

# MERCHANDISING WEEK

AUGUST 28, 1967

EDITED FOR THE CONSUMER ELECTRONICS, ☐ READ BY THE RETAILERS ☐ A BILLBOARD ☐ PRICE 50 CENTS  
APPLIANCE FOLLOW PUBLICATION VOL. 99 NO. 35

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The Jerry Lewis Show



The Virginian



Dragnet



Tarzan



Hondo



The Carol Burnett Show



Gentle Ben



Mannix



Cowboy in Africa



Judd



Legend of Custer

Everything you need now for spectacular sales of **COLOR TV**



# MEET THE NEW MONEY- MAKING MACHINES...



"3-At-Once" Color StereoCenter CK5368

**THE BIGGEST, BRIGHTEST PROFIT PICTURE FOR '68  
...YOUR HOTTEST LINE FROM HERE TO THE BANK!**

Now earn and keep more big bills with Olympic's mint-new '68 line! Top turnover, top profits! Exclusive competition-stoppers in values, features, demos • New Olympic "3-At-Once" StereoCenters play Color TV, Radio and Phonograph in 3 separate rooms at the same time • New "2-At-Once" Stereo plays Radio, Phonograph in 2 rooms • New "Stereo III" includes 8-track Stereo Tape Cartridge player • Brightest, clearest picture in Color TV and B/W TV...greatest stereo hi-fi components for truest music reproduction...a full line of fine furniture styles, with step-up features that close sales fast for extra profit!

**Olympic's on the move...your No. 1 "hot-line"...and your No. 1 profitmaker!**

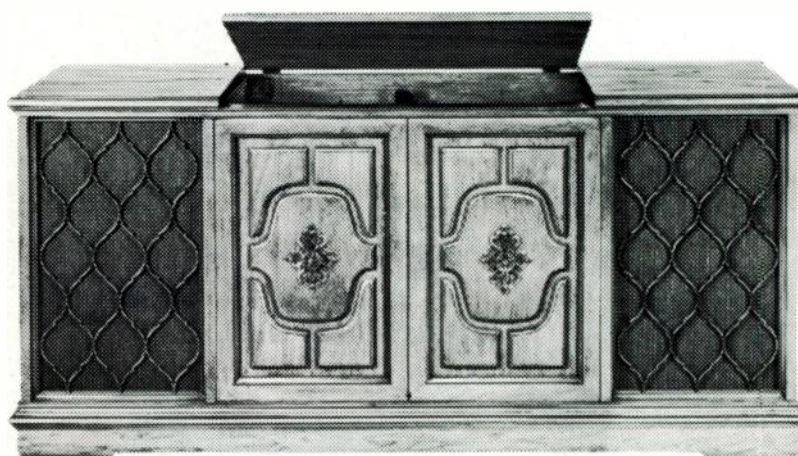






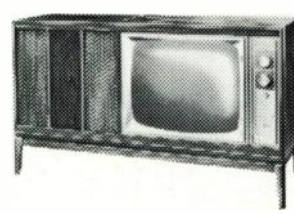


# from OLYMPIC



"Stereo III" Tape Cartridge Player-Radio-Phono ST216



"2-At-Once" Stereo Radio-Phonograph Console SS217

|   |  |  |   |   |
|---|--|--|---|---|
|  <p>Clock Alarm B&amp;W TV Portable 9P58 with Sleep Switch. 18" picture diagonal</p> |  <p>Black-and-White TV Console 6C126 22" pic. diag., "Rapid-On"™ color, sound</p> |  <p>"3-At-Once" B&amp;W StereoCenter 6K156 Stereo FM/FM/AM Radio, Stereo Phono</p> |  <p>Color TV Console CD5356: 23" pic. diag. Tambour doors, fine woods. Color Glide™ tuning</p> |  <p>"3-At-Once" Color TV StereoCenter CK5376. 23" pic. diag. Stereo FM/FM/AM Radio, Stereo Phono</p> |
|---|--|--|---|---|

 **Olympic.**

LEAR SIEGLER, INC.  OLYMPIC RADIO & TELEVISION DIVISION, LONG ISLAND CITY, N.Y. 11101





## RIOT REPORT

Dear Sir:

Unaccustomed as I am to writing letters to trade publications, I just felt that I'd send you my compliments on your "Riot Report" in the August 7 issue, as well as your editorial which accompanied it.

This is the kind of enlightened reporting and leadership which, unfortunately, one rarely sees in a trade publication. I hope that a dialogue does

develop from the facts which you have brought out and that it will lead to an upgrading of some of the shameful practices which exist in the retail industry.

Again, my compliments to you and the staff members who prepared the report.

David Lachenbruch  
Editorial Director  
Television Digest  
New York, N.Y.

## RETAILERS OTHERS FOLLOW

Dear Sir:

Congratulations to Wally Wood of your staff on a great new idea ["The Retailers Other Retailers Follow: Carroll D. McMullin"—MW, 14 Aug., p.14].

This article was extremely interesting

to me and I feel I know Carroll a lot better.

However, I feel there should be some mention of the volume he has developed and the lines he carries.

A number of articles covering a year's period of time would certainly acquaint us with a lot of outstanding dealers.

Hugh H. Hannah, Jr.  
Hannah-Adams  
Chattanooga, Tenn.

(Editor's Note: As we promised (MW, 24 Jul., p.3), you will see more and more of this type of article in Merchandising Week. You'll see at least one story every week on a leading retailer in our columns titled "The Retailers Other Retailers Follow." We also welcome outspoken comments from subscribers on topics of interest to the home goods industry.)

# Boost your recording tape sales with these new "Scotch" Brand Displays



**NEW! LESS SPACE... MORE PROFIT!** Display WCD-5. Perfect for counter or pegboard display. Holds 72 assorted rolls in 3", 5" and 7" sizes plus accessories. Compact: 32" high, 23 3/4" wide, 8" deep. Header sign gives timing information to aid customer selection. Display free with 72-roll assortment of 5" and 7" sizes.



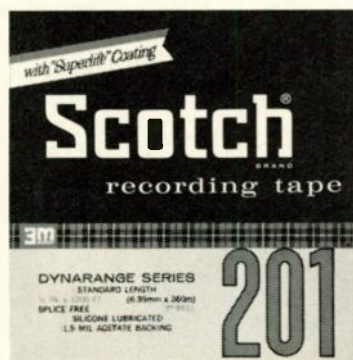
**NEW! FAST TURNOVER... INCREASED SALES!** Display WCD-7. Holds 24-roll selection in sturdy wire rack display. Makes revolving counter merchandiser or converts into two separate displays for pegboard hanging. Simplified but complete inventory of 5" and 7" rolls. Timer headboard. Display free with 48-roll assortment.



**PROVEN SALES BUILDER!** Display FCD-2. Dealers report sales increases from 42% to 300% with this handsome floor cabinet merchandiser. Compact—only two feet square, 57" high, yet holds 144-roll assortment plus back-up stock. Attractive walnut and metal construction. Display free with 288-roll assortment.



**"LIVING LETTER" DISPLAY** Deal LL-66. Shaped like a miniature mailbox. Holds all 3 lengths of "Living Letter" Tapes in plastic mailing boxes plus address labels. Comes packed with 72 "Living Letter" tapes.



The demand is still growing for this super-sensitive tape. Gives your customers the same full fidelity at 3 3/4" speed that they normally expect only at 7 1/2" ips. Nationally advertised and pre-sold in magazines and on national network TV and radio. Free demo tape and special counter display available with 48-roll order while supply lasts.

**"Dynarange"...  
your number one  
best seller!**

**Magnetic Products Division 3M**

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## MERCHANDISING WEEK

READ BY THE RETAILERS  
OTHER RETAILERS FOLLOW

VOL. 99 NO. 35/AUGUST 28, 1967

Phone: PL 7-2800; area code, 212

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

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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.

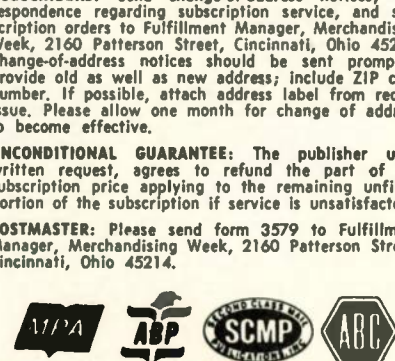
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SUBSCRIBERS: Send change-of-address notices, correspondence regarding subscription service, and subscription orders to Fulfillment Manager, Merchandising Week, 2160 Patterson Street, Cincinnati, Ohio 45214.

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.

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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.

MERCHANDISING WEEK



□□□□ **More GE price hikes**—now in air conditioners—are being announced to GE and Hotpoint distributors across the country; they will become effective with the introduction of new air conditioners sometime in November. No definite amount has been set for the hikes, but they are expected to closely follow the 3% increase level set by GE-Hotpoint for all other appliances on May 1.

The rest of the industry is known to be considering further price moves; and GE may be forced to up its appliance prices once again. Philco-Ford recently joined the price-hike circle (p.44), and last week's meeting between government officials and appliance executives (story below) would indicate there may be more new entries, as well as further increases by manufacturers who have already instituted some limited increases.

□□□□ **A Sears range with self-cleaning oven at \$197** is being promoted as part of Sears' 81st anniversary sale. A step-up, electric self-cleaner also is featured at \$219.95 in a 96-page promotional mailer. Other specials, effective through Sept. 30, include: a 14.1-cu.-ft., top-mount, all-no-frost refrigerator-freezer, at \$199.88; and an 18-cu.-ft., step-up, at \$264.88.

□□□□ **Color tv distributor sales were up 15.8%**—to

101,529 units—during the week of Aug. 11, but failed to match the Aug. 4 week's record for the year of 111,591 units. All other product sales were down for the week; radios dropped to 200,919 units, off 13.9% below last year; console phonos dropped to 23,627 units, off 35.7%; portable phonos dropped to 62,688, down 25.7%; and b&w tv sales dropped to 108,351 units, down 15.04%.

□□□□ **"A 50% FM penetration in total radio sales** will be a reality in 1968, reaching into the high 60s in the late 1960's," predicted Jack Wayman, of Electronic Industries Assn. before the National Assn. of FM Broadcasters. "Half-year results show FM accounted for 54.5% of total radio dollars and 35% of unit sales. FM table radios alone represented 71.6% of dollar value," Wayman said.

□□□□ **EIA's 1968 Consumer Electronics Show** is set for June 23-26 at the New York Hilton, Americana, and possibly additional hotel sites in New York City. NARDA again will hold seminars in conjunction with the Show.

□□□□ **RCA will cut prices on 18-inch color tubes**, according to trade reports; other tube prices are unchanged. RCA declined comment. Earlier, Sylvania cut 18-inch prices to \$92—down \$14—to meet Japanese competition.

## Government-industry talks: a summit meeting sets the pace

Commerce Secretary Alexander Trowbridge got top billing at last week's group-participation meeting between representative executives of the appliance industry and various government officials in Washington—but Betty Furness seems to have come off nicely as considerably more than a bit player.

For many of the top-level attendees, it was a first opportunity to meet with the President's relatively new Secretary, and his very new Special Assistant for Consumer Affairs—back from her recent honeymoon and not looking a day older than when she closed the door on her last Westinghouse refrigerator. For all of them, it was an opportunity to explore some old problems—from maintaining price stability to providing appliance service—with an eye toward developing some new solutions.

It certainly was not meant to be a

let's - tackle - everything - right - here - meeting, and it wasn't. Industry leaders left the session glittering from generalities, but with a very definite optimism, a clearly favorable impression of both Secretary Trowbridge and Miss Furness, and a plan or two for positive action.

The expected mutual promises of cooperation were made, but this time with some substantiation. Speaking for the industry and for his own company, Frigidaire, AHAM board chairman Richard Terrell suggested a follow-up meeting between the trade organization and Miss Furness, for example, that has already been scheduled into effect. Officials of the Assn. of Home Appliance Manufacturers expect to meet for discussions on service, manpower, etc., in early September. Service will probably be the big issue, as Miss Furness repeated what the in-

dustry has been saying for years: that the chief issue of consumer complaint is inadequate and overpriced service facilities.

Secretary Trowbridge commented on other industry problems, indicating surprise that there is not more concern about the present materials shortage—particularly in copper—but concurring largely with manufacturer comments and complaints.

The industry was praised for its relative ability to maintain prices, by Gardner Ackley, Chairman of the Council for Economic Advisors. Rising costs for raw materials and labor were discussed during the course of the meeting, said Secretary Trowbridge, and were given as the chief reason for rising retail prices. There was some suggestion that the profit squeeze would continue to force appliance

prices upward, even for those companies which have already announced limited increases.

The meeting's results, other than the formation of the planned AHAM session, have been strictly of the goodwill, mutual-understanding variety, but participating manufacturers insist that it marked a very definite step in the right direction. "It's the best time to get a dialogue started," commented Whirlpool's Elisha Gray II, corporation chairman, "when there is no press or crisis."

"We would have liked more time," said D.D. Danforth, group vice president for Westinghouse's consumer products. "We certainly look forward to more of these meetings." Betty Furness? "She's one of the most competent women around," said Norge head A.B. Kight. —William Hutchinson

## MOR: Department stores report a bright tv sales picture

Television paced all main-store departments in 1966 sales gains, registering a 14% increase over its 1965 level. At the branches, tv set sales recorded an 8% increase.

Other hard goods product categories had to settle for less spectacular sales gains in the nation's department stores last year, according to the 1966 Merchandising and Operating Results (MOR) just published by the Controllers Congress of the National Retail Merchants Assn.

Small appliances and vacuum cleaners each recorded a 4% increase in downtown stores and a 7% and 6% gain, respectively, at the branches. Major appliances managed a 1% in-

crease downtown and a healthy 7% hike at the branches. Radios and phonographs gained 2% downtown, but dropped 3% behind at the branches.

Housewares—excluding electrics—lost 1% downtown, gained 3% at branches.

Gross margins improved considerably for vacuum cleaners and small

electrics. They improved slightly for radios-phonos and major appliances at both the main store and the branches. Gross margins declined for tv sets and for housewares (see table).

In pacing all categories downtown, tv sets had to beat out costume jewelry for the honors; costume jewelry did pace all branch departments. By growing faster in sales downtown than at the branches, tv sets reversed the normal pattern of faster growth of the branch stores.

Even with a 14% gain downtown, the growth of tv sales has slowed down among the department stores. In 1965, the category gained 25% downtown and 30% at the branches.

Departmental sales-earnings highlights for hard goods

| Category         | Sales improvement<br>(1966 vs. 1965) |        | Cumulative markon<br>(main & branch) |       | Gross margin*<br>(main & branch) |       |
|------------------|--------------------------------------|--------|--------------------------------------|-------|----------------------------------|-------|
|                  | Main                                 | Branch | 1966                                 | 1965  | 1966                             | 1965  |
| Tv sets          | +14%                                 | + 8%   | 26.0%                                | 26.2% | 19.8%                            | 20.4% |
| Radio & phonos   | + 2%                                 | - 3%   | 31.7%                                | 31.7% | 25.4%                            | 24.3% |
| Major appliances | + 1%                                 | + 7%   | 26.5%                                | 25.8% | 19.4%                            | 19.2% |
| Vacuum cleaners  | + 4%                                 | + 6%   | 28.5%                                | 28.8% | 25.2%                            | 24.2% |
| Small appliances | + 4%                                 | + 7%   | 26.5%                                | 26.3% | 23.1%                            | 22.6% |
| Housewares       | + 1%                                 | + 3%   | 36.8%                                | 36.6% | 33.3%                            | 33.5% |

\*Includes cash discount



General Electric presents

# The Sugg

A sensational new idea  
in radio packaging.

Here's how we suggest  
you use it.



1.

Shelf Displays.

GE's new radio packaging is attractive enough to keep on your shelf. Catches customers' eyes

with in-use pictures of the merchandise.

Feature by feature, product information lets the shopper sell himself.

2.

Floor Displays.

These rich new packages are symbolic of GE's fresh concept in quality radios. Stack 'em up, and build yourself extra visibility for extra sales.





# estion Box

3.

Stockroom.

This is where GE's new radio boxes pay off directly for you. On the box itself is a picture of the set inside, plus model numbers, and a color code to tell you at a glance which is which—AM, FM, Portables, Table Models, Clock-Radios, etc.



4.

Pop Art.

There's a good chance you'll like these good-looking new packages so much, you'll hate to throw them out. So how about starting your own Pop Art gallery? If somebody offers you money for the box, make sure you sell the radio separately.



No wonder GE radios outsell every other brand almost 2 to 1\*

**GENERAL  ELECTRIC**

Radio Receiver Department, Utica, N.Y.

\*Audits and Surveys Company, Inc., running 12 months' sales, 1966.





Korvette's new Brooklyn store site was once a rundown beach amusement area; now customers flock there, giving it the look of Coney Island on a weekend

## The new Korvette: the faltering giant comes alive again in Brooklyn

E. J. Korvette Inc.'s new Brooklyn (N.Y.) department store (MW, 21 Aug., p.5) appears to be the spark that has been needed to get the faltering discount giant rolling again.

Internally, the new store has proved to be a morale booster for Korvette buyers and merchandising executives. And the Korvette organization has not had such a morale booster since the chain opened its highly successful Fifth Avenue store in Manhattan—more than five years ago since then, the chain's expansion into new Midwest selling areas has been less than hoped for.

Since the Aug. 17 opening of the Brooklyn store—No. 44 for Korvette—customers have swarmed to the new unit, and the business being done there is described as "Christmas in August" inside the Korvette organization.

From a merchandising standpoint, the new Korvette also is a departure, marking a major effort to trade up in merchandise and to style up in displays. In soft goods, in housewares, and in gifts, the shop concept has taken hold at the new Brooklyn Korvette.

And the Brooklyn store is just a preview of what is yet to come: the opening of a still larger Korvette



Brooklyn borough president Abe Stark (at left) with Spartan-Korvette's Charles C. Bassine

store next to Macy's New York, at Herald Square, in Manhattan. According to Korvette sources, the new 34th Street Korvette store, which is scheduled to open later this fall, will complete the Korvette transition from a discount operation to that of a department store with mass consumer appeal, or, in the Sears', Penney's, or Macy's class.

At Herald Square, there will be even more emphasis on the shop approach to merchandising, even more emphasis on high-end merchandise. "There will be more room," explained one Korvette source. "There would be more shops in Brooklyn," he

added, "if there were more room."

To "boss" Charles C. Bassine, the new Korvette clearly is the spark he has been seeking since his Spartan Industries swallowed up Korvette last year. To Bassine, the new Brooklyn store was a godsend.

"God bless Korvette," Bassine said at the ribbon-cutting ceremony, adding, "God bless Korvette's employees, and God bless all of you good people, our customers."

In home electronics, major appliances, and housewares, Korvette has traded up at the new store, which generally is placing increasing emphasis on home goods in general. In home electronics, room setting vignettes debut as the showplace for color tv consoles, and increased attention is given to the youth market; in major appliances, more high-end models are being shown; and in housewares, the shop concept has taken hold with Korvette's first true bath shop and a personal care shop in electric housewares.

Today, Merchandising Week takes a close look at Korvette's new Brooklyn store, with close-ups in each of the three product news sections: home electronics, on p.41; major appliances, on p.44; and housewares, on p.48.

## NARDA's Salt Lake City school: lessons for improving your business

"If the classes were as poor as the accommodations," said Tom Nelson, speaking for the majority of dealers, "there would have been a riot."

Nelson, from Roy Davis Furniture, Richland, Wash., was one of the students who slept in a dormitory that was not air conditioned, drank miserable cafeteria coffee, and missed the dancing girl that was promised on the one (expensive) night off campus—all to attend the third Western Retail Management Seminar sponsored by the University of Utah and NARDA last week in Salt Lake City.

Luckily, the classes were good. Many dealers learned for the first time how to figure their break-even point, how to use merchandise management accounting, how to figure a six-month cash budget. They learned from Jules Steinberg, executive vice president of the National Appliance & Radio-TV Dealers Assn., about the new developments in the association's data processing program.

### Which way retail sales?

"For the past year we have been experimenting with a way to determine the movement of retail sales," said Steinberg. "We want to know which way the business is going. Are sales up or down?"

Using the NARDA data system, the electronic data processing system to which subscribing NARDA dealers send their monthly sales information, the association has developed the NARDA Retail Index. At the moment, the Index only covers one product, auto-

matic washers, but reports that retail sales of washers dropped 4.5% in July, 1967, compared to July, 1966. Interestingly, the gross margin dealers realized on washers was up to 25% from 23.2%, while the share of the dealer's total business done in washers was also up: 8.9% in 1967, 6.6% in 1966.

Steinberg also told the group that NARDA data system subscribers realized 24.7% gross margin on room air conditioners, which represented 14% of July's total business; 24.8% gross on dryers, for 2.9% of the business; and 20.6% on color tv, which managed to maintain 20% of total business.

Steinberg has also devised and copyrighted a 3-part 3-by-5-inch form that a dealer can use to keep a perpetual inventory and for reporting to the NARDA computer in Norfolk, Va. The card is an easy alternative to the present sheets that dealers now use.

### What responsibility suppliers?

"If he doesn't hold sales meetings, don't buy from him," exclaimed Whirlpool's Tom Bartley. And R.C. Matthews, president of the Lou Johnson Co., a Motorola, Norge, Amana distributor in Portland, Ore., made as strong a case:

A dealer has a right to receive from his distributor "the right mix at the right time at competitive pricing." A dealer should expect equal price treatment from his distributor on "equal terms consistent with credit rating. You should expect extended terms when available on an equal basis. You should receive sales help from your distribu-

tor for your really special events: anniversaries, warehouse sales, closed-door sales, etc."

Matthews also said a dealer should receive continuous help with product meetings. He should receive timely information on pricing, model changes, promotions, and national ad plans.

"You should receive market surveys as to potential, and be informed by your distributor representative on anticipated market penetration, how to obtain the necessary market quotas, and whether additional dealers may have to be appointed or may already be in the area to meet the optimum requirements."

The distributor should provide service training and maintain a supply of parts. The supplier should keep the dealer advised of factory promotions, and should be available to help plan the dealer's monthly advertising.

"Now let's turn the coin over and see what your obligation is to the brand or brand names you represent," said Matthews. "In a real sense, you have no obligation to your lines or your distributor. You are independent dealers, and you don't owe your product lines anything."

### What controls necessary?

"One of the things that frightens me most in talking to and visiting independent retailers is their dogged insistence that a retail business is formed to buy and sell and if this function is performed, the success of the business is assured," RCA Sales Corp.'s Jud Albers told the dealers. "They don't

give a single thought to costs or to prices or to the effects a given course of action may have on financial and growth potential of their business."

Albers pointed out that if a dealer does not have the basic financial knowledge to give a business the balance and guidance it needs, it is a ship without a rudder. And this is not, he emphasized, simply the ability to keep the books in balance.

"A friend of mine, who is a rather renowned bankruptcy referee, told me that more than half of all the bankruptcy cases he has handled have succeeded in reorganizing and thriving after initial payment problems." They succeeded, he said, because the court and creditors committee taught sound financial management techniques.

Sound financial management techniques were taught by Prof. William R. Davidson, of Ohio State, who carefully showed the dealers how to calculate a break-even point and how to use it to prepare a sales budget. Prof. Elmer R. Young, from the University of Utah, introduced the dealers to merchandise management accounting, the system whereby costs are carefully broken out and assigned to products. That is: what does it actually cost to buy, receive, display, sell, and deliver a given model color tv set, as compared to a stereo? This information helps the manager cut costs and stock profitable items.

It may have been an uncomfortable week in the dorm, but the retailers who attended the seminar called themselves lucky, and felt they were better managers for having sweated the week out.

—Wallis E. Wood



# The Sony for Soccer Fans

People who like the unusual shouldn't share TV. They should own a Sony.

Then they could watch whatever they want. Whenever and wherever they want.

This new one's about the size of a six-pack and as easy to carry. (With a neat new tuck-away handle that lies flush with the top when it's not being carried.)

It gives a clean sharp picture even in the

sun because of the sunglass screen. (5" measured diagonally.) And a better picture anytime because of the new circuitry.

It plugs into walls, cars, boats. Or runs on new long-life rechargeable batteries in handy new snap-on packs. So neat you can take it anywhere.

A man never knows when there's going to be something on TV he won't want to see.

## Sony 500U TV





# UTILITY NEWS

As store windows began to announce back-to-school promotions, with "Christmas is just around the corner" display materials waiting in the wings, retailers are looking for utility assistance to cash in on their biggest sales season. Memories of sparse first-half sales are still fresh in most dealers' minds—making this season even more important. But various utility groups are working up plans of premium-offer buying incentives, co-op allowances, bonuses, and other sales aids to make the pull-yourself-up sales period a little smoother. For the upcoming appliance promotions in your area, check this list:

**Florida:** frost-free refrigerator-freezers, through September. Saturation advertising will back Florida Power & Light Co.'s annual "Discover frost-free refrigerator-freezers" promotion. Magazine, newspaper, radio, and tv advertising will bring customers to your store; and point-of-sale counter cards, window displays, and folders will help you keep them there.

**Kentucky:** dryers, September, October, and November. To reach its promotion goal of 4,200 dryer sales, Kentucky Utilities Co. is offering your customers a free electric blanket with each dryer purchase during its "End washday with an electric dryer" promotion.

**Minnesota:** electric ranges, dryers, wa-

ter heaters, from Sept. 1 through Dec. 1. During Otter Tail Power Co.'s fall "Wire-Rama" promotion, your customers are eligible to receive a \$20 wiring allowance for each electric range, electric dryer, or water heater they buy—provided they are Otter Tail customers, as well. To help get them into your store, Otter Tail is offering you blanks that customers can fill out for a drawing on six RCA portable television sets. Otter Tail will finance customers' water heaters up to \$160; and you earn a \$10 bonus for each water heater sale you make.

**New Jersey:** electric ranges, through Sept. 30. There is something for everyone in Jersey Central Power & Light Co.'s "Gourmet Delight" electric range promotion. Every customer who purchases an electric range gets an 11-pc. Wear-Ever Teflon-coated cookware set. Dealers earn \$10 for every electric range sale to a "new user"; \$5 for every replacement electric range sale. And dealers get a 35% co-op allowance for newspaper ads, plus a 50% allowance if they feature the cookware premium in their ad. Jersey Central will back its promotion with local newspaper advertising, radio commercials, billboard and truck posters, and point-of-sale displays and give-away booklets. In addition, national ads will run in *Life*, *Look*, *Better Homes & Garden*, and *American Home*.



□□□□ **There is still a huge market for appliances,** despite large gains in ownership since 1960. A special report from the Commerce Department on purchases of autos and household durables between 1960 and 1967 shows that a tremendous sales potential still exists for such products as air conditioners, clothes dryers, radio-phonograph equipment, and dishwashers.

Guts of the report: the percentage of households owning one or more tv sets rose from 86.7% in 1960 to 93.2% in 1967. Other increases were air conditioners, 12.8% to 20.5%; clothes dryers, 17.4% to 30.1%; radio-phono equipment, 21.7% to 35.8%; and dishwashers, 4.9% to 11.6%.

An oddity: the percentage of households reporting ownership of refrigerators and washers dropped slightly during the past six years. Possible explanation: these units are supplied in rental housing, and the percentage of the population that rents rose during that period.

□□□□ **Is the FCC due for a drastic overhaul?** That is one of the pertinent questions being asked in Washington in the wake of President Johnson's appointment of a special task force to study the future of the communications industry. If serious changes are to be made, the argument goes, must they not be made first in the Federal Communication Commission, which regulates civilian communications.

There will be no answer to this and other questions, of course, until the task force reports to the President. It must be noted, however, that the task force, headed by Undersecretary of State Eugene V. Rostow, includes not a single member of the FCC. And one of the basic questions assigned for the task force's consideration—Is the radio spectrum being used to best advantage?—now is the direct responsibility of the FCC.

□□□□ **A bill to prohibit pay-tv** has been introduced by Representative John Dingell (D-Mich.), long a self-styled protector of small business. Dingell's bill, which hasn't a chance of serious consideration in Congress at the moment, would ban any move on the part of the FCC to authorize subscription tv. The FCC begins hearings Oct. 2 on a recommendation by three of its seven members that pay-tv be authorized.

□□□□ **The ugly specter of wage-price controls,** and even credit controls, keeps rearing its head, despite constant official denials that they are needed. But now it is the Administration itself that brings the matter up, though in an indirect manner. Farris Bryant, director of the Office of Emergency Planning, tells Congress that credit controls are not necessary—but the Administration will accept standby authority to impose them if Congress wants it that way.

And Treasury Secretary Henry Fowler, who looks more like Santa Claus than a bogeyman, says wage-price controls may be necessary if Congress fails to vote a tax increase. (Don't worry; he's only trying to scare a few votes out of the boys.)



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# INDUSTRY TRENDS

Air conditioner and color tv set shipments reflect the major changes in this week's newly tabulated industry figures. Air conditioner shipments, which have more than carried the total major

appliance figures for the summer, were cut almost in half during July. The total of 261,500 units shipped in July was down 46.52% from the figure for July, 1966. The cumulative 7-month

figures slipped to a 30.64% increase over 1966—still up, but somewhat on the way down.

At the other end of the shipment scale, however, color tv sets showed a renewed upsurge for the week ended Aug. 4, bringing shipments 25.91% above those for the comparable period in 1966. In addition, cumulative distributor sales totals for the year also continued to increase: for the 31-week period ended Aug. 4, sales were up 9.55% over the 1966 period.

In other appliance categories, the pluses were few: dehumidifiers were up 34.09%; food waste disposers, up 1.10%; chest freezers, up 5.93%; and gas ranges, up 6.06%, in contrast to decreases registered by dishwashers, upright freezers, electric ranges, and refrigerators.

In home electronics, portable and table model phonographs were down 20.4% for the week ended Aug. 4. Console phonos showed a 25.67% decline. B&w tv was down 20.29%.

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 |                                     |          |           |           |         |
|-----------------------------|----------|-----------|-----------|----------|-------------------------------------|----------|-----------|-----------|---------|
| <b>FLOOR CARE PRODUCTS</b>  |          |           |           |          | Ranges, gas                         | July     | 139,900*  | 131,900   | + 6.06  |
| Floor Polishers             | June     | 78,779    | 94,378    | - 16.53  |                                     | 7 Months | 1,187,900 | 1,279,000 | - 7.13  |
|                             | 6 Months | 497,615   | 577,758   | - 13.87  | Refrigerators                       | July     | 410,300   | 450,900   | - 9.01  |
| Vacuum Cleaners             | June     | 444,573   | 402,756   | + 10.38  |                                     | 7 Months | 2,669,600 | 2,960,200 | - 9.82  |
|                             | 6 Months | 2,642,959 | 2,730,444 | - 3.21   | Water Heaters, elec. (storage)      | July     | 92,200    | 88,000    | + 4.77  |
| <b>MAJOR APPLIANCES</b>     |          |           |           |          |                                     | 7 Months | 613,000   | 619,600   | - 1.07  |
| Dryers, clothes, elec.      | July     | 105,000   | 115,200   | - 8.86   | Water Heaters, gas (storage)        | July     | 193,100   | 219,700   | - 12.11 |
|                             | 7 Months | 790,300   | 757,000   | + 4.39   |                                     | 7 Months | 1,466,800 | 1,597,100 | - 8.16  |
| Dryers, clothes, gas        | July     | 47,100    | 46,700    | + .85    | <b>HOME ELECTRONICS</b>             |          |           |           |         |
|                             | 7 Months | 354,000   | 347,400   | + 1.89   | Phonos, port.-table, distrib. sales | August 4 | 65,044    | 81,714    | - 20.40 |
| Washers, auto. & semi-auto. | July     | 294,200   | 347,900   | - 15.44  |                                     | 31 Weeks | 1,683,080 | 1,501,758 | + 12.07 |
|                             | 7 Months | 2,120,000 | 2,294,300 | - 7.60   | monthly distributor sales           | June     | 235,992   | 195,241   | + 20.87 |
| wringer & spinner           | July     | 26,000    | 40,100    | - 35.17  |                                     | 6 Months | 1,391,390 | 1,170,744 | + 18.85 |
|                             | 7 Months | 261,900   | 306,500   | - 14.56  | Phonos, console, distrib. sales     | August 4 | 28,064    | 37,757    | - 25.67 |
| Air Conditioners, room      | July     | 261,500   | 488,900   | - 46.52  |                                     | 31 Weeks | 723,430   | 943,210   | - 23.30 |
|                             | 7 Months | 3,337,300 | 2,554,400 | + 30.64  | monthly distributor sales           | June     | 93,871    | 133,656   | - 29.77 |
| Dehumidifiers               | July     | 47,200    | 35,200    | + 34.09  |                                     | 6 Months | 593,323   | 793,007   | - 25.18 |
|                             | 7 Months | 232,700   | 203,000   | + 14.63  | Radios (home), distrib. sales       | August 4 | 221,249   | 244,036   | - 9.34  |
| Dishwashers, portable       | July     | 25,100    | 28,200    | - 11.00  |                                     | 31 Weeks | 6,388,692 | 7,163,724 | - 10.82 |
|                             | 7 Months | 270,900   | 239,800   | + 12.96  | monthly distributor sales           | June     | 1,223,952 | 1,173,010 | + 4.34  |
| under-counter, etc.         | July     | 63,400    | 71,100    | - 10.83  |                                     | 6 Months | 5,312,391 | 5,976,902 | - 11.12 |
|                             | 7 Months | 496,100   | 575,500   | - 13.80  | B&w Television, distrib. sales      | August 4 | 125,544   | 157,505   | - 20.29 |
| Disposers, food waste       | July     | 109,800   | 108,600   | + 1.10   |                                     | 31 Weeks | 2,948,213 | 4,093,271 | - 27.98 |
|                             | 7 Months | 707,900   | 812,800   | - 12.91  | monthly distributor sales           | June     | 385,900   | 543,992   | - 29.06 |
| Freezers, chest             | July     | 46,400    | 43,800    | + 5.93   |                                     | 6 Months | 2,413,702 | 3,426,789 | - 29.56 |
|                             | 7 Months | 260,300   | 276,400   | - 5.83   | Color Television, distrib. sales    | August 4 | 111,591   | 88,628    | + 25.91 |
| Freezers, upright           | July     | 63,700    | 68,500    | - 7.01   |                                     | 31 Weeks | 2,413,191 | 2,202,878 | + 9.55  |
|                             | 7 Months | 394,500   | 388,900   | + 1.43   | monthly distributor sales           | June     | 284,949   | 332,848   | - 14.39 |
| Ranges, electric            | July     | 131,700†  | 157,100   | - 16.17  |                                     | 6 Months | 1,977,030 | 1,821,194 | + 8.56  |
|                             | 7 Months | 1,033,500 | 1,217,600 | - 15.12  |                                     |          |           |           |         |

†July Electric Range Total includes: 89,900 free-standing ranges; 41,800 built-ins.

\*July Gas Range Total includes: 93,500 free-standing ranges; 16,600 high-ovens; 15,900 set-ins; and 13,900 built-ins.

Source: AHAM, EIA, GAMA, VDMA

## THIS BUSINESS IS PEOPLE



### Stanton M. Bohmbach: he grew up in sales at Sunbeam Corp.

Stanton M. Bohmbach, Sunbeam's new vice president for sales, is known as a "White Hat guy" in the Sunbeam

sales organization. Stan Bohmbach joined Sunbeam 18 years ago, directly from college, as an assistant sales representative in the Cleveland, Ohio, area.

His predecessor, B.H. Melton, who resigned, came from outside the Sunbeam organization.

Bohmbach is a golf enthusiast, and his entire family—including two boys and a girl who hold records—are expert swimmers.

Bohmbach held district manager posts in Rochester, New York City, and Boston before being promoted to Eastern regional sales manager. He became product manager for cooking appliances in 1960 and was appointed general manager of the appliance division in 1963. In the same year, he was elected an assistant vice president.

**NEW WOMAN BUYER:** White Front Stores in Los Angeles has added a third housewares buyer, a woman, Carol Strey, who comes from Topps

Discount Stores, where she was furniture buyer. Both White Front and Topps are divisions of Interstate Department Stores, with headquarters in New York City. Miss Strey joins Alan Sherwood, who buys basic housewares, and Jack Dailey, who buys electrics, for White Front. She will take over the bath shop, gifts, decorative accessories, and unpainted furniture from Sherwood.

**PRETTY SALESMAN TO WED:** One of the housewares industry's prettiest manufacturer salesmen, Mary Ann Pezzullo, of Waring, who calls on lucky retailers in the northern New Jersey market, has a picture-book wedding planned for Oct. 14, in New York City. The wedding will be held in St. Patrick's Cathedral, with the reception at the Tavern on the Green in Central Park. The timing of the wedding, incidentally, will be during the National Hardware Show at the Coliseum.

The bridegroom is Lt. Jerry McDavit, who plans to study law after completing his service in the U.S. Navy. Mary Ann plans to continue as a factory salesman for Waring while her husband attends law school. She was one of the first of the growing number of women being added to manufacturer and sales rep staffs in the housewares industry.

**NEW GENERAL ELECTRIC COMPONENTS:** New general manager of the General Electric Tube Department is Christopher T. Kastner, a former GE employee who had been president of Security Engineering, in Dallas, Texas.

Kastner succeeds Robert B. Ames, general manager of the company's Electronics Components Division, who had also been serving in the capacity of acting general manager of the tube department.

In another appointment, Richard L. Toth has been named manager of distributor promotion and communications for the Electronics Components Sales Operation. In his new post, Toth reports to Albert C. Gubitz, manager of promotion and communications. Toth succeeds Richard T. Bogh, who was killed in an automobile accident earlier this year.



C.T. Kastner



R.L. Toth



## RIOT REPORT: (part 4)



# How retailers can prepare themselves when faced with the threat of riots

If this summer's race riots proved anything, it is that no city—large or small—is immune. The riots also have made it "painfully obvious" that retailers everywhere "must give serious and urgent attention to the possibilities of violence and rioting," as the National Retail Merchants Assn. has stated.

Today, at the right, Merchandising Week prints the Riot Precautions Guide prepared by the NRMA. Recommendations from a Kemper Insurance pamphlet, prepared in cooperation with the Chicago Police Dept., appear below.

## What an insurance company recommends

Kemper Insurance recommends a "long-range program of protection be put into practice" on a continuous basis to help reduce losses in event of a riot. The company's long-range program is outlined here, along with "emergency protective measures" to be put into effect when riots develop in the immediate vicinity of your business. The recommendations follow:

### LONG-RANGE PROTECTION

1. Be aware of the social climate in your area. Stay alert for danger signals that might indicate emergency protective measures and a call to the authorities.
2. If stock of firearms, ammunition or explosives is maintained, notify authorities and follow their advice in securing and safeguarding such stock.
3. Make sure that a key employee (such as the switchboard operator) has the telephone number of the police and fire departments.
4. If you have a watchman, make certain that he makes his periodic rounds (preferably each hour). Some monitoring device (watchman's clock) tied in to a central station is desirable. Make certain that the watchman knows the location of the phone and post the phone number of the Police and Fire Departments nearby. Also list your own phone number for emergency calls and directions. If there is a fire alarm box near your premises, be sure the watchman knows its location and operation.
5. You and your employees should plan probable exit routes from the building, and by auto from the area.
6. A current inventory should be kept of all furniture and equipment, and each piece marked for identification purposes in case it is stolen and later recovered.
7. Flammable liquids and material which are easily ignited should be kept in an isolated area which has been constructed according to local fire codes.
8. Doors to boiler rooms and areas where power equipment, electrical or otherwise, is located should be securely locked when not in use. The fire damage potential is greater in these areas.
9. For maximum protection, all possi-

ble entrances to your place of business, including the skylight, should be connected to an alarm system.

10. All doors leading to alleys, back lots, and secluded areas should be well constructed and in good condition with adequate locking devices. (Example: sheetmetal-covered door with double cylinder lock and cross bar.) These doors should be secured when not in use.

11. All windows on the first floor of the building except large display windows, should be equipped with burglar bars. Expensive merchandise should be removed from display windows at night.

12. When locking up your business at the end of the day, or in case of riot, leave exterior lighting on—and interior lights where visible from the street.

13. If you have a safe, make sure it adequately satisfies your protection needs and is bolted to the floor. Even though your safe may meet all specifications, don't let currency and other valuable materials accumulate in it. Try to make regular bank deposits.

14. Keep duplicate copies of all important documents in a bank safety deposit box. Loss of such documents could ruin your business.

15. When the social climate begins to deteriorate, check your inventory and make any necessary reduction in stock until after tension subsides.

### EMERGENCY MEASURES

If a riot is imminent, take these emergency steps immediately:

1. Check the authorities and, if so advised, evacuate your employees from the building according to the exit route you have planned. (Use a building exit which is in the opposite direction of the approaching riot.) Leave in a group from the area by private passenger car with windows rolled up and doors locked.
2. Remove merchandise from large display windows. This will reduce the possibility of destruction.
3. Lock up currency and expensive merchandise in a safe.
4. Make sure all exits, including windows are secured and barred if lock bar is available.

## NRMA issues a guide on riot precautions

The National Retail Merchants Assn. issued its guide on riot precautions in response to requests for guidance from NRMA members. The guide is based on past experiences and the recommendations of stores. The NRMA is now in the process of conducting further studies of the problems of riots and plans to issue a more complete report at a future date. The initial guide to retailers follows:

### ADVANCE POLICY DECISIONS

1. All planning and policy decisions both before and during a civil disorder should be evolved in close cooperation with civil authorities. They are the experts!
2. Who is responsible for making the decision (a) that the store should be closed or (b) during non-working hours that an emergency squad should be called in and/or that the store should not open the following day? (Names and phone numbers of responsible persons should be given to police departments.)
3. Under what circumstances should such decisions be made?
4. What personnel should be assigned to emergency squads (a) to remain in store after an emergency closing and (b) to report to the store during non-working hours?
5. What will salary policies be (a) if store is closed, (b) if employees are prevented from reporting to work, and (c) if employees are given emergency assignments?
6. Should a plan be established to aid victims of riots?

### EMERGENCY PROCEDURES: FOR CUSTOMERS, PERSONNEL

1. Procedure for evacuation of store if emergency occurs during working hours. (Provide personnel drills and training to avoid panic and confusion.)
2. Procedure for providing for customers and personnel if evacuation is dangerous or impossible.
3. Emergency transportation for evacuation. (A) Assignment of car pools and (B) assignment of specific exits to which cars are to be brought.
4. First aid facilities and first aid training for members of emergency squads.
5. Identification by special badges, arm bands, etc., of persons assigned to emergency duty. (A) Arrange with police department to have authorized personnel conducted through police lines if necessary and practical for them to get to the store. (B) Provide emergency transportation to store for emergency squads.
6. Arrangements for food and other provisions for emergency personnel on duty.
7. Provision for emergency evacuation of personnel remaining on duty.
8. Assignments and training of personnel for emergency squads. (A) Responsible executives. (B) Key engineering and maintenance people. (C) Security personnel.

### FOR COMMUNICATIONS

1. During store hours. (A) Special switchboard numbers for store employees calling in. (B) Walkie-talkies. (C) Emergency codes for bell signals and public address systems. (D) News media.

2. During non-store hours. (A) File phone numbers of key executives and alternates with police and outside security organization. (B) Establish "pyramid" telephone system (each person phoning several others) to advise employees of store closing. (C) Establish system for notifying emergency crews. (D) Maintain close liaison with police, fire departments, and professional security agency. (E) News media.
3. Communications with other businesses, merchants associations, etc.
4. Procedure for emergency diversion of merchandise deliveries.

### FOR PROPERTY PROTECTION

1. Removal of valuable merchandise from display windows. (Metal "scissors" gates may be ineffective during rioting.)
2. Station any guards *inside* store; outside guards may serve only to incite rioters, but inside guards may discourage entry.
3. Remove cash from registers and leave registers open.
4. Remove attractive merchandise to safer locations (particularly guns, knives, jewelry, furs, liquor, etc.).
5. Provide fire extinguishers of appropriate types at doors, windows, and areas susceptible to fire bombing.
6. At night, leave outside lights, parking lot lights, etc., on bright to discourage looters.
7. Provide for the safety of records, EDP tapes, etc. (A) Non-burglar resistant safes may be opened and records destroyed in the search for cash. (B) Heat from fire or loss of air-conditioning may destroy information on EDP tapes.
8. Assign definite responsibilities for merchandise, cash and record removal; for fire fighting; for evacuation duties, etc., to members of emergency squads.
9. Impress on all personnel that personal safety is more important than property protection.

### SPECIAL PROBLEMS:

1. Police and fire departments may be incapable of providing aid during a major riot.
2. Private security organizations may be short-handed and ineffective.
3. Riot areas may be sealed off, so that entry is impossible for even emergency crews.
4. Electrical, gas and water systems may be put out of commission.
5. Merchandise recovered from looters after riots frequently cannot be returned to owners because of lack of identification of the merchandise.
6. Review insurance coverage and provisions covering riots.
7. Coordinate plans with other businesses.

### THE AFTERMATH:

1. Establish a system to notify employees of store reopening.
2. Establish advertising and public relations policies concerning the effects of the riots.
3. Gather necessary records and documentation (including before and after photos of damage) for insurance and tax purposes.
4. Cooperate in the re-establishment of sound community relations and aiding the victims of the disorders.





The Flying Nun



Garrison's Gorillas



Guns of Will Sonnett

# COLOR TV's most spectacular year ever: how you can reap sales now

On the following pages Merchandising Week presents a special report to retailers who want to reap a harvest of profits during the big fall-Christmas color tv selling season. Now is the time to start cashing in on the following information: market statistics, page-after-page of merchandising ideas, six full pages of complete brand-by-brand comparisons of models and features, and a colorful point-of-sale display that you can use in your store to show consumers all the color programs that they won't want to miss this year.



I Spy



Bonanza



Dundee and the Culhane



Get Smart



Cimarron Strip



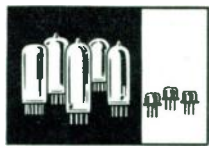
He & She



# Motorola brings you America's first all-transistor color TV

Now you've got something to sell besides price . . .  
features your customers have never before seen in Color TV.  
A full line of 23" diagonal models available now.

**Transistors replace tubes**—bring a whole new standard of reliability to Color TV. These Motorola sets are fully solid state except for picture tube and rectifier. Operate cooler for longer life . . . and at lower cost, too.

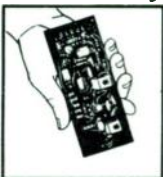


**Easier to tune right than black and white.** Motorola's tuning system visually indicates when the picture is correctly fine-tuned—you don't even have to look at the screen. Many models have precision slide-action controls that let you adjust by the numbers—help eliminate guesswork.



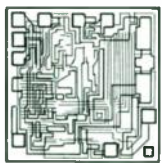
Easy color tuning

**An advanced concept of service**—The circuitry is contained in separate plug-in modules that are easy to remove . . . easy to repair . . . easy to replace. Service can usually be completed right in the home. Many sets have a vertical chassis that slides out front like a drawer—another easy service feature.

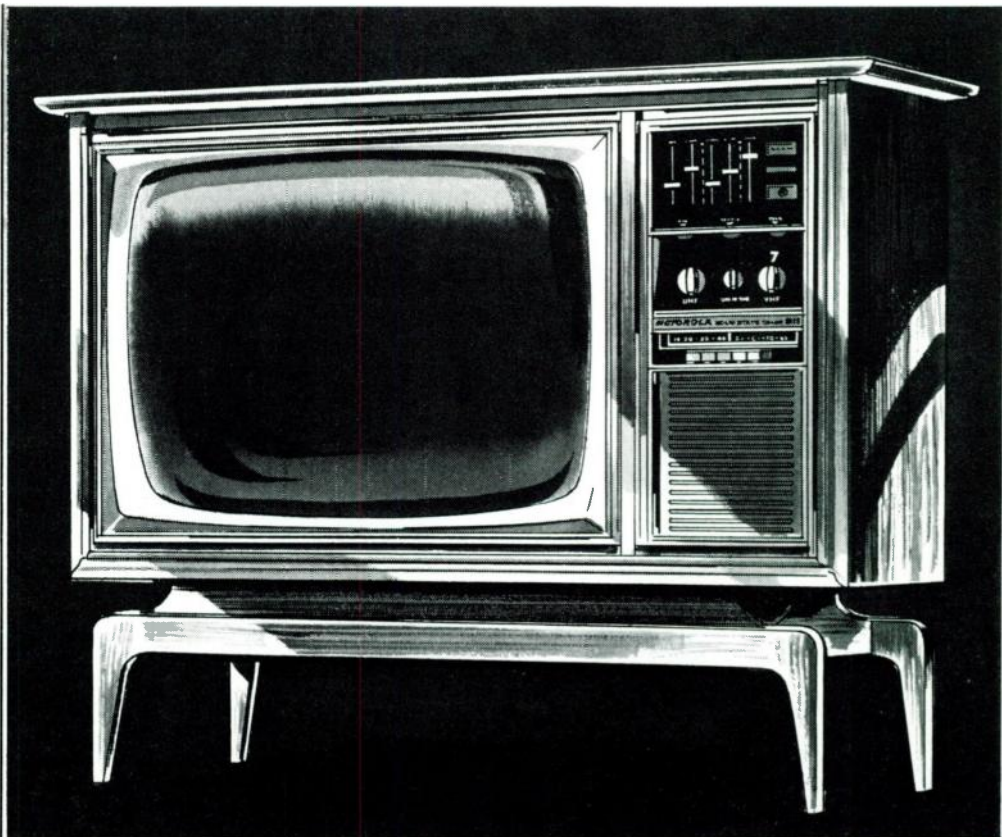


Circuitry contained in plug-in modules

**Integrated circuitry in the sound system** is another of the space-age advances that make Motorola All-transistor Color TVs the most modern you can sell. Solid state circuits throughout replace hundreds of hand-wired connections—eliminate hundreds of chances of human error.



Integrated circuitry



**Instant sound, a picture in 5 seconds** is another easily demonstrable selling feature that puts these new Motorola All-transistor Color TVs in a class by themselves.

**New detail in the color picture, too!** Motorola now brings you Color TV with a 100% DC coupling—like the monitor sets used by TV stations

for today's truest reproduction of the transmitted color picture.

**Superb cabinetry by Drexel** is a great selling feature for those customers who love fine furniture. It's an exclusive in TV with Motorola.

Motorola All-transistor Color TVs—the sets that give you a lot more to sell than just price.



## MOTOROLA®



# Tune in color tv to turn on your sales

Never before have retailers had so much going for them to help sell color tv this fall.

The factors in their favor include:

- More models in a greater variety of screen sizes.
- More features, such as automatic fine tuning, and increased use of solid-state technology.
- More help from manufacturers through advertising and promotion.
- More color programming from the networks, including a full evening of color programs each night of the week.

Even the warnings of some industry leaders that prices will have to go up to absorb rising production costs can have a positive effect: to encourage the consumer to buy now while the price is right.

Statistics, too, favor the retailer. Again, this year, the bulk of color set sales will come in the final four months of the year (see the table below), as families return from summer vacations and the Christmas selling season gets underway.

Is a new color boom developing?

Distributor-to-dealer sales increases for August indicate that it is. And both manufacturers and retailers are bullish in their fall forecasts.

Based on sales trends established in past years, Merchandising Week has projected 1967 color tv sales of approximately 5,780,000 units—more than one million units above the 4,702,463 level of sales to retailers in 1966 (MW, 7 Aug., p.25).

Dealers have cut the heavy inventories accumulated last year and now are buying again, but at more moderate rates than in 1966. Only in August did weekly distributor-to-dealer sales begin to show a dramatic increase over last year's levels. In fact, manufacturers are talking now of possible shortages in certain product categories by late October if sales pick up as expected.

The high-priced 1968 consoles—those in the \$600-to-\$800 range—are moving well, but portable and table models appear to be the hottest sellers. A greater emphasis is being placed on small-screen color models, with more

and more manufacturers moving into the compact portable market.

Integrated circuitry and solid-state devices are primary merchandising tools with which the retailer can stress the greater reliability of the product. Instant and automatic fine tuning is now a leading feature in all color tv lines.

CATV, too, is boosting color tv sales, opening new markets in remote and mountainous sections of the country where previously reception has been restricted to two or three channels; today, where community antenna television systems are operating, as many as 12 to 15 channels are available to the tv viewer. The cable system also transmits a stronger signal, which can improve color reception in any area. This, too, should heighten consumer interest.

Problems facing the retailer: At the top of the list is the radiation issue. As long as this topic remains before the public, it will be a delicate matter for the retailer to deal with. Whether the merchant must sell against a radiation scare this fall will depend to a great extent on the speed and outcome of current Congressional hearings. But so far, leading retailers have found X-radiation has not created a sales barrier.

Selected price hikes might constitute another obstacle to sales. If increases come, their size and timing will, of course, be the factors to consider.

**The outlook for the fall.** The potential is great. Never has color been heralded on the national and local levels as it will be this season. The merchandise is available, the market is ready. Heavy sales will be yours, simply by applying basic, tried-and-true selling tactics.

To provide added sales help, Merchandising Week presents this special section. In it, top retailers discuss the techniques they have found most successful in moving color and in selling service and antennas.

Complete manufacturer specifications for color tv will be found on pp. 31,32,34,36,38,40. Specifications for Sears' color tv are on p.41. The 1967-68 network programming schedule is on pp.28-29; use it in your store. In addition to the programs listed, most major network news broadcasts are in color.

—Neil Spann

## RETAIL SALES OF COLOR TV

(% of Annual Sales  
each Month)

| RETAIL SALES OF COLOR TV |      |      |      |      |      |     |      |      |      | (% of Total Year)<br>(4 Month Total) |      |      |      |      |
|--------------------------|------|------|------|------|------|-----|------|------|------|--------------------------------------|------|------|------|------|
|                          |      | JAN. | FEB. | MAR. | APR. | MAY | JUN. | JUL. | AUG. | SEP.                                 | OCT. | NOV. | DEC. |      |
| THE EAST                 | 1966 | 6.7  | 6.2  | 6.2  | 6.7  | 5.5 | 5.7  | 4.9  | 7.0  | 11.0                                 | 10.5 | 13.2 | 16.4 | 51.1 |
|                          | 1965 | 6.1  | 4.8  | 4.6  | 4.4  | 3.5 | 4.1  | 4.4  | 7.4  | 15.9                                 | 14.3 | 13.6 | 16.9 | 60.7 |
|                          | 1964 | 5.7  | 6.1  | 6.7  | 5.7  | 4.9 | 5.0  | 4.6  | 5.2  | 9.9                                  | 11.8 | 14.6 | 19.8 | 56.1 |
| THE SOUTH                | 1966 | 4.5  | 6.1  | 5.9  | 5.2  | 4.2 | 5.2  | 6.8  | 7.5  | 11.0                                 | 11.0 | 16.3 | 16.3 | 54.6 |
|                          | 1965 | 5.3  | 4.6  | 4.1  | 3.2  | 2.9 | 5.1  | 6.6  | 7.0  | 19.2                                 | 9.4  | 12.5 | 20.1 | 61.2 |
|                          | 1964 | 12.1 | 6.1  | 4.8  | 3.5  | 2.6 | 5.4  | 6.0  | 4.9  | 9.4                                  | 12.7 | 14.3 | 18.2 | 54.6 |
| THE FAR WEST             | 1966 | 7.2  | 7.3  | 6.5  | 5.5  | 5.9 | 5.3  | 5.5  | 7.5  | 9.8                                  | 11.7 | 13.9 | 13.9 | 49.3 |
|                          | 1965 | 5.8  | 5.0  | 5.0  | 4.6  | 4.0 | 4.4  | 5.8  | 8.6  | 15.6                                 | 13.6 | 14.5 | 13.1 | 56.8 |
|                          | 1964 | 6.5  | 7.0  | 5.7  | 5.4  | 4.7 | 4.2  | 5.8  | 6.4  | 9.0                                  | 12.5 | 15.9 | 16.9 | 54.3 |
| THE MIDWEST              | 1966 | 5.6  | 7.2  | 6.3  | 5.4  | 5.1 | 3.7  | 4.7  | 7.0  | 12.9                                 | 11.0 | 15.0 | 16.1 | 55.0 |
|                          | 1965 | 5.4  | 4.9  | 4.1  | 2.3  | 2.9 | 2.8  | 5.2  | 6.8  | 19.3                                 | 12.9 | 15.4 | 18.0 | 65.6 |
|                          | 1964 | 5.8  | 5.5  | 5.3  | 4.9  | 3.6 | 3.9  | 4.3  | 5.9  | 11.2                                 | 12.6 | 13.3 | 23.7 | 60.8 |
| THE SOUTHWEST            | 1966 | 6.5  | 6.8  | 6.0  | 7.4  | 6.0 | 5.3  | 5.6  | 6.8  | 9.7                                  | 10.1 | 14.0 | 15.8 | 49.6 |
|                          | 1965 | 3.6  | 5.4  | 4.8  | 4.3  | 2.7 | 6.4  | 7.4  | 10.2 | 14.2                                 | 12.1 | 11.2 | 17.7 | 55.2 |
|                          | 1964 | 5.9  | 4.4  | 4.2  | 3.1  | 3.0 | 5.5  | 5.8  | 5.6  | 10.5                                 | 10.9 | 13.3 | 27.8 | 62.5 |
| THE NATION               | 1966 | 6.4  | 6.8  | 7.8  | 6.0  | 5.6 | 5.2  | 5.1  | 7.1  | 9.9                                  | 10.5 | 14.4 | 15.2 | 50.0 |
|                          | 1965 | 5.2  | 5.0  | 4.7  | 4.2  | 3.5 | 4.8  | 6.1  | 8.5  | 16.1                                 | 12.7 | 13.5 | 15.7 | 58.0 |
|                          | 1964 | 6.6  | 6.5  | 5.9  | 5.4  | 4.8 | 5.0  | 5.9  | 6.4  | 9.1                                  | 11.6 | 14.6 | 18.2 | 53.5 |

## SPECIAL OFFER to Merchandising Week subscribers

A limited supply of reprints of this special Color Tv Report (including all manufacturer specifications and the point-of-sale color program schedule) at \$1.00 per copy (U.S.A. only).

Fill out the coupon at right and mail it to: Reader Service Dept., Merchandising Week, Room 1600, 165 West 46th Street, New York, N.Y. 10036.

ORDER for Color-TV Report (special section of MW, 28 August 1967)

Enclosed is check or money order for \$\_\_\_\_\_ for \_\_\_\_\_ copies post-paid.

(Please send me \_\_\_\_\_ copies and bill me for them and for postage.)

(name)

(company)

(street address)

(city, state, ZIP)



# Get with the portable color scene, it could mean go-go sales for you

Fall advertising campaigns for small-screen color tv sets will be in full swing by mid-September and will build to a peak during the Christmas season, stressing the convenience of portability and price economy.

At General Electric, major advertising of Porta-Color began as early as mid-August. Other manufacturers will kickoff their advertising campaigns this month.

Joining the minicolor tv race this year are RCA, Panasonic, and Toshiba—each with a determined eye on cutting into the field dominated until this spring by GE's Porta-Color.

GE counters the threat with a stronger advertising effort, plus a timely innovation or two of its own. GE will present its strongest network tv advertising this fall, with spot commercials featuring Porta-Color, on such programs as the "Westminster Golf Tournament," "NFL Football," the "Today Show," and the "Tonight Show."

A spokesman for GE said the tv advertising campaign will be supplemented with a strong thrust in the print media through consumer magazines and newspapers in major metropolitan areas.

RCA's advertising and promotion plans are under the covers until late September, when the company will hold its annual announcement to the press.

A company spokesman said, however, that RCA's 14-inch portable will be promoted in the full-line concept, as

a part of RCA's over-all advertising package.

RCA's advertising began in August, with the small-screen unit featured in national consumer magazines. In addition to promotion in print media, there will be network advertising.

Another "RCA Victor Week" is planned, which will include supplement ads in newspapers across the country. On the dealer level, posters, billboards, and showroom display material will be provided. Dealer advertising will be available and financed on a co-operative basis.

Competition from Japan is shaping up, as Panasonic and Toshiba finalize their strongest advertising programs for the fall.

Panasonic will spend more than \$1 million on advertising in the second half of the year and will emphasize its 14-inch color portable. Advertising will be strictly in the print media, in such magazines as *Life*, *Look*, *TV Digest*, and the *Saturday Evening Post*, according to a company spokesman. Primary target of Panasonic's advertising? The Christmas shopper.

Toshiba will break into consumer advertising with a \$1.25 million campaign. For the first time, its commercials will appear on nationwide tv, primarily on sports programs. Consumer advertising will absorb approximately 75% of the fall ad budget; the other 25% will be devoted to trade advertising.

George Stewart, vice-president-marketing, said Toshiba will concentrate

heavily on billboard advertising and Christmas window displays.

GE offers the largest model variety in the small-screen color field. Prices on its 11-inch Porta-Color line start at \$249.95 for two models; its third model is \$269.95.

For the late-night viewer, GE offers a clock-timer with its high-end model. The receiver turns off automatically at any pre-set time up to three hours. The timer model comes in walnut grain finish on polystyrene.

GE's low-end model (M224HWD) features a redesigned gold-colored control panel with a horizontal configuration, rather than the vertical arrangement of the original Porta-Color model.

At RCA, the \$329.95 model is the lowest priced color set the company has marketed. The unit weighs 40 lbs. and comes with the Super-Brite Hi-Lite rectangular picture tube, with Perma-Chrome for color lock-in during warm-up. A glare-proof faceplate is bonded to the tube.

The 14-inch screen set comes in two-tone finishes, combining black with either a Textured Cameo Irish Linen or Harvest Walnut.

Panasonic's Buckingham (CT-61P) model comes in a black leatherette grain finish with silver trim. The 51-lb. set has rare earth phosphors, automatic fine tuning, and is priced at \$379.50.

The set will feature 57 heat-minimizing solid-state devices and a special indicator light for color broadcast.

Toshiba is coming on strong this year with efforts to re-establish the company name before the American consumer. George Stewart commented that reaction is greater than he expected to the color portable models. "In terms of dealer strength," he said, "we started the year with zero, and

now have a potential 7,700 dealers through the distributors and sales representatives we've signed."

The company has two models with 15-inch screens, the Vegas I at \$349.50 and the Vegas II at \$329.50.

The portables, each weighing 58 lbs., and with comparable features, have Toshiba's Steelguard picture tube with a steel band bonded directly to the tube, hand-wired color components, Memory Band VHF fine tuning, and a slide-rule UHF precision tuner with two-speed drive.

The Vegas I comes in walnut-grained vinyl with gold trim. The Vegas II is presented in charcoal with silver trim. Each has a 3-stage IF amplifier and solid-state silicon power rectifiers.

Who buys small-screen color tv? According to a GE spokesman, the sales are not limited to any particular segment of the market.

"Many buy them for a second set," he said, "but we've found in our research that it's also popular with home owners as a first set. There is a definite group that prefers the small portable over the console, primarily because they don't want another furniture item around. They prefer a set they can stick in a corner or closet when it's not in use."

GE first introduced Porta-Color in May, 1965, and had the small-screen color market to itself until this spring. During the two-year period, the company has conducted research to determine who buys Porta-Color and where the sets are used most in the home.

The survey concludes that Porta-Color receives greatest use in the bedroom, that the units are carried from room-to-room, and that they receive frequent use in the kitchen, as well as in the living room.

## What manufacturers have planned to help you sell color this fall

To help get that color tv customer into your store, tv set manufacturers are investing millions of dollars in advertising this fall.

Manufacturer ad budgets are up for the fall; some are spending up to \$1 million more for the season than they did in the comparable period in 1966. And, of course, color tv is receiving star billing.

Zenith, for instance, says it is boosting its advertising budget by \$1 million over its allocation for the fall of 1966. And 1966, according to a company spokesman, was, until now, the most costly single advertising period in Zenith's history (MW, 14 Aug., p.3).

Zenith's campaign will kickoff with a "Premiere Days" promotion, highlighted by a 9-page color insert in the Sept. 18 issue of *Look*, due on the newsstands Sept. 5. Reprints of the section—the largest color insert ever to appear in *Look*—are being forwarded to dealers and distributors for direct-mail promotions.

Tv and print are being expanded. Both color tv commercials and nationwide newspaper advertisements are being increased. Zenith ads in more than 265 newspapers will appear in 175 markets across the country, beginning the week of Sept. 10.

Co-op funds allocated for distributor-dealer newspaper advertising are being increased more than 50% for the fall season. This increase, according to a Zenith spokesman, is over and above the previously announced national newspaper advertising program, and it increases to more than \$10 million the ad budget for the com-

bined distributor-dealer newspaper advertising campaign this fall.

The Magnavox campaign begins with ads in the September issue of *Reader's Digest* and will feature a 22-inch color console. The campaign will build up to a peak by mid-fall, with color tv receiving a proportionate share of the promotions budget.

Tv advertising by Magnavox also will be expanded. Color commercials will appear on at least two network series shows during prime time this fall. National newspaper ads will promote color tv along with the full Magnavox product line.

Two who are dropping network tv this fall are Motorola and Admiral. Admiral had a major row with the networks this year over programming and what Admiral described as a "preponderance of network commercials and local spots" (MW, 31 Jul., p.18).

For the fall, Motorola will step up its direct-mail activity, and Admiral will beef up its newspaper campaign. In Motorola's direct-mail promotions, a free \$1.25 roll of color film will be offered to those visiting Motorola dealers' stores.

The company's solid-state, all-transistor units will be graphically illustrated in window displays that center around a life-size astronaut holding a 9-inch solid-state portable tv set.

Admiral's fall program begins Sept. 11 with 800-line to 1,000-line dealer-signature ads in newspapers across the country. Over a 13-week period, major consumer magazines will carry both color and black-and-white ads.

Fall advertising programs for RCA

and Philco-Ford will be announced later in September. These companies, along with General Electric, got the jump on the industry with heavy summer promotions of color tv.

Philco-Ford, according to a company spokesman, will continue to emphasize the "Affordable TV" campaign, which features the 22-inch screen model at \$299.95.

Here, as a reminder, is what four manufacturers are planning for fall (MW, 31 Jul., p.18):

- General Electric will have its regular commercials on network tv programs, such as the *Today Show* and the *Tonight Show*, plus a sponsorship of NBC's re-airing of *Damn Yankees*, with Phil Silvers and Lee Remick. Nationwide newspaper advertising is scheduled for September through mid-December.

- Westinghouse, which sliced its tv budget in the first half, will swing back heavily into network tv. The company is increasing its commercials on CBS by 35% over the first half of the year. Print ads will favor newspapers over consumer magazines.

- Sylvania, in a move to provide more product identity to its advertising, has switched advertising agencies. The company's first annual "model change-over" sale will run during the first week after Labor Day and will be promoted through newspaper and spot tv promotions. Nationwide tv spot commercials will run throughout the year.

- Packard-Bell is jumping into national tv advertising for the time on a regional basis, as the company expands its over-all promotion cam-

paign for a larger share of the market.

Even more help is coming the retailer's way from the tv networks, which have been promoting the expanding scope of color programming for the fall before the summer tv audience.

In addition to the networks' summer spot commercials, a major newspaper advertising campaign is planned for September to announce the new shows. CBS, for example, is sending advertisements—from 800 lines to a full page—to 700 newspapers, to run for two weeks beginning Sept. 5.

Both NBC and CBS will continue their "in color" announcements before each color program—again reminding the tv viewer, and the prospective color buyer of color tv. This program identification is being dropped by ABC, however, in a move designed to cut down on "air clutter."

Selling points most featured in manufacturers' advertisements will be automatic fine tuning, solid-state devices, including a strong push for integrated circuitry. The latter innovation will be used to emphasize greater product reliability.

A heated advertising campaign is shaping up in the small-screen color tv field, where RCA, Panasonic, and Toshiba are seeking to penetrate a market held exclusively until this year by GE's Porta-Color.

The RCA campaign will feature its 14-inch set, along with its entire product line. But Panasonic and Toshiba are going all out with million-dollar-plus promotions to slice off their share of this market.



# ONLY WESTINGHOUSE GIVES YOU NEW ON-SCREEN TUNING— THE FOOLPROOF WAY TO FINE TUNE COLOR TV.

YOU GET SOUND, PICTURE AND FINE TUNING IN TEN SECONDS FLAT.

While other sets take as much as 40 seconds to warm up, Westinghouse Instant-On® Color TV is ready to sell when you are.

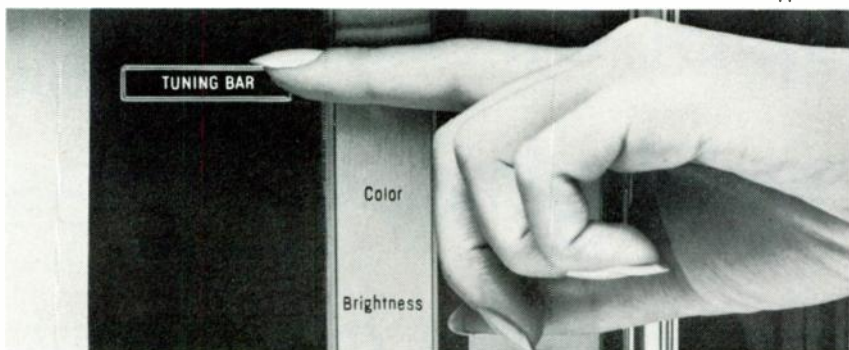
In ten seconds flat.

First the sound comes on. As soon as you turn the set on. Then the picture follows in 6 seconds. All that's left is the fine tuning. And that takes 4 seconds.

## New Exclusive On-Screen Tuning Bar\*

Just press the Tuning Bar on the front of the set. When a black bar appears on the screen, you know you're tuned in on the strongest signal the station is sending out. Press the Tuning Bar again and the black bar disappears.

\*Patent applied for.



However, if you're not tuned in properly, and two bars appear on the screen, simply turn the fine tuning knob until the bars come together to make one solid bar. Press the On-Screen Tuning Bar control again and you'll be watching a perfect color picture.

Total time elapsed: 10 seconds.



## Instant Color Fidelity

Even then Westinghouse Color TV doesn't stop selling. The easiest set to tune gives you the purest color to watch. Thanks to Westinghouse Instant Color Fidelity, blues never turn green, greens never yellow. Even black-and-whites stay that way.

And with our Automatic Degausser, any magnetism caused by household appliances or other sources is automatically cancelled. There's no need for a service call to make adjustments.

## Looks just as good off as on

Westinghouse Color Television looks like fine furniture because we make it like fine furniture. In pecan, fruitwood, walnut or maple. Each piece rubbed by hand till it reaches the warm, rich finish that good woods deserve.

Ask your local Westinghouse distributor for a demonstration of Westinghouse Instant-On Color TV, today. It only takes 10 seconds.



You can be sure if it's

**Westinghouse**



# When you're there's got to

(And RCA Victor's 1968 Color TV line

RCA Victor Automatic Fine Tuning (AFT)  
the picture signal  automatically.  
and solid copper circuits   
 brighter highlights. Wireless  
all 82 channels. Exquisite cabinetry  
and finishes  Four screen sizes  
at **\$329<sup>95</sup>\*** You get all this only from  
\*Optional with dealer.  
over 25 years of Color TV pioneering.



WRH



The Most Trusted Name  
in Electronics

Tmk(s)®



# first in Color TV be a reason

gives you plenty of reasons!)

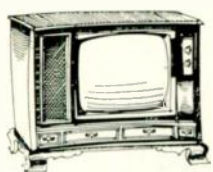


that precisely tunes and locks in

Reliable integrated circuits 

New RCA color tube  with

Wizard Remote Control  tunes



53 models, many styles



Color prices start

RCA Victor—First in experience with

See your RCA Victor Distributor today.





# Top retailers across the country show the way to brighten

## Dennis Posten: mass supply woos the white collars

Dennis Posten is a suburban Southern California color television retailer with Big City ideas on how to pitch merchandise, woo customers and promote business.

Discount and department stores, unhappy with a 10% lag in color television sales this year, are dissatisfied with some sales tactics employed by small retailers to romance patrons.

Posten, who owns three television retail outlets—Colorvision Electronic Supply Co., in Reseda; IFA Electronics, in Encino; and Edison Electronic Supply Co., in Van Nuys—is also a wholesale distributor of radio and television supplies.

His sales philosophy is exact, and it centers around swiping business away from pompous television dealers and suppliers. Posten's four commandments on business success are:

1. Provide customers with immediate service.
2. Stock as many name brands as your largest competitor.
3. Have a complete stock of television parts, antennas, and accessories.
4. Be adamant in requiring sales personnel to technically know the color television field.

Not included in this list, but perhaps just as important, is "Get to know your customers." He greets many shoppers with a friendly "Hi-ya pal," and always has a pot of coffee brewing for preferred shoppers. Technical gab and installation chatter is free, whether a customer purchases merchandise or merely browses.

If the "pot of brew" and the "Hi-ya, pal" fail to generate sales excitement, a complete line of television antennas and accessories usually turns the trick. Posten stocks Winegard, Color Magic, Miller, Kay-Townes, Clearbeam and Lance antenna systems, and accessories from all name brands, including General Electric, Motorola, Sylvania, and GC Electronics.

To lure additional customers into the store, Colorvision sells Lear's Stereo-8 tape cartridge system, a 4-track system manufactured by Muntz Stereo-Pak, and an assortment of electronic components for tape recorders, and stereo phonographs. He also sells technical booklets for Southern California's growing breed of "do-it-yourself" repairmen.

"The sales trick is not in pricing or service," Posten admits. "It's strictly having a wide selection of name brands on hand and the merchandise available. A lost customer is one who must wait until a merchant's factory orders a tube, an antenna, or an electronic component."

Because prices at Posten's three outlets are competitive with the market, shoppers often avoid price-shopping and store-hopping at numerous other retailers and major stores and buy at Colorvision, where parking is handy and the merchandise even handier.

Posten exists with minimum use of newspaper advertising and maximum use of friendly "lip service." Word-of-mouth pronouncements by satisfied buyers obviously has worked. In business 12 years at the Reseda location, Posten has purchased two stores in four years.

"I shop here, because the store

stocks what I need," one customer told Merchandising Week, "and I can get whatever I need without waiting for delivery from the factory."

Another customer, Harvey L. Feeder, a sales engineer, said:

"Why shop elsewhere when I can trudge into Denny Posten's place, browse through a wide selection of accessories, get some free installation tips, and carry the equipment home. If my color tv is out, and I can fix it myself, I want to repair it immediately, not wait for factory-ordered parts to come in. Besides, I can always dicker for a cup of coffee."

"Do-it-yourselfers," self-proclaimed color tv repairmen, try to save service calls by altering antennas, installing tubes and changing gadgets. Many call Colorvision, IFA Electronics, and Edison Supply their weekend homes, exploring crowded racks and bins for bargains.

"Why pay a serviceman when my husband can fix the set," a housewife shrugs. "He told me what to buy, where to buy it, and to ask a salesman if I had any trouble." She didn't have to request aid; Posten met her at the door, marched her to the Winegard antenna, and collected the tariff with a BankAmericard, one of the two charge cards Colorvision accepts.

Colorvision caters to white-collar executives, many of whom work for Marquardt, Litton, and Hughes, all electronic giants in the San Fernando Valley. "They're my best customers," Posten comments good-naturedly. "Most are electronic engineers with money to spend."

In a "soft" business year—color television's dip in sales can be blamed on a sluggish economy—white-collar spenders bring color to Posten's brow. "Sales are down about 17% to 22%," he says. "That's why we baby the white-collars."

Not in the service business, Posten leases floor space in the Encino and Van Nuys outlets to independent service firms. "I just don't want to get involved in fighting for service contracts. I'm a mass merchandiser of antennas and television accessories."

Posten believes in massive supply as the only successful method in competing with volume dealers. "If you got the stock on hand and the merchandise available," he claims, "small merchants have a chance of existing against giant retail giants."

—Bruce Weber

## The Nashville scene: why the let-up never came at Woolco....

While other retailers throughout the country spent the past winter, spring, and summer bemoaning their lack of television set sales—both color and black & white—the Woolco store in suburban Nashville, Tenn., never felt a let-up in sales.

Woolco "anticipated a drop, because we heard of drops elsewhere," admits Robby Robinson, department manager for tv and appliances at Woolco. "So we stepped-up our advertising—but the drop never came."

"What probably did it for us was that we advertise consistently and heavily, and that the tremendous traffic in other parts of the store causes people to move through our department all the time."

"K-Mart and Spartan Stores, which advertise heavily, too, are probably matching our volume," said Robinson. But the two major department stores in town have found that television set sales have come to a virtual standstill.

"Price is important—sure," said Robinson, "and of course we do sell lower than department stores. But we also advertise twice a week in the newspapers [under Nashville's usual set-up, advertisers must use both morning and evening newspapers to advertise] and we usually use a half or a full-page ad. I couldn't begin to estimate the number of television sets we move, but dollar-wise they're the biggest movers in the store." Woolco sells both RCA and GE.

At Harvey's, Nashville's largest department store, television set sales have slowed down to a crawl. And floor traffic there is sparse as well. During one typical mid-afternoon, only two prospective customers were wandering about the tv department—and they did not buy.

"Over-all television prices must come down, in order for us to sell better," was a spokesman's explanation at Harvey's.

## ... and at Famous, too

Famous State Sales Co., a tv-stereo specialty store in Nashville, Tenn., believes

in putting all its television eggs in one basket: it handles color only, to the total exclusion of black-and-white sets. The result: scores of color sales each week.

A sales goal of 1,000 color sets this year was set by S.C. Collins, owner of the store, which is located across from David Lipscomb College in a residential area of the city.

"We did almost that well last year," Collins explained, "and so far this year we are well ahead of last year's pace."

Although he sells other home electronics products in his store, the greatest percentage of his customers' dollar goes into his color tv sets.

Collins' merchandising formula is based on "giving the consumer a choice."

"We sell all 10 major brands," he explained. He listed them as General Electric, Motorola, Admiral, Emerson, DuMont, Philco, Sylvania, Zenith, Westinghouse, and RCA. "By giving our customers a choice, we mean not only in brand, but in size, type of cabinetry, and in just about anything they want. This is a one-stop store," Collins said.

Collins said he covers the market this way: "A customer doesn't have to look here at one brand and then run all over town, getting confused in the process. He can see it all here. He never has to leave the store. And most of them don't leave the store until they've bought a color tv."

His Yellow-Page advertisement suggests that customer can "hear and see all brands" right in his store.

"I stick to color because it outsells everything else. I don't even handle black-and-white," Collins added. And he provides service contracts with his sales.

"With some brands we farm the work to a factory service company. In some cases we pay distributors to furnish service. This varies from make-to-make, because everyone has a different kind of contract. But the customer knows he will get service, and it works out very well. This is another reason, though, for specializing in color sales. We deal with people who do only color service."

Famous State Sales Co. was out-selling most shops of comparative size in Nashville by margins up to 10-to-1. The company also outsells the major department stores and keeps pace with the super-chains.

—Bill Williams



S. C. Collins, Famous State Sales Co., Nashville, Tenn., standing in his showroom. His sales goal this year is 1,000 color sets.



Herbert Simonoff, general manager of Leonard Radio, N.Y.C., display both indoor and outdoor antennas.



# sales of color television right now



Sol Bernstein, of North Shore TV, in the north end of Chicago, Ill., demonstrates the features of a Philco color tv model in his store. Bernstein makes a point of servicing all the sets he sells.



Lindon's stereo salon, in the southside Chicago store, also includes color tv—in addition to a color tv room.



A window display at Dibbern's Appliance, Des Plaines, Ill., during a successful clearance sale of '67 models.

## How better service does the trick for Chicago independents

Two independent retailers, one in Chicago and one in a Chicago suburb, find there is only one way to compete with bigger stores in selling color television—offer service.

Walter Dibbern, Jr., Dibbern's Appliance, Des Plaines, Ill., a Zenith dealer said: "Service is the main point behind our color sales. We write our own one-year guarantee in addition to the guarantee provided by Zenith."

A strong service program is also the philosophy of a dealer in Chicago's north end—Sol Bernstein of North Shore TV. "We service everything that we sell. Three months of free service is guaranteed with each set sold," Bernstein explained.

Dibbern's service department is comprised of two full-time and two part-time men. "Most of our servicing is on the new sets we sell and not on sets outside our service guarantee," Dibbern said. "Many calls come in for outside service, and we let our men supplement their income with these calls. Otherwise, it would be very difficult for us to maintain a service staff."

"We price as competitively as possible, so we can say that the service is really free. Our servicing guarantee is figured as an operating expense, it is not part of the cost. We keep it separate from the price," he explained.

North Shore TV prefers to concentrate on the servicing end of the business. It has a staff of three full-time men and one part-time man. "We do a big service business," Bernstein said. "I would say that it makes up 40% of our total business. Color television sales make up about 25%."

Both stores use direct mail advertising to reach their customers. "I would call it prospect mailing," says Dibbern

Jr. "We concentrate on certain customers or a specific area."

Des Plaines has a population of 55,000 but, Dibbern explains, the market area includes surrounding suburbs for a total of 150,000 potential customers.

"We direct-mail to customers about every two months," Bernstein said. "These go out to former customers, and sometimes we add names of people residing in the north end."

Advertising in local newspapers has proved more successful for Dibbern's than for North Shore TV. Dibbern, who worked on a newspaper for six years, does ad layouts for the store. He was a 1966 winner of a Creative Retail Advertising Award, sponsored by "Reader's Digest" and NARDA. Dibbern has been working three years for his father, who has been in the appliance business 33 years.

"We began as a white-goods dealer, but now brown goods makes up about 35% of our business," says Dibbern Jr. "We've been known as a television store for about the last five years."

Color television makes up the biggest percentage of the store's brown goods. Some black-and-white business is still done, but this is mainly in portables.

"I began as a radio dealer 45 years ago with my brother," Bernstein said. "We now handle the Philco, Motorola, and Zenith lines in color television." North Shore TV is strictly a home electronics specialty store, with the majority of floor space devoted to color television. Both stores use color television in their window displays.

Dibbern's just completed a special promotion on color television. "We ran a clearance on our 1967 models. Our theme was: '1967 Clearance—The '68s are Here!' This spring, business wasn't too good, and we had more old models left over than the previous year. However, July was a good month, and August has been our best month so far. We are receiving excellent response on

the 1968 models," Dibbern said.

—Jerrienne Roginski

## Southern California: Ross Sciarrotta's high-flying ideas

The slump in color television sales in Southern California is proving slighter than expected, and it may be over quicker than usual. Shoppers are giving way to buyers. And a 10% sales lag recorded in the first six months of '67 is being offset by a promised fall bonanza.

Color tv dealers and distributors in Southern California report that orders are rising again and that the fall windfall will be brisk and rosy.

Ross Sciarrotta, owner of Griffey's Electric, in Torrance and Redondo Beach, Calif., declares:

"Color television sales continue strong despite tight money, nervousness about the economy's future, and a sluggish building market."

While Southern California continues to be the No. 1 market for color tv sales—it should account for about 500,000 color tv set sales this year—the tail-off coincided with an over-all regional business slump that saw sales in hard appliances, homes, and autos decline.

During the slump, however, Sciarrotta refused to trim some of his high-flying ideas on merchandising, advertising, and expansion. "I've lost none of my exuberance," he says. "If you want to be cautious, get out of retailing."

Griffey's Electric, with two large showrooms, displays RCA, Zenith, Motorola, and Hoffman. RCA and Zenith account for approximately 70% of the total sales.

A large warehouse allows Sciarrotta to have products available in a variety of models in all four lines, although a strike at the RCA plant curtailed sales in that line. "That's the trick, ya know," he explains. "Give the customer immediate delivery, and you have a pleased customer. Make him wait for a set, though, and he gets mad."

During the sales lag, Sciarrotta continued to advertise products in several major suburban newspapers without cutting his advertising budget. A favorite location for ads are in weekly tv program guides published by newspapers.

His philosophy is to increase advertising during sales slumps and to cut back during business booms. "Who needs the ads when business is flying?" he says. "I need it when business is down."

Sciarrotta always is looking for special color tv promotions to push his products, although his ads usually appear in the first section of newspapers for better readership.

Promotion-prone, Sciarrotta enjoys "lending" color tv sets to influential businessmen during the World Series, for instance, to promote business relationships. Numerous sales and bargain dividends also keep Griffey Electric sales personnel active.

Improved network programming would give color tv sales a boost, according to Sciarrotta. Sloppy programming only hinders sales, he claims.

The new television season, which begins in September, also promises to spur sales, although the lure quickly vanishes if programming is faulty.

To prove the sales lag doesn't scare Sciarrotta, he plans to enlarge his Torrance store this year by an additional 7,500 square feet. More warehouse and showroom space will be added.

Although he stocks black-and-white sets, few are on the display floor. "I just don't sell 'em," Sciarrotta says. "All my energy is funneled into the color market."



# CATV systems: how to capitalize on cable hook-ups to boost color sales

Retailers are warming up to CATV. As community antenna television spreads across the country, once-wary merchants are beginning to acknowledge that the cable systems do boost their color tv sales.

CATV originated to bring tv to remote, mountainous areas where reception was limited, if it existed at all. But the system caught on and extends today to the heart of urban areas, where tall

buildings and poorly serviced master antenna systems create reception problems.

Major tv networks have jumped into CATV business, establishing stations across the U.S. and in parts of Canada. Divisions of some leading tv manufacturers have done likewise in this country.

**Will department stores start CATV operations?** Reports reaching Merchandising Week suggest they will, and, there is little question that they would be a natural for the communications media.

A major department store chain in New Jersey, reportedly, has such a plan under consideration. The new CATV operation would derive its list

of potential subscribers from the department store's charge accounts, which is one of the largest in the East and numbers more than 500,000.

Monthly billings for the cable service would be placed on the customer's charge account, thus eliminating for the subscriber the drudgery of handling an additional and separate monthly bill.

"This would make the payments more convenient for the customer, and we believe it would make CATV a much more attractive offer for New Jersey," said a source at the store.

Under the proposal, the company's stores would become CATV centers, or focal points for the master antennas.

**Reaction of retailers varies toward CATV.** In small-to-middle-sized com-

munities, they have not responded with the enthusiasm or imagination found, for example, at the department store chain in New Jersey.

In Great Barrington, Mass., for instance, local retailers declined to cooperate with the High Fidelity Cable TV Co. when CATV was first introduced there this spring (MW, 24 Jul., p.27). Local tv servicemen refused to hook up sets to the cable for less than \$19.95. When off-duty telephone men were contracted for the job at \$5.00 per hour, local servicemen warned residents that any adjustments to their sets must by law be made by licensed repairmen.

Not until June, when the CATV subscriber list began to swell and a consumer interest developed for color TV, did the merchants' attitude change.

Similar conditions existed in Logansport, Ind., about 70 miles south of Indianapolis. Service technicians there feared the loss of business, because high-gain antennas on towers averaging 50 feet in height would no longer be required.

As in the case of Great Barrington, however, the cable brought a greater signal strength, which is needed for good color reception, and it opened up as many as 12 channels, where there had been only two or three. The results brought more color tv sales and eliminated many service problems that stemmed from poor reception.

A more cordial welcome greeted CATV operations in Wenatchee, Wash., a community that lies approximately 1,000 feet below sea level in the Columbia River Basin and is surrounded by the Cascade Mountains.

At Wenatchee, tv dealers worked actively with the Mission Ridge Cable TV Co. to promote the cable. Retailers co-sponsored open houses where tv sets, contributed by local stores for the occasion, were displayed. For the first time, residents viewed programs from 10 different channels beaming clearly into Wenatchee.

Installation was handled through a package deal. Retailers received a percentage of hook-up fees, and reduced installation rates were given with color tv sales. Today, about 35% of the CATV subscribers in the area own color tv.

**Will CATV decrease service problems?** Reports indicate a difference of opinion on this point. Often there is an increase in service. The tv owner becomes more aware of picture quality, and therefore, less tolerant of inadequate reception.

On the other hand, some repairmen claim that once a set is hooked up to the cable, it is no longer required to operate at peak performance, as was necessary when signals came in weaker from a fringe area.

Some service problems are common when the cable system is first hooked up. With the sudden boost in signal strength, the set sometimes takes on AGC problems. Without the cable, the set generally received signals so weak that no AGC developed and the RF-IF tubes ran open.

The standard 100-microvolt signal supplied on the cable channels is sufficient to produce some AGC voltage, sometimes for the first time. If the AGC circuit is defective or the control tubes are leaky, horizontal pulling sometimes results.

Some sets have inadequate adjacent-channel rejection for the cable, and some models require work on the tuner oscillator slugs and alignment for the tuner.

—Neil Spann

## REVOLUTIONARY *Rembrandt* MONEY-MAKING PRODUCT!

# INSTANTLY IMPROVES THE PERFORMANCE OF ANY ROOF ANTENNA

## NEW *Rembrandt*

### TV COLOR COMPUTER

**GUARANTEES TO BRING IN  
CLEARER, SHARPER, BRIGHTER  
COLOR PICTURES OR YOUR MONEY BACK!**

*Millions will be seeing, hearing  
about it EVERY WEEK*

**ON 151 NBC-TV STATIONS  
ON 145 ABC-TV STATIONS**

Yes, we guarantee that your customers will receive clearer, sharper, brighter color pictures as well as black and white, or money back!

This is a patented precision instrument. There's absolutely nothing like it! Don't confuse it with an antenna. Only the Rembrandt TV Color Computer provides the magic link between the outdoor antenna and the TV set... does all this:

- Simultaneously strengthens and regulates color, contrast and brightness!
- Helps eliminate color ghosts and fading!
- Compensates for atmospheric variations which effect reception!
- Corrects color mismatch between antenna, line and TV set!
- Simplifies color tuning!
- Improves roof antenna reception on all channels 2-83!

What's more, it's easy for anyone to install—in minutes, right on top of the set!

**GUARANTEED SALES ACTION:**  
Everyone who owns—or is planning to buy—color TV is a ripe prospect for the new Rembrandt TV Color Computer. You'll have prospects galore!

**GUARANTEED RESPONSE:**  
Rembrandt is backing this Revolutionary New Patented product with powerful, hard-hitting ads on TV and in leading magazines and newspapers. Millions of consumers—from coast-to-coast—will be seeing our story, acting on our message in Good Housekeeping, TV Guide and on 151 NBC-TV Stations, 145 ABC-TV Stations every week.

**GUARANTEED SALE DEAL:**  
The all new Rembrandt TV Color Computer is  
1.) Priced right—\$12.95 retail—for volume sales!  
2.) Is Fair Traded and enforced—for full profit mark-up!  
3.) Shipped on a guaranteed sale basis!  
Order now you have nothing to lose!


**SO—TUNE IN TODAY ON CLEAR-CUT SALES AND PROFITS WITH THE NEW REMBRANDT TV COLOR COMPUTER!** Available in Mahogany and Walnut.

FOR NAME OF NEAREST DISTRIBUTOR IN YOUR AREA CALL OR WRITE:

# ALL CHANNEL

PRODUCTS CORP

47-75 48th STREET • WOODSIDE, N.Y. 11377 • CALL (212) 361-8120





Lester Warsh, owner-manager of R&Z tv-service company, Staten Island, N. Y., keeps on the run seeking new service accounts to expand his business. Today, R&Z is one of the nation's largest tv-stereo specialty service companies.



Warsh makes a final comment in an interview with a job applicant. "We signed him up," Warsh said. "We are going to need more good men for the business this fall season."

## The formula for success in the color tv service business



Benchmen work with the latest equipment, in a modern air-conditioned shop.



Each benchman at R&Z, like Fred Green, has his own private working area.



Six young women keep the accounts in order for 200 calls a day.

An exclusive tv-service deal with Bamberger's of New Jersey is a milestone in the career of 39-year-old Lester Warsh, owner of R&Z, a tv-stereo service company on Staten Island, N.Y.

With the Bamberger account, R&Z becomes one of the country's largest service operations that deals exclusively with television and stereo-phonograph equipment.

**What is Warsh's formula for success?** "It's just a matter of going after the business. There's no secret or easy way. In the case of Bamberger's, our business relationship started slowly. I contacted them and let them know we were available.

"Finally, we got their business on Staten Island, then gradually we took over more and more of their service accounts in New Jersey, when other service companies failed to meet Bamberger's requirements," Warsh said.

**Twenty years in the service business** has taught Warsh the importance of efficiency. Today, at the firm's modest building, a staff of seven young women handle 200 calls on an average day. Thirty-six repairmen cover the field and answer service calls within 24 hours of request; five benchmen work in air-conditioned cubicals with the latest equipment. A training program develops new technicians, and the company's pay scale is among the highest in the country for tv servicemen.

**R&Z takes over the Bamberger account** this week. R&Z already is an authorized service outlet for Motorola, Sylvania, Panasonic, Magnavox, Hitachi, Dumont, plus many individual retailers.

Of the 200 calls that pour into the office daily, 50% are handled the same day, and Warsh claims that all 200 are answered within a 24-hour period.

Warsh pays his servicemen from \$135 to \$200 a week, depending on their experience. "I also give them a car allowance of \$35 to \$60 a week,"

Warsh said, "if they use their own vehicle rather than the company's."

"The reason tv-service is in the mess it's in today and good color tv servicemen are so hard to find," Warsh said, "is because of the poor working conditions these men have had to work under and the low pay they've received. Here I've tried to combat those conditions. I believe firmly that we have an obligation to our customers to give them whatever is necessary to assure them top-quality work."

**"I don't believe in commissions; it's strictly straight salary at R&Z,"** Warsh added. "I think commissions lead to fraud. When one of my men tells a customer she needs an antenna for her tv set, he's not concocting some scheme to make a few extra bucks on the side."

"Anytime the customer is not satisfied, the antenna is removed without charge. We don't tell them this at the time of installation, of course, but if they phone in a complaint and aren't satisfied with the product, we take it out right away."

"We use Channel Master exclusively, and guarantee the antenna for one year. All our antennas have UHF and VHF. Price for installation runs from \$79.95 for model 3640; to \$99.95 for model 3639; to \$119.95 for 3638; to \$139.95 for 3634, and to \$159.95 for model 3633."

"I find that most people need antennas, but they accept less than they should get from their set. Maybe we don't sell the antennas we should, because I don't offer the men a commission and don't press them that hard."

**R&Z's training program for new employees** involves working in the field, primarily with antenna installations.

"When an applicant comes in for an interview, I always cut him up," Warsh explained. "I actually attack him. Some of the questions I ask are personal and none of my business, but I need to find out whether or not he's the antagonistic type. Let's face it, some of the customers are obnoxious. How the applicant handles my questions indicates how he will react to customers."

"I also like my men to have some sales background," Warsh said, "this helps in dealing with people."

During the training program, the men make \$78 a week. The program lasts three months to one year, depending on how quickly the trainee learns the job.

"As soon as one graduates, he immediately starts to look for more money," Warsh said, "and then it becomes a battle of wits between him and me. Naturally, I want to keep him on; up to this point he has only cost me money."

Ages of R&Z trainees range from 19 to 24, and about 10% to 25% complete the program.

"One of the problems I have with them," Warsh commented, "is their tendency to tinker. I have to beat out of them the idea that electronics is a hobby."

**Color is 95% of R&Z's service business.** The company has a flat rate of \$89.95 for bringing a color chassis into the shop for repair. The service call is \$9.95, which is included in the \$89.95 if the set is brought into the shop within three days after the call.

"All our work carries a 90-day guarantee on both parts and service," Warsh said, "and if anything goes wrong within the 90-day period, we have a man at the customer's door within 24 hours."

The repair rate for black-and-white table models is \$59.95, and is \$49.95 for b&w portables. The same warranty period applies for both color and black-

and-white receivers.

"We have little business in black-and-white sets. Generally, a person will go out and buy a new black-and-white portable before he will pay a \$59.95 repair bill."

**About the antenna business,** Warsh said: "It's a plus for us, sometimes an evil plus. Many problems are involved in this work, and one of the biggest is the weather. You can't send a man out in the winter when it's below 18 degrees. His hands freeze to the pipe."

"And anytime you send a man onto a roof, you're liable for any leak that may develop, even six months afterward. Of course, we're insured, but it's a nuisance."

"But antennas do cut down on reception problems, and they free us from the minor calls. This gives us opportunity to concentrate on major work."

**Master antennas handicap reception,** in Warsh's opinion. "We've found that the master antennas in apartment houses have given us most of our reception complaints, and in such cases our hands are tied. Here the customer is caught between the opinion of our servicemen and the antenna installer. And there are differences of opinion."

"I have tried the master antenna business, but find that price is too much an issue. As long as this is the case, we won't handle them. The property owner allocates too little money for the job. The contractor who takes on the work must cut down on either the quality of materials or calibre of labor."

"Generally, there's no long-term guarantee for the master antenna. When problems crop up, the contractor is no longer liable, and the individual tenants of an apartment house are then stuck with a faulty system."

**Organization in R&Z's office** comes from a carefully maintained card-filing system. Calls are recorded on customer cards, so that each card lists a complete service history of each set.

The serviceman carries the customer card with him each time he checks a set. Repair work is logged on the card and initialed by the serviceman. A duplicate card is maintained at the office.

**Warsh's views on the future** include expectations of continued growth for his company as color tv continues to grab a larger percentage of the consumer market. "Since color gained consumer acceptance," he said, "our business has gone up and up. In 1964, we had about 10 men in the field; today, we have four times that number."

"I don't think that the development of microelectronics (integrated circuitry, transistorized chassis) will have harmful effects on the larger service companies, but it might put smaller ones out of business."

**Warsh's first exposure to electronics** came during World War II, while he was serving two years in the Navy. He returned to Bayonne, N.J., at the age of 19 and joined a service company as a trainee. The company was called "R&Z," a name originated by the former owner, Joe Rector.

The following year, Warsh told his employer that he wanted to go into business on his own.

"I was floored by his reply," Warsh remembers. "He said it sounded like a good idea and asked me if I would become his partner."

"On my 21st birthday we formed the partnership. I opened the R&Z shop here on Staten Island. Then, in 1954, I bought out Rector, and I have been on my own ever since."

—Neil Spann



## Selling antennas: how to capture extra profit

Poor customer relations are in the making for TV retailers who sell color tv sets without advising their customers that new, stronger antenna equipment might be needed.

Color tv antennas get the soft-sell—if mentioned at all—by most retailers. "The best way to lose a color sale," commented one retailer in a survey by Merchandising Week, "is to tell the customer he'll need a new \$80 or \$90 antenna for the \$800 console he just bought. That prices the whole deal

right out the window."

At the same time, the retailers surveyed generally agreed that older antenna equipment used with black-and-white sets proves inadequate for color sets. When the customer is not advised about a color antenna, service problems develop needlessly, and the client becomes dissatisfied with the purchase, many retailers pointed out.

**Tips on antenna sales:** Merchants interviewed by Merchandising Week offered ideas on how to handle color antenna equipment. Here is a wrap-up of their comments:

At Bressner Colorvision Corp., Brooklyn, N.Y., Gerald M. Bressner, general manager, always tells the customer that an old antenna system may be insufficient for his new color set.

"We don't promote antennas, although we sell a lot of them," Bressner said. "On the contrary, we generally tell our customers to use their present system if it has been working for their black-and-white set."

"But we do mention that a stronger antenna might be needed. In this way we're cleared if the set doesn't function as it should because the black-and-white antenna equipment is inadequate. The customer can't come back at us and ask why we didn't tell him that he needed a new antenna."

"At the same time," Bressner continued, "if his antenna is adequate, we haven't sold him merchandise that he didn't need."

Another New York City retailer recommends a color antenna for b&w sets.

"Most tv owners will switch sooner or later to color," said Hy Adelman, parts manager, Bright Electronics, Manhattan, "and when he finally gets color, he'll be ahead of the game financially if he has the stronger antenna."

"We don't promote antennas when we sell a color tv. But if a customer expresses interest, we consider what kind of set he has, where he lives, or how near he is to the water, then we advise him."

Sears, Macy's and Gimbel's recommend outdoor color antennas when a customer purchases a new color set.

A salesman at Sears in White Plains, N.Y., said: "The outdoor antenna is a part of the customer's need. If he is going to have color tv, we recommend that he buy a color antenna."

At Macy's store Jamaica, N.Y., Florence Harold, sales, said: "All color sets are made today with ultra high frequency, and the color antenna is needed. We suggest when a customer buys a color console that he also buy the new color antenna."

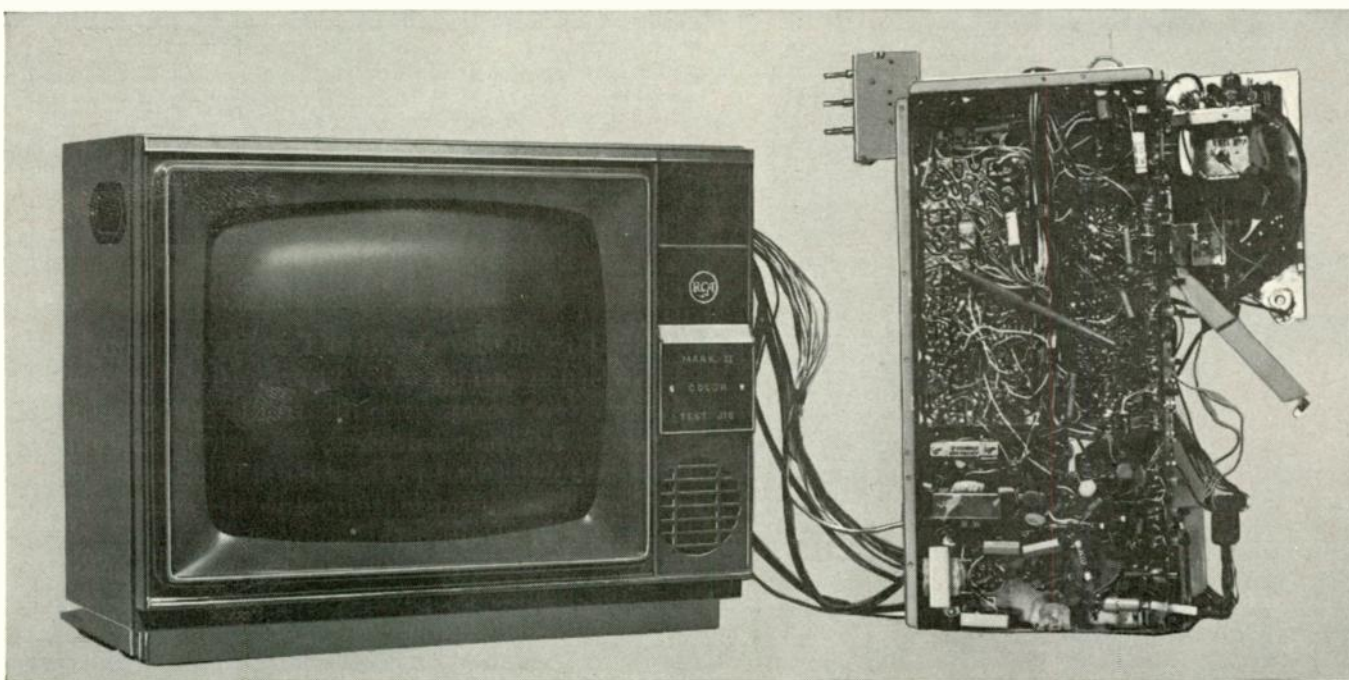
A salesman at Gimbel's Green Acres store on Long Island added: "We always explain to the customer that a stronger outdoor antenna is needed for best results from his set. In some cases, the black-and-white antenna is okay; but, generally, it's either too weak or too old. Our antennas are all uhf, vhf, and fm and sell for \$69.95, including installation. The customer doesn't seem to mind the additional expense. I think that the idea that he can charge it and not pay right away is a helpful factor in the sale."

One industry spokesman points out that, in some cases, there is little difference between the color and b&w antenna in terms of signal strength. "Many of the color antennas," he said, "are actually the same strength as more expensive b&w antennas. So, if a customer has a fairly new b&w antenna—let's say, a powerful unit that has been well serviced—he won't need a new antenna when he buys a color tv."

**Having antennas displayed** in the store is the way Herbert Simonoff, general manager, Leonard Radio Inc., New York City, finds it convenient to approach antenna sales. "We display both the outdoor and indoor antennas in our store, so that the customer must walk by them when he enters. This makes it easier for us to raise the antenna subject when we sell a color tv."

For those tv-appliance dealers who also handle tv service, the advice of retailers surveyed by Merchandising Week is: "Keep yourself covered on the antenna. Advise the customer when he buys a color console that he may have reception problems, and that a new antenna might be required for the maximum capacity of his set."

# RCA announces 2 new color-TV test jigs



## New RCA MARK II

■ **IDEAL** for servicing all the RCA 90° rectangular receiver chassis (18" diagonal and larger) and RCA 70° round (21") receiver chassis made within last 10 years.

■ **COMPACT** in size, weight and price. 30% smaller and less than half the weight of former models.

### ■ PACKED WITH NEW FEATURES.

- ... Automatic degaussing assembly.
- ... Large padded hand holds double as side entry paths for servicing cables.
- ... Preassembled Kine neck components are ready to slip on and clamp in place.
- ... Rugged welded-steel cabinet, in rich hameroid cobalt grey to match test equipment. Picture tube not included.

## New RCA MARK III



■ **PORTABLE**, for in-the-home chassis check, without removing chassis from cabinet.

■ **A SALES TOOL.** Lets you compare customer's picture tube with test jig picture tube performance.

■ **VERSATILE.** Use the Mark III with all RCA 90° rectangular receiver chassis (18" diagonal and larger), and all RCA 70° round receiver chassis (21") made within last 10 years.

■ **INCLUDES** all Kine neck components—preassembled. Ready to slip on and clamp in place. Durable polyethylene cabinet. Picture tube not included.

*Put an RCA Mark II in your shop and an RCA Mark III in your truck. The combination will help you speed up job completions... and sales. See both of these outstanding color-TV test jigs at your RCA Distributor today.*

RCA PARTS AND ACCESSORIES, Deptford, N.J.



The Most Trusted Name in Electronics

See the Perry Como Holiday Special in color on NBC-TV. Thursday, November 30. 7:30-8:30 P.M. EST.



Lafayette Radio Electronics, in midtown Manhattan, N.Y., displays a color antenna so it can't be missed.



# TODAY'S LEADER IN TOMORROW'S LOOK

## PANASONIC®



**Panasonic, today's leader in tomorrow's ideas, introduces a complete home entertainment line for 1968 . . . now over 100 products!**

With Panasonic you get "tomorrow's look" plus advanced (and exclusive) features in radios,

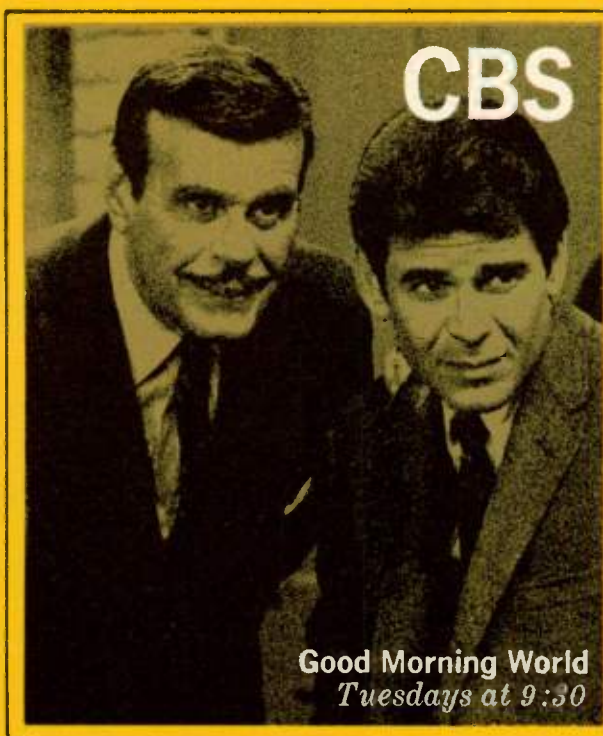
phonographs, tape recorders, color TV, B/W TV—you name it. Because of new ideas like these, Panasonic sales are rising by more than 50% a year. Full profit margin for the dealer, too. See for yourself. Call your Panasonic sales representative *now*.



Don't miss  
the biggest  
color tv  
year ever!

COLOR COMING UP

# THE 1967-68 COLOR TV SCHEDULE



**Good Morning World**  
*Tuesdays at 9:30*

## SPECIALS

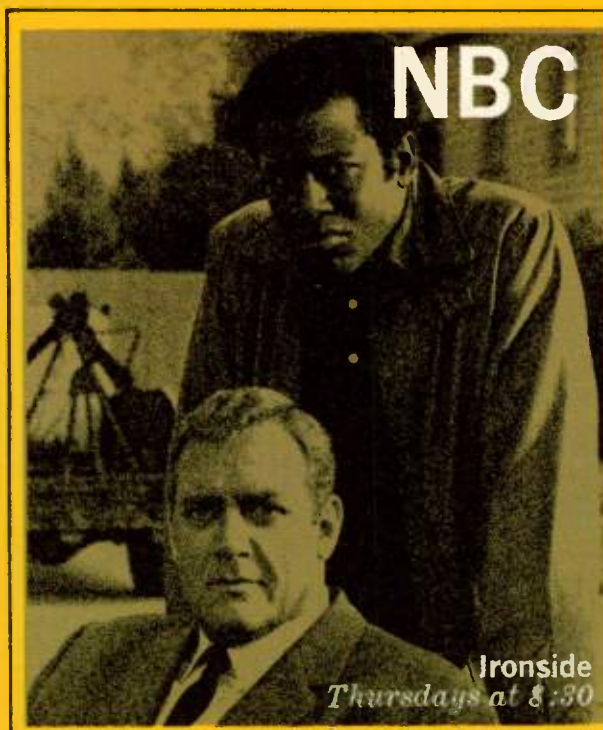
CBS Playhouse:  
Do Not Go Gentle Into That Good Night  
Dear Friends  
Royal Shakespeare Company:  
A Midsummer Night's Dream  
Macbeth  
King Lear  
Sir John Gielgud: From Chekhov, With Love  
The Importance of Being Oscar  
The Rivalry  
Spoon River  
Barbra Streisand: Belle of 14th Street  
Leonard Bernstein:  
New York Philharmonic Young People's Concerts  
It's the Great Pumpkin, Charlie Brown  
A Charlie Brown Christmas  
Comedy Specials: starring Dick Van Dyke,  
Red Skelton, Jim Nabors, and Don Knotts  
National Geographic Society Specials  
Miss U.S.A.  
Miss Universe  
Marineland Carnival  
Cinderella  
Thanksgiving Day Parades  
Tournament of Roses Parade and Pageant  
Cotton Bowl Festival Parade

## MOVIES

A Shot in the Dark  
Splendor in the Grass  
Cat on a Hot Tin Roof  
The Defiant Ones  
The Yellow Rolls Royce  
I Could Go On Singing  
North by Northwest

## SPORTS

NIT Basketball Tournament  
Racing's Triple Crown: Kentucky Derby,  
Belmont Stakes, The Preakness  
NFL-AFL Championship  
NFL Report  
Pro Football Report  
Blue-Gray Game  
Cotton Bowl  
Playoff Bowl  
Pro Bowl  
National Hockey League  
Stanley Cup Playoffs  
Master's Tournament  
Canadian Open  
Carling's World Golf Championship



**Ironside**  
*Thursdays at 8:30*

## SPECIALS

Golden Globe Awards  
Miss America  
Ringling Bros. and Barnum & Bailey Circus  
The World of Horses  
Hallmark Hall of Fame  
Shipstads & Johnson's Ice Follies  
Macy's Thanksgiving Day Parade  
Rudolph the Red-Nosed Reindeer  
Mr. Magoo's Christmas Carol  
Tournament of Roses  
King Orange Jamboree Parade  
Jack Benny Show  
Julie Andrews Special  
Flesh and Blood  
Carl Reiner: Fabulous Funnies  
Best on Record  
Danny Thomas: Wonderful World of  
Burlesque, No. 4

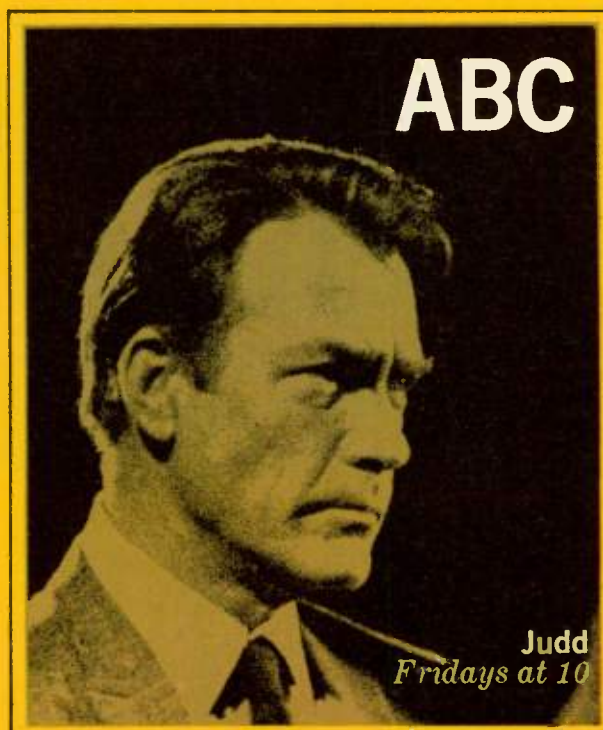
## MOVIES

What a Way to Go  
The Birds  
Pink Panther  
Strange Bedfellows

Invitation to a Gunfighter  
The Thrill of It All  
Fun in Acapulco  
Second Time Around  
Cinderella  
Send Me No Flowers  
Captain Newman, M.D.  
White Christmas  
Chalk Garden  
Marnie  
Mr. Moses  
Girls! Girls! Girls!

## SPORTS

World Series of Golf  
World Series Baseball  
East-West Game  
AFL Championship  
Sugar Bowl  
Rose Bowl  
Orange Bowl  
Senior Bowl  
AFL All-Star Game  
Bob Hope Desert Classic



**Judd**  
*Fridays at 10*

## SPECIALS

Carol Channing (two specials)  
Debbie Reynolds (two specials)  
Grace Kelly: C'est La Rose  
Holiday on Ice  
Theatre Specials:  
The Diary of Anne Frank  
Dial M for Murder  
Of Mice and Men  
Johnny Belinda  
The Desperate Hours  
Present Laughter  
Dr. Jekyll and Mr. Hyde  
Armstrong Circle Theatre: Kismet  
The Academy Awards  
The Tony Awards  
The Undersea World of Jacques Yves Cousteau  
The World of Charles Dickens  
The Monterey International Pop Festival  
The New American Beauty Pageant  
How Life Begins  
Senator Everett Dirksen  
Vienna Boys Choir  
A Sense of Wonder  
The Red Army  
The Deb Star Ball  
Miss Teenage International

The Battle of Dieppe  
The 1968 Winter Olympics (Grenoble, France)  
The 1968 Summer Olympics (Mexico City, Mexico)

## MOVIES

The King and I  
Guys and Dolls  
Hans Christian Andersen  
The Bridge on the River Kwai  
The Robe  
Mutiny on the Bounty

## SPORTS

College All-Star Game  
Liberty Bowl  
Coaches All-America Game  
Blue Bonnet Bowl  
North-South Game  
Gator Bowl  
Hula Bowl  
U. S. Tennis Championships





*Mothers-in-Law*

## SUNDAY

9:30-10  
Beany and Cecil (ABC)

10-10:30  
Linus the Lionhearted (ABC)  
Lamp Unto My Feet (CBS)

10:30-11  
Peter Potamus (ABC)  
Look Up (CBS)

11-11:30  
Bullwinkle (ABC)  
Camera Three (CBS)

12:30-1 p.m.  
Face the Nation (CBS)

1-1:30  
Meet the Press (NBC)

1:30-2  
NBC Religious Hour

2:30-4:30  
National League Hockey  
or Pro Soccer Game (CBS)

4-6  
Golf Package (ABC)

5-5:30  
I Love Lucy (CBS)

5:30-6  
Original Amateur Hour (CBS)  
Sportsman's Holiday (NBC)

7-8  
Voyage (ABC)

7:30-8  
Gentle Ben (CBS)

7:30-8:30  
Walt Disney (NBC)

8-9  
The FBI (ABC)  
Ed Sullivan Show (CBS)

8:30-9  
Mothers-in-Law (NBC)

9-10  
Smothers Brothers (CBS)  
Bonanza (NBC)

9-11  
Sunday Night Movie  
& Theatre (ABC)

10-11  
Mission: Impossible (CBS)  
High Chaparral (NBC)



*High Chaparral*

## MONDAY

10-10:25 a.m.  
Snap Judgement (NBC)

10:25-10:30  
NBC News

10:30-11  
Concentration (NBC)

10:55-11  
Children's Doctor (ABC)

11-11:30  
Honeymoon Race (ABC)  
Personality (NBC)

11:30-12  
Family Game (ABC)  
Hollywood Squares (NBC)

12-12:25 p.m.  
Love of Life (CBS)

12:25-12:30  
CBS News

12-12:30  
Jeopardy (NBC)

12:30-12:45  
Search (CBS)

12:30-12:55  
I Guess (NBC)

12:45-1  
Light (CBS)

12:55-1  
NBC News

1:30-2  
As the World Turns (CBS)

1:30-1:55  
Let's Make a Deal (NBC)

1:55-2  
NBC News

2-2:30  
Newlywed Game (ABC)  
Love Is a Many-  
Splendored Thing (CBS)  
Days of Our Lives (NBC)

2:30-2:55  
Dream Girl of '67 (ABC)

2:30-3  
Art Linkletter's  
House Party (CBS)  
The Doctors (NBC)

2:55-3  
ABC News

3-3:25  
To Tell the Truth (CBS)

3-3:30  
Another World (NBC)

3:25-3:30  
CBS News

3:30-4  
Edge of Night (CBS)  
You Don't Say (NBC)

4-4:25  
Match Game (NBC)

4-4:30  
Dating Game (ABC)  
Secret Storm (CBS)

4:25-4:30  
NBC News

7:30-8  
The Monkees (NBC)

7:30-8:30  
Cowboy in Africa (ABC)  
Gunsmoke (CBS)

8-9  
Man from U.N.C.L.E. (NBC)

8:30-9  
Rat Patrol (ABC)  
Lucy Show (CBS)

9-9:30  
Felony Squad (ABC)  
Andy Griffith (CBS)

9-10  
Danny Thomas Show (NBC)

9:30-10  
Peyton Place (ABC)  
Family Affair (CBS)

10-11  
Big Valley (ABC)  
Carol Burnett Show (CBS)  
I Spy (NBC)

## TUESDAY

10-10:25 a.m.  
Snap Judgement (NBC)

10:25-10:30  
NBC News

10:30-11  
Concentration (NBC)

10:55-11  
Children's Doctor (ABC)

11-11:30  
Honeymoon Race (ABC)  
Personality (NBC)

11:30-12  
Family Game (ABC)  
Hollywood Squares (NBC)

12-12:25 p.m.  
Love of Life (CBS)

12:25-12:30  
CBS News

12-12:30  
Jeopardy (NBC)

12:30-12:45  
Search (CBS)

12:30-12:55  
I Guess (NBC)

12:45-1  
Light (CBS)

12:55-1  
NBC News

1:30-2  
As the World Turns (CBS)

1:30-1:55  
Let's Make a Deal (NBC)

1:55-2  
NBC News

2-2:30  
Newlywed Game (ABC)  
Love Is a Many-  
Splendored Thing (CBS)  
Days of Our Lives (NBC)

2:30-2:55  
Dream Girl of '67 (ABC)

2:30-3  
Art Linkletter's  
House Party (CBS)  
The Doctors (NBC)

2:55-3  
ABC News

3-3:25  
To Tell the Truth (CBS)

3-3:30  
Another World (NBC)

3:25-3:30  
CBS News

3:30-4  
Edge of Night (CBS)  
You Don't Say (NBC)

4-4:25  
Match Game (NBC)

4-4:30  
Dating Game (ABC)  
Secret Storm (CBS)

4:25-4:30  
NBC News

7:30-8  
I Dream of Jeannie (NBC)

7:30-8:30  
Garrison's Gorillas (ABC)  
Daktari (CBS)

8-9  
Jerry Lewis Show (NBC)

8:30-9:30  
The Invaders (ABC)  
Red Skelton Hour (CBS)

9-11  
Tuesday Night at  
the Movies (NBC)

9:30-10  
N.Y.P.D. (ABC)  
Good Morning World (CBS)

10-11  
Hollywood Palace (ABC)  
Dundee and the Culhane (CBS)

## WEDNESDAY

10-10:25 a.m.  
Snap Judgement (NBC)

10:25-10:30  
NBC News

10:30-11  
Concentration (NBC)

10:55-11  
Children's Doctor (ABC)

11-11:30  
Honeymoon Race (ABC)  
Personality (NBC)

11:30-12  
Family Game (ABC)  
Hollywood Squares (NBC)

12-12:25 p.m.  
Love of Life (CBS)

12:25-12:30  
CBS News

12-12:30  
Jeopardy (NBC)

12:30-12:45  
Search (CBS)

12:30-12:55  
I Guess (NBC)

12:45-1  
Light (CBS)

12:55-1  
NBC News

1:30-2  
As the World Turns (CBS)

1:30-1:55  
Let's Make a Deal (NBC)

1:55-2  
NBC News

2-2:30  
Newlywed Game (ABC)  
Love Is a Many-  
Splendored Thing (CBS)  
Days of Our Lives (NBC)

2:30-2:55  
Dream Girl of '67 (ABC)

2:30-3  
Art Linkletter's  
House Party (CBS)  
The Doctors (NBC)

2:55-3  
ABC News

3-3:25  
To Tell the Truth (CBS)

3-3:30  
Another World (NBC)

3:25-3:30  
CBS News

3:30-4  
Edge of Night (CBS)  
You Don't Say (NBC)

4-4:25  
Match Game (NBC)

4-4:30  
Dating Game (ABC)  
Secret Storm (CBS)

4:25-4:30  
NBC News

7:30-8:30  
Custer (ABC)  
Lost in Space (CBS)

7:30-9  
The Virginian (NBC)


8:30-9  
2nd Hundred Years (ABC)  
Beverly Hillbillies (CBS)

9-11  
Wednesday Night at the  
Movies/Theatre (ABC)

9-9:30  
Green Acres (CBS)

9-10  
Kraft Music Hall (NBC)

9:30-10  
He and She (CBS)

10-11  
News Hour (CBS)  
Run  Your Life (NBC)

## THURSDAY

10-10:25 a.m.  
Snap Judgement (NBC)

10:25-10:30  
NBC News

10:30-11  
Concentration (NBC)

10:55-11  
Children's Doctor (ABC)

11-11:30  
Honeymoon Race (ABC)  
Personality (NBC)

11:30-12  
Family Game (ABC)  
Hollywood Squares (NBC)

12-12:25 p.m.  
Love of Life (CBS)

12:25-12:30  
CBS News

12-12:30  
Jeopardy (NBC)

12:30-12:45  
Search (CBS)

12:30-12:55  
I Guess (NBC)

12:45-1  
Light (CBS)

12:55-1  
NBC News

1:30-2  
As the World Turns (CBS)

1:30-1:55  
Let's Make a Deal (NBC)

1:55-2  
NBC News

2-2:30  
Newlywed Game (ABC)  
Love Is a Many-  
Splendored Thing (CBS)  
Days of Our Lives (NBC)

2:30-2:55  
Dream Girl of '67 (ABC)

2:30-3  
Art Linkletter's  
House Party (CBS)  
The Doctors (NBC)

2:55-3  
ABC News

3-3:25  
To Tell the Truth (CBS)

3-3:30  
Another World (NBC)

3:25-3:30  
CBS News

3:30-4  
Edge of Night (CBS)  
You Don't Say (NBC)

4-4:25  
Match Game (NBC)

4-4:30  
Dating Game (ABC)  
Secret Storm (CBS)

4:25-4:30  
NBC News

7:30-8  
Batman (ABC)

7:30-8:30  
Daniel Boone (NBC)

7:30-9  
Cimarron Strip (CBS)

8-8:30  
The Flying Nun (ABC)

8:30-9  
Bewitched (ABC)

8:30-9:30  
Ironside (NBC)

9-9:30  
That Girl (ABC)

9-11  
Thursday Night Movie (CBS)

9:30-10  
Peyton Place (ABC)  
Dragnet (NBC)

10-10:30  
Good Company (ABC)

10-11  
Dean Martin Show (NBC)

## FRIDAY

10-10:25 a.m.  
Snap Judgement (NBC)

10:25-10:30  
NBC News

10:30-11  
Concentration (NBC)

10:55-11  
Children's Doctor (ABC)

11-11:30  
Honeymoon Race (ABC)  
Personality (NBC)

11:30-12  
Family Game (ABC)  
Hollywood Squares (NBC)

12-12:25 p.m.  
Love of Life (CBS)

12:25-12:30  
CBS News

12-12:30  
Jeopardy (NBC)

12:30-12:45  
Search (CBS)

12:30-12:55  
I Guess (NBC)

12:45-1  
Light (CBS)

12:55-1  
NBC News

1:30-2  
As the World Turns (CBS)

1:30-1:55  
Let's Make a Deal (NBC)

1:55-2  
NBC News

2-2:30  
Newlywed Game (ABC)

2:30-2:55  
Love Is a Many-  
Splendored Thing (CBS)  
Days of Our Lives (NBC)

2:30-2:55  
Dream Girl of '67 (ABC)

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Art Linkletter's  
House Party (CBS)  
The Doctors (NBC)

2:55-3  
ABC News

3-3:25  
To Tell the Truth (CBS)

3-3:30  
Another World (NBC)

3:25-3:30  
CBS News

3:30-4  
Edge of Night (CBS)  
You Don't Say (NBC)

4-4:25  
Match Game (NBC)

4-4:30  
Dating Game (ABC)  
Secret Storm (CBS)

4:25-4:30  
NBC News

7:30-8:30  
Off to See the Wizard (ABC)  
Wild, Wild West (CBS)  
Tarzan (NBC)

8-8:30  
Gomer Pyle (CBS)

8:30-9:30  
Hondo (ABC)  
Star Trek (NBC)

9-11  
Friday Night Movie (CBS)

9:30-10  
Guns of Will Sonnett (ABC)  
Accidental Family (NBC)

10-11  
Judd (ABC)  
News Specials or Bell  
Telephone Hour (NBC)



*Maya*

## SATURDAY

9-9:30  
Mighty Mouse and the  
Mighty Heroes (CBS)  
Super 6 (NBC)

9:30-10  
Porky Pig (ABC)  
Underdog (CBS)  
Atom Ant (NBC)

10-10:30  
King Kong (ABC)  
Frankenstein Jr. and  
the Impossibles (CBS)  
The Flintstones (NBC)

10:30-11  
The Beatles (ABC)  
The Space Ghost (CBS)  
Space Kidettes (NBC)

11-11:30  
New Casper  
Cartoon Show (ABC)  
New Adventures of  
Superman (CBS)  
Secret Squirrel (NBC)

11:30-12  
Milton the Monster (ABC)  
The Lone Ranger (CBS)  
The Jetsons (NBC)

12-12:30 p.m.  
Bugs Bunny Show (ABC)  
The Road Runner (CBS)  
Cool McCool (NBC)

12:30-1  
Magilla Gorilla (ABC)  
The Beagles (CBS)

1-1:30  
Hoppity Hooper  
Tom and Jerry (CBS)

2-2:30  
Sandy Koufax Show (NBC)

2:30-4:45  
Major League Baseball  
(time varies) NBC

4:45-5  
Baseball Today (NBC)

5-6:30  
Wide World of Sports (ABC)

7-7:30  
Dating Game (ABC)

7:30-8:30  
Jackie Gleason Show (CBS)  
Maya (NBC)

8-8:30  
Newlywed Game (ABC)

8:30-9  
My Three Sons (CBS)  
Get Smart (NBC)

8:30-9:30  
Lawrence Welk Show (ABC)

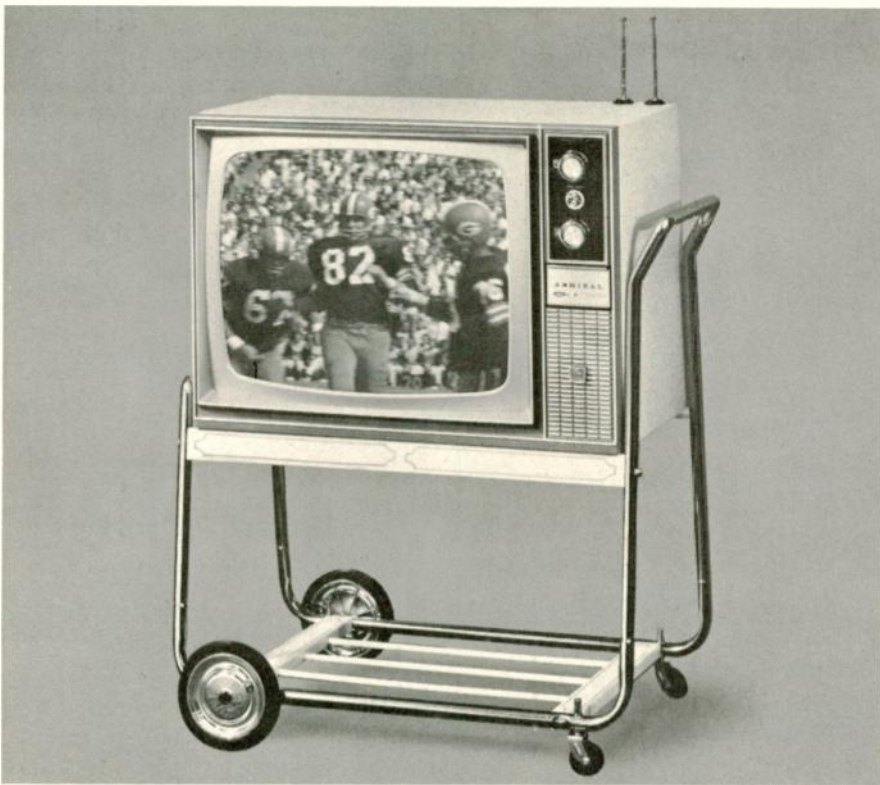
9-9:30  
Hogan's Heroes (CBS)

9-11  
Saturday Night at  
the Movies (NBC)

9:30-10  
Petticoat Junction (CBS)



# Admiral big screen more features, highest



**Admiral portable color with 180-sq.-in. picture.** Here's an Admiral Full-Featured portable with Full-Function Sonar. Instant Play, built-in antenna, matching roll-about cart packed right in carton—makes stepping a customer up a snap.

**Admiral swivel console with 227-sq.-in. color picture.** An easy step-up for customers who prefer a big screen console. A great value! Swivels for convenient viewing, too.



**Admiral Italian Provincial color console with 295-sq.-in. color picture.** This console has authentic Italian styling. Fine furniture cabinetry, the biggest color picture in the industry and Admiral AFC are great selling tools. Also available with all-new Admiral 7-button Sonar.



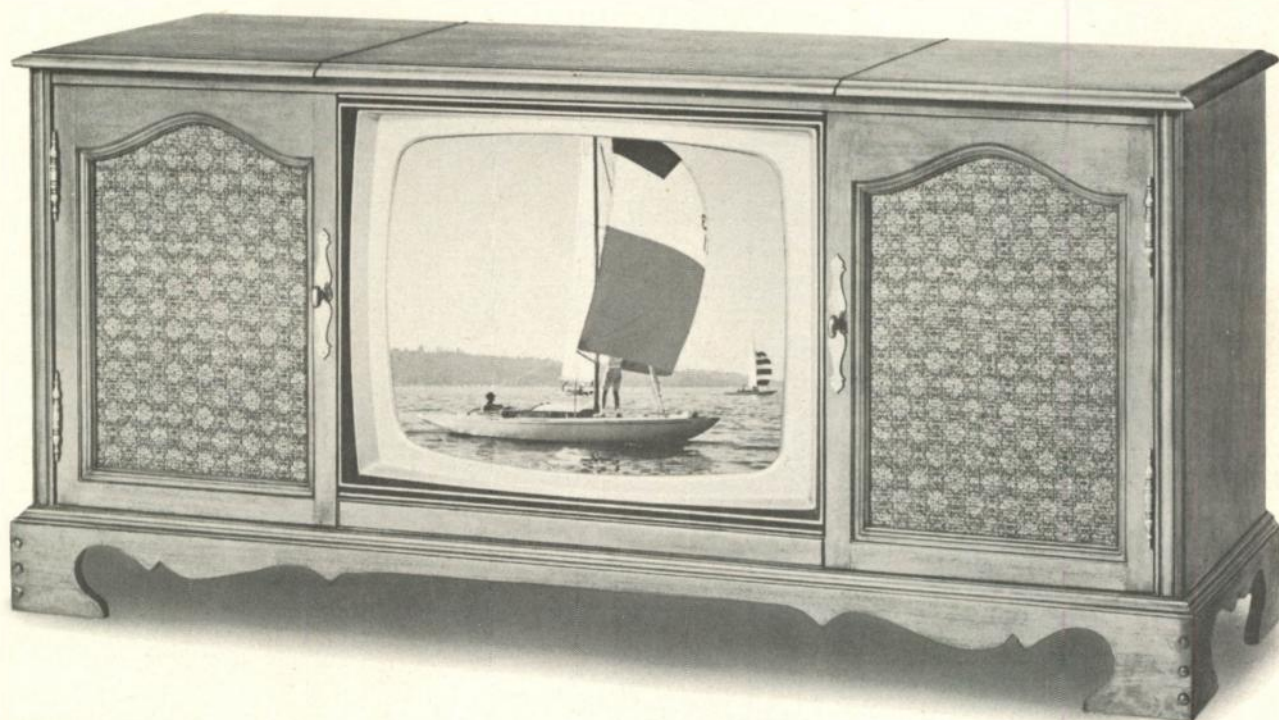
**Admiral Danish color console with 295-sq.-in. color picture.** Exclusive new Admiral Hideaway Control Center with Touch-O-Matic tuning makes this big screen Danish modern console a real traffic stopper. Has AFC and Admiral Instant Play. And the finest in furniture styling.



# color TV for 1968: quality, best value!



Admiral exclusive Tilt-Out Control Center. Precision crafted mechanism glides in and out at a finger's touch. All normal color TV controls are housed at hand level in this distinctive center. Lets customer adjust picture without stooping or fumbling.

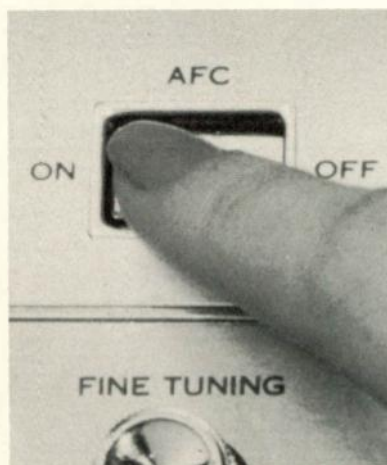


Admiral 295-sq.-in. picture color stereo theater. You'll never run out of good things to say about this one. It's got everything. Six speakers. FM/AM. FM stereo. 4-speed Admiral record changer. Beautiful cabinetry. The biggest picture in color TV. And Admiral AFC.



Admiral color console with 295-sq.-in. picture and exclusive Tilt-Out Control Center with great new Admiral AFC. Demonstrate this easy stand-up tuning feature to your customers. Then tilt it in for the look of fine furniture. From the Masterpiece Collection, hand-crafted cabinets with genuine wood veneers and select hardwood solids.

Admiral AFC (Automatic Fine Tuning). Locks in the color picture with just the flip of a switch. Crisp, clear color every time. And it's on every Admiral 295-sq.-in. picture console.



Admiral all-new 7-button full-function Sonar. The most complete, easy-to-use remote control system. All-new solid state Sonar features separate On-Off and Volume controls.



GO

# Admiral®

FOR REAL RETAIL ACTION



MANUFACTURERS' SPECIFICATIONS FOR
1968 COLOR TV

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER CHASSIS WIRING: T-transformer or S-series, E-etched or H-hand wired. UNDER LOCATION OF SPEAKERS: R-remote, F-front, S-side, W-wing, B-back, X-base. UNDER WOOD: HB-hardboard, V-veneer, S-solid, M-metal, PM-painted metal, VM-vinyl metal, PL-plastic. UNDER FINISH: N-natural, B-blond, D-with distress marks, W-white, E-ebony, O-oiled, OK-oak, F-furniture, MM-mahogany, MP-maple, WA-walnut, C-cherry, AN-antique white, SW-WA-swedish walnut, CBMA-custom brown mahogany antique, CRA-custom fruitwood, P-pecan, VY-vinyl, FN-fawn, POLY-polystyrene, BR-brown, IV-ivory, TK-teak, EN-enamel, G-grained, MB-metallic brown, T-tan, DU-deep umber, PI-pine, LP-light pecan, DP-dark pecan, PC-planked cherry. UNDER STYLE: M-Modern, D-Danish, C-contemporary, EA-Early American, O-Oriental, P-provincial, T-traditional, S-Spanish, R-renaissance, MED-Mediterranean, I-Italian, F-French, AG-avant-garde, CL-colonial, CF-country French, TB-table, CS-contemporary swivel, DC-declaration, A-Algean.

| SCREEN SIZE<br>(VIEWABLE DIAGONAL)   | SCREEN SIZE AREA (sq. in.) | MODEL NUMBER    | MODEL OR<br>SERIES NAME | TYPE OF SET | CHASSIS WIRING<br>(SEE KEY) | OTHER FEATURES:<br>1-ILLUM. CHAN. INDIC.<br>2-SEPARATE TONE KNOB<br>3-PRE-SET FINE TUNER<br>4-REMOTE CONTROL<br>5-LINE CIRCUIT BREAKER<br>6-WIDTH CONT. BY OWNER<br>7-REPAIRMAN<br>8-TIME SWITCH AUTO.<br>9-DOORS COVERING<br>SCREEN<br>10-AUTO. DEGAUSSER | TUBE DEFLECTION<br>(IN DEGREES) | LOCATION OF SPEAKERS<br>(SEE KEY) | NUMBER AND SIZE<br>OF SPEAKERS | OVERALL<br>DIMENSIONS<br>(H x W x D)<br>IN INCHES | FACTORY WARRANTY |                        |                          | CABINETRY             |                     |                    | MANUFACTURER'S<br>SUGGESTED<br>RETAIL PRICE |        |
|--|----------------------------|-----------------|-------------------------|-------------|-----------------------------|--|---------------------------------|-----------------------------------|--------------------------------|---|------------------|------------------------|--------------------------|-----------------------|---------------------|--------------------|---|--------|
|  |                            |                 |                         |             |                             |  |                                 |                                   |                                |   | DAYS ON LABOR    | MONTHS ON<br>ALL PARTS | YEARS ON<br>PICTURE TUBE | MATERIAL<br>(SEE KEY) | FINISH<br>(SEE KEY) | STYLE<br>(SEE KEY) |   |        |
| ADMIRAL — Admiral Corp., 3800 Cortland St., Chicago, Ill.  |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| 18   | 180                        | T806C           | Palmer                  | Portable    | T                           | 3, 5, 6, 7, 10   | 90                              | F                                 | 1-3x5                          | 17x23½x18½  |                  | 12*                    | 1                        | M                     | BR                  | C                  | \$ 349.95                                   |        |
| 18   | 180                        | T821C**         | Haines                  |             |                             | 1, 3, 5, 6, 7, 10  |                                 |                                   |                                |   |                  |                        |                          | M                     | WA                  | C                  | 359.95                                      |        |
| 18   | 180                        | T814C**         | Edenton                 |             |                             | 1, 3, 5, 6, 7, 10  |                                 |                                   |                                |   |                  |                        |                          | M                     | W                   | C                  | 369.95                                      |        |
| 20   | 227                        | T211C           | Elliott                 |             |                             | 1, 2, 3, 5, 6, 7, 10   |                                 |                                   |                                |   |                  |                        |                          | M                     | WA                  | C                  | 399.95                                      |        |
| 20   | 227                        | T214C           | Cliffon                 |             |                             |  |                                 |                                   |                                |   |                  |                        |                          | M                     | W                   | C                  | 409.95                                      |        |
| 20   | 227                        | T215C           | Cliffon                 |             |                             |  |                                 |                                   |                                |   |                  |                        |                          | M                     | MP                  | C                  | 409.95                                      |        |
| 23   | 295                        | C5311           | Caldwell                | Console     |                             |  |                                 |                                   |                                |   |                  |                        |                          | M                     | WA                  | C                  | 449.95                                      |        |
|  |                            | L5331-2         | Kirkwood                | Console     |                             |  |                                 |                                   |                                | 28½x28½x21½                                       |                  |                        |                          | V                     | WA, MH              | C                  | 499.95††                                    |        |
|  |                            | L5335           | Markham                 |             |                             |  |                                 |                                   |                                | 31½x31x22½  |                  |                        |                          | V                     | MP                  | EA                 | 535.00                                      |        |
|  |                            | L5351           | Oakdale                 |             |                             |  |                                 |                                   | 1-5, 1-3x5                     | 30½x36½x22½                                       |                  |                        |                          | V                     | WA                  | C                  | Open  |        |
|  |                            | L5355           | Merrill                 |             |                             |  |                                 |                                   | 1-5, 1-3x5                     | 32½x39½x44½                                       |                  |                        |                          | V                     | MP                  | EA                 | Open  |        |
|  |                            | L5411**         | Douglas                 |             |                             |  |                                 |                                   | 1-2x6                          | 30½x37½x23½                                       |                  |                        |                          | V                     | WA                  | D                  | 625.00                                      |        |
|  |                            | L5421†          | Stewart                 |             |                             |  |                                 |                                   |                                | 29½x35½x22½                                       |                  |                        |                          | V                     | WA                  | C                  | Open  |        |
|  |                            | L5428**         | Riviera                 |             |                             |  |                                 |                                   |                                | 30½x37½x23½                                       |                  |                        |                          | V                     | P                   | P                  | 625.00                                      |        |
|  |                            | L5425           | Georgetown              |             |                             |  |                                 |                                   |                                | 32½x26½x23½                                       |                  |                        |                          | V                     | MP                  | EA                 | 625.00                                      |        |
|  |                            | L5438**         | Lisbon                  |             |                             |  |                                 |                                   |                                | 29½x35x24   |                  |                        |                          | V                     | P                   | S                  | 650.00                                      |        |
|  |                            | L5449           | Orleans                 |             |                             |  |                                 |                                   |                                | 29½x37½x24  |                  |                        |                          | V                     | C                   | P                  | 640.00                                      |        |
|  |                            | L5447           | Orleans                 |             |                             |  |                                 |                                   |                                | 29½x37½x24  |                  |                        |                          | V                     | ANT/W               | P                  | 660.00                                      |        |
|  |                            | L5601           | Felton                  |             |                             |  |                                 |                                   | 1-5                            | 31½x36½x24  |                  |                        |                          | V                     | WA                  | C                  | 595.00                                      |        |
|  |                            | L5611           | Fairfax                 |             |                             |  |                                 |                                   | 1-5                            | 29½x36½x23½                                       |                  |                        |                          | V                     | WA                  | D                  | 625.00                                      |        |
|  |                            | L5613           | Carlton                 |             |                             |  |                                 |                                   | 1-5                            | 29½x37½x23½                                       |                  |                        |                          | V                     | P                   | S                  | 625.00                                      |        |
|  |                            | L5618           | Camille                 |             |                             |  |                                 |                                   | 1-5                            | 28½x37½x23½                                       |                  |                        |                          | V                     | P                   | P                  | 625.00                                      |        |
|  |                            | LP5625          | Sheffield               |             |                             |  |                                 |                                   | 2-9x6                          | 30½x47½x24½                                       |                  |                        |                          | V                     | MP                  | EA                 | Open  |        |
|  |                            | LP5621          | Chalmers                |             |                             |  |                                 |                                   | 2-9x6                          | 29½x46½x24  |                  |                        |                          | V                     | WA                  | D                  | Open  |        |
|  |                            | LP5623          | Excelsior               |             |                             |  |                                 |                                   | 2-9x6                          | 29½x45½x23½                                       |                  |                        |                          | V                     | O                   | S                  | Open  |        |
|  |                            | ST6001          | Parker                  | Combo       |                             |  |                                 |                                   | 2-12, 4-3½                     | 29½x59½x23½                                       |                  |                        |                          | V                     | WA                  | C                  | 795.00                                      |        |
|  |                            | ST6011          | Richland                |             |                             |  |                                 |                                   | 2-12, 4-3½                     | 29½x59½x23½                                       |                  |                        |                          | V                     | WA                  | C                  | 895.00                                      |        |
|  |                            | ST6015          | Madison                 |             |                             |  |                                 |                                   | 2-12, 4-3½                     | 27½x60x23½  |                  |                        |                          | V                     | MP                  | EA                 | 895.00                                      |        |
|  |                            | ST6013          | El-Dorado               |             |                             |  |                                 |                                   | 2-12, 4-3½                     | 27½x60½x23½                                       |                  |                        |                          | V                     | O                   | S                  | 895.00                                      |        |
|  |                            | ST6501          | Manhattan               |             |                             | 1, 2, 3, 5, 6, 7, 9, 10  |                                 |                                   | 2-12, 2-3½, 4-4                | 31x65½x24½  |                  |                        |                          | V                     | WA                  | C                  | 1,100.00                                    |        |
|  |                            | ST6509          | Lancaster               |             |                             |  |                                 |                                   |                                | 30x63½x24½  |                  |                        |                          | V                     | C                   | P                  | 1,100.00                                    |        |
|  |                            | ST6901          | Kennison                |             |                             |  |                                 |                                   |                                | 27½x62½x24½                                       |                  |                        |                          | V                     | WA                  | C                  | 1,250.00                                    |        |
|  |                            | ST6908          | Sorrento                |             |                             |  |                                 |                                   |                                | 28½x69½x24½                                       |                  |                        |                          | V                     | P                   | S                  | 1,250.00                                    |        |
| **Remote Control † Swivel Base *5 Yr. Warranty on Copper Bonded Precision Wired System ††\$525.00 Walnut (L5331) |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| ANDREA — Andrea Radio Corp., 27-01 Bridge Plaza North, L.I.C., N.Y.  |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| 25   | 295                        | C-VCV-325-10    | Theatre-in-the Round    | Combo       | E & H                       | 1, 2, 3, 5, 7, 9, 10   | 90                              | X                                 | 2-6x9, 2-6, 2-3½               | 33x37 Dia.  |                  | 2                      | 1                        | V                     | WA, T               | C                  | 1,995.00                                    |        |
|  |                            | J8LB-VCV-325-11 | Contempra               | Console     |                             | 1, 3, 5, 7, 9, 10  |                                 | F                                 | 1-6x9, 1-6, 1-3½               | 31½x56x20½  |                  |                        |                          |                       | WA, T               | M                  | 1,025.00                                    |        |
|  |                            | 20LB-VCV-325-11 | Monique                 |             |                             |  |                                 |                                   | 1-6x9, 1-6, 1-3½               | 31x56x20½   |                  |                        |                          |                       | C                   | CF                 | 1,100.00                                    |        |
|  |                            | 19LB-VCV-325-11 | Bellini                 |             |                             |  |                                 |                                   | 1-6x9, 1-6, 1-3½               | 30x56x20½   |                  |                        |                          |                       | EL, WA              | IP                 | 1,050.00                                    |        |
|  |                            | VCV-325-8       | Chroma                  | Console     |                             | 1, 3, 5, 7, 10   |                                 |                                   | 1-4x6                          | 34½x29½x17½                                       |                  |                        |                          | S                     | WA, E, T, W         | C                  | 815.00                                      |        |
| ARVIN — Arvin Industries, Inc., 1531 13th Street, Columbus, Ind.   |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| 18   | 171                        | 87K58           |                         | Console     | T/H                         | 1, 3, 5, 10  | 90                              | F                                 | 1-6                            | 33x28x18½   |                  | 12                     | 1                        | V, S                  | WA                  | C                  |   |        |
| 18   | 171                        | 78K48           |                         | Table       | Auto T/H                    | 1, 3, 10   | 90                              | S                                 | 1-6                            | 26x16x18  |                  | 12                     | 1                        | V, S                  | WA                  | C                  |   |        |
| CLAIRTONE — Clairtone Sound Corp., 100 Ronson Dr., Rexdale, Ontario, Canada                                      |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| 23   | 295                        | 8411            | Regent                  | Console     | T, E, H                     | 1, 2, 3, 4, 5, 10  | 90                              | F                                 | 1-4x6*                         | 29x33½x19½  | 90               | 12                     | 1                        | V                     | WA                  | C                  | 629.00                                      |        |
|  |                            | 8426            | Squire                  |             |                             |  |                                 |                                   | 1-4x6*                         | 28½x32½x18½                                       |                  |                        |                          |                       | MP                  | EA                 | 649.00                                      |        |
|  |                            | 8424            | Marquis                 |             |                             |  |                                 |                                   | 1-5x7, 1-4x6*                  | 28½x39x19   |                  |                        |                          |                       | ANT/F               | P                  | 689.00                                      |        |
|  |                            | 8423            | Palazzo                 |             |                             |  |                                 |                                   |                                | 28½x38½x18½                                       |                  |                        |                          |                       | ANT/F               | P                  | 679.00                                      |        |
|  |                            | 8427            | Mandarin                |             |                             |  |                                 |                                   |                                | 29x38x18½   |                  |                        |                          |                       | E                   | O                  | 699.00                                      |        |
|  |                            | 8449            | Sovereign               |             |                             | 1, 2, 3, 4, 5, 9, 10   |                                 |                                   |                                | 28½x39½x22  |                  |                        |                          |                       | ANT/F               | P                  | 795.00                                      |        |
|  |                            | 8451            | G-TV                    |             |                             | 1, 2, 3, 4, 5, 10  |                                 |                                   | 1-4x6*                         | 22x29½x18   |                  |                        |                          |                       | TK                  | AG                 | 725.00                                      |        |
|  |                            | 8541            | Regent Theater          | Combo       |                             | 1, 2, 3, 4, 5, 9, 10   |                                 |                                   | 1-4x6*                         | 26½x64½x22  |                  |                        |                          |                       | OWA                 | C                  | 1,150.00                                    |        |
|  |                            | 8549            | Sovereign Theater       | Combo       |                             | 1, 2, 3, 4, 5, 9, 10   |                                 |                                   | 1-4x6, 1-5x7*                  | 27½x68x22   |                  |                        |                          |                       | ANT/F               | P                  | 1,195.00                                    |        |
| *Full Range  |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| DELMONICO — Delmonico International, 50-35 56th Rd., Maspeth, N.Y.   |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| 18   | 176                        | CT-195          |                         | Table       | TE                          | 3, 5, 7, 10  | 90                              | F                                 | 1-3x6                          | 20½x26x18½  |                  | 3                      | 1                        |                       |                     |                    |   |        |
| 18   | 176                        | PCT-198         |                         | Portable    |                             | 3, 5, 7, 10  | 90                              |                                   | 1-3x6                          | 20½x20½x13  |                  |                        |                          |                       |                     |                    |   |        |
| 22   | 265                        | CCBTU72         |                         | *           |                             | 1, 2, 3, 5, 7, 9, 10   | 70                              |                                   | 2-8, 4-3½, 1-5                 | 72x29½x21   |                  |                        |                          | V                     | S                   | D                  |   |        |
| 25   | 282                        | 3C-502          |                         | *           |                             | 1, 2, 3, 5, 7, 10  | 90                              |                                   | **                             | 43x22½x18½  |                  |                        |                          | V                     | S                   | D                  |   |        |
| *Combo Stereo, T.V. and Bar **2-6x9, 4-3½, 1-4x6   |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| ELECTROHOME — International Electrohome, 809 Wellington St. N., Kitchener, Ontario, Canada                       |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| 23   | 295                        |                 | Barcelona 5600 MKI      | Combo       | T & H                       | 1, 2, 3, 4 (Optional), 5, 7, 9, 10   | 90                              | F                                 | †                              | 28½x65½x24½                                       | 90               | 12                     | 1                        | V                     | Autumn & MID. O.    | MED                | 1,495.00                                    |        |
|  |                            |                 | Bonaventure 5600 MKI    |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       | •                   | FP                 | 1,495.00                                    |        |
|  |                            |                 | Nantucket 5600          |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       | Candelight MP       | CL                 | 1,495.00                                    |        |
|  |                            |                 | Calcutta 5300 MKI       |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       | WA, SW/WA           | C                  | 1,195.00                                    |        |
|  |                            |                 | Barrington 5310         |             |                             |  |                                 |                                   | 2-10, 4-3½                     | 27x63½x23½  |                  |                        |                          |                       | N.WA                | C                  | 1,195.00                                    |        |
|  |                            |                 | Lisbon MKII             | Console     |                             |  |                                 |                                   | ††                             | 27x62x24  |                  |                        |                          |                       | Autumn, MID O, WA   | MED                | 899.95                                      |        |
|  |                            |                 | Salem MKII              |             |                             |  |                                 |                                   | 2-5½                           | 31x36½x24½  |                  |                        |                          |                       | Candelight MP       | CL                 | 899.95                                      |        |
|  |                            |                 | Laurier MKI             |             |                             | 1, 2, 3, 4 (Optional), 5, 7, 10  |                                 |                                   | 2-5½                           | 31x36½x24½  |                  |                        |                          |                       | CL, FTWD, ANT/W     | FP                 | 849.95                                      |        |
|  |                            |                 | Circa 750A              |             |                             | 1, 2, 3, 4 (Optional), 5, 7, 9, 10   |                                 |                                   | †††                            | 30½x40x23½  |                  |                        |                          |                       | N.WA, O.TK          | M                  | 859.95                                      |        |
|  |                            |                 | Pacificam MKII          |             |                             | 1, 2, 3, 4 (Optional), 5, 7, 10  |                                 |                                   | 1-7x5                          | 30½x33x23½  |                  |                        |                          |                       | WA, SW/WA, O.TK     | M                  | 799.95                                      |        |
|  |                            |                 | Mackenzie MKI           |             |                             |  |                                 |                                   | 1-7x5, 1-3½                    | 29x42½x22½  |                  |                        |                          |                       | WA, SW/WA           | C                  | 769.95                                      |        |
|  |                            |                 | Chatham MKI             |             |                             |  |                                 |                                   | 1-5                            | 27½x34½x23½                                       |                  |                        |                          |                       | WA, SW/WA, O.TK     | T                  | 749.95                                      |        |
|  |                            |                 | Berwick                 |             |                             |  |                                 |                                   | 1-6x4 Coaxial                  | 30½x32½x23½                                       |                  |                        |                          |                       | N.WA                | C                  | 699.95                                      |        |
|  |                            |                 | Barclay                 |             |                             |  |                                 |                                   |                                | 21½x30½x22½                                       |                  |                        |                          |                       | WA, VY              | C                  | 649.95                                      |        |
|  |                            |                 | Spectrum                | Table       |                             |  |                                 |                                   |                                | 19½x27½x20½                                       |                  |                        |                          |                       | WA, VY              | C                  | 599.95                                      |        |
| † 2-10, 2-6, 2-3½, 2-5½ T.V. †† 2-10, 4-3½, 1-6x4 Coaxial T.V. ††† 1-6x4 Coaxial, 1-4 • ANT/W, FTWD, CL, FTWD    |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| EMERSON — Emerson TV and Radio Co., 680 Fifth Ave. New York, N.Y.  |                            |                 |                         |             |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |
| 15   | 117                        | 35P01           |                         | Portable    |                             |  |                                 | F                                 | 1-4                            | 16½x20½x16½                                       |                  | 12                     | 1                        | M                     | FN                  | C                  | 279.95                                      |        |
| 15   | 117                        | 35P02           |                         |             |                             |  |                                 |                                   | 1-4                            | 16½x20½x16½                                       |                  |                        |                          | M                     | WVY                 |                    | 299.95                                      |        |
| 18   | 180                        | 29P02           |                         |             |                             |  |                                 |                                   | 1-5x3                          | 17½x22½x15  |                  |                        |                          |                       | WVY                 |                    | Open  |        |
| 18   | 180                        | 29P03           |                         |             |                             |  |                                 |                                   | 1-5x3                          | 17½x22½x15  |                  |                        |                          |                       | WVY                 |                    | 349.95                                      |        |
|  | 171                        | 29P04           |                         |             |                             |  |                                 |                                   | 1-4x6                          | 18½x25½x19½                                       |                  |                        |                          |                       | W                   |                    | 339.95                                      |        |
| 20   | 227                        | 20C02 Color     |                         | Console     |                             |  |                                 |                                   | 1-4                            | 30½x29½x16½†                                      |                  |                        |                          |                       | HB                  | MP                 | EA  | 449.95 |
|  |                            | 20C03           |                         |             |                             |  |                                 |                                   |                                | 28x30½x16½†                                       |                  |                        |                          |                       |                     | F                  | FP  |        |
|  |                            | 20C05           |                         | </          |                             |  |                                 |                                   |                                |   |                  |                        |                          |                       |                     |                    |   |        |



# Nothing can beat the pulling power of a red-hot value.

You can load an ad or commercial with laughing girls in mini-skirts...clever slogans...prize contests...all the swinging ideas Madison Avenue can dream up.

However, when you come down to the business of getting people into your store to look at color tv with a serious intention of buying, there is nothing like a red-hot value.

That's why Philco Affordable color starts at \$299.95\* for a big screen (267 sq. in.), family-size set.

This set is the hottest value since color tv began. And with it comes a complete line of profitable, logical, color step-ups, all the way to full luxury consoles.

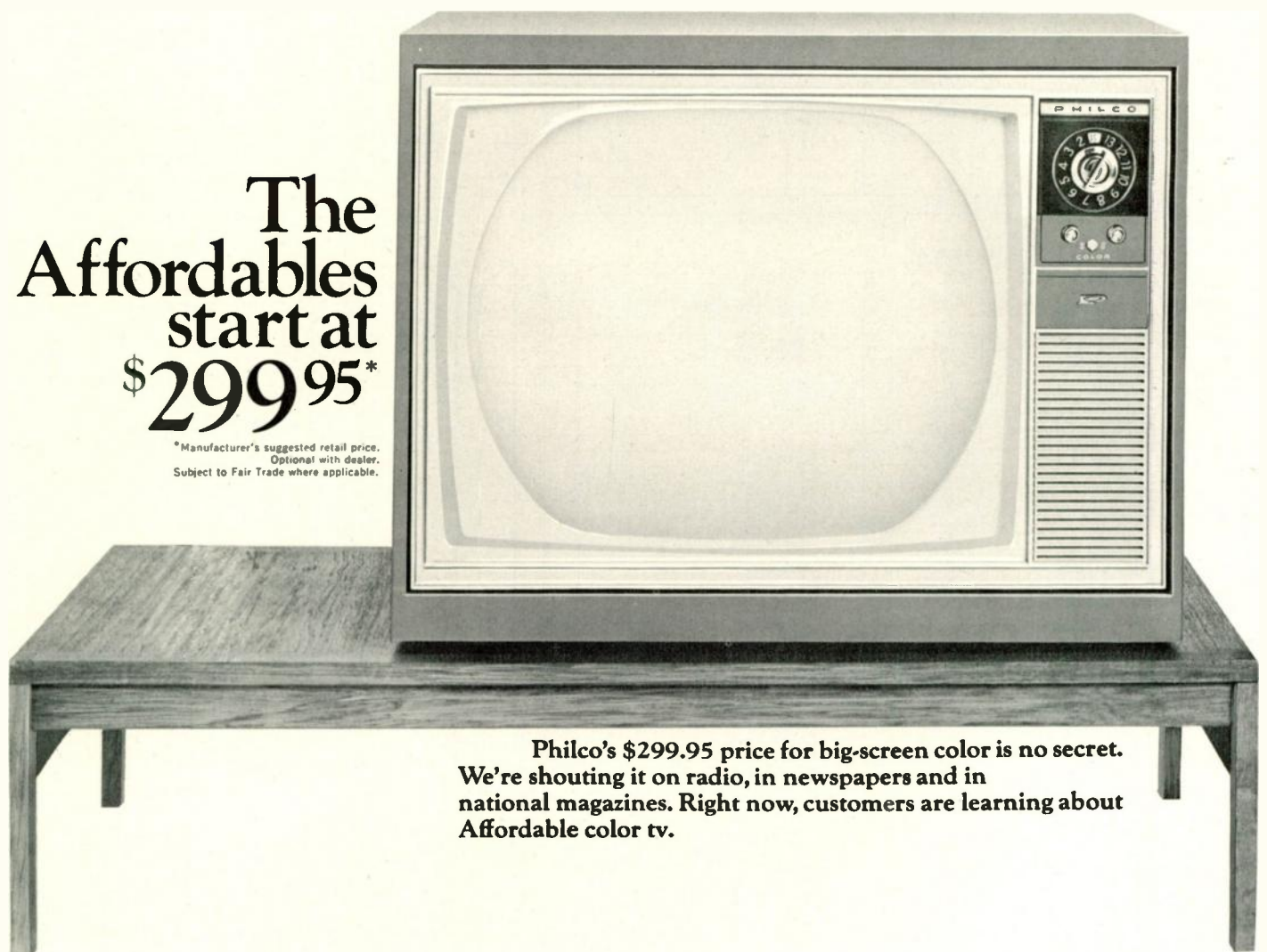
That's why we think you should be on the phone to your Philco-Ford Distributor right now.



FAMOUS FOR QUALITY THE WORLD OVER  
PHILCO-FORD CORP., PHILA., PA. 19134

The  
Affordables  
start at  
\$299.95\*

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



Philco's \$299.95 price for big-screen color is no secret. We're shouting it on radio, in newspapers and in national magazines. Right now, customers are learning about Affordable color tv.



MANUFACTURERS' SPECIFICATIONS FOR
1968 COLOR TV

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER CHASSIS WIRING: T-transformer or S-series, E-etched or H-hand wired. UNDER LOCATION OF SPEAKERS: R-remote, F-front, S-side, W-wing, B-back, X-base. UNDER WOOD: HB-hardboard, V-veneer, S-solid, M-metal, PM-painted metal, VM-vinyl metal, PL-plastic. UNDER FINISH: N-natural, B-blond, D-with distress marks, W-white, E-ebony, O-oiled, OK-oak, F-furniture, MH-mahogany, MP-maple, WA-walnut, C-cherry, ANT/W-antique white, SW/WA-swedish walnut, CBMA-custom brown mahogany antique, CRA-custom fruitwood, P-pecan, VY-vinyl, FN-fawn, POLY-polystyrene, BR-brown, IV-ivory, TK-teak, EN-enamel, G-grained, MB-metallic brown, T-tan, DU-deep umber, PI-pine, LP-light pecan, DP-dark pecan, PC-planked cherry. UNDER STYLE: M-Modern, D-Danish, C-contemporary, EA-Early American, O-Oriental, P-provincial, T-traditional, S-Spanish, R-renaissance, MED-Mediterranean, I-Italian, F-French, AG-avant-garde, CL-colonial, CF-country French, TB-table, CS-contemporary swivel, DC-declaration, A-Algean.

Table with 15 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (sq. in.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), CABINETRY (MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY)), MANUFACTURER'S SUGGESTED RETAIL PRICE. Includes EMERSON - (Continued) section.

GENERAL ELECTRIC - General Electric Co., Major Television Department, Electronics Park, Syracuse, N. Y.

Table with 15 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (sq. in.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), CABINETRY (MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY)), MANUFACTURER'S SUGGESTED RETAIL PRICE. Includes GENERAL ELECTRIC section.

\* ALL General Electric TV receivers feature a Lifetime Circuit Board Guarantee under which GE guarantees the etched-circuit board to be free of manufacturing defects for LIFETIME of the set.

HITACHI - Hitachi Sales Corp., 48-50 34th Street, L. I. City, N. Y.

Table with 15 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (sq. in.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), CABINETRY (MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY)), MANUFACTURER'S SUGGESTED RETAIL PRICE. Includes HITACHI section.

HOFFMAN - Hoffman Electronics Corp., 4501 Arden Dr., El Monte, Calif.

Table with 15 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (sq. in.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), CABINETRY (MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY)), MANUFACTURER'S SUGGESTED RETAIL PRICE. Includes HOFFMAN section.

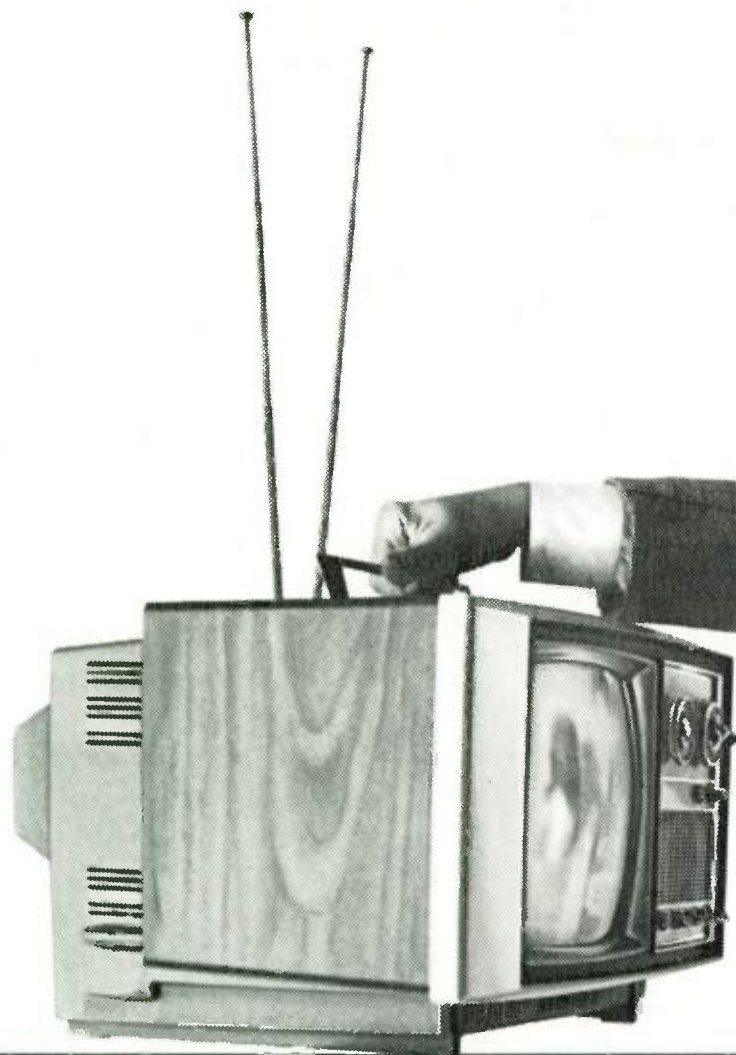
\* (Combos to handle reel to reel and 8 track tape decks)

MAGNAVOX - The Magnavox Co., 2131 Bueter Road, Fort Wayne, Ind.

Table with 15 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (sq. in.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), CABINETRY (MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY)), MANUFACTURER'S SUGGESTED RETAIL PRICE. Includes MAGNAVOX section.

\* (Height w/legs, 29 1/2")





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But, please, don't just carry *any* color portable.

Carry the color portables made by General Electric.  
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models. A line. To offer you and your customers variety.  
In styling. And price.

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\$199.95\*. That's lower than anybody's.

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Manufacturer's suggested retail price.

**GENERAL  ELECTRIC**

Personal Television Department, Portsmouth, Virginia



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| SCREEN SIZE (VIEWABLE DIAGONAL) | SCREEN SIZE AREA (sq. in.) | MODEL NUMBER | MODEL OR SERIES NAME        | TYPE OF SET | CHASSIS WIRING (SEE KEY) | OTHER FEATURES:<br>1-ILLUM. CHAN. INDIC.<br>2-SEPARATE TONE KNOB<br>3-PRESET FINE TUNER<br>4-REMOTE CONTROL<br>5-LINE CIRCUIT BREAKER<br>6-WIDTH CONT. BY OWNER<br>7-REPAIRMAN<br>8-TIME SWITCH AUTO.<br>9-DOORS COVERING SCREEN<br>10-AUTO. DEGAUSSER | TUBE DEFLECTION (IN DEGREES) | LOCATION OF SPEAKERS (SEE KEY) | NUMBER AND SIZE OF SPEAKERS | OVER-ALL DIMENSIONS (H x W x D) IN INCHES | FACTORY WARRANTY |                     |                       | CABINETRY          |                  |                 | MANUFACTURER'S SUGGESTED RETAIL PRICE |
|---------------------------------|----------------------------|--------------|-----------------------------|-------------|--------------------------|--|------------------------------|--------------------------------|-----------------------------|---|------------------|---------------------|-----------------------|--------------------|------------------|-----------------|---------------------------------------|
|                                 |                            |              |                             |             |                          |  |                              |                                |                             |   | DAYS ON LABOR    | MONTHS ON ALL PARTS | YEARS ON PICTURE TUBE | MATERIAL (SEE KEY) | FINISH (SEE KEY) | STYLE (SEE KEY) |                                       |
| 23                              | 295                        | IRT763       | Marseille w/deluxe remote   | Console     | TE                       | 1, 2, 3, 4, 5, 7, 9, 10  | 90                           | F                              | 1-3, 1-5, 2-6x9             | 30 1/2 x 44 1/2 x 23 1/2                  | 90               | 12                  | 1                     | S, V               | C, ANT/W         | FP              | \$ 795.00                             |
|                                 |                            | 10T764       | Catalonia                   |             |                          | 1, 2, 3, 5, 7, 9, 10   |                              |                                |                             | 31 1/2 x 44 1/2 x 24 1/2                  |                  |                     |                       |                    | LP, DP           | S               | 695.00                                |
|                                 |                            | IRT765       | Catalonia w/deluxe remote   |             |                          | 1, 2, 3, 4, 5, 7, 9, 10  |                              |                                |                             | 31 1/2 x 44 1/2 x 24 1/2                  |                  |                     |                       |                    | LP, DP           | S               | 795.00                                |
|                                 |                            | 10T766       | Patrick Henry               |             |                          | 1, 2, 3, 5, 7, 9, 10   |                              |                                |                             | 30 1/2 x 44 x 24                          |                  |                     |                       |                    | C                | EA              | 695.00                                |
|                                 |                            | IRT767       | Patrick Henry†              |             |                          | 1, 2, 3, 4, 5, 7, 9, 10  |                              |                                |                             | 30 1/2 x 44 x 24                          |                  |                     |                       |                    | C                | EA              | 795.00                                |
|                                 |                            | 10T768       | Rhodes                      |             |                          | 1, 2, 3, 5, 7, 9, 10   |                              |                                |                             | 32 x 44 1/2 x 24 1/2                      |                  |                     |                       |                    | P                | A               | 695.00                                |
|                                 |                            | IRT769       | Rhodes w/deluxe remote      |             |                          | 1, 2, 3, 4, 5, 7, 9, 10  |                              |                                |                             | 32 x 44 1/2 x 24 1/2                      |                  |                     |                       |                    | P                | A               | 795.00                                |
| 20                              | 226                        | 10T779       | Montego                     | **          |                          | 1, 2, 3, 5, 7, 10  |                              | FS                             | 2-5, 2-8                    | 28 1/2 x 49 1/2 x 22 1/2                  |                  | 12*                 |                       |                    | NWA              | C               | 650.00                                |
| 23                              | 295                        | 10T780       | Shantung                    |             |                          | 1, 2, 3, 4, 5, 7, 9, 10  |                              |                                | 2-5, 2-10                   | 28 1/2 x 56 1/2 x 21                      |                  |                     |                       |                    |                  | D, C            | 750.00                                |
|                                 |                            | 10T781       | Murray-Hill                 |             |                          |  |                              |                                | 2-12, 2-Horn                | 29 1/2 x 58 1/2 x 21                      |                  |                     |                       |                    |                  | C               | 795.00                                |
|                                 |                            | 4-T593       | Whittier                    |             |                          |  |                              |                                |                             | 31 x 55 x 22 1/2                          |                  |                     |                       |                    | MP               | EA              | 795.00                                |
|                                 |                            | 4-T594       | Richelieu                   |             |                          | 1, 2, 3, 5, 7, 9, 10   |                              |                                |                             | 29 x 56 1/2 x 22 1/2                      |                  |                     |                       |                    | DC, ANT/W        | FP              | 795.00                                |
|                                 |                            | 10T596       | Jamestown                   |             |                          | 1, 2, 3, 5, 7, 10  |                              |                                |                             | 28 1/2 x 57 1/2 x 22 1/2                  |                  |                     |                       |                    | MP               | EA              | 895.00                                |
|                                 |                            | 10T782       | Cordoba                     |             |                          | 1, 2, 3, 5, 7, 10  |                              |                                |                             | 29 1/2 x 58 1/2 x 22 1/2                  |                  |                     |                       |                    | LP, DP           | S               | 895.00                                |
|                                 |                            | 1-T579       | Criterion                   |             |                          | 1, 2, 3, 5, 7, 9, 10   |                              |                                |                             | 29 1/2 x 57 1/2 x 24 1/2                  |                  |                     |                       |                    | NWA, E           | C               | 895.00                                |
|                                 |                            | 2-RT 590     | Ardsley (remote)            |             |                          | 1, 2, 3, 4, 5, 7, 9, 10  |                              |                                |                             | 29 1/2 x 57 1/2 x 24 1/2                  |                  |                     |                       |                    | NWA, E           | C               | 950.00                                |
|                                 |                            | 3-RT 591     | Fontana (remote)            |             |                          |  |                              |                                |                             | 29 x 58 1/2 x 24                          |                  |                     |                       |                    | DWA, P           | IP              | 950.00                                |
|                                 |                            | 1-RT 599     | Whitehall (remote)          |             |                          |  |                              |                                |                             | 29 x 58 1/2 x 24                          |                  |                     |                       |                    | MH               | 18 th Cent. T   | 950.00                                |
|                                 |                            | 2-RT 577     | Touraine (remote)           |             |                          |  |                              |                                | 2-15, 2-Horn                | 29 x 58 x 24 1/2                          |                  |                     |                       |                    | F, ANT/W         | FP              | 995.00                                |
|                                 |                            | IRT783       | Binghampton (remote)        |             |                          | 1, 2, 3, 4, 5, 7, 8, 9, 10   |                              |                                | 2-12, 2-Horn                | 29 1/2 x 68 x 24 1/2                      |                  |                     |                       |                    | NWA              | C               | 995.00                                |
|                                 |                            | IRT784       | San Remo (remote)           |             |                          |  |                              |                                | 2-12, 2-Horn                | 29 1/2 x 58 1/2 x 24 1/2                  |                  |                     |                       |                    | LP, DP           | S               | 995.00                                |
|                                 |                            | IRT785       | Sardinia (remote)           |             |                          |  |                              |                                | 2-15, 2-Horn                | 30 1/2 x 65 1/2 x 24 1/2                  |                  |                     |                       |                    | DWA              | IP              | 995.00                                |
|                                 |                            | IRT786       | Montgomery (remote)         |             |                          |  |                              |                                | 2-12, 2-Horn                | 29 1/2 x 58 1/2 x 24 1/2                  |                  |                     |                       |                    | PC, MA           | EA              | 995.00                                |
|                                 |                            | IRT790       | Thessaly (w/deluxe remote)  |             |                          |  |                              |                                | 2-15, 2-Horn                | 28 1/2 x 63 1/2 x 24 1/2                  |                  |                     |                       |                    | P, MH            | A               | 1,195.00                              |
|                                 |                            | IRT791       | Deauville (w/deluxe remote) |             |                          |  |                              |                                |                             | 29 1/2 x 62 1/2 x 24 1/2                  |                  |                     |                       |                    | C, ANT/W         | FP              | 1,195.00                              |
|                                 |                            | IRT792       | Francisco (w/deluxe remote) |             |                          |  |                              |                                |                             | 29 1/2 x 62 1/2 x 24 1/2                  |                  |                     |                       |                    | LP, DP           | S               | 1,195.00                              |
|                                 |                            |              | †w/deluxe remote            |             |                          |  |                              |                                |                             |   |                  |                     |                       |                    |                  |                 |                                       |
|                                 |                            |              | ** Color Stereo Theatre     |             |                          |  |                              |                                |                             |   |                  |                     |                       |                    |                  |                 |                                       |
|                                 |                            |              |                             |             |                          |  |                              |                                |                             |   |                  |                     |                       |                    |                  |                 | * 5-yr. warranty on solid state parts |

MOTOROLA - Motorola Consumer Products, Inc., 9401 W. Grand Ave., Franklin Park, Ill.

|    |     |           |                         |            |     |   |    |   |                        |                          |   |    |   |     |          |     |          |
|----|-----|-----------|-------------------------|------------|-----|---|----|---|------------------------|--------------------------|---|----|---|-----|----------|-----|----------|
| 20 | 227 | CT605CN   | Super Compact*          | Table      | T-H | 2, 3, 5, 6, 10                                | 90 | F | 1-4                    | 17 1/2 x 25 1/2 x 20     | 0 | 12 | 1 | PM  | MB       | TB  | 399.95   |
|    |     | CT606CN   |                         |            |     | 1, 2, 3, 4, 5, 6, 10                          |    |   |                        |                          |   |    |   | PM  | MB       |     | 419.95†  |
|    |     | CT607CW.M |                         |            |     | 1, 2, 3, 5, 6, 10                             |    |   |                        |                          |   |    |   | VM  | WA, MH   |     | 439.95   |
|    |     | CT608OW   |                         |            |     |   |    |   |                        |                          |   |    |   | V-S | WA       |     | Open     |
|    |     | CU622CW   | Super Compact**         | Consolette |     |   |    |   |                        | 29 x 29 x 20 1/2         |   |    |   |     | O-WA     | C   | 449.95   |
|    |     | CU610CW.M |                         |            |     |   |    |   |                        | 29 1/2 x 28 1/2 x 20 1/2 |   |    |   |     | O-WA, MH | C   | 469.95   |
|    |     | CU611CS   |                         |            |     |   |    |   |                        | 31 1/2 x 28 1/2 x 20 1/2 |   |    |   |     | MP       | EA  | 479.95   |
|    |     | CU612CM   |                         |            |     |   |    |   |                        | 29 1/2 x 28 1/2 x 20 1/2 |   |    |   |     | MH       | MED | 479.95   |
|    |     | CU613CF   |                         |            |     |   |    |   |                        | 29 1/2 x 28 1/2 x 20 1/2 |   |    |   |     | F        | FP  | 479.95   |
|    |     | CS615CW.M |                         |            |     |   |    |   |                        | 30 x 27 1/2 x 20 1/2     |   |    |   |     | O-WA, MH | CS  | 499.95   |
| 23 | 295 | CT801DN   | Super Compact*          | Table      |     | 2, 3, 5, 6, 10                                |    |   | 4x6                    | 19 1/2 x 28 1/2 x 21 1/2 |   |    |   | PM  | T        | TB  | 449.95   |
|    |     | CT802DN   |                         |            |     | 1, 2, 3, 4, 5, 6, 10                          |    |   |                        |                          |   |    |   | PM  | MB       |     | 469.95♦  |
|    |     | CT803DW   |                         |            |     | 1, 2, 3, 5, 6, 10                             |    |   |                        |                          |   |    |   | VM  | WA       |     | 489.95   |
|    |     | CU805DW   | Super Compact**         | Consolette |     |   |    |   | 3x5                    | 31 1/2 x 30 1/2 x 22     |   |    |   |     | WA       | C   | 499.95   |
|    |     | CU835DW.M |                         | Console    |     |   |    |   |                        | 29 1/2 x 32 1/2 x 22 1/2 |   |    |   |     | O-WA, MH | C   | 529.95   |
|    |     | CU836DS   |                         |            |     |   |    |   |                        | 31 1/2 x 32 1/2 x 22 1/2 |   |    |   |     | MP       | EA  | 549.95   |
|    |     | CU837DP   |                         |            |     |   |    |   |                        | 29 1/2 x 32 1/2 x 22 1/2 |   |    |   |     | P        | MED | 569.95   |
|    |     | CU838DC   |                         |            |     |   |    |   |                        | 29 1/2 x 32 1/2 x 22 1/2 |   |    |   |     | C        | FP  | 579.95   |
|    |     | CL882DW   | Deluxe Furniture Series |            |     |   |    |   | 5                      | 29 1/2 x 34 1/2 x 22 1/2 |   |    |   |     | O-WA     | C   | 589.95   |
|    |     | CL883DW   |                         |            |     |   |    |   |                        | 28 1/2 x 35 1/2 x 24 1/2 |   |    |   |     | O-WA     | C   | 599.95   |
|    |     | CL884DK   |                         |            |     |   |    |   |                        | 30 1/2 x 34 1/2 x 22 1/2 |   |    |   |     | O        | MED | 609.95   |
|    |     | CL885DK   |                         |            |     |   |    |   |                        | 30 1/2 x 34 1/2 x 22 1/2 |   |    |   |     | O        | EA  | 609.95   |
|    |     | CD886DW   | ***                     |            |     |   |    |   | 3x5                    | 29 1/2 x 32 x 22         |   |    |   |     | WA       | DC  | 619.95   |
|    |     | CD887DU   | ***                     |            |     |   |    |   |                        | 30 x 35 1/2 x 23 1/2     |   |    |   |     | P        | (1) | 639.95   |
|    |     | CD888DC   | ***                     |            |     |   |    |   |                        | 30 1/2 x 35 x 23 1/2     |   |    |   |     | MP       | (3) | 639.95   |
|    |     | WL850DW   | Solid State ‡           |            | T-▲ | 1, 2, 3, 5, 7, 10, (A), (C), (E)              |    |   | 6                      | 30 1/2 x 35 1/2 x 22 1/2 |   |    |   |     | O-WA     | C   | 599.95   |
|    |     | WL851DW   |                         |            |     |   |    |   |                        | 29 1/2 x 36 1/2 x 24 1/2 |   |    |   |     | O-WA     | D   | 639.95   |
|    |     | WL856DS   |                         |            |     |   |    |   |                        | 32 1/2 x 36 1/2 x 22 1/2 |   |    |   |     | MP       | EA  | 649.95   |
|    |     | WL853DK   |                         |            |     |   |    |   |                        | 31 x 35 1/2 x 22 1/2     |   |    |   |     | O        | MED | 669.95   |
|    |     | WL855DC   |                         |            |     |   |    |   |                        | 31 x 36 1/2 x 22 1/2     |   |    |   |     | C        | FP  | 679.95   |
|    |     | WD826DD   | Solid State ◆           |            |     | 1, 2, 3, 5, 7, 10, (A), (B), (C), (D), (E)    |    |   |                        | 30 1/2 x 35 1/2 x 22 1/2 |   |    |   |     | MH       | (5) | 700.00   |
|    |     | WD825DU   |                         |            |     |   |    |   |                        | 30 1/2 x 36 x 22 1/2     |   |    |   |     | P        | (2) | 725.00   |
|    |     | WD827DU   |                         |            |     |   |    |   |                        | 31 1/2 x 38 x 23 1/2     |   |    |   |     | DU       | (7) | 725.00   |
|    |     | WL813CW   | Solid State §           |            |     | 1, 2, 3, 5, 7, 10, (A), (B), (C), (D), (F)    |    |   |                        | 30 1/2 x 37 1/2 x 22 1/2 |   |    |   |     | O-WA     | D   | 675.00   |
|    |     | WL813CK   |                         |            |     |   |    |   |                        | 31 x 37 1/2 x 22 1/2     |   |    |   |     | O        | MED | 695.00   |
|    |     | WL816CS   |                         |            |     |   |    |   |                        | 32 1/2 x 37 1/2 x 22 1/2 |   |    |   |     | MP       | EA  | 725.00   |
|    |     | WL817CC   |                         |            |     |   |    |   |                        | 30 1/2 x 37 1/2 x 22 1/2 |   |    |   |     | C        | FP  | 725.00   |
|    |     | WD831DU   | Solid State***          |            |     | 1, 2, 3, 5, 7, 9, 10, (A), (B), (C), (D), (F) |    |   |                        | 30 1/2 x 45 1/2 x 25 1/2 |   |    |   |     | P        | (2) | 875.00   |
|    |     | WD832DW   |                         |            |     |   |    |   |                        | 30 1/2 x 46 1/2 x 25 1/2 |   |    |   |     | WA       | (4) | 875.00   |
|    |     | WD833DU   |                         |            |     |   |    |   |                        | 30 1/2 x 44 1/2 x 24 1/2 |   |    |   |     | P        | (6) | 875.00   |
|    |     | WD834DU   |                         |            |     |   |    |   |                        | 30 x 43 1/2 x 24 1/2     |   |    |   |     | DU       | (7) | 875.00   |
| 22 | 270 | LK728CW   | Leader Series           | Combo      | T-E | 1, 2, 3, 5, 6, 10                             |    |   | 4-5 1/2, 2-10, 2-3 1/2 | 28 x 62 x 21 1/2         |   |    |   |     | WA       | C   | 699.95   |
| 22 | 270 | LK729CS   | Leader Series           |            | T-E | 1, 2, 3, 5, 6, 10                             |    |   | 4-5 1/2, 2-10, 2-3 1/2 | 31 1/2 x 64 x 22         |   |    |   |     | MP       | EA  | 725.00   |
| 23 | 295 | MK840DW   | Solid State ‡           |            | T-▲ | 1, 2, 3, 5, 7, 10, (A), (C), (E)              |    |   | 1-6, 2-10              | 29 1/2 x 66 1/2 x 22 1/2 |   |    |   |     | WA       | C   | 975.00   |
|    |     | MK841DK   | Solid State ‡           |            |     | 1, 2, 3, 5, 7, 10, (A), (C), (E)              |    |   | 2-5 1/2, 2-Horns       | 31 1/2 x 68 1/2 x 23 1/2 |   |    |   |     | O        | MED | 995.00   |
|    |     | MK843DW   | Solid State §           |            |     | 1, 2, 3, 5, 7, 9, 10, (A), (B), (C), (D), (F) |    |   | 1-6, 2-12              | 30 1/2 x 68 1/2 x 24 1/2 |   |    |   |     | WA       | C   | 1,150.00 |
|    |     | MK844DK   |                         |            |     |   |    |   | 2-5 1/2, 2-Horns       | 30 1/2 x 70 1/2 x 24 1/2 |   |    |   |     | O        | S   | 1,195.00 |
|    |     | MK845DK   |                         |            |     |   |    |   | Same                   | 30 1/2 x 70 1/2 x 24 1/2 |   |    |   |     | O        | FP  | 1,195.00 |

\* Table Model Series \*\* Console Model Series \*\*\* Deluxe Drexel Furniture Series ‡ Furniture Series ◆ Drexel Furniture Series § Deluxe Furniture Series † R-\$519.95 ♦ R-\$569.95 (A) Visi-trak Tuning System; (B) Visi-lock Solid State Electronic Picture Lock; (C) Instant Sound; (D) UHF Pushbutton Tuning; (E) Modular Panel Design Chassis; (F) Slide-out Modular Panel Design Chassis. (1) Cordillera (2) Esperanto (3) American Review (4) Di Moda (5) Truine (6) Guildhall (7) French Country

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|    |     |                |  |            |     |             |    |   |                |   |    |    |   |    |            |          |   |
|----|-----|----------------|--|------------|-----|-------------|----|---|----------------|---|----|----|---|----|------------|----------|---|
|    | 267 | 1210           |  | Table      | T&H | 1, 3, 5     | 70 | S | 4              | 23x30 $\frac{1}{2}$ x26 $\frac{1}{2}$                   | 90 | 12 | 1 |    | E          |          | C |
|    |     | 1211           |  | Table      |     | 1, 3, 5     |    |   | 4              | 23x30 $\frac{1}{2}$ x26 $\frac{1}{2}$                   |    |    |   |    | WA         |          |   |
|    |     | 1450W, EA      |  | Consolette |     | 1, 3, 5, 10 |    |   | 6              | 32 $\frac{1}{2}$ x32 $\frac{1}{2}$ x26 $\frac{1}{2}$    |    |    |   | V  | WA, MP     |          |   |
|    |     | 1413M, W       |  | Consolette |     |             |    |   | 4              | 30x32 $\frac{1}{2}$ x26 $\frac{1}{2}$                   |    |    |   |    | MH, WA     |          |   |
|    |     | 2450IP, EA, FP |  | Consolette |     |             | 90 | F | 1-6            | 31x33x21 $\frac{1}{2}$                                  |    |    |   |    | WA, F, C   | P, EA, P |   |
| 22 | 270 | 3322M, W       |  | Consolette |     | 3, 5, 10    |    |   | 5              | 31 $\frac{1}{2}$ x32 $\frac{1}{2}$ x23 $\frac{1}{2}$    |    |    |   |    | MH, WA     | C        |   |
| 22 | 270 | 3418EA, FP, IP |  | Consolette |     | 3, 5, 10    |    |   | 6              | 30 $\frac{1}{2}$ x32 $\frac{1}{2}$ x23 $\frac{1}{2}$ *  |    |    |   |    | MP, F, WA  | EA, P    |   |
| 23 | 295 | 5210           |  | Table      |     | 3, 5        |    |   | 4              | 23x30 $\frac{1}{2}$ x25 $\frac{1}{2}$                   |    |    |   |    | E          | C        |   |
|    |     | 5450M, W       |  | Consolette |     | 3, 5, 10    |    |   | 1-5            | 32 $\frac{1}{2}$ x33 $\frac{1}{2}$ x23                  |    |    |   | V  | MH, WA     | M        |   |
|    |     | 5451FP, IP, EA |  | Consolette |     |             |    |   | 2-5            | 30x41x23 $\frac{1}{2}$ †                                |    |    |   |    | F, WA, C   | P, C, EA |   |
|    |     | 5452           |  | Consolette |     |             |    |   |                | 40x39 $\frac{1}{2}$ x23 $\frac{1}{2}$                   |    |    |   |    | MH         | M        |   |
|    |     | 5453           |  |            |     |             |    |   |                | 27 $\frac{1}{2}$ x41x23 $\frac{1}{2}$                   |    |    |   |    | D          | S        |   |
| 20 | 267 | 1510M          |  | Combo      |     | 1, 3, 5, 10 | 70 | S |                | 30 $\frac{1}{2}$ x46x26 $\frac{1}{2}$                   |    |    |   |    | E          | C        |   |
|    |     | 1511M, W       |  |            |     |             |    |   |                | 30 $\frac{1}{2}$ x46x26 $\frac{1}{2}$                   |    |    |   |    | MH, WA     |          |   |
|    |     | 1517M, W, EA   |  |            |     |             |    |   |                | 30 $\frac{1}{2}$ x70x26 $\frac{1}{2}$                   |    |    |   | HB | MH, WA, MP |          |   |
| 22 | 270 | 3551M, W       |  |            |     | 3, 5, 10    | 90 | F | 2-3, 2-8       | 30 $\frac{1}{2}$ x47x23 $\frac{1}{2}$                   |    |    |   |    | WA         |          |   |
|    |     | 3552M, W       |  |            |     |             |    |   | 2-5            | 30 $\frac{1}{2}$ x47x23 $\frac{1}{2}$                   |    |    |   |    | WA, MH     |          |   |
|    |     | 3550IP, FP, EA |  |            |     |             |    |   | 2-3, 2-8       | 30 $\frac{1}{2}$ x47 $\frac{1}{2}$ x22 $\frac{1}{2}$ ** |    |    |   | V  | WA, F, MP  | P, EA    |   |
| 23 | 295 | 5550W, EA, FP  |  |            |     |             |    |   | 2-3, 2-6, 2-10 | 32x61 $\frac{1}{2}$ x25 $\frac{1}{2}$ ***               |    |    |   | V  | WA, C, F   | C, EA, P |   |
|    |     |                |  |            |     |             |    |   |                | * EA-H-32 $\frac{1}{2}$                                 |    |    |   |    |            |          |   |
|    |     |                |  |            |     |             |    |   |                | † EA-H-31 $\frac{1}{2}$                                 |    |    |   |    |            |          |   |
|    |     |                |  |            |     |             |    |   |                | ** EA-H-32 $\frac{1}{2}$                                |    |    |   |    |            |          |   |
|    |     |                |  |            |     |             |    |   |                | *** EA-H-33 $\frac{1}{2}$                               |    |    |   |    |            |          |   |



MANUFACTURERS' SPECIFICATIONS FOR
1968 COLOR TV

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER CHASSIS WIRING: T-transformer or S-series, E-etched or H-hand wired. UNDER LOCATION OF SPEAKERS: R-remote, F-front, S-side, W-wing, B-back, X-base. UNDER WOOD: HB-hardboard, V-veneer, S-solid, M-metal, PM-painted metal, VM-vinyl metal, PL-plastic. UNDER FINISH: N-natural, B-blond, D-with distress marks, W-white, E-ebony, O-oiled, OK-oak, F-fruitwood, MH-mahogany, MP-maple, WA-walnut, C-cherry, ANT/W-antique white, SW/WA-swedish walnut, CBMA-custom brown mahogany antique, CRA-custom fruitwood, P-pecan, VY-vinyl, FN-fawn, POLY-polystyrene, BR-brown, IV-ivory, TK-teak, EN-enamel, G-grained, MB-metallic brown, T-tan, DU-deep umber, PI-pine, LP-light pecan, DP-dark pecan, PC-planked cherry. UNDER STYLE: M-Modern, D-Danish, C-contemporary, EA-Early American, O-Oriental, P-provincial, T-traditional, S-Spanish, R-renaissance, MED-Mediterranean, I-Italian, F-French, AG-avant-garde, CL-colonial, CF-country French, TB-table, CS-contemporary swivel, DC-declaration, A-Algean.

Table with 18 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (SQ. IN.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY), MANUFACTURER'S SUGGESTED RETAIL PRICE.

PACKARD BELL — Packard Bell Electronics Corp., 12333 West Olympic Blvd., Los Angeles, Calif.

Table with 18 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (SQ. IN.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY), MANUFACTURER'S SUGGESTED RETAIL PRICE.

PANASONIC — Matsushita Elec. Corp. of America, 200 Park Ave., New York, N.Y.

Table with 18 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (SQ. IN.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY), MANUFACTURER'S SUGGESTED RETAIL PRICE.

PHILCO-FORD — Philco-Ford Corp., Tioga and C Sts., Philadelphia, Pa.

Table with 18 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (SQ. IN.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY), MANUFACTURER'S SUGGESTED RETAIL PRICE.

\* COLOR TV WARRANTY: Philco-Ford warrants to original U.S. purchaser for one year after purchase, free exchange or at Philco-Ford's option repair (excluding transportation, service and labor charges) of any part or tube defective in material or workmanship and returned through Philco-Ford's dealer-distributor organization.

RCA VICTOR — RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind.

Table with 18 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (SQ. IN.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY), MANUFACTURER'S SUGGESTED RETAIL PRICE.



MANUFACTURERS' SPECIFICATIONS FOR
1968 COLOR TV

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER CHASSIS WIRING: T-transformer or S-series, E-etched or H-hand wired. UNDER LOCATION OF SPEAKERS: R-remote, F-front, S-side, W-wing, B-back, X-base. UNDER WOOD: HB-hardboard, V-veneer, S-solid, M-metal, PM-painted metal, VM-vinyl metal, PL-plastic. UNDER FINISH: N-natural, B-blond, D-with distress marks, W-white, E-ebony, O-oiled, OK-oak, F-fruitwood, MH-mahogany, MP-maple, WA-walnut, C-cherry, ANT/W-antique white, SW/WA-swedish walnut, CBMA-custom brown mahogany antique, CRA-custom fruitwood, P-pecan, VY-vinyl, FN-fawn, POLY-polystyrene, BR-brown, IV-ivory, TK-teak, EN-enamel, G-grained, MB-metallic brown, T-tan, DU-deep umber, PI-pine, LP-light pecan, DP-dark pecan, PC-planked cherry. UNDER STYLE: M-Modern, D-Danish, C-contemporary, EA-Early American, O-Oriental, P-provincial, T-traditional, S-Spanish, R-renaissance, MED-Mediterranean, I-Italian, F-French, AG-avant-garde, CL-colonial, CF-country French, TB-table, CS-contemporary swivel, DC-declaration, A-Algean.

| SCREEN SIZE<br>(VIEWABLE DIAGONAL)   | SCREEN SIZE AREA (SQ. IN.) | MODEL NUMBER | MODEL OR<br>SERIES NAME | TYPE OF SET | CHASSIS WIRING<br>(SEE KEY) | OTHER FEATURES:<br>1-ILLUM. CHAN. INDIC.<br>2-RETRACT. ANTENNA<br>3-PRESET FINE TUNER<br>4-REMOTE CONTROL<br>5-LINE CIRCUIT BREAKER<br>6-WIDTH CONT. BY OWNER<br>7-WIDTH CONT. BY<br>REPAIRMAN<br>8-TIME SWITCH AUTO.<br>9-SHUT-OFF<br>9-DOORS COVERING<br>SCREEN<br>10-AUTO. DEGAUSSER | TUBE DEFLECTION<br>(IN DEGREES) | LOCATION OF SPEAKERS<br>(SEE KEY) | NUMBER AND SIZE<br>OF SPEAKERS | OVER-ALL<br>DIMENSIONS<br>(H x W x D)<br>IN INCHES | FACTORY WARRANTY |                        |                          | CABINETRY             |                      |                    | MANUFACTURER'S<br>SUGGESTED<br>RETAIL PRICE |
|--|----------------------------|--------------|-------------------------|-------------|-----------------------------|---|---------------------------------|-----------------------------------|--------------------------------|--|------------------|------------------------|--------------------------|-----------------------|----------------------|--------------------|---|
|  |                            |              |                         |             |                             |   |                                 |                                   |                                |  | DAYS ON LABOR    | MONTHS ON<br>ALL PARTS | YEARS ON<br>PICTURE TUBE | MATERIAL<br>(SEE KEY) | FINISH<br>(SEE KEY)  | STYLE<br>(SEE KEY) |   |
| 20   | 227                        | GJ-621       | Borglund                | Console     | T & E                       | 1,2,3,5, & 10   | 90                              | F                                 | 4 DC                           | 28½x33½x22   |                  | 12                     | 1                        | V S                   | WA                   | D                  | \$ 499.95                                   |
|  |                            | GJ-627       | Taunton                 |             |                             | 1,2,3,4,5, & 10   |                                 |                                   |                                | 31½x31½x21½  |                  |                        |                          |                       | MP                   | EA                 | 499.95                                      |
|  |                            | GJ-631       | Orsini                  |             |                             | 1,2,3,5, & 10   |                                 |                                   |                                | 28½x31½x21½  |                  |                        |                          |                       | ANT/WA, ANT/F        | IT.P.              | 499.95                                      |
|  |                            | GJ-635       | Moselle                 |             |                             |   |                                 |                                   |                                | 29x31½x21½   |                  |                        |                          |                       | ANT/WA, ANT/F        | FP                 | 499.95                                      |
| 23   | 295                        | GJ-693       | Sanford                 |             |                             |   |                                 |                                   |                                | 21½x28½x22½  |                  |                        |                          | M                     | MH, WA               | C                  | Open  |
|  |                            | GJ-697       | Hillcrest               |             |                             | 1,2,3,4,5, & 10   |                                 |                                   | 4x6 DC                         | 29½x33½x22½  |                  |                        |                          | V S                   |                      |                    | 549.95                                      |
|  |                            | GJ-701       | Arliiss                 |             |                             | 1,2,3,5, & 10   |                                 |                                   |                                | 32½x30½x22½  |                  |                        |                          |                       |                      |                    | 599.95                                      |
|  |                            | GJ-705       | Tyborg                  |             |                             | 1,2,3,4,5, & 10   |                                 |                                   |                                | 29½x33½x23½  |                  |                        |                          |                       | WA                   | D                  | 629.95                                      |
|  |                            | GJ-709       | Bradfield               |             |                             |   |                                 |                                   |                                | 31½x33½x22½  |                  |                        |                          |                       | MP                   | EA                 | 629.95                                      |
|  |                            | GJ-713       | Modena                  |             |                             |   |                                 |                                   |                                | 29½x33½x22½  |                  |                        |                          |                       | ANT/WA, ANT/F        | IT.P.              | 629.95                                      |
|  |                            | GJ-717       | Dubois                  |             |                             |   |                                 |                                   |                                | 29x33½x23  |                  |                        |                          |                       | ANT/WA, ANT/F        | FP                 | 629.95                                      |
|  |                            | GJ-719       | Pamaro                  |             |                             | 1,2,3,5, & 10   |                                 |                                   |                                | 28½x34½x23   |                  |                        |                          |                       | P                    | S                  | 629.95                                      |
|  |                            | GJ-721       | Covington               |             |                             |   |                                 |                                   |                                | 29x37½x22½   |                  |                        |                          |                       | MH, WA               | C                  | Open  |
|  |                            | GJ-729       | Aldrich                 |             |                             |   |                                 |                                   |                                | 30x32½x22½   |                  |                        |                          |                       |                      |                    | 650.00                                      |
|  |                            | GJ-733       | Discoll                 |             |                             |   |                                 |                                   | 2-4x6 DC                       | 28½x40x22½   |                  |                        |                          |                       |                      |                    | 675.00                                      |
|  |                            | GJ-737       | Chatford                |             |                             |   |                                 |                                   |                                | 32x34½x23  |                  |                        |                          |                       | MH, WA, P            | T                  | 675.00                                      |
|  |                            | GJ-741       | Tonsberg                |             |                             | 1,2,3,4,5, & 10   |                                 |                                   |                                | 30x42x22½  |                  |                        |                          |                       | WA                   | D                  | 699.95                                      |
|  |                            | GJ-745       | Hancock                 |             |                             | 1,2,3,4,5, & 10   |                                 |                                   |                                | 31½x40½x22½  |                  |                        |                          |                       | PI, MP               | EA                 | 699.95                                      |
|  |                            | GJ-749       | Dumas                   |             |                             | 1,2,3,5, & 10   |                                 |                                   |                                | 29½x40x22½   |                  |                        |                          |                       | Ant/Wa, Ant/F, Ant/W | FP                 | 699.95                                      |
|  |                            | GJ-753       | Linares                 |             |                             | 1,2,3,4,5, & 10   |                                 |                                   |                                | 27½x41½x22½  |                  |                        |                          |                       | P                    | S                  | 699.95                                      |
|  |                            | GJ-755       | Hathaway                |             |                             | 1,2,3,5, & 10   |                                 |                                   | 2-5x7 DC                       | 29½x48x23½   |                  |                        |                          |                       | MH, WA               | C                  | 750.00                                      |
|  |                            | GJ-762       | Engberg                 |             |                             | 1,2,3,4,5, & 10   |                                 |                                   | 2-6x9 DC                       | 29½x48½x23½  |                  |                        |                          |                       | WA                   | D                  | 775.00                                      |
|  |                            | GJ-763       | Abington                |             |                             | 1,2,3,4,5, & 10   |                                 |                                   |                                | 29½x48½x22½  |                  |                        |                          |                       | PI, MP               | EA                 | 775.00                                      |
|  |                            | GJ-765       | Torino                  |             |                             | 1,2,3,5, & 10   |                                 |                                   |                                | 30½x50½x23½  |                  |                        |                          |                       | ANT/WA               | IT.P.              | 775.00                                      |
|  |                            | GJ-767       | Barbizon                |             |                             | 1,2,3,4,5, & 10   |                                 |                                   |                                | 29½x48½x22½  |                  |                        |                          |                       | Ant/Wa, Ant/F, Ant/W | FP                 | 775.00                                      |
|  |                            | GJ-769       | Ortega                  |             |                             | 1,2,3,4,5, & 10   |                                 |                                   |                                | 28x51½x23½   |                  |                        |                          |                       | P                    | S                  | 775.00                                      |
|  |                            | GJ-771       | Mandalay                |             |                             | 1,2,3,4,5,9, & 10   |                                 |                                   | 2-5x7 DC                       | 29½x47½x24½  |                  |                        |                          |                       | WA, E                | D, O               | 795.00                                      |
|  |                            | GJ-773       | Burgoyne                |             |                             |   |                                 |                                   |                                | 29½x45½x25½  |                  |                        |                          |                       | PI, MP               | EA                 | 795.00                                      |
|  |                            | GJ-775       | Bergerac                |             |                             |   |                                 |                                   |                                | 29½x46½x25   |                  |                        |                          |                       | Ant/Wa, Ant/F, Ant/W | FP                 | 795.00                                      |
|  |                            | GJ-777       | Amoy                    |             |                             |   |                                 |                                   |                                | 30½x48½x25½  |                  |                        |                          |                       | E                    | O                  | 795.00                                      |
|  |                            | GJ-779       | Walpole                 |             |                             |   |                                 |                                   | 2-6x9 DC                       | 42½x34½x25½  |                  |                        |                          |                       | MP                   | EA                 | 850.00                                      |
|  |                            | GJ-783       | Brierhurst              |             |                             |   |                                 |                                   | 2-6x9 DC                       | 44x35½x25½   |                  |                        |                          |                       | P                    | S                  | 850.00                                      |
|  |                            | HJ-833       | Hillsborough            | Combo       |                             | 1,2,3,5, & 10   |                                 |                                   | 2-6x9, 4-3½                    | 29½x59½x22½  |                  |                        |                          |                       | MH, WA               | C                  | 799.95                                      |
|  |                            | HJ-837       | Erickson                |             |                             | 1,2,3,4,5, & 10   |                                 |                                   | 2-8x12, 4-3½                   | 29½x63½x22½  |                  |                        |                          |                       | WA                   | D                  | 899.95                                      |
|  |                            | HJ-839       | Cumberland              |             |                             | 1,2,3,5, & 10   |                                 |                                   | 2-8x12, 4-3½                   | 28½x62½x22½  |                  |                        |                          |                       | MP                   | EA                 | 899.95                                      |
|  |                            | HJ-843       | Karlstad                |             |                             |   |                                 |                                   | 2 ea.9x15,5x7,3½               | 29½x67½x23½  |                  |                        |                          |                       | WA                   | D                  | 995.00                                      |
|  |                            | HJ-845       | Gloucester              |             |                             |   |                                 |                                   |                                | 27½x65½x23½  |                  |                        |                          |                       | PI, MP               | EA                 | 995.00                                      |
|  |                            | HJ-847       | Marandino               |             |                             |   |                                 |                                   |                                | 27½x63½x22½  |                  |                        |                          |                       | P                    | S                  | 995.00                                      |
|  |                            | HJ-851       | Abbeville               |             |                             |   |                                 |                                   |                                | 29½x62½x22½  |                  |                        |                          |                       | ANT/F                | FP                 | 995.00                                      |
|  |                            | HJ-855       | Tarrytown               |             |                             | 1,2,3,4,5,9, & 10   |                                 |                                   | *                              | 28x63½x24½   |                  |                        |                          |                       | PI, MP               | EA                 | 1,095.00                                    |
|  |                            | HJ-857       | Cherbourg               |             |                             |   |                                 |                                   |                                | 29½x63½x24½  |                  |                        |                          |                       | ANT/W, ANT/F         | FP                 | 1,095.00                                    |
|  |                            | HJ-861       | Sabatini                |             |                             |   |                                 |                                   |                                | 30x64x25½  |                  |                        |                          |                       | ANT/F, ANT/WA        | IT.P.              | 1,095.00                                    |
|  |                            | HJ-865       | Royal Dane              |             |                             |   |                                 |                                   |                                | 29½x72½x25   |                  |                        |                          |                       | WA                   | D                  | 1,295.00                                    |
|  |                            | HJ-867       | Sanlucar                |             |                             |   |                                 |                                   |                                | 28½x66½x25½  |                  |                        |                          |                       | P                    | S                  | 1,295.00                                    |
|  |                            | HJ-871       | Chesteron               |             |                             |   |                                 |                                   | **                             | 44x55x23½  |                  |                        |                          |                       | P                    | T                  | 1,295.00                                    |
|  |                            | HJ-873       | Colonial Hutch          |             |                             |   |                                 |                                   | ***                            | 73½x36½x24½  |                  |                        |                          |                       | PI, MP               | EA                 | 1,600.00                                    |
| * 2-9x15, 2-Horns, 2-3½      **TV-1-6x9, RV-2-6½, 4-3½      *** 2-15, 2-Horns, 2-5x7, 2-3½ |                            |              |                         |             |                             |   |                                 |                                   |                                |  |                  |                        |                          |                       |                      |                    |   |

SHARP — Sharp Electronics Corp., 178 Commerce Rd., Carlstadt, N. J.

|    |     |        |  |          |       |        |    |   |           |             |  |    |   |    |    |   |        |
|----|-----|--------|--|----------|-------|--------|----|---|-----------|-------------|--|----|---|----|----|---|--------|
| 18 | 176 | CN-32T |  | Table    | T & H | 3,5,10 | 90 | F | 1-4½x2x2½ | 18½x24½x18½ |  | 12 | 1 |    | WA | C | 349.00 |
| 18 | 176 | CN-1Q  |  | Console  | T & H | 5,10   |    |   | 1-6½      | 28½x35x17½  |  |    |   | HB |    |   | 349.00 |
| 14 | 102 | CJ-45P |  | Portable | S & E | 3,5,10 |    |   | 1-4½x2x2½ | 14½x20½x16½ |  |    |   |    |    |   | 299.00 |

SYLVANIA — Sylvania Electric Products Inc., 730 Third Ave., New York, N. Y.

|   |     |       |                     |          |      |                        |    |   |              |                    |    |    |   |      |      |      |          |
|---|-----|-------|---------------------|----------|------|------------------------|----|---|--------------|--------------------|----|----|---|------|------|------|----------|
| 18  | 180 | CD8   | Roll-about portable | Portable | S, E | 1,3,5,6,8 (opt.), 10   | 90 | F | 1-4-diameter | 17½x24x19          | 90 | 12 | 1 | M    | Grey | C    | 329.95   |
| 20  | 227 | CE21  | Dynamic America     | Table    | T, E | 1,2,3,5,6,8 (opt.), 10 |    |   | 1-6-oval     | 18½x26x20          |    |    |   | VM   | Clad | C    | 419.95   |
| 23  | 295 | CF12  | Deluxe              | Table    |      | 1,2,3,5,6,10           |    |   | 1-7-oval     | 30½(w/legs)31½x18½ |    |    |   | M    | E    | C    | 449.95   |
|   |     | CF231 | Custom Deluxe       | Console  |      | 1,2,3,4 (opt.),5,6,10  |    |   | 2-6          | 30½x49x19½         |    |    |   | V, S | M P  | E, A | 749.95   |
|   |     | CF240 | Academy Royale      | Console  |      | 1,2,3,4,5,6,9,10       |    |   | 1-9-oval     | *                  |    |    |   | V, S | C    | **   | 1,200.00 |
| * Cabinet top; 50½x35½x16; Console base; 30½x38½x23½      ** FR.P. breakfront |     |       |                     |          |      |                        |    |   |              |                    |    |    |   |      |      |      |          |

SYMPHONIC — Symphonic Radio & Electronic Corp., 470 Park Avenue South, New York, N. Y.

|    |     |         |  |       |       |          |    |   |     |          |    |   |   |   |    |   |        |
|----|-----|---------|--|-------|-------|----------|----|---|-----|----------|----|---|---|---|----|---|--------|
| 18 | 176 | TCT-195 |  | Table | T & E | 3,5,7,10 | 90 | F | 6x4 | 17x20x24 | 90 | 3 | 1 | V | WA | C | 389.95 |
|----|-----|---------|--|-------|-------|----------|----|---|-----|----------|----|---|---|---|----|---|--------|

TELEFUNKEN — Telefunken Sales Corp., South St., Roosevelt Field, Garden City, L. I., N. Y.

|                |     |        |            |         |       |                 |     |   |       |            |    |    |   |   |      |    |  |
|----------------|-----|--------|------------|---------|-------|-----------------|-----|---|-------|------------|----|----|---|---|------|----|--|
| 25             | 295 | 50P612 | Madison    | Console | T. E. | 1,3,5,7,10(A)   | 110 | F | 1-5X7 | 32x42½x18  | 90 | 12 | 1 | V | WA   | M  |  |
|                |     | 50P622 | Sturbridge |         |       |                 |     |   |       | 29½x42½x18 |    |    |   |   | D-MP | EA |  |
|                |     | 50P632 | Seville    |         |       |                 |     |   |       | 30½x42½x18 |    |    |   |   | P    | S  |  |
|                |     | 50P642 | Madrid     |         |       | 1,3,5,7,9,10(A) |     |   |       | 31x48x20   |    |    |   |   | P    | S  |  |
| (A) Instant on |     |        |            |         |       |                 |     |   |       |            |    |    |   |   |      |    |  |

TOSHIBA — Toshiba America, Inc., 530 Fifth Ave., New York, N. Y.

|    |     |        |       |          |       |            |    |   |     |            |    |    |   |    |  |   |  |
|----|-----|--------|-------|----------|-------|------------|----|---|-----|------------|----|----|---|----|--|---|--|
| 15 | 117 | CIG    | Vegas | Portable | T. E. | 1,3,5,6,10 | 90 | F | 5x3 | 15½x23½x9½ | 90 | 12 | 1 |    |  |   |  |
| 15 | 117 | CIS    | Vegas | Portable |       | 1,3,5,6,10 |    |   |     | 15½x23½x9½ |    |    |   |    |  |   |  |
| 18 | 171 | 719C-I |       | Console  |       | 1,2,5,6,10 |    |   |     | 27½x32½x20 |    |    |   | HB |  | M |  |



## SPECIFICATIONS

# What Sears is showing in color tv

An important part of appliance-tv retail salesmanship hinges on knowing what the competition down the street has to offer, and at what price, so that you can sell against him. With respect to this, the name that crops up most often in dealer conversations is Sears, Roebuck.

To help you compete more effectively, Merchandising Week has compiled as many specifications as possible for the Sears color television models in the giant

chain's line. The prices are those listed in the catalog, and, as all on-top retailers know, the individual Sears stores around the country sometimes charge higher, or even lower, than the prices quoted here.

Sears pricing, as usual, is sharp. For example: the leader 18-inch color set, a table model, lists for \$289.95; the 23-inch color leader sells for \$389.95; and the 15-inch portable is \$289.95.

**Model number: 57G8182N**

**Model name: Colonial**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner, automatic degausser. Spkr. location: front; 2 spkrs.; over-all dimensions: 29½x39x22; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: walnut; style: Early American. Sear's price: \$549.95.

**Model number: 57G8183N**

**Model name: French Provincial**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner, automatic degausser. Spkr. location: front; 2 spkrs.; over-all dimensions: 29½x40x22; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: cherry; style: Provincial. Sear's price: \$559.95.

**Model number: 57G8180N**

**Model name: Mediterranean**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner, automatic degausser. Spkr. location: front; 2 spkrs.; over-all dimensions: 29½x39x22; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: elm; style: Provincial. Sear's price: \$559.95.

**Model number: 57G8181N**

**Model name: Contemporary**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner, automatic degausser. Spkr. location: front; 2 spkrs.; over-all dimensions: 29½x40x22; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: walnut; style: Contemporary. Sear's price: \$549.95.

**Model number: 57G8178N**

**Model name: Contemporary**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: separate tone knob, automatic degausser. Spkr. location: front; one 4-inch spkr.; over-all dimensions: 31x32x22; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: hardboard; finish: walnut; style: Contemporary. Sear's price: \$509.95.

**Model number: 57G8179N**

**Model name: Colonial**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: separate tone knob, automatic degausser. Spkr. location: front; one 4-inch spkr.; over-all dimensions: 31x33x22; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: hardboard; finish: maple; style: Early American. Sear's price: \$509.95.

**Model number: 57G8176N**

**Model name: Contemporary**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: separate tone knob, automatic degausser. Spkr. location: front; one 4-inch spkr.; over-all dimensions: 29½x33x22; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: walnut; style: Contemporary. Sear's price: \$479.95.

**Model number: 57G8177N**

**Model name: Colonial**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: separate tone knob, automatic degausser. Spkr. location: front; one 4-inch spkr.; over-all dimensions: 29½x33x22; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: maple; style: Early American. Sear's price: \$479.95.

**Model number: 57G8163N**

**Model name: None**

Viewable diag.: 18 inches; viewable area: 170 sq. in.; type: table; features: separate tone knob. Spkr. location: front; 1 spkr.; over-all dimensions: 18½x26x19½; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Cabinetry: metal; finish: brown. Sear's price: \$289.95.

**Model number: 57G8172N**

**Model name: None**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: table; features: separate tone knob. Spkr. location: front; 1 spkr.; over-all dimensions: 23x30x21; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Cabinetry: metal; finish: black. Sear's price: \$389.95.

**Model number: 57G8173N**

**Model name: None**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: separate tone knob. Spkr. location: front; 1 spkr.; over-all dimensions: 30x30x21; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Cabinetry: metal; finish: wood. Sear's price: \$419.95.

**Model number: 57G8166N**

**Model name: None**

Viewable diag.: 18 inches; viewable area: 170 sq. in.; type: portable; features: separate tone knob, automatic degausser. Spkr. location: front; one 3x5 spkr.; over-all dimensions: 19½x24½x19½; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Cabinetry: plastic; finish: walnut. Sear's price: \$329.95.

**Model number: 57G7160N**

**Model name: None**

Viewable diag.: 15 inches; viewable area: 117 sq. in.; type: portable; features: separate tone knob. Spkr. location: front; 1 spkr.; over-all dimensions: 16½x23x16½; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Cabinetry: plastic; finish: walnut. Sear's price: \$289.95.

**Model number: 57G8193N**

**Model name: Country IV**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner, doors covering screen, automatic degausser. Spkr. location: front; 2 spkrs.; over-all dimensions: 29x38x20; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: pecan; style: Traditional. Sear's price: \$679.95.

**Model number: 57G8192N**

**Model name: Colonial**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner, doors covering screen, automatic degausser. Spkr. location: front; 2 spkrs.; over-all dimensions: 30x37x20; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: maple; style: Early American. Sear's price: \$649.95.

**Model number: 57G8189N**

**Model name: Mediterranean**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner, doors covering screen, automatic degausser. Spkr. location: front; 2 spkrs.; over-all dimensions: 29½x45x20; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: walnut; style: Traditional. Sear's price: \$679.95.

**Model number: 57G8186N**

**Model name: Mediterranean**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner. Spkr. location: front; 2 spkrs.; over-all dimensions: 29½x45x18; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: elm; style: Traditional. Sear's price: \$619.95.

**Model number: 57G8185N**

**Model name: Colonial**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; type: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner. Spkr. location: front; 2 spkrs.; over-all dimensions: 30x44x18; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: maple; style: Early American. Sear's price: \$599.95.

**Model number: 57G8184N**

**Model name: Contemporary**

Viewable diag.: 23 inches; viewable area: 295 sq. in.; style: console; features: illuminated channel indicator, separate tone knob, pre-set fine tuner. Spkr. location: front; 2 spkrs.; over-all dimensions: 30x45x18; 90 days on labor; 12 months on all parts; 1 yr. on picture tube. Wood: veneer; finish: walnut; style: Contemporary. Sear's price: \$599.95.

# get 40% PLUS

## PROFITS

on all TV antenna sales with the Magic Color TV Antenna Program



That's right...40% and better on all TV antenna sales, and its waiting for you with the exciting new Magic Color TV Antenna Program.

*Here's the Magic Color story...*

The patented new Magic Color TV Antenna "Selector", keyed to regional maps showing every TV station in the country, takes all the guesswork out of TV antenna selection, puts profits in. Your customer selects the Magic Color antenna best suited to his needs. Easy to use, the Selector is fast, accurate, requires no previous antenna experience.

And you get continuing sales action with the new Magic Color TV Antenna Handbook. In addition to guiding your customers in proper antenna selection and installation, it builds added store traffic, plus sales and profits for you, by reminding him of the many TV and TV antenna accessories you can provide to improve his TV reception.

The Magic Color program is national in scope, keyed to every market, programmed for every size operation, and backed by an extensive factory-sponsored advertising program to pre-sell your customers, with local advertising aids tailored to your operation.

Remember too, Audiotex supplies everything needed to put you in the profitable antenna business—a complete range of quality-built, all-channel Magic Color antennas, rotors, packaged installation hardware and accessories—and dealing with one source, with warehouses in New York and California to serve your immediate needs, you pocket extra profits through important freight and handling economies.

Get into the profit picture today, and do it with a minimum investment on your part. Write or call, we'll be happy to show you what the Magic Color program can do for you.

**AUDIOTEX-HOME ELECTRONICS**  
400 South Wyman Street, Rockford, Illinois 61101  
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**audiotex**

**HOME ELECTRONICS**



*Again in '68...  
the real sales-makers come from Zenith!*

---

# Zenith AFC

Color TV's most dramatic  
step-up feature...  
now on more Zenith consoles  
than ever for '68!

Zenith AFC (Automatic Fine-tuning Control) makes color television so easy to tune picture-perfect your customers can do it *blindfolded*. The most exciting, sales-making floor demonstration today! And it's on more Zenith Color TV consoles than ever for 1968!

## Backed by color TV's most exciting promotion!

Big 4-color advertisements in leading magazines! Exciting television commercials—all in color—actually demonstrating Zenith AFC in top shows on all three TV networks! Big-space newspaper ads

in local markets from coast to coast . . . plus a coordinated, planned package of tie-in ads and promotion materials for your own use, including a complete, colorful in-store display kit!

**Spearheaded by color TV's most powerful ads...like this! ➡**

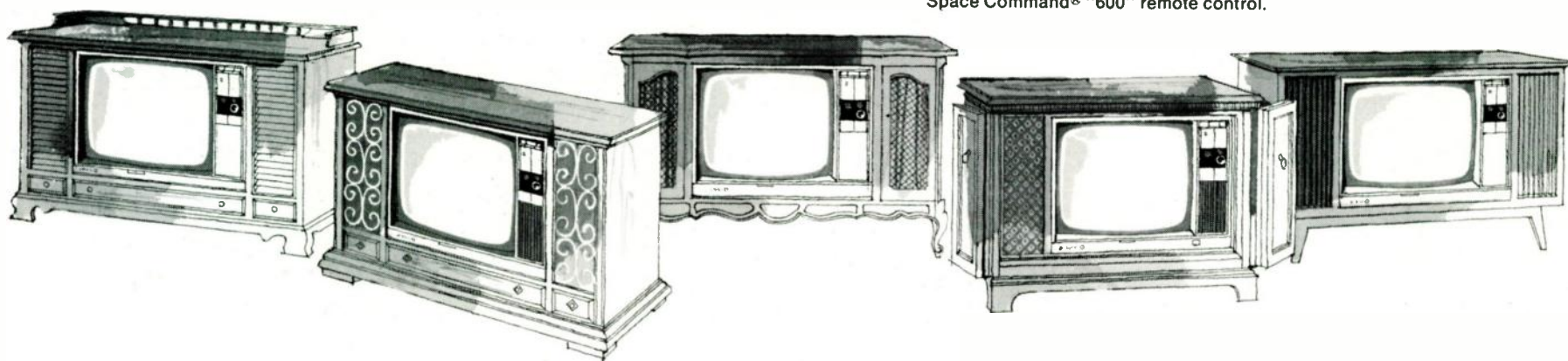
*The Trumbull, Model Y4547M.  
Charming Early American styling.*

*The Goya, Model Y4543DE.  
Classic Mediterranean styling.*

*The Renoir, Model Y4545H.  
Exquisite French Provincial styling.*

*The Titian, Model Y6549H.  
Majestic Italian Provincial styling,  
Space Command® "600" remote control.*

*The Holmstrom, Model Y4541W.  
Distinctive Danish Modern styling.*



WHY NOT  
SELL THE  
BEST

**ZENITH**  
®  
The quality goes in before the name goes on





Zenith!

**ZENITH**<sup>®</sup>

*The quality goes in before the name goes on*







Who  
brings you  
Color TV  
so easy  
to tune  
you can do it blindfolded?



**Zenith AFC (Automatic Fine-tuning Control)** tunes color television picture-perfect at the flick of a finger. Just flick the AFC switch and instantly, electronically, it *tunes* the color picture . . . and *keeps* it tuned . . . as you change from channel to channel. And it even perfects your fine tuning on UHF channels . . . automatically.

Featured above, the *Hallstrom*, 295 sq. in. rectangular picture, Danish Modern styling, Space Command® "600" remote control, Model Y6541W. At right, the *Hilliard*, 295 sq. in. rectangular picture, Early American styling, Model Y4537M.

WHY NOT  
GET THE  
BEST





MANUFACTURERS' SPECIFICATIONS FOR
1968 COLOR TV

A MERCHANDISING WEEK EXCLUSIVE

KEY TO ABBREVIATIONS: UNDER CHASSIS WIRING: T-transformer or S-series, E-etched or H-hand wired. UNDER LOCATION OF SPEAKERS: R-remote, F-front, S-side, W-wing, B-back, X-base. UNDER WOOD: HB-hardboard, V-veneer, S-solid, M-metal, PM-painted metal, VM-vinyl metal, PL-plastic. UNDER FINISH: N-natural, B-blond, D-with distress marks, W-white, E-ebony, O-oiled, OK-oak, F-fruitwood, MH-mahogany, MP-maple, WA-walnut, C-cherry, ANT/W-antique white, SW/WA-swedish walnut, CBMA-custom brown mahogany antique, CRA-custom fruitwood, P-pecan, VY-vinyl, FN-fawn, POLY-polystyrene, BR-brown, IV-ivory, TK-teak, EN-enamel, G-grained, MB-metallic brown, T-tan, DU-deep umber, PI-pine, LP-light pecan, DP-dark pecan, PC-planked cherry. UNDER STYLE: M-Modern, D-Danish, C-contemporary, EA-Early American, O-Oriental, P-provincial, T-traditional, S-Spanish, R-renaissance, MED-Mediterranean, I-Italian, F-French, AG-avant-garde, CL-colonial, CF-country French, TB-table, CS-contemporary swivel, DC-declaration, A-Algean.

Table with 18 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (SQ. IN.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY), MANUFACTURER'S SUGGESTED RETAIL PRICE. Includes data for Satchell Carlson, Inc. models 2500MO through 9C85W.

WESTINGHOUSE — Westinghouse Electric Corp., Rt. 27 & Vineyard Rd., Metuchen, N.J.

Table with 18 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (SQ. IN.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY), MANUFACTURER'S SUGGESTED RETAIL PRICE. Includes data for Westinghouse models CP88A18 through CC93A67.

ZENITH — Zenith Sales Corp., 1900 North Austin Ave., Chicago, Ill.

Table with 18 columns: SCREEN SIZE (VIEWABLE DIAGONAL), SCREEN SIZE AREA (SQ. IN.), MODEL NUMBER, MODEL OR SERIES NAME, TYPE OF SET, CHASSIS WIRING (SEE KEY), OTHER FEATURES, TUBE DEFLECTION (IN DEGREES), LOCATION OF SPEAKERS (SEE KEY), NUMBER AND SIZE OF SPEAKERS, OVER-ALL DIMENSIONS (H x W x D) IN INCHES, FACTORY WARRANTY (DAYS ON LABOR, MONTHS ON ALL PARTS, YEARS ON PICTURE TUBE), MATERIAL (SEE KEY), FINISH (SEE KEY), STYLE (SEE KEY), MANUFACTURER'S SUGGESTED RETAIL PRICE. Includes data for Zenith models Y3905Y through X8580H.





Korvette styles a vignette for color tv display at new Brooklyn store

## Fashion vignettes blend with youth-oriented displays

With more room for merchandise and tasteful displays, E.J. Korvette has expanded and styled up its home electronics lines at the new Brooklyn (N.Y.) department store.

In big-ticket home electronics, more effort has been devoted to glamorizing the products, including the use of vignette displays. In portable phonographs, tape recorders, and radios, more emphasis is being placed on appealing to the youth market.

For one color tv display (above), Korvette has added decorative accessories and a column pedestal to provide an elegant and "in-the-home" look.

To single out Zenith's new Circle of

Sound modular stereo unit, Korvette has "accessorized" the unit with phonograph record jackets and a psychedelic poster. At Korvette's Fifth Avenue store in Manhattan, by way of contrast, the Zenith unit shares a crowded shelf with many stereo sets.

"We're all in favor of youth," said one Korvette executive facetiously, when asked to comment on the increased emphasis on youthful display at the new store. Korvette has a big youthful following in records and is now obviously seeking to better relate to this market in home electronics.

Even more emphasis on tasteful display and youth appeal is expected at Korvette's new Herald Square store.



More space is devoted to consoles (left); youth checks the tape selection



Record jackets are used to fashion a youth electronics display

More black-and-white tv at lower prices is the watchword for new 1968 drop-ins, as manufacturers head closer toward the under-\$50 price levels they have been talking about for so long. Rock-bottom pricing comes from Motorola, with a 12-inch black-and-white set at \$86.88; and both Philco-Ford and Packard Bell are rounding out their black-and-white lines.

Lower prices on Motorola b&w portable tv are offered for the fall. Price leader is the 12-inch model BP-306D at \$86.88, down from \$89.95. The 12-inch XP-307D comes in at \$94.95, down from \$99.95. An 18-inch model is now available at \$119.95, undercutting the former leader of the 18-inch line, which was a \$129.95 unit. Here are other b&w drop-ins and changes: a solid state 19-inch portable at \$139.95, and one at \$149.95; a solid-state 12-inch set at \$109.95, and one at \$119.95; a 15-incher at \$109.88, from \$112.88; one at \$117.95, from \$119.95.

Rounding out Philco's line are five b&w tv sets, two new color tv models, two stereo consoles, and three small phonographs for the youth market. Here are the drop-ins: A 19-inch b&w portable at \$139.95; an 18-inch and a 20-inch model, both at \$149.95; and one 20-inch set at \$159.95. A new 22-inch b&w console comes at open list. In the color tv line, two 23-inch consoles are available—one at open list and another at \$699.95. Two console stereos come at \$389.95 and \$289.95. Three AM-radio/monaural-phonos designed for the youth market are available at \$24.95 for two models and at \$19.95 for one. All three are battery-operated and AC-adaptable. A transistorized FM-AM table model radio comes at \$34.95.

Packard Bell aims for the young, with a new 12-inch black-and-white tv, at \$89.95, called the "Mod Set," which comes with flip-up handles, and weighs 20 pounds. For back-to-school, there is the 13-pound, 8-inch Venus, at \$99.95. Two new 23-inch color consolettes round-out the color line: the CRW-422, at \$589.95, comes in a Contemporary walnut cabinet, and features a remote control unit, which turns channels on and off, selects them, and controls volume; the CRW-472, at \$659.95 also comes in Contemporary walnut and features a special remote control unit which has complete color gain and hue control, as well as the features mentioned for CRW-422. Two new stereo consoles come in Italian Provincial and French Provincial, at \$625.

A price cut on Sony's 7-inch b&w portable tv, model 700U, reduces the price on the solid-state receiver from \$129.95 to \$115. Sony is also delivering a new 9½-lb., 5-inch b&w portable tv priced at \$135 list.

A Packard Bell dealer trip to Rome, Italy, is available to dealers who earn 600 "Serendipity" shares by selling a set quota of Packard Bell products. Each dealer earns Serendipity shares—from three to eight—for each product he sells. Dealers with 600 shares win the "Serendipity Holiday." Dealers with 250 shares win three days at the Sahara Hotel at Lake Tahoe.

RCA is promoting color tv tube sales to service dealers and technicians by offering a premium of two science books or one shirt with the purchase of any replacement-type RCA 21-inch color tv picture tube.



# TAPE PLAYER-RECORDER NEWS



□□□□ **Tape Cartridge Forum plans** are rolling along in high gear. The Forum, co-sponsored by Merchandising Week and its sister publication, *Billboard*, will be held in New York City's Hilton Hotel on Oct. 16-17.

□□□□ **On the first morning** of the two-day conference, retailers, distributors, and manufacturers will hear a historical stocktaking of what has happened in the tape cartridge field in the past year, where the tape cartridge is heading, and

what trends are coming in the development of product and promotional programs for the expanding home market.

□□□□ **In the afternoon**, there will be a number of sessions—each devoted to a specific topic, such as how a retailer can profitably get into the tape cartridge business, marketing facts about potential customers, how to broaden sales opportunities, and sales training at the distributor and retail level.

□□□□ **Within the sessions**, retailers will be able to pick up invaluable information, because each session will feature talks by specialists in particular phases of the business.

□□□□ **A special feature**, and one that should create an atmosphere of mutual self-help in the industry, will be a number of field trips. These are scheduled for late afternoon, and, in particular, will offer retailers a chance to see and ask questions on site about how others sell tape equipment.

□□□□ **On the second morning** (Tuesday), each registrant will have the opportunity to attend any one of the six sessions. Some of the major topics will be: the importance of setting up a service department, the principal characteristics and differences of the major tape cartridge systems, how to control pilferage, how to effectively display and demonstrate.

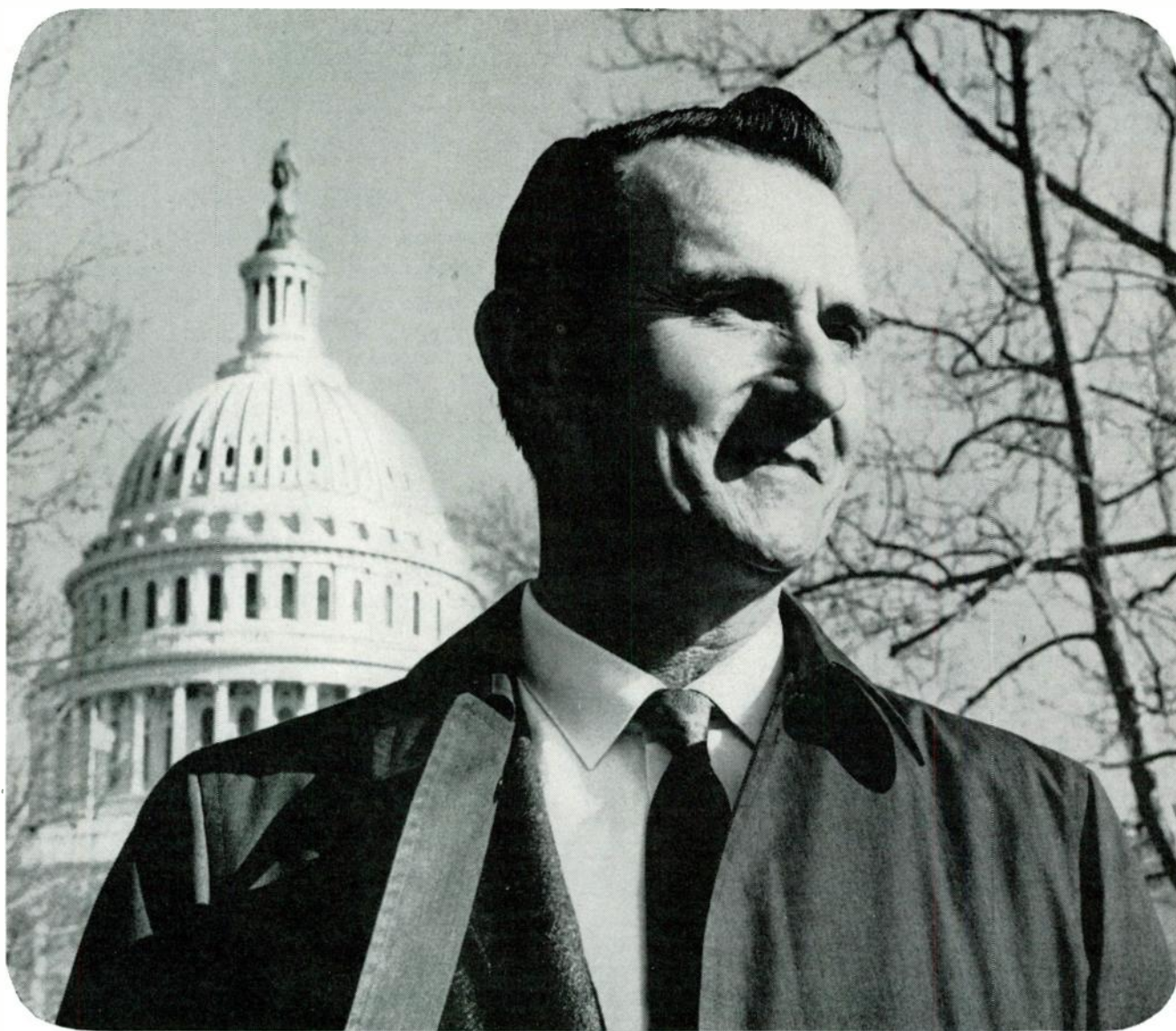
□□□□ **On Tuesday afternoon**, a shirtsleeve session will revolve around the topic, "Where do we go from here?" Small roundtable discussions will include: how to advertise and where the market is.

At the end of the roundtable talks, a panel of specialists—drawn from the ranks of the experts attending the forum—will field questions from the floor.

An example of questions that are expected from retailers: what is the best media for advertising tape cartridges and equipment, how does a retailer set up a promotion tailored to his store's needs, how should retailers time promotions.

The Forum is being organized by James O. Rice Assoc. Inc. Rice specializes in the fields of business education and executive training, and has been employed by leading corporations and professional associations.

Registration fee for the Forum will be \$100 per person. A block of rooms for overnight accommodations has been reserved at the Hilton. For information, write or call: Tape Cartridge Forum, Room 1408, 500 Fifth Ave., New York, N.Y. 10036; telephone, area code 212, LW 4-0080.



## "When you're commissioned to do antenna installations for the Capitol"

... Blair House, the Pentagon, Washington National Airport, Department of Justice, Federal Trade Commission, Federal Communications Commission, and the National Space and Aeronautics Administration Buildings, you can't take chances. That's why we install JFD television antennas exclusively," says JERRY PEAKE, of Jerry Peake Co., Inc., Washington, D.C.

"As the biggest professional antenna installing company around these parts, we can't afford to be No. 2. We've got to deliver top picture—VHF and UHF—for the dealers, retailers and department stores who rely on us to keep their sets sold and customers satisfied. Color, especially, must be natural and ghost-free. Only

JFD LPV antennas come across with this kind of reception."

Jerry Peake Co., Inc., Washington, D.C., has installed over 185,000 antennas in the last 18 years in the Washington, D.C. area. He relies on both JFD LPV-CL Color Lasers and LPV-TV Log Periodics—like other professionals—to get performance people expect from a professional. Here's why:

□ **W-I-D-E BAND LPV LOG PERIODIC DESIGN** delivers more gain, higher signal-to-noise ratios, pinpoint directivity that kills ghosts—VHF and UHF.  
□ **SHOWROOM QUALITY COLOR**—flat response across each channel. No "suck-outs" or "roll-off." Outperforms any other antenna in color or

black and white—keeps customers sold.

□ **CAPACITOR-COUPLED ELEMENTS** work on both fundamental and harmonic modes. Entire antenna (not just part of it as in other antennas) responds to every channel.

□ **RUGGED NEW "FLIP-LOK" ASSEMBLY** snaps out elements—keeps them tight and right on target.

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JFD de Venezuela, S.A., Avenida Los Haticos 125-97, Maracaibo, Venezuela



# Zenith Moves into the fall color tv market with more strength at the top

Zenith is bolstering the high end of its color tv line in a marketing move designed to hit the consumer with fine-furniture styling and "automatic television" this fall.

Sixteen new 23-inch color sets—consoles and combinations—will round out the high end of Zenith's line.

"These new models were not presented at our line show," explained a company spokesman, "because we felt they would have greater impact in the fall, when the consumer is most conscious of fine-furniture tv for the home."

Of the 16 new models, 11 are consoles and five are combos. The total number of color tv models in the Zenith line, however, remains at 42.

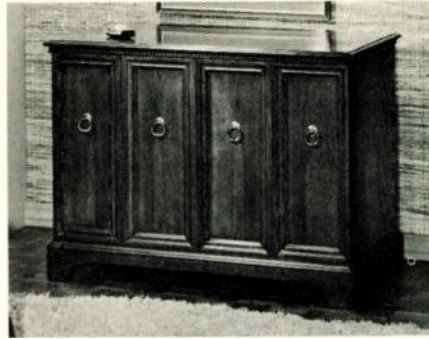
The nine 23-inch consoles in the "fine furniture group" carry suggested retail prices ranging from \$750 for the

Holmstrom, in Danish Modern, to \$895 for the Titian, in Italian Provincial. Two models in the Royal Compact series—the Botticelli and the Harnett—list at \$729.95.

The nine larger consoles feature a full-length speaker area at each side of the picture tube, which makes the unit up to five inches longer.

Zenith's Space Command "600" system of remote-control VHF tuning is standard on 11 sets, which include, for the first time, four of the five new combos and some models lower in the line.

The five 23-inch combos lead off with the Zorn, at \$1,050, in Danish Modern. The other models, each at \$1,225 list, are: the Cezanne, in French Provincial; and the Michelangelo, in Italian Provincial; the Stuart, in Early American; and the El Greco,



Titian: 23-inch color console, \$1,225



Royal 44: 9-transistor radio, \$24.95

in Mediterranean-styled credenza.

The combos feature solid-state, AM-FM/stereo-FM radio, stereo high-fidelity phonograph, as well as AFC automatic fine tuning.

Two new portable stereo phonos are solid-state units with 4-speed record

changer: the Bandleader, at \$79.95; and the Bolero, at \$89.95. A new stereo console, the Fontana, lists at \$269.

Zenith's two new radios are: the Royal 38, an 8-transistor AM portable, at \$16.95; and the Royal 44, a 9-transistor FM-AM set, at \$24.95.

## Sales soar for FM—the 'color television' of the radio industry

By the end of this year, 43.1% of all portable, table, and clock radios sold by manufacturers will be equipped to receive FM broadcasting, according to Merchandising Week projections. In the first half of 1967 alone, FM already has accounted for 34.9% of total manufacturer radio sales; and counting consoles and combos boost that figure to 39.3%.

"FM has arrived in 1967," said Maurie Webster, vice president-development, CBS Radio, speaking before the second annual sales training seminar of the National Assn. of FM Broadcasters in New York City last week.

And FM has indeed arrived. Distributor sales of FM radios reached 1.8 million units in the first six months of 1967, 9.1% ahead of sales last year. And the story for factory sales is much more dramatic.

As recently as 1961, according to the Electronic Industries Assn., FM-equipped radios claimed only 9.7% of all radio sales, but retailers should look at it now. In 1961, only 119,000 clock-radios were equipped with FM; by 1966, however, that figure had soared 984% to 1.29 million units.

The most spectacular success story of all, however, is the FM portable story. There the increase between 1961 and 1966 is a whopping 1,097%—from 348,000 to 7,297,000.

"Portability," said Jack Wayman, EIA's executive vice president, at the same seminar, "has allowed manufacturers to design new shapes—like the desktop radio or RCA's Beanbag—and now there is hardly an executive without an FM radio on his desk, hardly a home without an FM radio on the bureau, and hardly a beach party without an FM radio in the sand."

The growth of FM broadcasting stations has had much to do with the FM radio boom. "It's not like the old days, when the principal sales argument of station reps was that they must be reaching an affluent audience, because FM sets cost so much," Webster told the FM broadcasters.

The number of FM stations in the country—1,631 in 1966, or 28.4% of all radio stations in the U.S.—is one indication that there is an audience waiting. And the low prices of some FM radios—as low as \$19.95—gives some indication of how that audience—and your customers—have changed.

The most successful stations have found that a steady diet of single-format programming directed at a special market segment is the best approach to FM broadcasting. And retailers most successful in selling FM radios have found their best approach is to cooperate with those stations.

Take WOMA-FM in Tallahassee, Fla., for example. "When we first decided to go on the air with an all-country-music formula," says F.W. Hazelton, president of Tallahassee Appliance Corp., which runs WOMA, "we thought we'd be talking to ourselves. But then we discovered that there were a lot of FM radios out there that people weren't using; now they're not only using them, but buying more."

Long before the station went on the air, on July 24, appliance-tv retailers were advertising FM radios over AM radio: "Get ready for the Country music station," the ads would say. Then, shortly before opening day, five of those retailers cooperated with WOMA to run a full-page ad in a local newspaper; the ad welcomed the new station. Other retailers might do well to cooperate with local stations in the same way.

"The merchandising potential of FM radios is fantastic," Jack Wayman told the reps in New York City last week. "Every year so far, FM's percentage of radio dollar volume exceeded its percentage of total radio unit volume."

"In 1965 when the average factory value of FM table, clock, or portable radios was \$26.44, FM accounted for 41.1% of radio dollar volume; in 1966, when the average value was \$27.86, it accounted for 50.7%; and in the first half of 1967, when the average value was \$26.62, FM accounted for 54.5% of radio dollar volume."

Wayman carried the price point even further. "FM is the 'color tv' of the radio business," he said.

Just as black-and-white tv is heading for an under-\$50 price tag, AM radio is becoming the volume, impulse item of the radio industry.

### The FM market: factory sales—what the numbers show\*

#### Total home radios (includes table, clock & portable)

| Year   | Total      | FM or AM/FM | % FM/AM-FM is of Total |
|--------|------------|-------------|------------------------|
| 1960   | 18,026,000 | 1,048,000   | 5.8%                   |
| 1961   | 23,648,000 | 1,316,000   | 5.6%                   |
| 1962   | 24,714,000 | 1,979,000   | 8.0%                   |
| 1963   | 23,509,000 | 2,913,000   | 12.4%                  |
| 1964   | 23,586,000 | 4,012,000   | 17.0%                  |
| 1965   | 31,689,000 | 5,701,000   | 18.0%                  |
| 1966   | 34,779,000 | 10,667,000  | 30.7%                  |
| 1967** | 13,298,293 | 4,644,198   | 34.9%                  |

#### Table radios

| Year   | Total     | FM or AM/FM | % FM/AM-FM is of Total |
|--------|-----------|-------------|------------------------|
| 1960   | 3,780,000 | 154,000     | 4.1%                   |
| 1961   | 3,991,000 | 119,000     | 3.0%                   |
| 1962   | 4,488,000 | 196,000     | 4.4%                   |
| 1963   | 4,300,000 | 493,000     | 11.5%                  |
| 1964   | 4,253,000 | 684,000     | 16.1%                  |
| 1965   | 5,488,000 | 871,000     | 16.0%                  |
| 1966   | 5,141,000 | 1,290,000   | 25.1%                  |
| 1967** | 2,129,878 | 466,358     | 21.9%                  |

#### Clock radios

| Year   | Total     | FM or AM/FM | % FM/AM-FM is of Total |
|--------|-----------|-------------|------------------------|
| 1960   | 4,511,000 | 757,000     | 16.8%                  |
| 1961   | 5,012,000 | 849,000     | 16.9%                  |
| 1962   | 4,333,000 | 978,000     | 22.6%                  |
| 1963   | 3,640,000 | 1,118,000   | 30.7%                  |
| 1964   | 3,820,000 | 1,189,000   | 31.1%                  |
| 1965   | 4,370,000 | 1,399,000   | 32.0%                  |
| 1966   | 6,229,000 | 2,080,000   | 33.4%                  |
| 1967** | 1,474,346 | 589,346     | 40.0%                  |

#### Portable radios

| Year   | Total      | FM or AM/FM | % FM/AM-FM is of Total |
|--------|------------|-------------|------------------------|
| 1960   | 9,735,000  | 137,000     | 1.4%                   |
| 1961   | 14,645,000 | 348,000     | 2.4%                   |
| 1962   | 15,893,000 | 805,000     | 5.1%                   |
| 1963   | 15,569,000 | 1,302,000   | 8.4%                   |
| 1964   | 15,513,000 | 2,139,000   | 13.8%                  |
| 1965   | 21,871,000 | 3,431,000   | 15.7%                  |
| 1966   | 23,409,000 | 7,297,000   | 31.2%                  |
| 1967** | 9,694,069  | 3,588,494   | 37.0%                  |

\*Source: Electronic Industries Assn. and Merchandising Week Research Dept. Includes imports.  
\*\*First six months of 1967.

Five retailers welcome WOMA-FM

### Operating Commercial Broadcasting Stations

| Year | Total | FM    | % FM of Total |
|------|-------|-------|---------------|
| 1960 | 4,224 | 741   | 17.5%         |
| 1961 | 4,491 | 889   | 19.8%         |
| 1962 | 4,757 | 1,012 | 21.3%         |
| 1963 | 4,980 | 1,120 | 22.5%         |
| 1964 | 5,157 | 1,181 | 22.9%         |
| 1965 | 5,495 | 1,446 | 26.3%         |
| 1966 | 5,746 | 1,631 | 28.4%         |



□□□□ **U.S. Steel's "Waltz" plans are complete**, with full laundry equipment promotions ready for the October campaign in 30 key markets—twice as many as in previous years. An 8-page, full-size newspaper service of advertising and editorial material will serve as the nucleus for Waltz Through Washday promotions in those markets—comprising Birmingham, Buffalo, Columbus, Denver, Dallas-Ft. Worth, Hartford, Houston, Indianapolis, Los Angeles, Memphis, Miami, Milwaukee, New Orleans, Tampa-St. Petersburg, and Washington, D.C.—where U.S. Steel will work with local action committees.

In the traditional key cities of Atlanta, Baltimore, Boston, Chicago, Detroit, Jacksonville, Kansas City, Minneapolis-St. Paul, Newark, Philadelphia, Phoenix, Pittsburgh, St. Louis, San Diego, and San Jose, U.S. Steel will provide newspaper advertising and marketing specialists.

According to U.S. Steel, this year's Waltz campaign can serve as an educational force for permanent press. Various regional tie-ins between laundry equipment and permanent press clothing are underway, and much of the campaign's advertising highlights the feature.

A special feature of the planned newspaper service is an 8-page letter-size "Short Course in Automatic Washer and Dryer Buymanship," to be run as a pull-apart booklet with the ad. Distributors, retailers, and utilities may purchase the booklets separately from U.S. Steel.

□□□□ **A plug-in electric clothes dryer from Maytag**—at less than \$100 retail—is expected to be shown to the public tomorrow in New York City, prior to impending Los Angeles-area marketing. Maytag has promised a new product, calling it "a first of its kind, never before available," but has so far refused to identify it. Look for a 115v, small-capacity unit, however, equipped to be used in any location with normal electric current: homes, apartments, college dorm rooms, etc. The dryer is expected to be available in white, avocado, and coppertone. Newspaper advertising for the new Porta-Dryer should begin after the Labor Day weekend, indicate Los Angeles retailers, with the units ready for retail in about 10 days.

□□□□ **Philco-Ford's appliance prices will go up** the standard 1% to 3%, following the trend set by GE-Hotpoint in May. Prices for refrigerators, freezers, ranges, dishwashers, automatic washers, dryers, combination washer-dryers, and wringer-type washers—but not for air conditioners—will rise on Sept. 22. The reason: again, the pressures of increasing costs for materials, labor, and freight.

□□□□ **Dayton's will try a promotional cook-in**, employing 20 Whirlpool gas ranges, during the week of Sept. 11. The appliances will be installed in the store's 8th-floor auditorium, where four specialized gourmet cooks will handle an 80-member cooking class. The Minneapolis-based retail store will charge \$4 to cooking-school applicants—to cover the cost of foods used—for the 17-session course.

□□□□ **Roper has a new product testing laboratory** in its Kankakee (Ill.) plant, to be used for new, accelerated life-testing of all range lines, as well as essential components. Roper's new facilities will allow simulation of high-voltage, extreme stress conditions for product and component testing.



Korv-air promotional top-freezers flank high-end side-by-side units

## Korvette seeks to beef up its major appliance performance

E.J. Korvette Inc. has traded up its major appliance department at its new Brooklyn store amid continuing reports that it will close out its promotional Korv-air private-label line.

The emphasis is being placed increasingly on high-end, brand-name models, including decorator units, in the new store. The Korv-air line is being overshadowed by such brands as Whirlpool, Kelvinator, and Norge (reportedly the big three), as well as Hamilton and Welbilt.

Korvette officials are known to be unhappy with the sales performance of the Korv-air line, but have denied that any plans are underway to phase it out. On the contrary, Korvette merchandising executives have stated publicly that they plan to put increased emphasis on private labels in many product areas.

Traded-up assortments at the new Korvette store, which is the chain's 44th, can be seen in the addition of Kelvinator Duplex side-by-side refrigerator-freezers, more decorator color models throughout the sales floor, and an expanded, traded-up line of dishwashers.

To merchandise Korv-air, the discount department store is still relying heavily on its 2-year service warranty for parts and labor. From the very beginning of the Korv-air line two years ago, Korvette has promoted it as a "product of American Motors Corp."

One thing is certain at Korvette: the chain definitely plans to beef up its merchandising of major appliances. Charles C. Bassine, an old soft goods pro whose Spartine Industries took over Korvette last year, has tapped majors as a prime area for improved sales and profit performance.

Insiders close to the Korvette picture expect the improvements to come from the addition of more big-name brands in major appliances and perhaps even a fresh start in private-label merchandising.

At the new Korvette store, which totals 205,000 sq.ft., Korvette is devoting more space to major appliances: home electronics, and home goods in general. Later this fall, even more space will be available for these products when Korvette opens its long heralded Manhattan store across the street from Macy's on Herald Square.



Korvette has expanded its dishwasher line with more high-end models





## Charles L. Hand: he merchandises hard goods for a furniture store chain

Charles L. Hand practically runs a store within a store at Miller's Furniture Stores, a 9-store home furnishings chain based in Harrisburg, Pa. Hand buys major appliances, home electronics, power tools, garden goods, vacuum cleaners, and in-and-out promotional housewares products for Miller's.

Major appliances and home electronics items are playing an increasingly important role at Miller's. The store began beefing up the categories under the late Joseph F. Brenner, about five or six years ago; and the policy has been continued and expanded under Leonard A. Brenner, Miller's vice president and merchandise manager.

In recent years, the chain has gone after the major appliance-home electronics business by becoming more promotional and giving the merchandise prime display locations in all of its stores. Prior to its decision to emphasize this trade, the categories were handled largely as a customer convenience.

At the main store, in downtown Harrisburg, the appliance-tv department rates a first-floor spot with its own store front next door to the main entrance of the complete home furnishings outlet. And in the other stores, instead of being tucked away in the rear, major appliances and home electronics have been moved to key locations nearby the main entrance.

### One-line merchandising

The big line at Miller's Furniture is General Electric—in fact, it is practically the only line. GE is carried exclusively in home electronics; and the GE major appliance line is carried in full, although it is supplemented to a limited extent. (Hand has added products such as Admiral Duplex refrigerator-freezers, Speed Queen home laundry equipment, and Magic Chef ranges.)

Hand is sold on the idea of working closely with one major source: "We're

important to GE, and they're important to us," he said. "We cooperate." In an interview, he pointed out plaques on the wall recognizing Miller's as a distinguished merchant for GE in 1963, 1964, 1965, and 1966. "They're for turning out tonnage," he quipped.

Hand readily admits that the GE brand is much stronger in major appliances than in bigger-ticket home electronics—especially color television. He is confident, however, that eventually General Electric will cut out a bigger share of the big-screen color tv market, and that Miller's will gain along with GE.

Commenting on the current radiation problem with GE's big-screen color receivers, Hand said he believed both the manufacturer and Miller's had turned a potentially bad situation into a "real plus." Miller's customers who had purchased the possibly hazardous GE sets were not only understanding but impressed by the concern of GE and Miller's to recall and correct the units involved. "We made a lot of friends," he said.

One of the benefits of singling out a major line, according to Hand, is that

it enables the retailer to tie in better with the national promotions of that manufacturer. When GE runs a full-page ad in a national magazine, such as *Life*, Miller's quickly follows up with a local newspaper ad. The retailer averages at least one full-page ad a week devoted to major appliances or home electronics.

Hand is moving to the single-line concept in other product categories under his supervision—particularly floor care, where Eureka-Williams is fast becoming the only line as competitors are phased out.

### Strong product trends

Console stereos are growing more and more important to Miller's major appliance-home electronics operation. Off the floor, with little or no advertising, the store has been getting good sales volume from a GE console stereo complete with Porta-Fi accessory, which is priced at \$398.

Miller's also has been using one-price promotions with considerable success—for example, its summer offer of a GE 11.6-cu.-ft. upright freezer or a 14.5-cu.-ft. chest freezer, at \$188 each. Included free is an assortment of Esskay frozen meats.

Hand forecasts big sales inroads for side-by-side refrigerators, now that at least two manufacturers have broken the \$400 retail price barrier. He expects all producers soon to be promoting side-by-sides at under \$400 retail, opening up a bigger market for the product.

Washer sales also have been particularly good for Miller's this year; and dishwashers have been tapped for increased promotion in the fall. This summer was a banner year for dehumidifiers at Miller's; and power mowers enjoyed one of the best seasons in years, as a result of the wet climate in the southeastern area of Pennsylvania. Hand also reported increased sales of rider mowers. In power mowers, Miller's singles out the Hahn-Eclipse line.

### Stressing the seasons

In merchandising hard goods, Hand puts more than routine emphasis on the seasonal nature of many of the product categories. His layout and displays at the main Harrisburg store, in particular, are constantly changing in accordance with the time of year.

In the summertime, for example, power mowers are displayed en masse in front of refrigerator-freezers; and the home entertainment section is reduced to accommodate air conditioners in part of the display. Now, with the approach of fall, the home entertainment section is being expanded once again.

With a furniture operation next door at the main store, Hand can quickly and easily borrow upholstered pieces and decorated accessories for brightening up the color tv and console stereo displays. Two wing-back chairs are surrounded by consoles in the photograph below, left.

### Building goodwill

Miller's works hard to build up goodwill among its customers, and this, according to Hand, is one reason why they keep coming back.

In the major appliance-home electronics operation, the chain employs a



Miller's moves to one vac line

full-time home economist, Mrs. Ruth Conrad, who follows up sales by visiting the customers at their homes. She calls to re-demonstrate the product that has been purchased and to check on any problems that may have occurred.

The home economist—coupled with "fair prices," free delivery, and one year of free service on major appliances—"helps to build up customer confidence," Hand stressed.

Miller's operates a store in the Camp Hill Shopping Center in the Harrisburg area—in addition to the downtown store. (E.J. Korvette is also located in the center.) Its other stores are mainly in small cities in central Pennsylvania, reaching southward into Hagerstown, Md. A newly enlarged store will open soon in Waynesboro, Pa.

The buying power of nine stores, the cost advantages of working with practically a single line, and the asset of offering complete furnishings for the home add up to a profitable hard goods operation for Miller's Furniture.

—Ed Dubbs

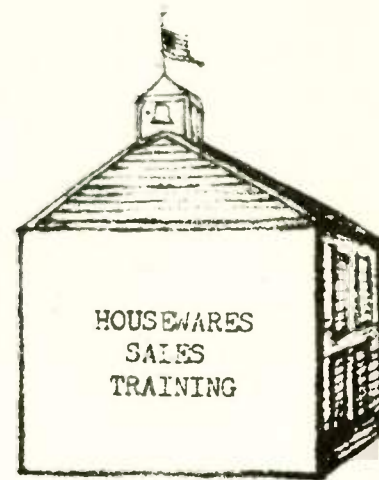


Upholstered furniture adds to the console salon at main Harrisburg store



**The Halle Bros. Co.**  
Halle Bros., Cleveland, Ohio, creates the beauty image with a series of product sketches in an ad.

*Hankscraft thinks cosmetics departments are better equipped to handle beauty appliances.*



Once upon a time, retail housewares buyers became dashing Henry Higgins to their Eliza Doolittle sales clerks and turned them into irresistible personal care appliance specialists who were experts in beauty care. They could help teenagers with their acne problems, middle-aged suburban matrons with their hair coloring difficulties, and even retiring gentlemen with their denture cleaning worries. All without tripping on the drug department's glass slippers and fretting over the competition from their cosmetics department stepsisters.

Fairy tales like this one can come true. But whether this housewares "once upon a time" becomes a "today" and personal care electrics turn into profitable beauties or beasts for the department, rests not with fairy godmothers but on how carefully manufacturers and buyers prepare their sales personnel for the challenge of the opening of personal care shops in housewares departments.

**Not everyone is certain the store will have a happy ending.** "There is a huge education job that has to be done in housewares before they can sell personal care appliances," said a Hanks-craft spokesman when the company decided to limit the distribution of its hatbox facial sauna to drug and cosmetics departments.

And in addition to the sales training job that has to be done in housewares, the beauty image that's being built may also be hurt by competition from the drug and cosmetics departments—as several buyers in a store compete for one item and the consumer is forced to hunt around for the exact product or brand she wants.

**Even the manufacturer is confused** by the inter-department rivalries. "I'm not sure who I should approach when I go to a store," said a manufacturer introducing a line of teen-oriented personal care appliances. "I finally settled on an 'any department who wants it can have it' policy. Unless the housewares buyer gets the word from high-up management, he's not promotion-minded and doesn't realize that these are impulse, fashion products."

**Price competition** on such products as facial saunas and water-pulsating oral hygiene devices may also hurt the housewares beauty image. "The average woman really doesn't care how much she spends on a preparation or an appliance if it's going to make her more attractive," one beauty editor has noted. "What she's interested in is not the price but what the thing is going to do for her."

**The burdens of beauty** will be carried primarily by retail sales personnel. While manufacturers will be backing up their products with heavy print and television advertising, the consumer can still be expected to have questions and will still be open to suggestions

*Korvette is big on personal care now, and plans to give it a bigger push when the new lines arrive.*

*Ronson took two-page color spreads to demonstrate its Roto-Stroke hairbrush. The page can also be used as a sales-training aid.*

*Schick goes into detail in its training book for the Schick Mist hair dryer.*



# The beauty part: new role for retail housewares personnel

when she comes in to purchase her facial sauna or massager. Printed material—and tons of it will be available for point-of-purchase use—won't be enough. Beauty is a personal thing and every woman wants to believe that her problem is unique. The manufacturers' printed messages will have to be reinforced with on-the-floor instruction. And it is here that buyers and manufacturers might borrow heavily from the cosmetic industry.

Schick, for example, has already done this. Taking a cue from the cosmetics people, Schick is building a staff of trained beauty specialists. Armed with their knowledge of hair styling, skin care, and oral hygiene, as well as the selling points of the personal care product line, they work extensively with buyers and retail sales personnel explaining how to show-and-tell consumers about them.

"We'll go into a store early in the morning and have a meeting with the sales staff, going over product features and explain the health and beauty pluses of the product too," explains Maria Policastro, Schick's "girl on the go" in the New York market. A licensed beautician and aesthetician, Miss Policastro often finds herself conducting on-the-spot beauty clinics for retail personnel.

"When they've got personal interest in the product, they sell it better," she notes. "Saleswomen want to learn. Men are interested, too; sometimes they have wives and teenage daughters, so they're not so far removed from the problem or the product."

The fair ladies from Schick make spur-of-the-moment trips to stores in addition to the formal sessions. "There are always new sales people and they're always willing to listen and learn. It gives us a chance to check stock and may offer a display idea," Miss Policastro explains.

A spot trip to a major New York City department store made the point.

"Are you familiar with our product?" she asked two saleswomen, after identifying herself as a Schick representative.

When the reply from both was negative, Miss Policastro explained not only the principle behind the Schick Mist hair dryer, but also offered the women some coloring and styling tips.

"Use large rollers," she told one whose hair frizzed in the New York humidity. "The hair dryer will help speed the coloring process," she told the other, a blonde. She also explained how, if they liked, they could order the dryer from her at factory cost. When they asked for printed material she gave them information on the hair dryer and also on Schick's denture cleaners and facial mist. "We'll have a more formal session on these later on," she said, "but the idea of a preview also appeals to them."

The youth market and personal care

electrics: The teen and college markets aren't being neglected by manufacturers in product design—and housewares shouldn't neglect them at retail either. Teens are currently being told about the products and can be expected in the stores buying them shortly. Magazines like *Seventeen*, for example, are giving strong editorial support to explain the benefits of personal care appliances to their readers. *Seventeen's* following has already been told about electric hair curlers and curling irons; and facial saunas will be spotlighted in an upcoming issue.

"Once the girl knows about a product and knows she wants it, she'll go all over the store to track it down—which unfortunately is what she often has to do," noted Irene Copeland, *Seventeen's* beauty editor. "And she's not concerned about price. These kids have the money and they'll spend it, it will be spent for them as gifts. They're brand-name conscious, and once they decide they want a particular model, they won't settle for less."

"Stores let the kids get away by having these things in many departments and by not even showing them in the places that get the teenage traffic. And where they buy," she adds, "depends on who's telling them. These kids can be put off by the looks and attitudes of sales people."

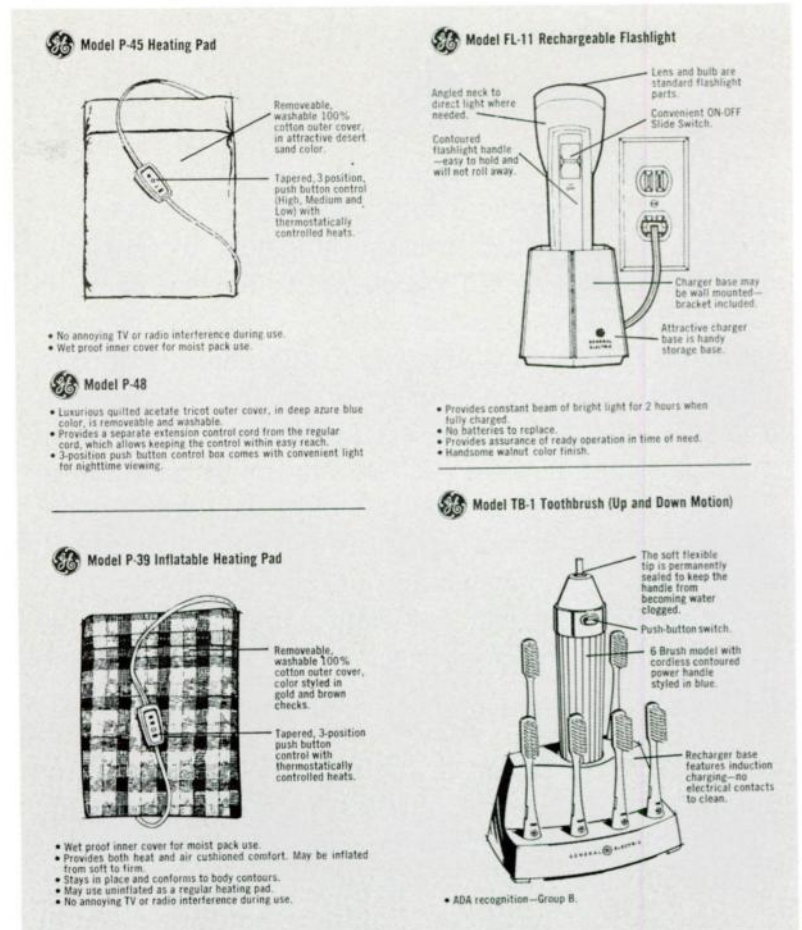
Grooming personal care products for sales, therefore, can also change the entire image of the housewares department. And, in addition to the cosmetics industry, housewares buyers might also take a tip from the banks that send their clerks and tellers to grooming clinics and provide them with special smocks. Housewares buyers might also learn a lesson from the lingerie industry, which won the youth market by going directly to its doorstep—setting up an intimate-apparel shop adjacent to the regular junior/young-adult department. If housewares can't sell in this area, it might display its products there and let the sales personnel tell about the items and where they can be purchased. The kicky boutiques in these areas are natural settings for the more youth-oriented items.

Like the intimate-apparel people who call their clerks "fitters," "figure consultants," or "corsetieres," housewares buyers might give a title like "personal care appliance specialist" or "beauty appliance consultant" to those clerks most often involved with personal care products.

All these touches would boost employee morale and loyalty, create a beauty salon atmosphere in the department, and instill greater consumer confidence in both the products being sold and in the department itself.

Mirror, mirror on the wall, who's the fairest of them all? Would you believe in the housewares department?

—Irene Kanfer



General Electric supplies product demonstration manuals, like this one for personal care, for all of its small electric appliances.

**The Facial with Beautifying Mist by Lady Schick**

multiple al?  
moisture your skin depends on the exterior and interior elements. The interior soothing Beautifying layers the radiant

my skin rmal method?  
portant, however, to her before using The surface accumulations, cleaning that allows opening of the pores ies caused by environ- retard the natural

stages al?  
ut peer, The Facial k-luster complexions looking glow. It does fist stimulates perspirities and greatly re- works other wonder- tension lines and at provides a flawless on.

conditions y?)  
Continue to use the beauty preparations recommended to correct your particular condition. The Facial by Lady Schick will greatly enhance the effectiveness of these special preparations.

Will The Facial be of any benefit to teenage skin problems?  
Most assuredly so. We recommend, however, that you first consult your physician or dermatologist for his prescribed medication suited for your personal skin prob-

Isn't The Facial uncomfortable to use?  
No, and we have many exclusive features built primarily for your comfort. Three heat settings are provided for regulation of the amount of Beautifying Mist you desire while the comfort dial adjusts the degree of temperature most suited for your individual liking. The face mask is horizontal and allows a variety of positions—it bends to you, not you to it.

Can The Facial be, in any way, harmful to my complexion?  
Indeed not! Quite the contrary—The facial greatly adds benefits to your skin once available only at select professional Beauty Salons. The secret of a beautiful complexion lies in the deep pore cleanliness that only Beautifying Mist can give. A tingling, chaffon-like complexion is only minutes away with The Facial by Lady Schick.

How often should I use The Facial?  
We recommend a facial treatment 3 to 5 times a week for dry or normal skin; 5 to 7 times a week for oily skin. A truly beautiful complexion is only achieved through constant, daily care. There are no "short cuts", each step, from cleansing to conditioning, is equally essential...the rewards of a regular skin-care program far outweigh the few minutes set aside for one each day.

Is The Facial only for women?  
Not necessarily. The Facial is made for beneficial use by the whole family; the young adolescents of both sexes and the parents who know pride in appearance has no age.

Schick uses the question-and-answer technique in a brochure for its Facial Mist. It can easily be used as a sales-training aid.



□□□□ **Aqua Tec wins protection for the Water Pik** name in a case against the Iodent Chemical Co., of Detroit, Mich. This is the second consent judgment in less than a month upholding Aqua Tec's charge of infringements on its trademarks. The ruling permanently enjoins Iodent and Skaggs Drug Center, an Oklahoma drug chain, from distributing and selling oral hygiene appliances in packages "confusingly similar" to that of the Water Pik, or from using the designation Oral Pick or any other name using "pik" or "pick." For the next 120 days, however, Iodent and Skaggs will be permitted to sell those appliances still in stock under the old name and in the old package. The earlier consent judgment enjoined Troy Industries, of Tuckahoe, N.Y., and Montgomery Ward for similar patent infringements.

□□□□ **Prices warm up in the New York City area** as Alexander's celebrates an anniversary, Korvette's opens its new unit in Brooklyn, and Klein's and May's stay in the limelight with their own competitively priced specials. When Korvette's advertised a Waring 2-speed blender at \$10.99, Alexander's came back with a Knapp-Monarch unit priced at \$9.99 and took the edge off Korvette's offer of a Mary Proctor 4-slice toaster at \$12.99 by promoting a Proctor unit at \$9.99. Lightweight vacs also got into the act as Alexander's pushed a Regina unit at \$16.49, May's offered a Sunbeam electric sweeper at \$15.88, and Korvette's advertised a Regina Elektrikbroom at \$16.

□□□□ **Texaco winds up its cookware promotion** in the New York City area. Since beginning the offer involving five pieces of Regal's Teflon-coated aluminum cookware on the West Coast last January, an estimated 1.3 million pieces of cookware have been sold.

□□□□ **Personal care electrics for the teenage set** are being introduced under the Beautybug label by Caryl Richards, a subsidiary of Rayette-Faberge, the well-known beauty supply house. First of the youth-oriented line to make its national advertising and retail debut is the Beautybug hair dryer, a Rayette salon-type model in bright orange with the hood decorated as a bug—complete with antennae bouncing around. The unit is priced at \$29.95 retail.

The Beautybug line as it expands can be expected to alight in any of several departments: housewares, cosmetics, drugs, and hopefully, according to a Caryl Richards spokesman, the teenage fashion boutique. "We look at this as a fashion item as well as an appliance. When not used, it can sit like a stuffed animal on a bed, for instance. "Most housewares buyers," the company source noted, "are not

promotion-minded enough to recognize this. Most buyers for housewares are not even sure if they should handle it, so we're going to take it to whoever will sell it. And if it repeats itself in a store, so much the better." He also noted that Caryl Richards will soon be adding to the line of decorative electrics and is also working on establishing service center in key cities.



Beautybug hair dryer, \$29.95



Stock goes under the shelves in Korvette's personal care section.



## Electrics show a new display look while the ladies eye the buys

"Ladies, fantastic buys . . . in the electric housewares department on the upper level . . .," says the voice over the loudspeaker, announcing the opening-week specials. And so, Korvette comes to the Bay Ridge section of Brooklyn (N.Y.) with a new look—but in the electric housewares department, it's just like old times.

The ladies scratch and claw their way to the checkout counter for a Waring blender at \$10.99 or a GE Steam 'n Dry iron at \$6.99.

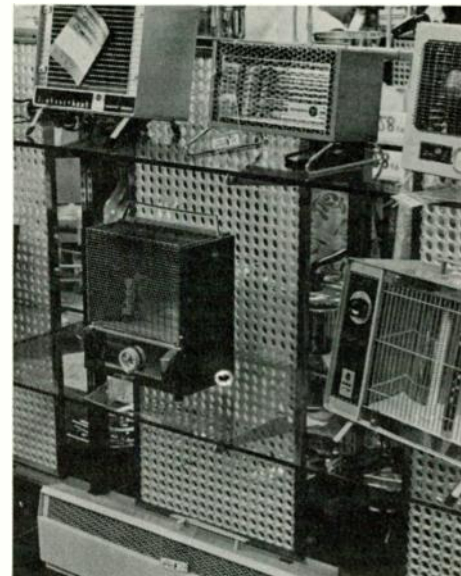
The personal care section has a new look, too: the luxury of wood-grained fixtures and glass shelves. There's more self service, too, as merchandise is kept directly beneath the shelves.

Housewares is also building a beauty image in Brooklyn. Personal care electrics are getting special attention and reportedly will get more when the new merchandise—especially the saunas and massagers—arrive on the floor.

But, mostly, for the opening day sales, it's like old times. "Will little Loretta, age eight, please come to the housewares checkout. Your cousin Mary is waiting," the voice goes on.



Wood-grain fixtures and glass shelving are part of Korvette's luxury look.



Within reach, everything for the bath in Korvette's full-line shop.



# After you sell him a stereo console for the living room,



## sell him Porta-Fi for every other room.

We ask you.

How could anyone who's just put several hundred dollars into a General Electric stereo console be able to resist spending a few extra bucks to make it portable?

All you have to do is tell that console customer about Porta-Fi.

How it's the portable speaker system

that comes as an option with most General Electric stereos.

How it plugs into any ordinary 110-volt wall socket in the house.

How there are no wires to follow you around. Just sound.

Order it only if you want to make extra profit.

### GENERAL ELECTRIC

Audio Products Department, Decatur, Illinois





**MODEL TP-707PJ SOLID-STATE CASSETTE TYPE PORTABLE TAPE RECORDER MODEL TP-707PJ SPECIFICATIONS:** Dual-track monaural, capstan drive ■ Phillips-type cassette ■ push-button operation w/fast forward ■ dual purpose VU meter indicates recording level, battery condition ■ handy cartridge release lever (cassette lifts out for easy removal) ■ auxiliary input, output, AC jacks ■ (converts to AC current with optional AC-603 adaptor) ■ 3 lbs. w/batteries ■ with remote control microphone, earphone, batteries, C-60 cartridge w/ mailing case ■ carrying case w/shoulder strap optional

**MODEL TP-718 AUTOMOBILE CASSETTE TAPE PLAYER MODEL TP-718 SPECIFICATIONS:** Dual-track monaural, capstan drive ■ Phillips-type cassette ■ attaches easily under auto dash ■ push-button operation w/fast forward ■ 6 transistors, 1 thermistor ■ constant speed transistorized motor ■ 2 watts output ■ 3½" speaker ■ can be connected to car speaker ■ operates from 6 or 12 volt car battery

**MODEL TP-728 AC/DC PORTABLE CASSETTE TAPE RECORDER MODEL TP-728 FIRST AC/DC PORTABLE CASSETTE RECORDER WITH NEW UPRIGHT STYLING IN THIS PRICE RANGE SPECIFICATIONS:** Dual-track monaural, capstan drive ■ Phillips-type cassette ■ push-button operation w/fast forward ■ AC or battery operation ■ built-in AVC automatically adjusts recording level ■ record safety interlock (cannot accidentally erase pre-recorded music) ■ 1 watt output ■ 4" x 2½" speaker ■ remote control cardioid microphone ■ auxiliary input, output jacks ■ built in AC adapter ■ weight 4 lbs., 7 oz. ■ with microphone, earphone, batteries, C-60 cassette w/ mailing case, AC line cord



## 3 Cassette Models from AIWA. You won't see them advertised in The New Yorker or Saturday Evening Post

Great magazines, sure. But why give *them* money that should be going into *your* profit-pocket? The only advertising these cassette-type portables and car player need is the exposure they get on your shelves. Wherever your customer may be . . . at home or outdoors . . . sitting, walking, or riding in his car, he can have a full-featured, long-lived, high performance AIWA cassette model that's easy to use . . . easy for you to sell. Why put advertising dollars behind a product that takes a commanding lead over competition *on sight!* Remember, AIWA is where the action is.

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# COOKWARE NEWS



□□□□ **Fondue dishes are gaining in appeal** as year-round cook-and-serve utensils. The evidence: their prominence on retailers' shelves and in displays throughout the summer season and their popularity with buyers at the New York Gift Show. Although the copper and stainless steel versions remain most popular, colored variations can also be expected to come on strong for the winter gift season. Giftware buyers at the Show were especially enthusiastic about Shafford's new Viva line, which includes a red, white, and blue horizontally striped stoneware fondue pot at a suggested retail price of \$10. Matching accessories include fondue forks, plates, mugs, coasters, and ash trays. Shafford was also showing a new group of wood and tile party servers in which many buyers were partial to the apple-and-pear-shaped cutting boards with knives that double as stems. The boards list below \$5.

□□□□ **Teens are big on fondue, too**, and can be expected to purchase the dishes for parties or urge their mothers to do so. The September issue of *Seventeen* magazine will carry a feature entitled "What you should know about cooking with company," which tells entertaining teenagers how and what to serve from their fondue dishes.



Ready for retailers' use, West Bend's Innkeeper display hutch is designed to show the avocado green line of Country Inn Cook 'n Serve ware in housewares and appliance departments, bridal, town and country, and gourmet shops (MW, 3 July, p.29). The Innkeeper and cookware package has 44 pieces.

Other cooking utensils described in the issue include butane cookers, chafing dishes, and electric frypans. The article is one of many that the magazine has scheduled to inform young people about the uses of cooking utensils and small electric appliances.

□□□□ **Korvette goes gour-**

**met** with the cookware lines in the gift department of its new Brooklyn store. Prominently featured on the low, round display tables and on the illuminated shelves are brown earthenware cook-and-serve sets and stainless steel and copper fondue pots and casseroles. The accent on gourmet cookware is part of Korvette's move to higher-priced, fashion merchandise. Attracting attention in Korvette's housewares department was Corning's new Pyrexware Verde line in shades of avocado green.

□□□□ **New members of the Metal Cookware Manufacturers Assn. (MCMA)** and their representatives are: Columbian Enameling & Stamping Co., J. Carroll Fletcher, director of sales; U.S. Stamping Co., division of Lisk-Savory Corp., Lyndon Wilson, president; Tuf-ram, Inc., division of General Magnaplate Corp., Charles P. Covino, president; The Randall Co., L.E. Wasmund, president. The cookware association's membership list now numbers 26 companies.

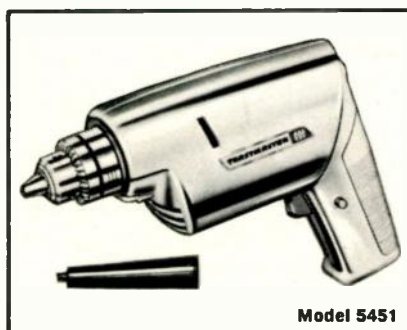


one good thing leads to another...

## Toastmaster... a name that sells power tools, too

**Deluxe Sabre Jig Saw**  
with built-in 3 blade  
storage compartment

Bevels from 45° to 90° left or right. It also rips, cross cuts, notches and scrolls. Cuts 2" dressed lumber, plastic, sheet metal and composition materials. The blade is visible at all times and an air flow clears sawdust from cutting line. Heavy duty Universal motor. Comes complete with 3 blades and a rip and circle guide.



New Toastmaster 1/4" Varispeed power drill has solid state trigger switch that gives right speed for every need from 0 to 2400 rpm. Capacity of 1/4" in steel; 1" in hardwood. Removable side handle. Also available—3/8" Varispeed power drill Model 5452.



New Toastmaster Deluxe 3/8" power drill has off-on switch with locking button. Capacity of 3/8" in steel, 1 1/8" in hardwood. Drives up to a 2 1/2" hole saw. Removable side handle. Also available—1/2" power drill Model 5402.



Toastmaster Deluxe Orbital Sander works flush to wall and corners. Orbital action gives satin-smooth finish—even "feather edges." Positive gear drive will not stall. Removable side handle.

Sell the line consumers are sold on...

## TOASTMASTER

... where one good thing leads to another

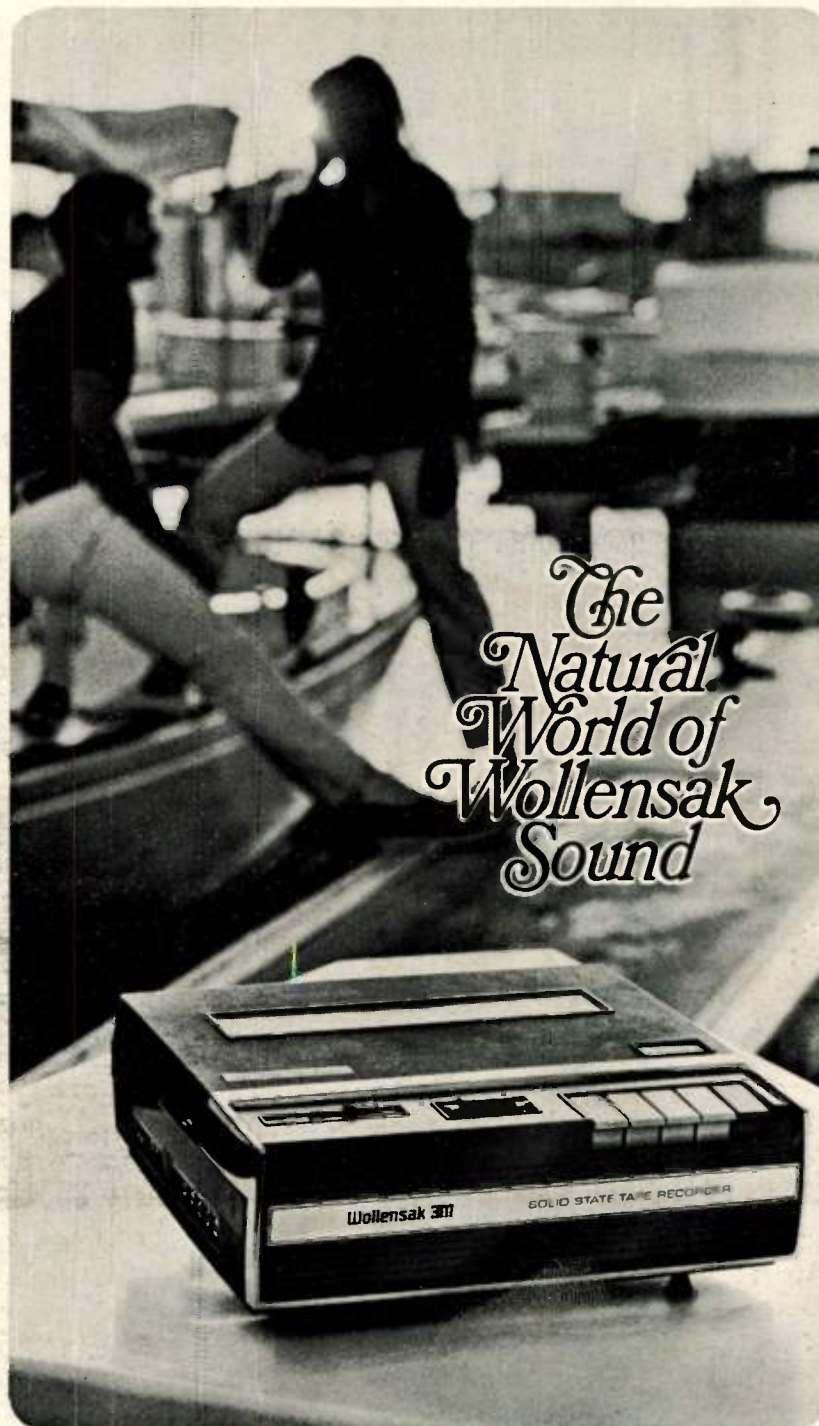
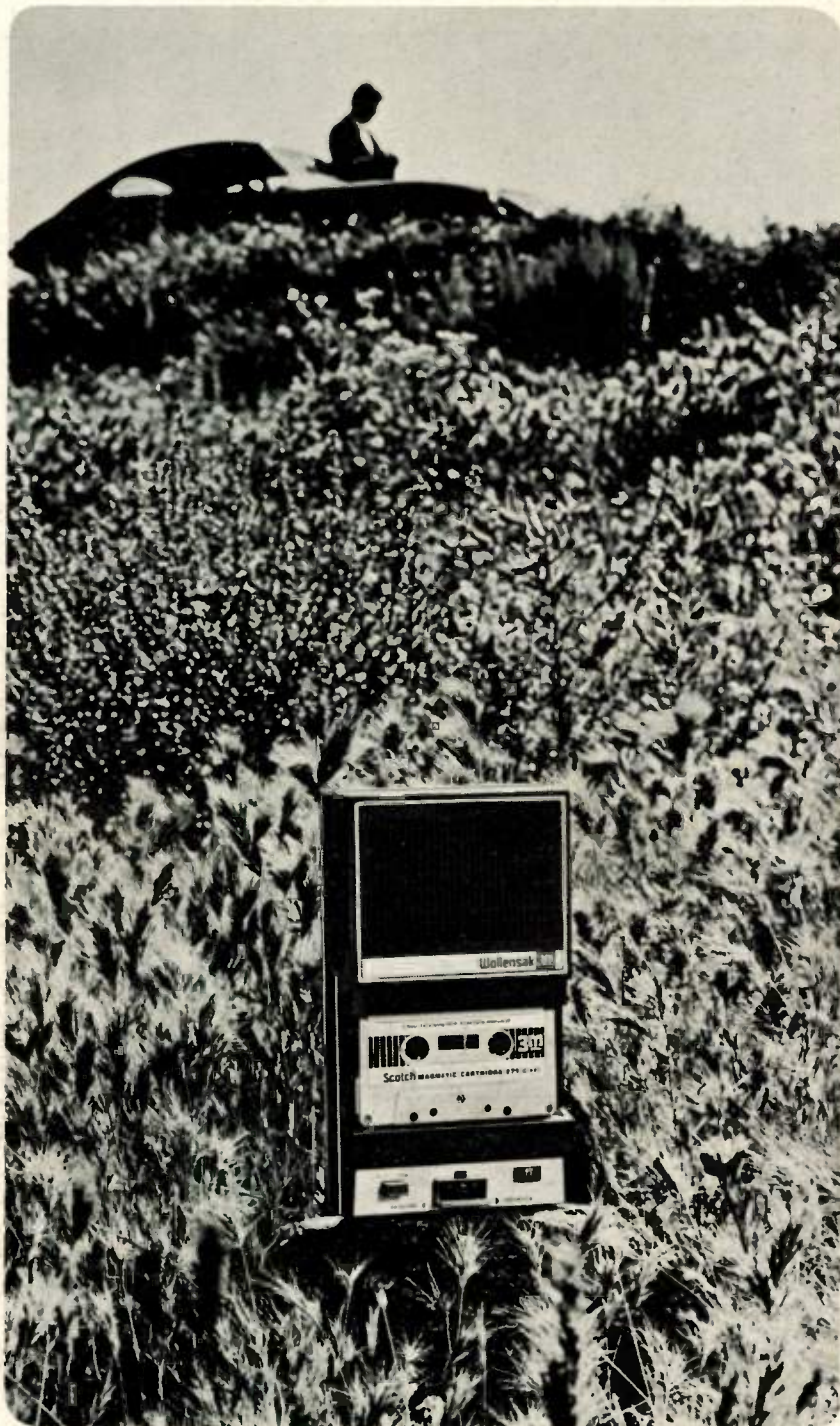


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**NOW!  
NEW!  
TWO!**



## Two new portable tape recorders from Wollensak



### Compact, cassette 4200

Here is the hot-selling Wollensak cassette portable recorder . . . restyled for '68 and with a unique, exclusively-Wollensak carrying case that holds the recorder, microphone, extra cassettes — and the Wollensak 4200 is competitively priced.

### New! Reel-to-reel AC-DC Wollensak 3500

Now . . . Wollensak quality in a reel-to-reel portable that operates on batteries or household current. 5-inch reels. Crystal-clear monaural sound. All the important Wollensak features and priced right!



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