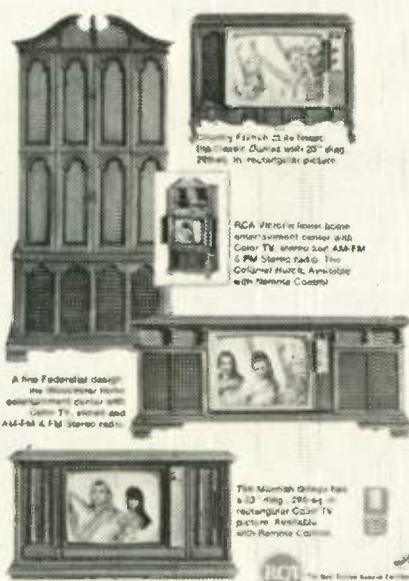
Get Color TV for no money down
When you're first in Color TV, there's got to be a reason. Like no money down for the RCA Victor Color TV of your choice from now until September 15. You don't make a payment until November 15. And come in early so you can take your choice of the Early Bird Values. See your participating RCA Victor dealer.
Choose RCA Victor Color TV for '68 on next two pages ▶

Get a one-month jump on sales! Tie in with RCA Victor's big August promotion—Color Preview Days. This year we're not waiting for the industry's fourth-quarter surge in sales. We're starting our own!

A spread in *Life* on August 18 will kick off the promotion. Following this, a big 4-page ad in *TV Guide* on August 19—and dealers can tie right in with a fifth page in local editions. Other advertising support includes: network TV and radio com-

Sell RCA Victor Color TV for '68 during

A vintage television set with a wooden-grain cabinet and four legs. The screen displays the text "Network TV commercials" in a bold, sans-serif font. To the right of the screen, there are two large circular knobs, a smaller knob above them, and a speaker grille below. The background is dark and textured.



A VICTOR OR PREVUE DAYS



**The Most Trusted Name
in Electronics**



RCA Victor Color Preview Days!



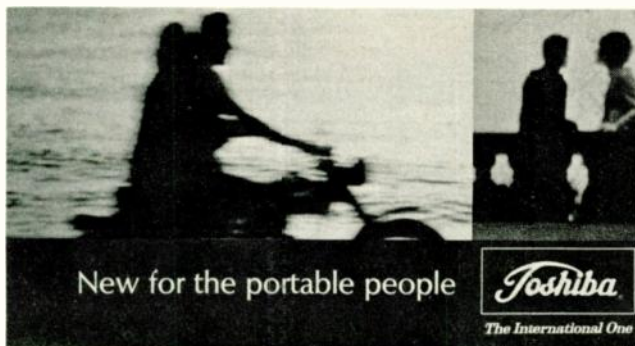


Noboru Takamiya, president of Toshiba America Inc. (TAI)



George Stewart, vice president of the consumer division of TAI

How Toshiba plans to reach more retailers in the U.S. marketplace



TAI's product brochure goes for a "jet set" image



Tokyo Shibaura Electric Co. claims to be Japan's leading manufacturer of color and black-and-white tv sets. Here, workers assemble receivers.



Some of the 65,000 employees at Toshiba Japan's 24 main factories check products that helped the company to realize sales of \$893 million last year



How does a major Japanese manufacturer establish itself as an American company in the U.S. marketplace? Toshiba America Inc. (TAI) thinks it has some answers to this question.

It all started in March of this year, when Noboru Takamiya—member of the board of directors of parent company Tokyo Shibaura Electric Co. Ltd., and former head of its worldwide exports—was appointed president of the then-nearly-1-year-old TAI. Armed with the double advantages of a free hand in America and direct contact with the home offices, Takamiya initiated wide-ranging changes for TAI.

In his first interview with the American trade press, Takamiya (speaking through interpreter Motoo Shinjo) outlined his plans. Also present at the interview were George Stewart, vice president of TAI, and Mutsumi Shimizu, vice president of the product development division.

TAI's prime object is to establish a U.S. company with a U.S. brand image. "It is difficult to penetrate the U.S. market," Takamiya said. "We will do it steadily with the basics—steady growth, emphasizing profit."

In its search for U.S. identity, Panasonic took the route of cooperative merchandising through an established big-name department store: Macy's. And what Panasonic did with Macy's, TAI will do with Abraham & Straus, in Brooklyn; Gertz, in Long Island; and Joske's, in Houston, Tex., during the fall season.

In-store displays, promotions, and advertising will point out that TAI has arrived in major U.S. stores. And national advertising—on network tv and in consumer publications—will echo the message to the tune of \$1 million during the second half of 1967. On the local level, TAI will offer retailers 50-50 co-op advertising, and its agency stands ready to prepare an ad for any retailer in his own style within a 48-hour period.

The company's international scope is one image that TAI wishes to get across. "The international one for the portable people" is the current ad slogan, and TAI will emphasize that this is no fly-by-night organization, but an American company whose parent organization hit sales of over \$893 million last year—with the help of its 24 main factories, 65,000 employees, and 55,000 additional employees in 63 separate subsidiaries.

TAI alone expects to realize \$50 million in sales during fiscal 1968 (Apr. 1 to Mar. 31), and got a good start at the Consumer Electronics Show, where it wrote \$2 million in orders. Half of the 1968 sales are expected to come from color tv. In three years, the company anticipates annual sales of \$100 million, and "Inside of five years, we hope to be the top seller of foreign-made consumer electronics in the U.S.," Takamiya said.

A strong dealer structure will help the company to realize its goals. To date, Toshiba has 1,200 dealers, and the company hopes to hit 4,000 by the end of 1968. A corps of 64 sales representatives is trained every quarter to sell the product and help TAI dealers. TAI sells both direct and through distributors, and, when Takamiya talks a "strong profit line," he means it.

To guarantee profits, TAI assures retailers that any price cuts before the end of the year will be made up in cash.

Service centers—TAI has signed 186 independent centers and is aiming for 250 in two months—are one more way that TAI makes its bid for the "confidence of the U.S. marketplace," as Takamiya phrased it.

Product innovation is another way. TAI showed one of the industry's first 12-inch color tubes at the IEEE Show in New York City last spring (MW, 27 Mar., p.5), and will offer its first 12-inch color set, priced at \$299, in the second half of this year—"hopefully in time for Christmas."

"But we're not selling the tube to any other manufacturer this year," Stewart said. Toshiba now faces in Japan the seller's market that American producers wistfully remember from last year. So, while production capacity for the 12-inch tube is potentially 2,000 units per month, and total color tv capacity is 30,000 units per month, Toshiba has little to spare for its American division.

Price and portability will be the bench marks of the entire TAI line. The company imported 10,000 18-inch color console sets, but is phasing out its console line.

After home electronics, what? "By January, we will expand into traffic appliances and electric housewares," said Takamiya. "By June of next year, we will add electric ranges and white goods."

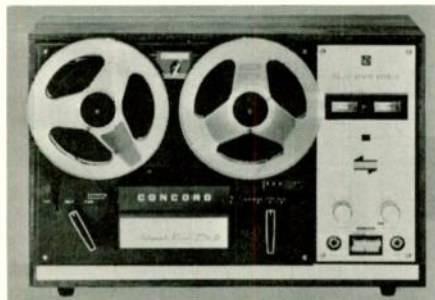
—Amei Wallach



Toshiba first showed its 12-inch color tv tube at the IEEE Show in March



□ □ Concord's two new tape decks, models 501-D (above) and 776-D (below), are engineered for use with any high-fidelity system. Model 501-D features a 3-speed, 4-track stereo capability for recording off-the-air or from phonograph records. Its suggested list price is \$150. Model 776-D, at \$280 list, has the Reverse-A-Track tape transport mechanism. It records and plays stereo in both directions and offers automatic shutoff. (Concord Electronics Corp., Consumer Products Div., 1935 Armacost Ave., Los Angeles, Calif. 90025)



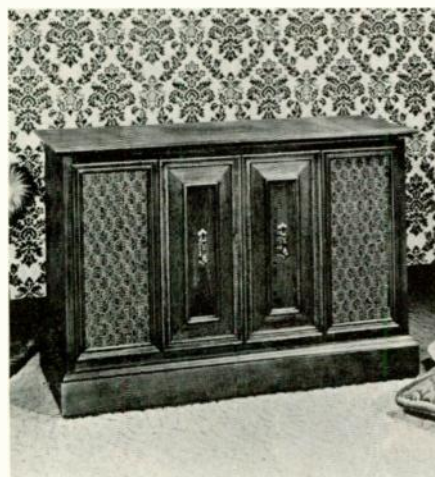
□ □ A new AM-FM cassette portable from Concord features pushbutton recording for up to two hours. Solid-state model F-103, the Radiocorder, has a suggested retail price below \$150. (Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Calif. 90025)



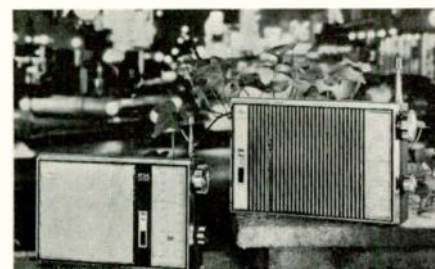
□ □ New from Viscount is this 5-band radio with afc, AM-FM, and shortwave I and II. Model 1550 comes with telescoping antenna, plus an extra 3-ft. wire antenna for shortwave. Suggested list price for the unit is \$49. (Viscount Div., Consolidated Merchandising Corp., 520 W. 34th St., New York, N.Y. 10001)



□ □ From Arvin: two solid-state stereo consoles with phono and AM-FM stereo radio. Both models include afc, stereo indicator lights, and tape cartridge players. Model 88P48 (above), with Mediterranean cabinet, lists at \$369.95; model 78P88 (below), in Contemporary walnut, is priced at \$199.95. (Arvin Industries, Columbus, Ind. 47201)



□ □ Arvin's AM-FM table radio is solid state with eight transistors, afc, a 4-inch speaker, and dual antennas. It comes in woodgrain and Sierra Gold, and has a suggested retail price of \$34.95 (Arvin Industries, Consumer Products Division, Columbus, Ind.)



□ □ Toshiba stressed unit strength and sound diversion in its 1968 portable radio line. The Barcelona 10M-890F (right) illustrates the style trend with its deep-sculptured grille of cyclo-lac plastic, a new material used in aircraft. The set features AM-FM and AC adaptability, weighs 3 1/4 lbs., comes in a woodgrain finish, and lists at \$42.50. The Monaco 10M-860F (left) comes with features similar to the Barcelona, except for the finish. List price: \$37.50. (Toshiba America Inc., 530 Fifth Ave., New York, N.Y. 10036)

YOUTH ELECTRONICS NEWS



□ □ □ □ Toys and musical instruments from RCA? Those products could be just down the road for the company as it prepares its plan of attack on the Young America market. Starting with its 1968-1969 line, RCA will inaugurate a new concept in products for the teen and pre-teen markets. In the years after that, the company's cradle-to-wedding youth marketing philosophy could have RCA making an early bid for the baby market with electronic toys; and RCA is considering a later drive for teen dollars, with musical-instrument/tape-recorder combinations, according to Tucker Madawick, manager-industrial design, RCA.

□ □ □ □ "You've got to get in with a brand image early," says Madawick. "Crest toothpaste makes an impression on kids of six and seven. But you can start even before that. Grandparents spend billions on babies, and I can see us making products for them to buy: say, a toy computer.

"And," continues Madawick, "nearly 100% of all families buying cameras do so when the first child is born. Why not make a low-cost specialty recorder that records anything baby says from day one. We're after the audio end of that camera business. Then, as young kids move out into the neighborhood, we could sell parents a sonic directional finder that keeps kids in touch with home. Later we could sell the six million kids under 12 who go to summer camp: tape recorders, record players, and transceivers that can float and withstand the beating they'd get at camp. Later still, someone might sell them a hybrid cartridge tape-player/piano, or a tape attachment for musical instruments."

□ □ □ □ "The big market is teens," says Madawick. "Right now they're spending \$17 billion a year, and by 1970, they'll be spending \$21 billion. Look at their allowances. At 13, they're getting \$1 to \$3 a week; at 14, it's \$3 to \$4; at 15, they're raised to \$5 and under, and when they hit 16 and work, it's happiness. And remember, a lot of that money is tax-free."

□ □ □ □ "Designs for teens must follow the vogue," says Madawick. "That means we've got to find a way to work around the 20-month lead time that now exists for product designs. Shapes and silhouettes take a long time to develop, but colors, textures, and finishes can be adapted overnight. So we'll rely on textures like padded vinyls; on high-keyed, brash colors like banana, fuchsia, and watermelon; on moody, romantic colors like amethyst. And we'll follow design fads—like, op, pop, and mod. Injection-molded plastics lock you in, so we'll have to design products with different materials and different tolerances—products that last out the life span of the mode.

"But the products we make—the radios, cartridge players, tape recorders, phonographs, mini tv sets, mini combos, and new combinations—like AM-FM-clock radio phonographs—will have to be durable enough to take the sea and the sand at the beach, or the snow and the cold on the ski slopes. That means they'll have to be completely sealed. The products will have simplified controls, too, and will be priced lower than our conventional line.

"Teens spend a lot of time away from home," points out Madawick. "They live differently when they get out. RCA's Young America line will complement that second life—the life on the go."

It's begun!
The biggest
summertime
promotion in
color tv
history.
The big-screen
Affordables
from
Philco-Ford.

Who says you have to wait until October to get real volume color tv sales? Not Philco-Ford! We've just kicked off eight weeks of intensive get-em-into-the-stores advertising. With a full line of sets that will give you an extra season of profit. Five of them are big-screen models selling under \$400. And starting at \$299.95*. We're telling your customers about them in newspapers, on radio, in magazines. Solid business-getting advertising. Get in on the Affordables now!

*Manufacturer's suggested retail price. Optional with dealer. Subject to Fair Trade where applicable.

1300 radio stations

All four major radio networks—NBC, CBS, ABC and Mutual—are carrying a heavy schedule of radio spots from coast to coast. That's 1300 radio stations selling the new idea on color tv—the big-screen color tv sets that the majority of American families can afford.

Over 90 newspapers

Big-space newspaper ads are selling our story in 82 Metro Markets across the country. And every one of them carries full dealer listing.

19 pages of national magazines

Powerful ads with all the details are reaching millions of families over the eight weeks of the promotion. Magazines such as Life, Look, Reader's Digest, The Saturday Evening Post and TV Guide will see to that.

The big-screen Affordables are the most important development in the color tv market this year. And it's still not too late to get your share of the action. Call your local Philco-Ford distributor today for the details.

The Affordables start at \$299.^{95*}



FAMOUS FOR QUALITY THE WORLD OVER
TELEVISION • STEREO PHONOGRAPHS • RADIO • HOME LAUNDRY • RANGES • REFRIGERATORS • AIR CONDITIONERS
PHILCO-FORD CORP. PHILA. PA. 19134

MAJOR APPLIANCE NEWS

□□□□ **No price changes for Westinghouse laundry equipment:** the newly released 17-model line shows no national across-the-board price hikes, despite the industry trend instituted in May by GE-Hotpoint. The Westinghouse products—nine washers and eight gas and electric dryers—include three top-of-the-line models with a new “Weigh-to-Save” feature. The special lid acts as a platform for a scale that registers the weight of clothes on an indicator at the front of the machine. Once the weight is determined, a water saver is set for the exact amount of water and detergent necessary for the wash.

Prices for the washers range from \$170 to \$300 (approximate New York fair-trade). Electric dryers begin at about \$120 and go up to \$240. Gas dryers start at \$150 and range to \$270.

□□□□ **Carrier plans a \$550 air purifier** for New York City-area test marketing. The big-capacity unit, geared toward central-house usage, will be tested over the next few months prior to possible national distribution.

□□□□ **Home goods sales will keep pace with income,** predicts *Fortune* magazine, which sees a \$7-billion rise in the annual volume of all home goods over the next five years. The annual rise of about 4% compounded will

closely parallel predicted increases for per capita disposable income. The projected 1971 home goods volume of \$37 billion, says *Fortune*, will show a considerably lower percentage advance than that of the past five years.

□□□□ **Roper's earnings dropped 33.5%** in the first half, down to \$1,167,000 from 1966's \$1,754,000. Net sales fell 6.6% for the period, to \$51,104,000.

□□□□ **This fall's kitchen training school,** sponsored annually by the American Institute of Kitchen Dealers (AIKD), will highlight both recent appliance developments and new ideas in kitchen merchandising. The AIKD program, planned for Sept. 25-29 in New York City and Oct. 16-20 in Chicago, will lead off with a seminar on “Operating Principles and Design Developments in Today's Kitchen Appliances.” The 5-day, \$225 course will conclude with discussions on and selling tips for successful kitchen planning and promotion.

□□□□ **A new side-by-side from Hotpoint** introduces the company's Custom 200 Series of refrigerator-freezers. The 20.8-cu.-ft. no-frost opener has 13-cu.-ft. of refrigerator space and measures 36 inches wide. The unit is available in white, coppertone, and avocado.

What will Frigidaire's retail data program tell dealers?

The computer age came to Dayton, Ohio, firsthand recently, as three appliance-TV dealers received their first preliminary reports from the new Frigidaire-sponsored business management program (MW, 19 Jun., p.10).

The dealers involved—McCoys Appliances, Danart Inc., and Roberts Furniture and Appliances—are somewhat hesitant to say what the computerized bookkeeping system is telling them about their business. Co-sponsor National Cash Register Co. (NCR), however, has released sample results based on a simulated dealership, to show interested retailers and manufacturers what the system is equipped to do.

Monthly sales reports—recorded by special NCR “53” Automation Registers are broken down and analyzed to show the participating dealer how much of his total volume and earnings is contributed by each item and brand on the selling floor. The table at the right deals with the imaginary Luthers Appliance & TV Center, which most probably separate its sales by manufacturer brand. “Department 1” in the first column, for example, might represent Frigidaire appliances, while “Department 2” could represent another label.

“Class Number” (column two) indicates individual brand items that are carried by the store: number “20” could be refrigerators; “21,” automatic washers; “22,” electric ranges, and etc.

Product and brand breakdowns begin with the third column, which show the dollar value of the month's retail sales for each appliance, and then gives the total cumulative amount for the brand. If Luthers entered Frigidaire products first, again for example, then a total of \$8,445.50 was taken in

during the sample month for all Frigidaire goods. The dollar value, translated into a percentage of the store's total volume in the fourth column, represents 15.04% of Luthers' monthly business.

The next two columns translate the same data into terms of profit made on total sales. Brand 1, then, accounted for \$2,255 profit, or 26.7% of the month's total. Individual figures in the “Gross Profit Percentage” column indicate what percentage of the item's price tag the profit represents. A \$50 profit on a \$184.50 refrigerator would be 27.1% of the total sale.

Inventory figures comprise the next five columns, and it is in these areas

that the NCR indicates the need for more work. The “Stock Sales at the Beginning of the Month” category is designed to show the dealer how many months he can continue normal business for a particular item with the number of the items that he currently has in stock; but here, some areas of inaccuracy have been reported by participating dealers.

Cumulative “Year-to-Date” sales, the last three breakdowns, show individual figures and totals for the amount of the dealer's business done in a particular brand and category from the beginning of the year. If the sample were a March report, for example, Frigidaire products as a whole accounted

for \$33,817.50 in sales, or 12.55% of the total volume. Profit? The products contributed an accumulated 25.68% of the total year-to-date profits.

After the three dealers in the pilot Dayton program begin receiving regular computerized reports, Frigidaire hopes to expand the program to provide the business assistance to all dealers. A spokesman for NCR indicates that the Frigidaire sales zone in Denver, Colo., may be the next testing area, followed by Kansas City, Mo., and Minneapolis.

Various other manufacturers—most actively, Whirlpool—are exploring possibilities for adopting the system, says NCR.

CLIENT NO. 123456 LUTHERS APPLIANCE & TV CENTER										DATE 05 15 67			
STORE NO. 1 REACT 1 MONTHLY COST/DIRECT COST INVENTORY MANAGEMENT REPORT (STOCK LEDGER)										PAGE NO. 1			
DEPT	CLASS	SALES AT RETAIL	% SLS/TOT	GROSS PROFIT	G.P. %	STOCK TO SALES	MO. PURCHASES AT COST	DIR. COST OF SALES	CALC. COST OF SALES	CLOS. INV. AT COST	***YEAR TO DATE*** SALES	%SLS/TOT	G.P. %
1	20	00	00	00	00	00	00	00	00	129.00	339.00	13	23.89
1	21	00	00	00	00	00	142.75	00	00	142.75	00	00	00
1	22	184.50	33	50.00	27.10	00	134.50	134.50	00	00	184.50	07	27.10
1	23	319.00	57	83.00	26.02	1.00	236.00	236.00	00	236.00	948.00	35	25.32
1	24	219.00	39	61.00	27.85	4.68	00	158.00	00	582.00	2309.00	86	29.06
1	25	00	00	00	00	00	00	00	00	1100.00	478.00	18	22.59
1	27	807.00	144	228.00	28.25	1.67	00	579.00	00	386.00	3148.00	117	26.43
1	28	1799.00	320	504.00	28.02	1.67	00	1295.00	00	865.00	5078.00	189	27.71
1	29	623.00	111	145.00	23.27	1.97	00	478.00	00	462.00	1859.00	69	23.72
1	33	932.00	166	216.00	23.18	3.33	951.00	716.00	00	470.00	1570.00	58	24.46
1	34	963.00	172	322.00	33.44	4.2	641.00	641.00	00	270.00	963.00	36	33.44
1	35	00	00	00	00	00	00	00	00	765.00	668.00	25	23.65
1	38	887.00	158	227.00	25.59	1.67	660.00	660.00	00	1100.00	3498.00	130	24.53
1	39	00	00	00	00	00	00	00	00	310.00	828.00	31	25.12
1	40	519.00	92	133.00	25.63	3.95	368.00	368.00	00	350.00	1048.00	39	23.85
1	42	00	00	00	00	00	00	00	00	492.00	00	00	00
1	43	554.00	99	118.00	21.30	2.00	436.00	436.00	00	872.00	2272.00	84	23.24
1	44	639.00	114	168.00	26.29	2.00	942.00	471.00	00	1413.00	1258.00	47	25.12
1	47	00	00	00	00	00	00	00	00	00	2062.00	77	25.51
1	48	00	00	00	00	00	00	00	00	00	1176.00	44	27.55
1	49	00	00	00	00	00	00	00	00	00	588.00	22	24.49
1	50	00	00	00	00	00	00	00	00	00	464.00	17	22.41
1	51	00	00	00	00	00	00	00	00	00	1078.00	40	24.30
1	52	00	00	00	00	00	00	00	00	00	936.00	35	24.36
1	57	00	00	00	00	00	00	00	00	220.00	1055.00	40	22.63
DEPT		8445.50	15.04	2255.00	26.70	1.91	4511.25	6190.50	00	10164.75	33817.50	12.55	25.68
2	60	00	00	00	00	00	00	00	00	00	199.00	07	22.11
2	61	00	00	00	00	00	00	00	00	543.00	1195.00	44	24.27

The first computer print-out report from the Frigidaire-National Cash Register Co. business management program



Wood-paneled console styling gives laundry equipment a decorator look



Flush pop-out cabinets conceal appliance of the future



"Very nice, but how much?" ask consumers at the Whirlpool Kitchen of Tomorrow display

Tomorrow's appliances today—but for whom?

By Bruce Weber

Eavesdropping retailers in the audience of the recent consumer-oriented Los Angeles Home Show got some idea of what merchandising during the next decades will be like. Appliances of the future? "They're nice," one Show viewer commented, "but at those prices—who needs them?"

Better educated, better employed, and better paid as he may be, the New Consumer of the 1970s will maintain a degree of his predecessor's dollar consciousness. Those attending the 10-day California Show admittedly were impressed with what they saw; but they remained far from convinced that the appliances on display were really designed with them in mind. The reason for their hesitation was not the futuristic concepts involved—for every housewife looks eagerly to the days when a microwave oven will cook dinner and then clean itself in less time than it takes to set the table—but in the futuristic, and certainly not realistic, prices at the retail level.

"Who's going to buy the stuff?" asked one woman viewing the Whirlpool Kitchen of Tomorrow. "Who can afford to buy it? It's for rich people, that's who."

The price will be right eventually, indicates Whirlpool Los Angeles manager Robert Finney. Finney and Robert Slayton, factory representative, manned the Kitchen of Tomorrow exhibit during the Show's run, answering questions and countering arguments of "high costs" and "out-of-reach prices."

Many of the financial obstacles that are now preventing widespread acceptance of years-ahead appliances will be removed, Finney assures. "The appliance industry is going ahead with its jet-paced development schedule, but it's trimming prices on many of its high-flying, big-ticket items so the consumer will be able to afford 'way

out' equipment," the Whirlpool manager says.

"Way out equipment?" A cross-section of the appliance developments presented at the Los Angeles Home Show includes:

- Surface cooking units that pop out of the wall.
- Thermoelectric refrigerators that become cooking units with the push of a button.
- Disappearing dishwasher/disposal units built into, and concealed by, an ultra-modern, circular table for central convenient meals.
- Flush-to-the-wall, wood-paneled appliance cupboards that open up to ranges, ovens, dishwashers, and refrigerators.
- Wood-paneled, console-styled, washer-dryer combinations.

You get what you pay for, reasons Finney, suggesting that the New Consumer will not object to paying higher prices—although not as high as they are now, perhaps—for such units. And there will be other appliances to spend money on, too, Finney says. The projections now being made are only a beginning: "The growth of the industry in the 70s will be generous—and in the 80s, enormous."

Small kitchen computers, for example, are certainly possible for the kitchen of the late 20th Century says Finney. Computers may be doing the food selection, preparation, and appliance regulating of the future, he suggests.

Throughout the Home Show, the emphasis was on design along with technology. Manufacturers such as Amana, with its displayed Invisible Refrigerator model; Whirlpool, with the color-conscious Kitchen of Tomorrow; and Hotpoint, with its smart new big-capacity side-by-sides, are keeping pace with the growing consumer interest in the marriage of function and beauty in the kitchen.



Amana displays its Invisible Refrigerator next to a conventional side-by-side model



Whirlpool uses a display of today's appliances to contrast sharply with its Kitchen of Tomorrow



Even today's kitchens can make the most of design and color, and exhibitors presented point-proving displays



Hotpoint's laundry units emphasize modern permanent press features and advanced control systems

□□□□ **Increased price competition on blenders**—one of the bright sales and profit spots for electric housewares so far this year—is beginning to concern retailers. Leader pricing on low-end blenders has hit below \$10: a Vornado blender has been priced at \$9.98 at several New York City stores. A Knapp-Monarch blender has been priced at \$11.88 by a promotional outlet in New York City and in Chicago, Polk Bros. is featuring a Ronson blender as a premium for \$5 tied to the purchase of a refrigerator with icemaker.

Leader pricing on low-end blenders—those around the \$10 level at retail—is seen making it more difficult for retailers to trade up customers to the more profitable models selling above \$40. Some buyers also are criticizing the lower retail pricing on multi-speed and/or solid-state models—those at about the \$25 retail level—as blunting the effectiveness of trade-up features for higher-priced blenders. “The blender,” one chain buyer pointed out, “has been a highly profitable item. I hate to see the profits go out of it.”

□□□□ **Schick Electric's proposed merger** with Ever-sharp Inc. is tentatively set for Sept. 1. Eversharp and Schick stockholders last week approved the merger plan. The plan has been delayed, however, at the request of the Justice Department, which is studying the matter. Schick Electric, meanwhile, reported a 100% net profit increase on a 22% sales rise for the first half. Net profit came to \$299,726, or 26¢ per share on sales of \$13.5 million. In recent years, Schick Electric has made giant rebuilding strides under president Chester G. Gifford: the merger with Ever-sharp, when completed, will bring the firm the additional capital it needs to further expand its growing line of personal care electrics.

□□□□ **Contract negotiations continue at Dominion** in an effort to end the month-long strike of five factory unions. Production at the Mansfield (Ohio) plant has been unaffected thus far because two of the four strike weeks have been paid vacation for the union members. How much longer the walkout continues after today—when the striking workers should have returned from vacation—will determine the strike's effect on Dominion's fall commitments.

In addition to their demands for higher wages, Dominion's workers are also asking for a “no-move” clause in their contract—a demand that is viewed by one Dominion spokesman as “interesting, in light of Westinghouse's recent decision to move its housewares production facilities from Mansfield, Ohio, to Edison, N.J.”

□□□□ **The Leeds-Fox Dealer Show** comes to New York City for a 3-day stand at the Americana Hotel, Aug. 13, 14, and 15. The Show will be open from 10 a.m. to 10 p.m.

□□□□ **Key Moves:** Shetland names Robert Lawrence as manager of national accounts. . . Hamilton Beach appoints Donald Duggan to the post of assistant premium sales manager; H. Robert Clark, manager of marketing operations; James Slater, district sales manager for Atlanta; Richard Ewald, district sales manager for Memphis. . . General Electric names William W. Austin as manager of corporate buying office relations for the housewares division. . . Kromex names Alan L. Gray as general sales manager.



Humor and a homey touch: West Bend uses them both in its fall print ads.



West Bend's fall advertising: spiced with humor, information

A touch of humor and a solid measure of product information comprise the basic West Bend recipe for its fall 1967 advertising campaign. Following the inform-and-please pattern cut by Farber in its “How to buy a . . .” Farberware ads, West Bend plays up the practical in print ads for its humidifiers, and injects a comic note in print ads for its party perc and humidifier radio spots.

Recipes emphasizing the multiple uses of the party perc are part of a 4-color ad in which West Bend romances its Buffet Perk as the “most useful single appliance a hostess can have.” The ad—scheduled to appear in the November issues of *McCall's* and *Good Housekeeping*—suggests that the consumer use the perc as a hot punch bowl after football or skiing; a cocoa maker and server for a gang of children; a hot, buttered tomato juice server for a crowd of guests; and a soup kettle for hot onion soup at any time. Both recipes and

cleaning suggestions are provided. And, when all other possibilities have been tried, West Bend even implies that its perc can serve as a vase.

The men from Wisconsin strike a responsive chord in the print ad for their “Water Wheel” humidifiers, slated to appear in the November issue of *Parents' magazine*. “Spare them discomfort!” is the headline beneath a photo of two children playing checkers. The message below is a simple explanation of what a humidifier is and what it does.

For its humidifier ads on radio, West Bend takes a whimsical approach. For instance, fictional wife Martha scores a definite point for the product when she tells husband John that the children are drying out. Or, the unit's easy-to-care-for feature is played up when Martha naively explains that she's used the filter as stiffening in their daughter's formal, never realizing what it was or even that it should be changed occasionally.

Slow summer sales give way to thoughts about September

Electric housewares retailers are marking time with sales in the slowest of slow summer doldrum periods. But while business normally is slow at this time of year, a number of key buyers for giant chains are beginning to have serious doubts about the fall retail picture.

The generally optimistic outlook that has existed until now appears to be giving way to one of serious concern as to how much sales will actually pick up come September.

“I'm afraid that business is not going to pick up as we expected,” said one buyer for a nationwide department store chain. “There is no doubt we are going to have to work harder than ever for what business we do get.” This buyer was echoing what others are saying, according to a spot survey conducted by the Merchandising Week.

Growing concern over the business outlook stems from a variety of factors, among them: the slow pace of the spring period, as well as the summer; the lackadaisical pace of the economy in general, despite some signs of

a pickup; the belief that consumers are still reluctant to part with their money; the strong possibility of a tax increase because of the conflict in Vietnam; and even the growing violence in the nation's cities.

The slow business pace in housewares is not limited, of course, to electrics; but it is in this important product area that the problem is most noticeable.

Most large stores are now putting the final touches on their early fall promotions, which will kick off as usual after the Labor Day holiday. But there is evidence that retailers are being cautious in planning even for these promotions, keeping buying down to a minimum level and committing themselves only moderately heavily on products and special buys that look like possible sales winners.

While most retailers are more profit-minded than ever, and will be striving for higher markups, there is growing evidence that price cutting will gain momentum this fall as retailers seek to spur consumer spending with sharp price values.



Toasting the taste: Farberware's new 4-slice automatic toaster is designed as a kitchen decoration, as well as an 8-setting, dual-control toaster. The unit features a removable crumb tray and a reheat position for cold toast. A 2-slice version is also available. Both come in cartons styled for gift giving.



Twin ice crusher/can opener: Dazey Products has introduced this all-in-one can opener/ice crusher, which will open any can and crush ice cubes in a continuous-feed, jam-proof operation. The unit also features a built-in drawer that is designed to hold as much as a full tray of ice. The new Dazey Twin is available in a choice of either white with black trim or sandalwood with woodtone trim.

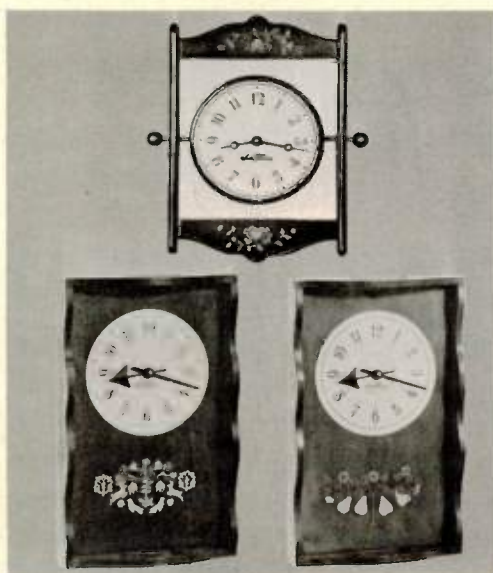


Packaged for prettiness: Remington blends fashion and function in a new women's electric shaver that comes gift packaged in a Pucci-inspired print box. The unit, with its own carrying case also in the print, features the shaving head design and adjustable guard combs of the Remington men's shaver, and also has a "chic shaving light." Retail price will be under \$16.

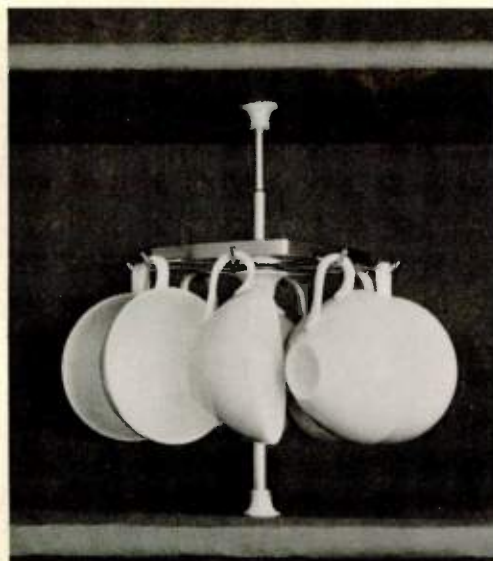
Fall product bazaar



Brown-tone dinnerware: designed by Georges Briard for Allied Chemical, the Shenandoah melanine pattern combines tones from black to sparkling cognac in an all-over leaf motif. Burnt orange solid-color accessory pieces accent the pattern, which is one of four new designs introducing decorated soup bowls. A 45-pc. service for eight lists at \$49.95.



Trio of plaque wall clocks in Early American style, from Seth Thomas: the William Pitt (top), in fruitwood frame, at \$20; and the Rutland, in oak case (bottom, left) or antique gold case (bottom, right), at \$18.



Rotating cup rack: Gigi's rotating cup rack, which has been designed to hold eight cups, features "instant fit," spring-action poles to assure easy installation in all metal and wooden cabinets. Offered by Clinton Mfg., the new unit carries a suggested retail price tag of \$1.79.



Fondue, 1967 style: bright enamel graces the exterior of this fondue pot from Catherineholm Ltd. The colors: orange, butterscotch, avocado, teal, and flame—all with lotus motif. The price, which includes casserole, lid, burner, stand, and tray: \$27.50. A set of four stainless forks, with rosewood handles: \$9.

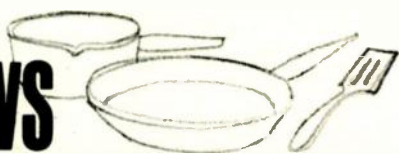


Petite and perk-y: this new Petite Perc, which was introduced by the Cory Corp., has been designed especially for the homemaker who brews coffee in small quantities—from three to five cups at a time. The miniature coffeepot is styled with a decorator decanter and the flower-burst motif. Cory's new Petite Percs are packaged individually by the manufacturer. They carry a suggested retail price tag of \$4.95.



Medi-Chron, from Westclox: aimed at those who take medication regularly, the alarm clock has an Rx-Time bar that pops up as the alarm sounds and rings until depressed, resetting the alarm for the next medication time. With locked storage compartment for medicines and a select dial that can be set at 4-, 6-, 12-, and 24-hour intervals, the unit lists at \$14.95.

COOKWARE NEWS



□□□□ **Summer selling ideas** for stainless steel cookware and electric appliances is the seasonal message currently being circulated among retailers via the newsletter of the Committee of Stainless Steel Producers, American Iron and Steel Institute. Inaugurated by the Committee this spring, the newsletter is intended as a regular supple-

ment to its Art of Year-Round Retailing in Stainless Steel promotion (MW, 16 Jan., p.58). It is intended to serve both as a source of additional display and promotional ideas for the retailer and sales training aid. The first issue focused on flatware, the second on the seasonal advantages of stainless steel.

□□□□ **Stress convenience:** the easy-to-clean-and-care-for angle so important to summer living; the indoors-outdoors, gourmet-everyday cooking potential of stainless steel. And, to help sales personnel answer the question asked especially by trousseau shoppers—"What does stainless do?"—the newsletter explains that the chemically inert properties of stainless steel mean no metallic flavor is imparted to food or liquid. It also talks about the fashion factor—the look the appliance gives to

a buffet or table—and urges the retailer to do the same.

In-store cooking demonstrations featuring easily prepared summer meals are the Committee's suggestion for combating summer doldrums. And, looking ahead to fall, the producers remind retailers that September is also a good month for brides: the 180,000 who are expected to be altar-bound, spending approximately \$2,000 each, are a market to be wooed with special attention.

One additional idea from the Committee: a tie-in with the home furnishings and ready-to-wear departments for a special metallic event combining all the elements of the metallic look in a "dazzling" retail promotion.

□□□□ **Cookware promotions** for fall are currently getting the finishing touches, as manufacturers and retailers get set for the back-from-vacation, back-to-school selling season. While closeouts on the older Teflon cookware lines are continuing through the summer—"giving some smart shoppers some mighty fine value," as one buyer recently commented—retailers are readying their shelves for the newer, hard-based Teflon products. The industry is hoping that the consumer will be sophisticated enough to understand the change made in the application process; if not, the fact that she needs no special utensils for her Teflon-coated cookware is expected to make the point effectively.

As the leaves turn brown in most areas, the cookware tree will be getting greener. West Bend's avocado Country Inn line still gets the votes of most buyers, although Enterprise Aluminum's Colony House line is also receiving its fair share of attention. "It's a different shade of green (apple), and it's in a different price range; we're hoping it will do well in its particular category, too," one buyer said.

CLASSIFIED

SALESMEN WANTED

Radio & electronics importer seeking salesmen to cover New York and metropolitan area in line of radios, phonos, chassis parts & TV set. Must have experience selling to OEM and wholesale distributing. All products usually made for buyers designs and specifications. Salary plus commission. All replies confidential. Send to: Box 22; Merchandising Week; 165 W. 46th St.; N.Y., N.Y. 10036

iy 29

"Business deserves consumer confidence"

This past year, American consumers made 3,296,293 calls to 126 Better Business Bureaus across the country.

For every one complaint there were nine inquiries—people who simply wanted to check on the reputation or reliability of a company, or find out about some business practice.

Compare that to 30 years ago, when the opposite was true: most people called the Bureaus to complain.

Besides, Bureau records show that not all consumer complaints are serious or justified. Frequently even serious complaints are the result of a company's unintentional mistake.

In the vast majority of cases, whether the mistake was intended or not, the Bureaus obtain voluntary corrections.

Despite these favorable signs, business today faces a crucial need to do a still better job of self-regulation of advertising and selling, and to do more to inform both government and the public concerning business progress in serving customers in the public interest.

Hence the Better Business Bureaus, drawing on their unique 54-year experience, have launched an expanded action program. It features these developments:

1. Expanded Service By Individual Bureaus. In city after city BBBs are broadening the geographic areas they serve, adding more telephone lines, installing automated filing and reporting systems—so they can give more con-

sumers better and faster service.

Increasingly, individual Bureaus are called upon to testify before state legislatures.

In some cities, Bureaus are setting up Consumer Affairs Councils to provide local forums for discussion of consumer problems.

And each year new Bureau offices are opened.

All this costs money; but it demonstrates the spirit of a great business community which understands that it can survive only if it enjoys the confidence of its customers, and which will go beyond any possible law in protecting this relationship.

2. BBBs' Research and Education Foundation. Activated under the direction of a distinguished Board of Trustees, this foundation will conduct urgently-needed studies to shed the light of objective fact on issues of concern to consumers. Under its aegis the BBB will initiate new programs to protect both the consumer and the enterprise system.

3. Office of National Affairs. This office has been opened in Washington. It will use the goldmine of information gathered by Better Business Bureaus across the nation, providing federal officials—for the first time on a systematic, continuing basis—with reliable data based on more than three million consumer contacts per year.

It will also offer facts on how business

regulates its marketplace activities in the public interest, and report back to business on government activities and plans affecting business-government relations in the consumer area.

4. Stepped-Up Mass Communication. This program will express industry's concern for the consumer, explain industry's self-regulation efforts, upgrade consumer buying skills, and increase public understanding of the enterprise system.

How can you as a businessman co-operate with this expansion program?

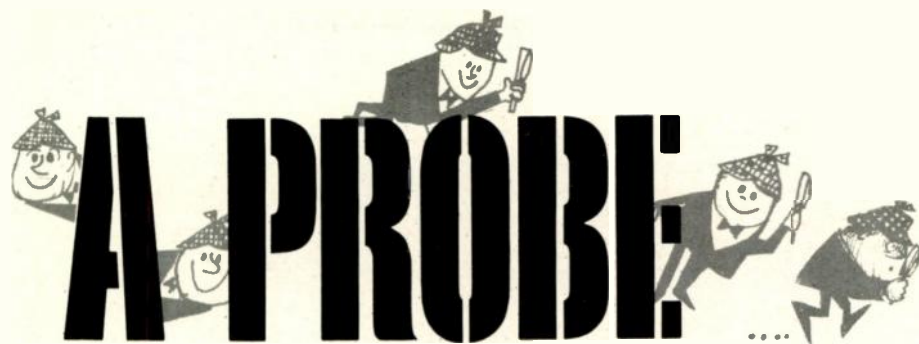
Bear this in mind: the heart of the BBB complex remains the individual Better Business Bureau.

It works to improve the business climate, to safeguard your community's buying power and maintain a market environment in which your business can operate profitably.

And it supplies data now being relayed to both federal and state governments to show why *business deserves consumer confidence*.

Write or call the manager of your nearest BBB. Tell him your reaction to the Bureaus' expanded action program. See how you can help to make it succeed. Association of Better Business Bureaus International, Chrysler Building, New York, New York 10017.





WITH FOUR-POINT IMPACT!

ON

HOUSEWARES SALES TRAINING

IN

MERCHANDISING WEEK

A 4-week, in-depth study of the retailers' eternal nemesis . . . the continual training of sales personnel for specific products.

AUGUST 21 KICK OFF: 4-page "special report" on general training methods and procedures (which too often consists of merely "talk, test, —and pray"). MW focuses on what buyers, in cooperation with distributors and manufacturers, can do to achieve more imaginative and more effective retail sales training.

AUGUST 28 2-page follow-up on sales training for the specific area of *Personal Care Electrics*: shavers, hair dryers, facial saunas, automatic toothbrushes, oral hygiene water pulsating devices, cordless clothes brushes . . . or in short, anything that goes around, up and down, or sideways!

SEPTEMBER 4 2-page "specific" on sales training in *Floor Care Equipment*: uprights, polishers, canisters, lightweight-portables . . . and all other vehicles which feast on dust and lint.

SEPTEMBER 11 2-page focus on sales training for *Cookware*: "takes" on tactics, tips on Teflon . . . or in short, how to sell a pot!

RETAILERS WILL BE GLUED TO THEIR MW ISSUES DURING THIS VITAL 4-WEEK SERIES . . . AND TO THE ACCOMPANYING PRODUCT ADS WHICH GIVE SPECIFIC DETAILS ON STRONG SELLING POINTS

For Advertisers: A Prime Opportunity to get Down to the Nuts and Bolts of Your Entire Line . . . with Guaranteed Optimum Exposure.

Deadlines for the 4 issues: Aug. 10—Aug. 17—Aug. 24—Aug. 31

CONTACT YOUR NEAREST MERCH WEEK OFFICE

The deal with strings attached. A Solid State Portable Phonograph that plays anywhere plus a solid body electric guitar—both promotable at full profit for under \$100. (*String along with us and get a little richer.*)



Arvin Model 58P49-GK, Charcoal and Silver. Sugg. retail \$99.90

Arvin Solid State Portable Phonograph with Quality Electric Guitar

We have pulled some strings to bring you the swingingest promotion of '67—so you can capture more than your share of the lucrative young adult home entertainment market. The instant play Solid State Portable Phonograph plays anywhere on 6 "D" batteries or plugs into any standard AC outlet. Automatic 4-speed changer handles all record sizes. Oval 3" x 5" V Magnet

speaker for crisp, sparkling sound. Built-in guitar jack. Handsome, rugged, scuff-resistant cabinet of molded polyethylene. The solid body guitar has a steel reinforced neck, adjustable bridge, 22 frets instead of the usual 18, separate tone and volume controls, and a sensitive microphone pickup. You can offer the package—complete with batteries and cord—for \$99.90.



Arvin Solid State 4-Speed Automatic Portable Phonograph with Solid State AM Radio • Changer shuts off after last record • Rubber-matted turntable • 3" x 5" Velvet Voice speaker • 45 RPM spindle included. **Model 57P56, Olive.**

Sugg. retail \$59.95

Arvin Solid State 4-Speed Automatic Portable Phonograph with New Micro-Integrated Circuit • Changer shuts off after last record • Rubber-matted turntable • 3" x 5" speaker • 45 RPM spindle included. **Model 58P28, Beige and Brown.**

Sugg. retail \$49.95



Arvin Value begins with Quality in Home Entertainment Products

For complete information, write, wire or call ARVIN INDUSTRIES, INC., Consumer Products Division, Department E-9, Columbus, Ind.

Visit these permanent show spaces: Chicago, Merchandise Mart—1477 • New York, 230 Fifth Ave.—612 • San Francisco, Merchandise Mart • Arvin Sales Department, Columbus, Indiana.

As Nationally Advertised in: Life, Look, Newsweek, Sports Illustrated, Time



RADIOS

TELEVISION

PHONOGRAPHS

TAPE RECORDERS

TAPE CARTRIDGE PLAYERS