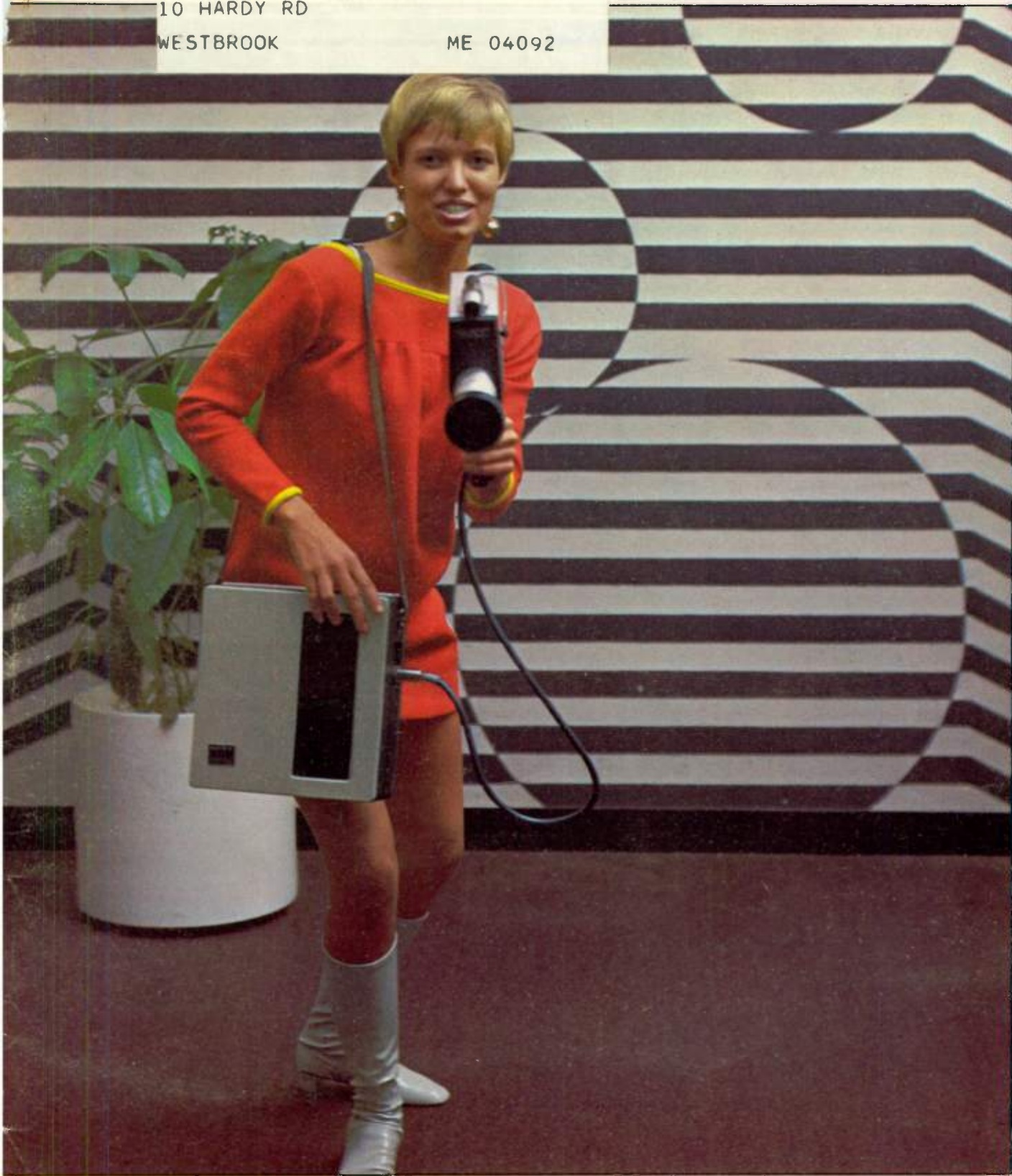


MERCHANDISING WEEK

SEPTEMBER 11, 1967

EDITED FOR THE CONSUMER ELECTRONICS, APPLIANCE, AND HOUSEWARES INDUSTRIES ☐ READ BY THE RETAILERS ☐ A BILLBOARD PUBLICATION ☐ PRICE 50 CENTS VOL. 99 NO. 37

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◀ **Selling sight and sound:
retail opportunities in a
growing market** ☐ ☐ ☐ p.21

**Philco-Ford jumps into
the record business with
a new concept for the
youth market** ☐ ☐ ☐ ☐ p.36

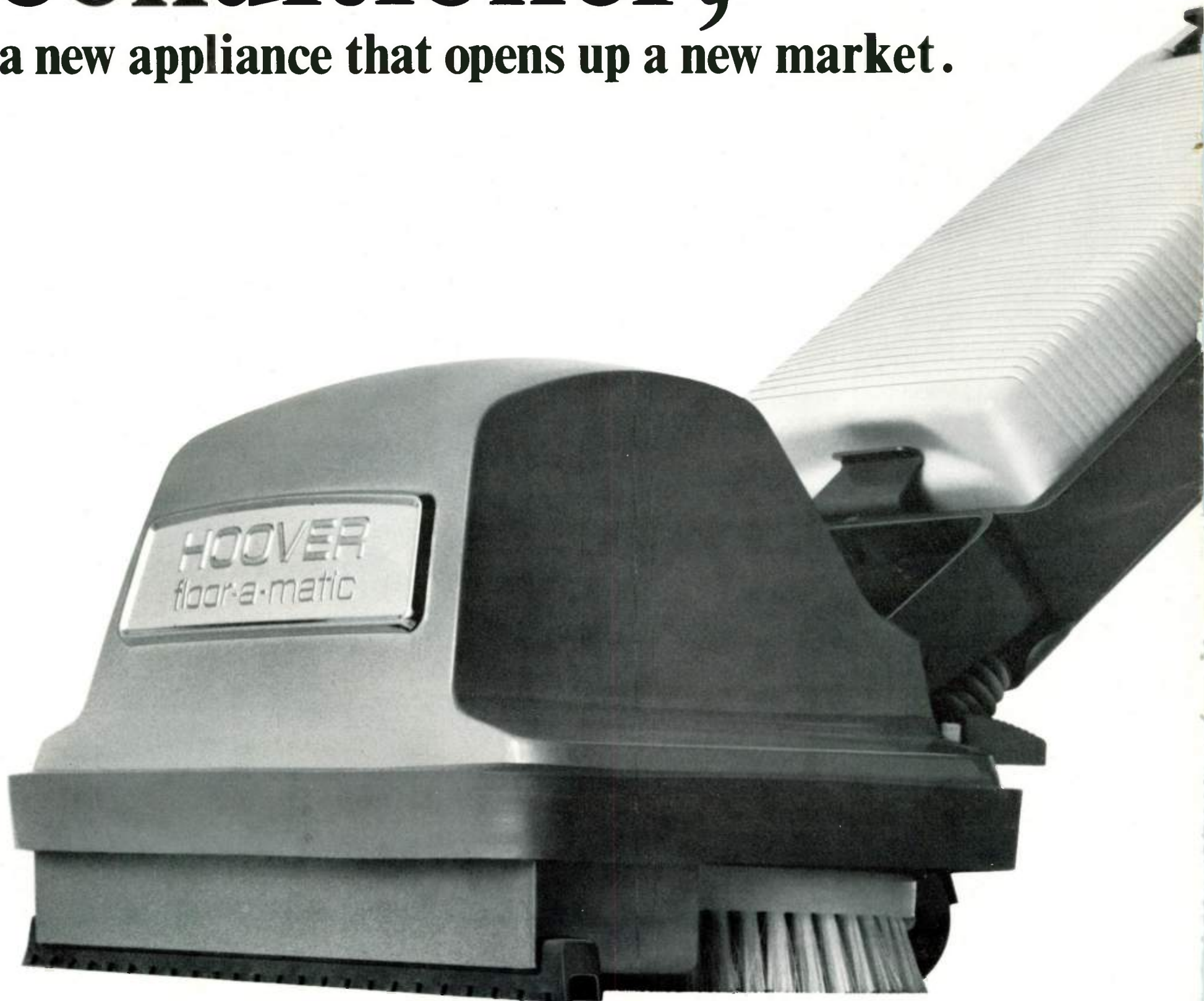
**How to sell a pot:
retail sales training
for cookware** ☐ ☐ ☐ ☐ p.44

**Tape Cartridge Forum:
a fount of information
for alert retailers** ☐ ☐ p.32

NEXT WEEK

**MW's annual fall report on housewares marketing
and merchandising: concentrating on assortments**

Hoover introduces the Floor-a-matic rug and floor conditioner, a new appliance that opens up a new market.



This new appliance takes up where the vacuum cleaner leaves off. By doing the floor care jobs that a vacuum cleaner can't do. By doing all the jobs that take a woman's time, effort, and work.

In our pre-market testing, women told us the Floor-a-matic is the most important development in floor care since the vacuum cleaner.

Step-by-step, here's what the Floor-a-matic does:

First, it power-scrubs floors. And we do mean power-scrubs. With revolving brushes. The unique action cleans any washable floor better than it could be cleaned on hands-and-knees, with a scrubbrush. Even old layers of dirt and wax can be scrubbed off.

Second, it picks up the scrubwater. This appliance could be sold as a practical *water vacuum cleaner*, even if it did nothing else. For it picks up water automatically, collecting

it in a special tank, and leaving floors dry and ready for waxing.

Third, it waxes floors. When a woman waxes a floor her normal way she has a difficult time spreading the wax evenly. But this appliance dispenses wax at the touch of a finger, spreading an even coat of wax over the floor.

Fourth, it polishes floors. Once the wax is down, the Floor-a-matic buffs and polishes it to the kind of high gloss

seen you see in TV commercials. There are special brushes and pads included just for polishing, buffing, and shining floors.

Fifth, it damp-mops floors. Waxing a floor with Hoover Buffable Floor Wax and the Floor-a-matic will give you a finish that will last for months. Much longer than self polishing wax. So we built this appliance to "damp-mop" floors between waxings. Use clear water to pick up the dirt ... and leave the shine.

Sixth, it shampoos rugs and carpets. We built a unique feature into the Floor-a-matic for rug shampooing. That's a foam generator. It mixes rug shampoo with air so that the shampoo is applied in fluffy, airy, dry foam. So the shampoo can't "soak" the rug or carpet.

Obviously, news this big deserves telling. And so we will.

Your customers—and your competitors' customers—will see the Floor-a-matic introduced in LIFE with a big two-page spread.

And there's even a new television commercial—in color—so you can demonstrate the Floor-a-matic to thousands of prospects at a time. (Fifty seconds of demonstration; ten seconds to identify your store and locations.)

To help you sell the Floor-a-matic in your store, we'll supply you with displays, point-of-sale materials, ad mats, window banners, and an assortment of other selling aids.

So if you want to show a profit, be sure to show the HOOVER Floor-a-matic Rug and Floor Conditioner.

It's a once-in-a-lifetime opportunity to stage the biggest floor show in history right in your showroom.

The Hoover Company, North Canton, Ohio 44720.



POWER SCRUB—with rotating brushes. Gets floors really clean.



WATER PICKUP—leaves floors dry, ready to wax or to walk on.



APPLY WAX—evenly, smoothly. Saves time and effort.



The Greatest Floor Show on Earth.



POLISH AND BUFF—gives floors a beautiful, long-lasting finish.



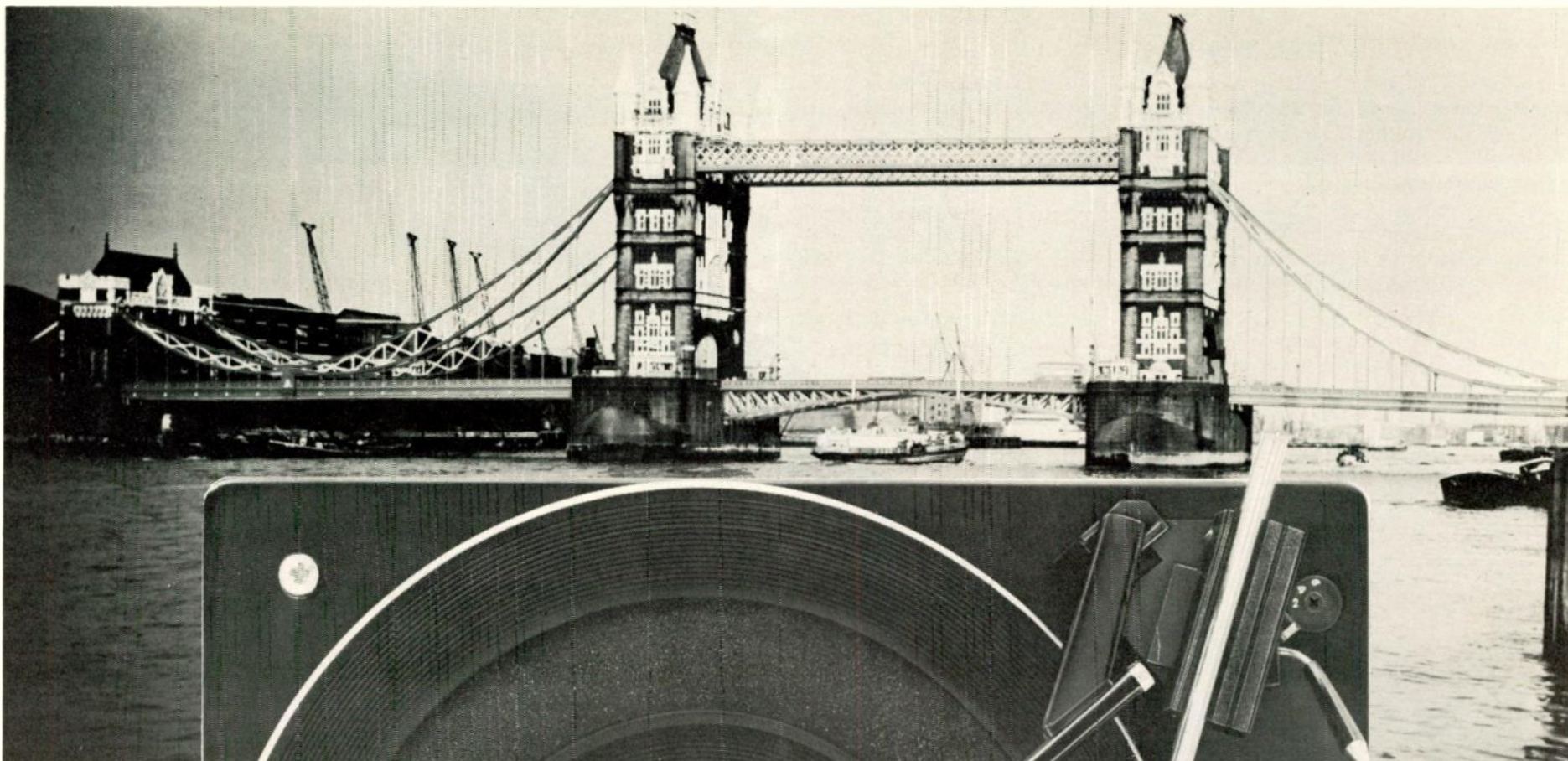
DAMP-MOP—cleans between waxing to renew floor beauty.



SHAMPOO TOO—aerated foam cleans rugs and carpets. Easy to use.



And there's a "hard-selling" display that tells the whole Floor-a-matic story, quickly, easily. Give it a choice spot on your floor.



BSR's Brilliant New Anti-Skate UA65
Once again BSR brings to the OEM market an outstanding automatic turntable embodying every fine high fidelity feature found only in the most expensive models... plus anti-skate control. The new UA65 has a heavy and deep-drawn 11-inch diameter turntable, low mass tubular tone arm with automatic lock, cueing and pause control lever, low mass cartridge shell with finger lift. And to achieve the ultimate in performance, BSR has brought to per-

**TOWERING
VALUE
FROM
GREAT BRITAIN**

fection the adjustable dynamic anti-skate control. The UA65 has a light tracking jam proof tone arm, automatic shut-off, wow less than 0.2% rms, flutter less than 0.06% rms. And many more quality features. All this brilliant BSR craftsmanship from Great Britain is embodied in a beautifully styled automatic turntable that you will want to feature up and down your line because it represents more value and more customer appeal than ever before. Contact BSR for details and specification sheet.

PRECISION-CRAFTED IN GREAT BRITAIN • DISTRIBUTED IN THE U.S. BY BSR (USA) LIMITED • BLAUVELT, N.Y. 10913
In Canada: Musimart of Canada Ltd., Montreal



□□□□ **The strike at Frigidaire in Dayton** was still on at presstime, with no hint as to when the 12,000 members of striking Local 801 of the International Union of Electrical Workers (IUEW) would return to their jobs. Production at the three plants affected ended Sept. 6, when the IUEW contract expired and attempts at collective bargaining failed. The IUEW had been involved in "patterned bargaining" with the United Auto Workers—whose Sept. 6 contract expiration has been similarly plaguing automobile manufacturers, including Frigidaire's parent General Motors. The IUEW Local accuses Frigidaire of refusing to engage in bargaining, chiefly in the areas of pensions and wage increases. Frigidaire says that the Local's action does not reflect the plans of the national IUEW, which has been negotiating with other appliance producers since mid-July.

□□□□ **Modern Maid has AGA self-cleaner approval** for its two gas-powered models, now being test-marketed across the country. American Gas Assn. approval was granted for models GU-275-1 and GU-283-1, which will probably move into full distribution marketing in about 90 days.

□□□□ **Packard Bell will merge with the Telex Corp.**, subject to approval by the management and stockholders of both companies. The Los Angeles-based electronics manufacturer has agreed to a share-for-share stock transaction with Telex, a producer of hearing aids, phonographs, and electronic components. Packard Bell and the Singer Co. called off a proposed merger about a year ago.

□□□□ **A "Sylvania Sale for Rich People" is the twist** that the company's new ad agency, Doyle Dane Bernbach Inc., has come up with for a model-changeover sale, running this month. Sylvania is providing its dealers with "get-rich-quick kits" for tie-in purposes. "The theme," said John T. Morgan, division president, "stresses that rich people remain rich by buying good value during a time of savings."

□□□□ **A 4-track portable player by Muntz Stereo-Pak** is scheduled to hit the market by November. Named the Porta-Pak 4, the 4¾ lb., battery-operated machine will retail at \$29.95 and operate with AC and cigarette lighter

plug-in adapters. The plastic unit will be manufactured in Japan by Maruwa Electronic Chemical Co. Ltd.

□□□□ **A record player that plays while being carried** in any position has been introduced by Cheeseboro Products Corp., Los Angeles. The portable unit, The Swinger, plays 33rpm and 45rpm stereo and mono records without tone arm, uses self-contained, rechargeable batteries.

□□□□ **A new pre-recorded PlayTape library is set for** retail next month, when International Tape Cartridge Corp., New York City, introduces its first PlayTape configuration cartridges.

□□□□ **Color tv prices were down on Japanese exports** to the U.S. in July, but black-and-white tv prices are edging upward from their 1966 level, according to the Japanese Finance Ministry. Average price per color tv unit for July was \$171.94, down \$14.67 from the comparable period of 1966. B&w tv prices: \$50.98 per unit, up \$3.53.

Japanese exports to the U. S.*

	Period	UNITS			DOLLARS		
		1967	1966	% Chge.	1967	1966	% Chge.
Color Television (incl. chassis)	July	25,262	23,132	+ 9.21	4,343,705	4,316,719	+ .62
	7 Months	151,850	86,002	+ 76.56	26,575,454	15,696,297	+ 69.31
B&W Television	July	140,002	133,272	+ 5.05	7,137,816	6,323,897	+ 12.87
	7 Months	659,244	639,936	+ 3.02	34,406,869	32,101,341	+ 7.18
Transistor Radios (3 or more tr.)	July	1,201,888	1,198,925	+ .25	11,691,561	10,094,697	+ 15.82
	7 Months	5,155,779	6,355,195	— 3.14	59,100,394	48,864,950	+ 20.95
Tr. rad. chassis/kit (3 or more tr.)	July	28,073	46,034	— 39.02	259,058	294,752	— 12.11
	7 Months	139,203	171,186	— 18.68	1,166,028	1,085,614	+ 7.41
Toy tr. radios	July	111,846	18,100	+ 517.93	26,630	39,866	— 33.20
	7 Months	339,475	296,484	+ 14.50	220,384	182,788	+ 20.57
Total Tr. Radios (incl. car radios)	July	1,391,556	1,290,187	+ 7.86	12,610,476	10,799,540	+ 16.77
	7 Months	6,919,581	6,990,613	— 1.02	64,154,542	52,378,091	+ 22.48
Tube Radios	July	26,344	53,379	— 50.65	344,297	632,825	— 45.59
	7 Months	156,991	400,812	— 60.83	2,082,660	4,382,517	— 52.48
Tb. rad. chassis/kit	July	8,800	13,333	— 34.00	92,511	165,330	— 44.05
	7 Months	107,597	82,331	+ 30.69	1,082,546	929,946	+ 16.41
Phonographs	July	27,852	49,394	— 43.61	316,697	462,483	— 31.52
	7 Months	208,416	295,918	— 29.57	2,166,967	2,917,746	— 25.73
Radio-Phonos	July	111,725	94,476	+ 18.26	1,681,635	1,279,380	+ 31.44
	7 Months	549,257	361,878	+ 51.78	8,068,989	5,420,585	+ 48.86
Tr. Tape Recorders (port., rim-drive)	July	121,343	168,516	— 27.99	827,411	1,167,216	— 29.11
	7 Months	610,891	848,750	— 28.03	4,165,958	5,775,419	— 27.87
Tr. Tape Recorders (port., other)	July	170,902	135,371	+ 26.25	4,293,055	3,746,977	+ 14.57
	7 Months	908,174	446,322	+ 103.48	23,008,772	11,468,224	+ 100.63
Tb. Tape Recorders	July	2,744	6,773	— 59.49	157,766	389,166	— 59.46
	7 Months	26,566	72,629	— 63.42	1,470,931	4,445,236	— 66.91
Transceivers	July	457,094	690,392	— 33.79	2,469,927	3,711,380	— 33.45
	7 Months	2,271,500	3,144,810	— 27.77	13,424,237	18,675,017	— 28.12

*Source: Japanese Finance Ministry

Cartridge tapes lead to new electronics-records tie

"Consumer electronics distributors don't know anything about cartridge tapes," Amos Heilicher, head of J.L. Marsh Co., in Minneapolis, told the midyear meeting of the National Assn. of Record Merchandise (NARM), in Lancaster, Pa., last week. "They don't know how to sell cartridges, and they don't know how to buy them. If we music distributors and rack jobbers do more with this business, we can wrap it up."

Heilicher was making his point in support of a proposal that NARM form a special program—even devote its entire midyear session—to serve members of the tape industry.

"Sales of tape in 1967 reached \$75 million to \$100 million," said Jim Tiedjens — president of Midwestern

Tape Distributors, Milwaukee, and the man who made the proposal. "Next will come the video tape recorders and prerecorded video tapes. The entire tape industry is growing at such a rate that problems which did not face the record industry for 10 years are facing the cartridge industry after two. I propose that NARM become the association for members of the tape industry."

What the proposal could mean is that retailers and manufacturers both will finally have a way of setting standards and collecting information. NARM could serve as a clearinghouse for the reporting of sales and inventory figures, and offer some way of measuring whether 4-track, 8-track or cassettes are selling best; what titles

move fastest; and whether consumers are buying cartridge units for their cars or for their homes.

The proposal, if accepted, could also mean that, in future NARM meetings, sitting alongside record merchants will be such familiar faces from the home electronics industry as GE, 3M, and Philco-Ford.

Philco-Ford was not waiting for a special tape session to make its appearance at the NARM meeting, however. Now that the company has entered the record business (see story, p.36), it was there in full force.

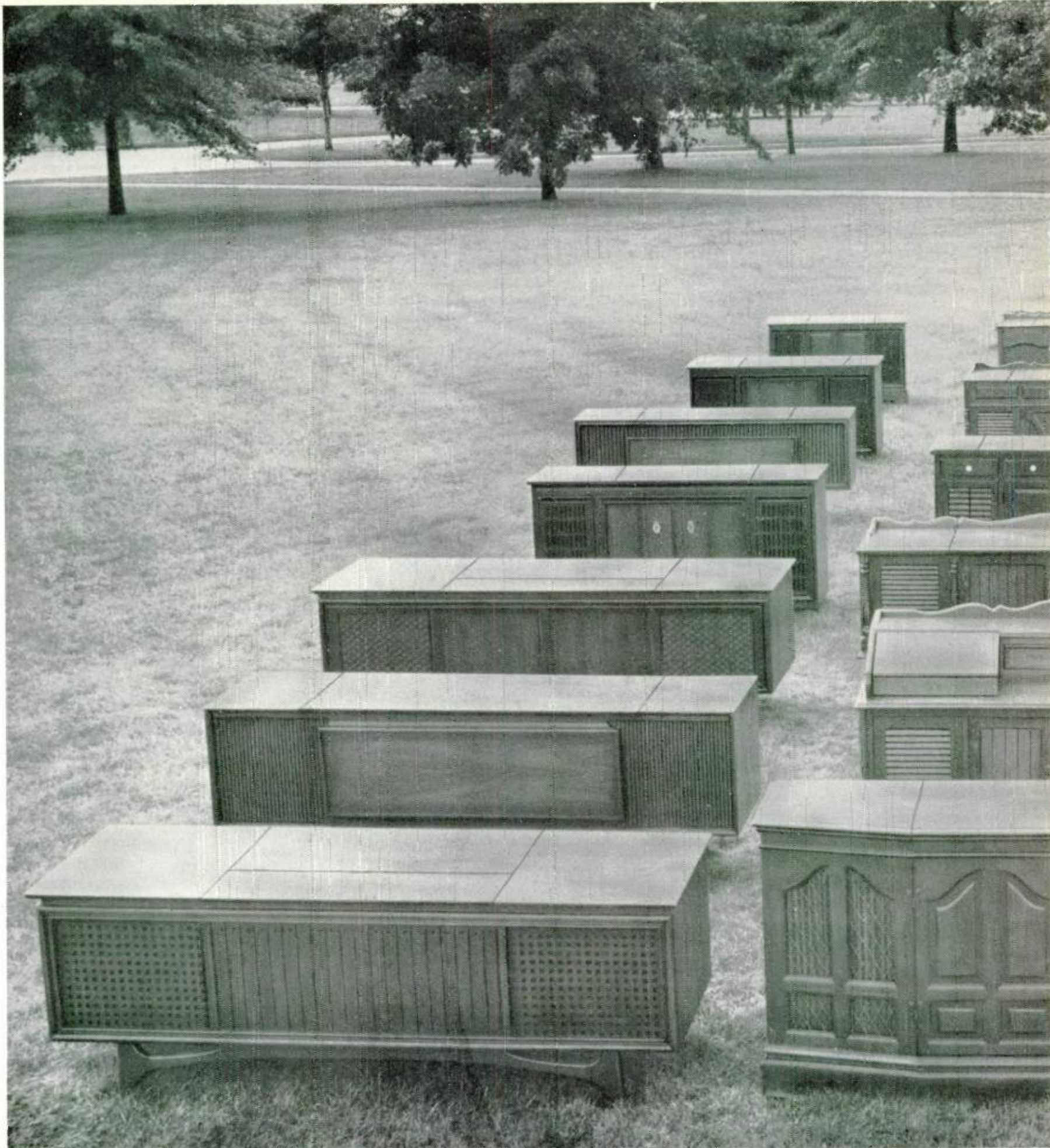
Sixteen representatives from Philco-Ford—many more than from any conventional record manufacturer—were present to demonstrate the company's new Hip Pocket Records, and to win

support for the product from record manufacturers and merchandisers.

It is too early to tell whether anyone was buying the idea. With only two days to digest the concept, reactions ranged from "It needs special equipment" (the records will play on most single-play phonos) to "It serves the same market as PlayTape." But, as the days progressed, enthusiasm grew.

Who knows? There were certainly Doubting Thomases when cartridges first came out; and, according to James Levitus, of Car Tapes Inc., Chicago; "By 1970, cartridges will be a \$300-million business." Even if his figure is optimistic, the cartridge business is certainly fast becoming a boom business.

—Amei Wallace



the style she wants—
the price she can afford—
General Electric gives you
the greatest “step-up” program
in the stereo business.



What's her pleasure? You've got it with the General Electric console stereo line.

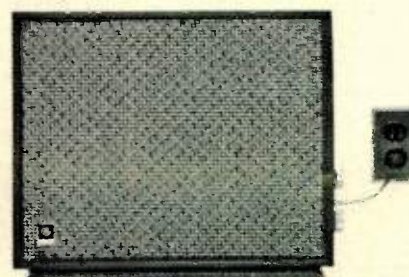
General Electric provides a striking array of console stereos in 3 basic style groupings: Contemporary, American and Continental. A fourth group, Fashion, includes a variety of specialty consoles such as end tables and decorator models. Each and every one boasts craftsmanship and design to please the most discriminating eye.

And here's a decided help to you: within each group there's a wide range of price points. You're not faced with the problem of trying to sell her a \$600 console because it's the only one

available in her furniture style. With General Electric you're able to show her step-up models within her style group. And you know what can happen then: she sells herself up.

It's a fact of life. You're nowhere in the console business unless you're in the furniture business, too. General Electric combines both in a stereo line that's good business for you.

Don't forget about Porta-Fi. Many GE consoles come equipped for this optional, portable speaker system that plugs into any wall socket in the house. So there are no wires to follow you around. Just sound. To General Electric, it's an exclusive. To you, it's a sales clincher.



GENERAL  ELECTRIC

Audio Products Department, Decatur, Illinois

George Johnston is not an easy man to capture on paper. He comes on strong, too strong to reduce to a few simple paragraphs. The man has a great deal to offer appliance-tv retailers, and he is willing to offer it all.

Talk to him for five minutes. He reports what he earned last year, what his wife earned, what the salesmen grossed, what the business netted. "I don't give a damn about our competition. I'll show them our operating statements. I've never been a great one to try to conceal anything, because I figure sometime or other someone's going to find out anyway."

Perhaps he can afford to be open, smaller men may mutter: he's big enough and successful enough so that no one can hurt him.

But this is to miss the point. Johnston is as open (almost) with his customers and his employees. They have made Johnston's Inc., the third largest dealer in Minneapolis (after Sears and Dayton's)—because he is honest and open, not the other way around.

To sum up Johnston in a few words, besides "open," one would call him "generous," "voluble," and "thoughtful." Words pour out in a torrent, but behind the rush there is a thoughtful man. Johnston studied philosophy in college and still reads it for pleasure. His speeches are noteworthy for their organization and logical progression. Johnston deserves an organized and logical article, but there are too many elements to force them into an artificial mold. Therefore:

The business: two stores, one a warehouse store. They form the sales company that is now headed by George Annoni, a competent, personable manager who has been with Johnston since the end of World War II. Johnston heads the credit company that buys the sales company's paper. Johnston's wife owns the land and buildings around the main store and receives substantial rental income.

Johnston's description of the store: "We've created a machine for selling." The machine is neither flossy nor large, but it manages to sell over \$1.6 million worth of appliances, television sets, and reconditioned merchandise a year. Johnston has no service department;



George Johnston: an industry leader who looks to new vistas

the reconditioning is done by part-timers.

"People are more concerned about credit than they are about service. Hell, they're not going to buy it if they think it's going to need a lot of fixing. Most everybody would rather have a lower price than have you tell how damned good your serviceman is. . . ."

Johnston employs a man who listens to customer complaints and who makes sure the factory service companies are working. He once threatened to sue a service company that mistreated one of his customers. "The customer is always your captive when you do your own service. Now, with our system, they're no longer captive. We're on their side. They and we fight everybody together—if we have to."

The early years: Johnston was a boy businessman. He ran a junk business in high school during World War I and started a magazine subscription agency. This in a small North Dakota town where his father was a banker. Johnston went to the University of Minnesota for a year and a quarter; then the agricultural depression of 1921 hit and wiped out his father's bank. He returned home and started retailing tires.

"Got into the tire business for only one reason: nobody had any money to buy a new car, and tires were the one thing they needed to keep the old bus going. I made \$2,000 that summer." He went back to school and started a business in Minneapolis—with a difference:

"I quickly learned two things. First, that the few tire prospects whom we ran into didn't want to pay cash. Second, the one or two who did want to pay cash thought that they should buy for less than we paid for the merchandise. As a matter of sheer survival, I started selling tires on installments. There was no place for me to peddle this paper, so I had to finance it myself.

"The big catch, of course, was that I just didn't have any money. But fortunately, our sales volume was small,

and I got extended dating terms from the tire factory, I kept the payoff terms relatively short, and we stayed in business." Johnston's slogan in those days: "When you and your tire are busted."

Johnston added radios to the tires, sending out a big crew to sell Atwater-Kent door to door. After radios, refrigerators and washers. The business grew, even during the Depression—and even though Johnston was carrying his own paper. During those grim days, whenever Johnston had to take an appliance back ("It's not a repossession—it's a demonstration that did not work out") he always tried to replace it with something from the store. "If we took back a refrigerator, we tried to send out a used icebox." The policy built goodwill that has lasted into the third generation.

On sons: George Jr., in his 40s, is a distributor in Hartford, Conn., where he is quite successful on his own. It can be understandably difficult when a son is not interested in his father's business, or leaves after he has tried it. George Jr. tried it and left.

Johnston talks about it: "There's nothing emotional or sentimental about our business except that people work for it, and, to that extent, you have a responsibility. You have a responsibility to the people who have followed your lead, because you have tremendous power when you hire somebody. A person can't just get up and quit all the time. And so I said to my son when he decided to leave: 'George, do you realize something? You've now made it possible for me to hire No. 1 people. Because with an heir apparent standing in the wings, you can never get No. 1 people to work for you.'"

Johnston also has a daughter who works a day or so each week in the office. Her husband, a CPA, also works for the company. Of course, with only one main store, there is a limit to the future Johnston can offer his people.

"I never wanted to get spread out, to have a lot of stores," he says. "And at my age (he was 65 in July), I'm not

interested in expansion. But with George Annoni in here, and with younger people, maybe they'll decide they want to expand the sales company."

Johnston's is outside of downtown Minneapolis, but has a liquor store next door that attracts around 1,000 people a day to the corner. Furthermore, a new freeway now under construction will make it quite easy for great numbers of people who live away from the city to drive to the store. The future looks fine, but Johnston is unsure: "One thing, if you get too big, you are unable to buy closeouts, which we buy a lot of. One hundred, 200, 300—I'm sure we've bought 500 to 800 color tv sets in a hell of a deal since the first of May."

On culture: at the University (where he was generous with his tire earnings and bought himself tailor-made suits—which he still buys) he studied philosophy, public speaking, mathematics, a little chemistry, a little accounting. "The only education, because it fits you for the world and it fits you for business." In his fourth year, he took law and graduated with a B.A. He finds time to read, and recently was in the middle of both *The Universe and Doctor Einstein* and Churchill's *History of the English Speaking People*. He supports the Minneapolis symphony and the Tyrone Guthrie Theatre.

"Take culture. Most people don't have culture. Of all the ignoramuses, it is the average doctor, or dentist, or lawyer. I can say this to them because I have many friends in these areas, and they don't know what the hell they're talking about. Most people don't have culture in the sense that I think of it. They have no understanding of problems or the situations arising out of them, or what some of the fundamentals are below them. . . ."

On advertising: in an industry of cluttered ads, Johnston's are cluttered beyond belief. And they pull like crazy. Johnston writes the ads himself, saying things like: "Take advantage of our money-back guarantee. If, when you get it home, you are not completely satisfied, bring it back for a full refund. You must be satisfied if it comes from Johnston's. Life's too short to run a business any other way."

According to Johnston, his policy of giving the customers complete assurance that if they are not happy they can return the merchandise helps to relieve their minds. "They feel that when they've signed this \$600 contract they haven't really signed anything anyway. Otherwise, they get scared. The other side of it: if they don't want to keep it, you had better not try to make them. Because there isn't enough profit in it to antagonize them—and then you'll be taking it back anyway. We're giving them mental comfort, and that's all the preacher ever gives them."

Generous. Outspoken. Enthusiastic. Successful. George Johnston, who says: "I never knew anybody in this business who was highly successful who didn't have this feeling of social purpose—of being a great benefactor to his customers. And this is true. People should be proud of what they're doing." George is proud.

—Wallis E. Wood

A typical Johnston's ad


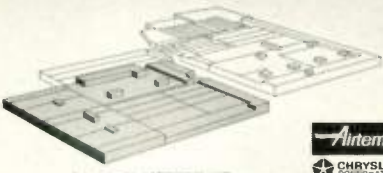

YOU'VE READ ABOUT THE BIG CHRYSLER AIRTEMP EXPANSION PROGRAM:

NO. 1 IN A SERIES

A PROGRESS REPORT FROM CHRYSLER AIRTEMP

It's not just the size of the expansion program that's important. It's the quality of the expansion program that counts. Chrysler Airtemp's expansion program is a \$100 million program to build new plants, expand existing plants, and improve production efficiency. The program is a testament to Chrysler's commitment to quality and growth.

The expansion program is a testament to Chrysler's commitment to quality and growth. It's a program that's designed to meet the needs of the future. It's a program that's designed to meet the needs of the future. It's a program that's designed to meet the needs of the future.


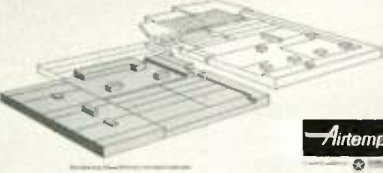
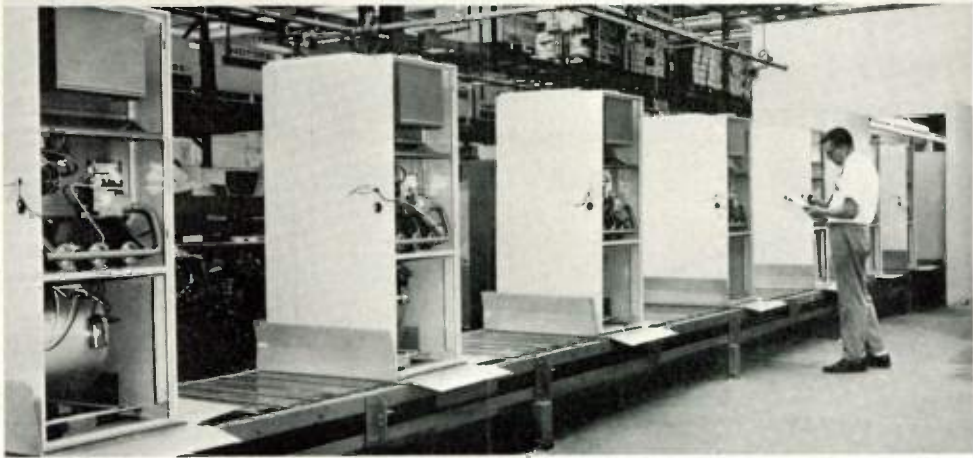


NO. 2 IN A SERIES OF PROGRESS REPORTS FROM CHRYSLER AIRTEMP

CHRYSLER AIRTEMP'S EXPANSION PROGRAM INCREASES FURNACE PRODUCTION CAPACITY 500%

When you think of a furnace, you think of a large, industrial machine. But at Chrysler Airtemp, a furnace is a lot more than just a machine. It's a piece of equipment that's designed to meet the needs of the future. It's a piece of equipment that's designed to meet the needs of the future. It's a piece of equipment that's designed to meet the needs of the future.

Through the expansion program, Chrysler Airtemp has increased its furnace production capacity by 500%. This is a testament to the company's commitment to quality and growth. It's a program that's designed to meet the needs of the future. It's a program that's designed to meet the needs of the future. It's a program that's designed to meet the needs of the future.


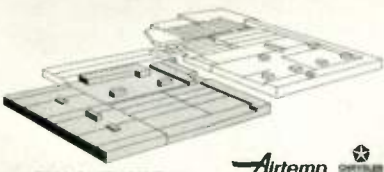
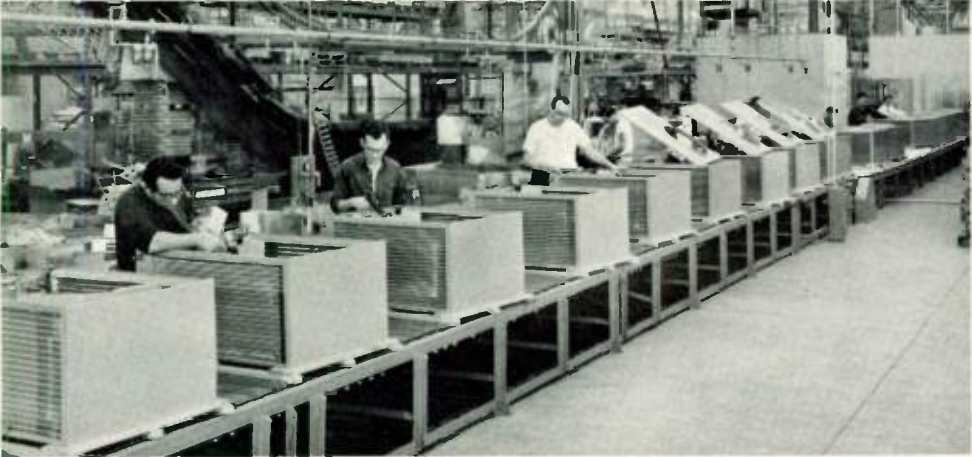


NO. 3 IN A SERIES OF PROGRESS REPORTS FROM CHRYSLER AIRTEMP

PRODUCTION CAPACITY OF CHRYSLER AIRTEMP'S NEW AIR COOLED CONDENSING LINE INCREASES OVER 100%

Every mill in the world has a production line. But at Chrysler Airtemp, the production line is a lot more than just a line of machines. It's a piece of equipment that's designed to meet the needs of the future. It's a piece of equipment that's designed to meet the needs of the future. It's a piece of equipment that's designed to meet the needs of the future.

Through the expansion program, Chrysler Airtemp has increased its production capacity by over 100%. This is a testament to the company's commitment to quality and growth. It's a program that's designed to meet the needs of the future. It's a program that's designed to meet the needs of the future. It's a program that's designed to meet the needs of the future.



NO. 4 IN A SERIES OF PROGRESS REPORTS FROM CHRYSLER AIRTEMP

INCREASED PRODUCTION FACILITIES INCORPORATE INDUSTRY'S NEWEST AND MOST INTENSIVE TESTING PROGRAM FOR ROOM AIR CONDITIONERS

A key part of the expansion program is a testing program. This program is designed to meet the needs of the future. It's a program that's designed to meet the needs of the future. It's a program that's designed to meet the needs of the future.

Through the expansion program, Chrysler Airtemp has increased its production capacity by over 100%. This is a testament to the company's commitment to quality and growth. It's a program that's designed to meet the needs of the future. It's a program that's designed to meet the needs of the future. It's a program that's designed to meet the needs of the future.



NOW READ ABOUT THE BIG CHRYSLER AIRTEMP PROGRAM TO EXPAND YOUR SALES. **OVER**

ON SEPTEMBER 7 YOUR CHRYSLER THE WORD ON OUR BIG SALES



**Start building
sales for yourself.
See him now.**

PRODUCTS:

The best in the industry. Made on the most modern equipment available. Built and backed by Chrysler Corporation. A line wide enough to cover every customer need. And expanded production facilities mean faster deliveries than ever before.

NATIONAL ADVERTISING:

The most exciting and productive creative program in our history. Airtemp's "Fast Relief" theme does a powerful job of preselling your customers. This year, it will hit harder than ever.

AIRTEMP DISTRIBUTOR GOT EXPANDING PROGRAM FOR 1968.



LOCAL ADVERTISING:

Fresh, new materials tie the full impact of Airtemp's national advertising program right into your market. Your Airtemp Distributor has a full array of ads and sales promotion tools. Everything you need to build more leads and close more sales.

INCENTIVES:

Your Distributor has a great, new incentive program designed to put extra spark into your sales force. There are new and exciting places to go this year. Ask him about it. You won't be disappointed.

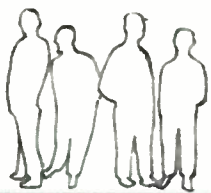
Your Chrysler Airtemp Distributor is loaded with good news for you. See him today.

Airtemp



**CHRYSLER
CORPORATION**

THIS BUSINESS IS PEOPLE



From bulbs to tubes: Sylvania shifts Cashin

The new senior vice president of Sylvania Electric Products Inc., Thomas H. Cashin, originally joined the firm in 1948, selling light bulbs in Detroit, Mich. To date, he has held a number of marketing executive positions, serving as vice president and general manager of Sylvania's large lamp operation in the lighting division since 1964; now Cashin becomes responsible for Syl-

vania Electric's home electronics products.

In his new capacity, Cashin will be in charge of the operating group that produces color and black-and-white television sets, stereo phonographs, radios, and tape recorders. He will be based in Batavia, N.Y., site of one of two Sylvania home electronics plants. Formerly, Cashin was located in Danvers, Mass.

The new senior vice president succeeds **Gordon L. Fullerton**, who is now on special assignment to the office of Sylvania president **Gene K. Beare**, and to the company's electronic components group.

Cashin is a graduate of St. Lawrence University, and holds a degree in business administration from the New York University Graduate School of Business Administration.



Ward's A. L. Hecht is easing off (a bit)

A.L. Hecht, who will be 70 years old next month, is stepping up from executive vice president to chairman of the board at Wards Co. Inc., effective Dec. 1. With 40 years of experience behind him in the home electronics and appliance business, he also will remain connected with Wards as senior consultant on merchandising and advertising.

Hecht was one of the two founders of the firm 18 years ago, when it was a store-front outlet in Richmond, Va. Today, Wards operates six appliance-tv stores in the Richmond area along with 27 leased appliance departments and eight hardware-housewares departments—doing \$26 million annually.

S.S. Wurtzel, Wards president, credits Hecht's "knowledge, skill, and charm" (Southern-style charm) with building the business.

KEY MOVES: A new title, director of marketing, has been assigned to **Arthur D. Gaines** by Concord Electronics Corp. . . . **Black & Decker** names its second merchandising manager in recent weeks. —**William H. Drews**—for its consumer products line, which includes DeWalt Radial Arm Saws. . . . Re-elected chairman of the National Electrical Week Committee is **Carl S. Menger**, board chairman of Triangle Conduit and Cable Co. The 20th annual "Week" promotion is scheduled for next Feb. 11-17. . . . **Takuzo Sakamoto** is named western sales manager for Toshiba America, Inc., in Los Angeles. . . . **Herbert E. Rademacher**, formerly with Sears, is named vice-president and assistant to the president of the Broadway division of Broadway-Hall Stores, Inc., Los Angeles. He will oversee stores in seven cities, including Las Vegas, San Diego and Phoenix.

Jackson R. Fogarty and **Richard H. Raab** have been elected vice presidents of the Eastern Products Corp., of Baltimore, a subsidiary of the Geo. D. Roper Corp. Fogarty continues as controller, a position which he has held since he joined Eastern Products in 1962; and Raab, manager of the architectural metal products division, continues in that assignment. . . **Dr. Dimitri G. Theodorou** has joined the Rauland Corp., a wholly owned subsidiary of Zenith Radio Corp., in the new post of manager of engineering development, special products, and display devices. Dr. Theodorou formerly was a project physicist for the Bendix Research Division.



Gaines

Drews

Menger

Honestly, Mr. Allen, weren't you bored stiff?



E. Wayne Allen, Factory Manager
DIAMOND CHAIN CO.
Indianapolis, Indiana

"I read every page you let me preview of the new Yellow Pages Industrial Usage Study. It not only put an enormous amount of market information in my hands, it confirmed my belief, with specific figures, that the Yellow Pages is a valuable, highly developed local buyer's reference. Bored stiff? I should say not."

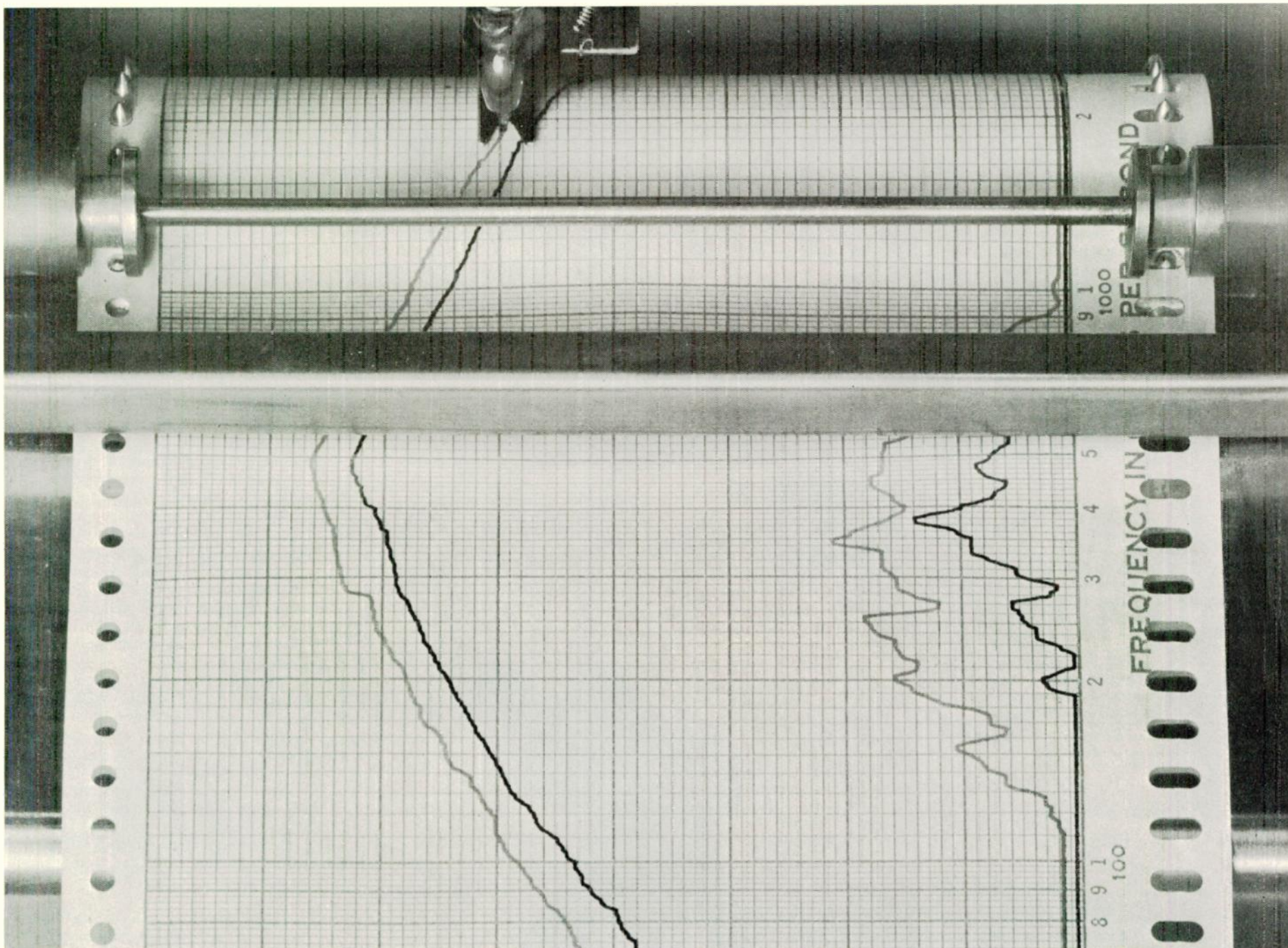
—E. Wayne Allen

The Yellow Pages Industrial Usage Study was conducted by Audits & Surveys Inc. among 6819 buyers in manufacturing firms. The study covered 140 products and services classifications.

The results of this survey are available in booklet form. Reserve a copy now. Call your Yellow Pages man. Find him in the Yellow Pages under Advertising—Directory & Guide.

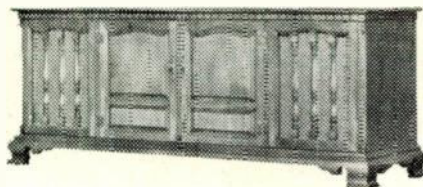


EXTRA CARE makes the quality difference at Zenith



Cardiogram of a healthy stereo cartridge

The stereo cartridge is the sensitive heart of Zenith's exclusive Micro-Touch[®] 2G Tone Arm. So our sound experts regularly make "electrocardiograms" of sample cartridges—direct from production—to assure they will deliver the finest stereo sound. The cartridge is fed a sound signal



sweeping continuously from 40 to 20,000 cycles per second. Both right and left channels of sound are charted to show frequency response, stereo separation and cartridge output. Thorough testing like this helps assure the superb performance of Zenith stereo systems. Extra care makes the quality difference in Zenith Stereo.

ZENITH The quality goes in before the name goes on[®]

A retail salesman says: 'profile of a consumer'

His name is Frank Sweeney. He lives in a large development in a working class—lower middle class—section. The composition of the area is really diverse. It includes people from every corner of the earth.

Frank Sweeney is 28. He has a pretty wife, two kids under 6, and a job as shipping clerk with the Dalton Chemical Co., which pays him \$115 a week. This is not exactly a large salary, but it is more than twice what Frank started

with six years ago as a platform handler fresh out of the Marines.

Frank wants more. He is taking a course in traffic at evening school for the next step up: a job as traffic clerk that he has been promised. Schooling was never easy for Frank. He was in and out of high school a half-dozen times before he gave up on it entirely at 18.

Frank lives in a neat four-room apartment. His appliance needs are

somewhat different than other peoples'. The development supplies sink, range, and refrigerator. Air conditioning is not a factor, because the buildings are not wired for air conditioning and may never be. Frank and his family swelter out the summer months with the aid of a couple of 20-inch fans they bought the year after they moved into their apartment.

When the second child came, Frank's wife needed a washer. So he went out and bought her a single-hose, faucet-connecting machine (the development does not permit connections to the plumbing for a fully automatic washer).

Frank bought the most famous brand available (because he felt he could trust the name), at the same furniture dealer he always dealt with (because he felt he could rely on him), and paid the price quoted without question (be-

cause shopping and haggling is not in his nature).

Later, the guys at work proved to him he had been overcharged, but he said nothing to the dealer. He simply never went there again.

Today, Frank is out to buy a 19-inch portable tv set, because the 8-year-old console his aunt bequeathed him has burnt out its last connection. His buddies at work have put him wise to the best set to look for: The Starview model no. 1900, and the fair-trade price, which is \$139.90.

The first store Frank enters, the salesman takes one look and begins to high pressure him toward a 19-inch Fujimoto at \$129.95. He underestimates Frank's brand consciousness. Frank listens politely, thanks the salesman, and leaves.

The second store has the Starview 1900. The salesman demonstrates it and quotes \$139.90. Again Frank thanks the salesman and continues his search.

At some stores, he encounters fevered burn-and-switch selling, at others a haughty brusqueness. Finally, he verifies the \$139.90 price. He feels that the second store is entitled to his business so he returns there, places his order for the Starview, and leaves \$19.90 deposit, the balance to be financed for 12 months at bank rates through the city's largest bank.

He reflects that only 15 years ago, his hard-working Dad could not get bank credit anywhere and finally had to buy their first tv set from a credit jeweler with extortionate prices and usurious rates.

When his new set is delivered, Frank turns it on and settles back on the sofa to watch the news. It is all violence. But when the screen shows some looters carrying off a set just like his, he finds it hard to get really indignant. After all, what they want, he already has—only they are taking the wrong way. Sure the past was hard and the present sometimes gets rough. But the future is there for the making, and Frank Sweeney feels he has a head start on it.

All he wants is to be treated fairly. You won't see him on tv because he is simply hard-working Frank Sweeney; appliance customer, good citizen, and Negro-American.



About the author—The man who writes this column is exactly what he claims to be—a hardworking retail salesman of home electronics, major appliances, and housewares. He wishes to remain anonymous (steady readers of this column will understand why). His opinions are his own, not necessarily those of Merchandising Week.

CLASSIFIED

APPLIANCE RETAILERS 38 EXCELLENT STORES

on prime retail streets N.Y., N.J., Conn., Pa., Ohio
1500-20,000 Sq. ft. and Bsmts. Some with parking.
Improvements also . . . area warehousing with retail
locations thru Eastern U.S. any or all available now.
Low Rents Box #25

Merchandising Week
165 W. 46 St. New York, N.Y. 10017

MERCHANDISING WEEK

Dirt, mud cracks, pops, slugs, blowholes. Or how we test for film imperfections on non-stick cookware before awarding the TEFLON* Quality Seal.



Take an ordinary non-stick pan. It may look fine to the naked eye. But put it under 10X magnification and its true surface shows.

When a manufacturer has earned the TEFLON Quality Seal, you know his cookware has passed the Du Pont imperfection test. The coating doesn't have sandpaper roughness. And those pops, slugs, blowholes and the like are nil. Even to the high-powered eye.

What do film imperfections do to the performance of the coated cookware?

Dirt and slugs could mean poor abrasion resistance. Pops, mud cracks and blowholes are a sign of poor release properties.

And any combination could result in peeling film.

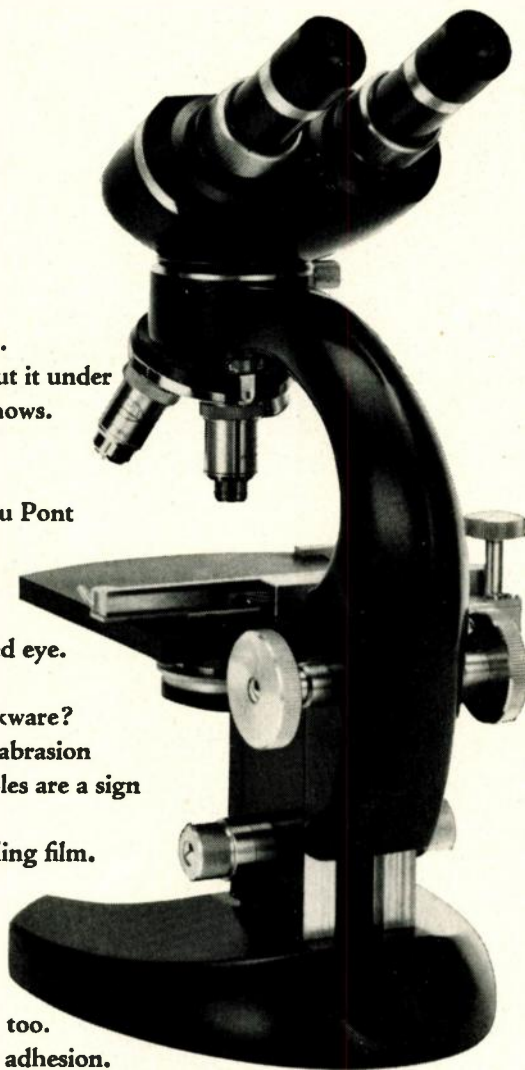
Presence of these imperfections usually signals further problems. Like improper bake. A poor substrate. Or inferior coating methods.

However, we test for all of that, too. As well as for film thickness. And proper adhesion.

And we continue to test.

(We purchase samples right off the retail shelf, in addition to those regularly supplied by manufacturers.)

Because that's the way life is when you have a TEFLON Quality Seal to vouch for.



Better things for better living...through chemistry

*TEFLON is Du Pont's registered trademark for its TFE non-stick finish.

The TEFLON Quality Seal is the only one that shows adherence to Du Pont-approved coating standards assured through continuous surveillance.

Nothing like it anywhere!
The only Portable Stereo
8-Track Cartridge Tape Player
that plays everywhere!



**AT HOME
ON HOUSE
CURRENT
(AC/DC)**



**AT THE
BEACH ON
BATTERIES**



**IN THE CAR
OR BOAT WITH
CIGARETTE LIGHTER ADAPTER!**



Elgin's all-new Stereo Cartridge Tape Player

FAIR-TRADE PRICED TO SELL AT \$89⁹⁵

Just open it up, slide in a standard 8-track prerecorded stereo cartridge . . . and watch your customers stop, listen . . . and buy. The Elgin Great 8 fills the air with marvelous music . . . sells on sound. The only portable 8-track cartridge stereo that really means what it plays. Gives you the competitive jump in the booming cartridge stereo market.

It weighs a mere 10 pounds but it's every ounce a champion. Has two big 4" x 6" speakers, 2 full watts of power. All the quality, power and superb stereo separation of units costing twice as much.

And Elgin's big protected 40% markup (\$35.95 on every unit) sounds pretty sweet, too! Check the fine points (right), then place your order today to be sure of delivery in time for Christmas selling.

Complete, ready to play with 8 flashlight batteries, built-in house current adapter and cord, auto cigarette lighter jack and cord included. Fair-trade list \$89.95.

LOOK AT THE BUILT-IN ELGIN QUALITY!

- Precision Engineered 8-Track Deck
- Built-in Stereo Amplifier
- Wow and Flutter Level Better than 0.25 W.R.M.S.
- Constant Speed Motor with Governor
- Capstan Drive
- Two Separate Volume Controls
- Channel Selector • Tone Control
- Two 4" x 6" Speaker Systems
- 100-10,000 C.P.S. Frequency Response
- ABS High Impact Plastic Case
- Folds into a Portable 10" x 12" x 6"

See Elgin's complete Protected Profit line of Solid State-AM-FM-Shortwave and Clock Radios.



ELGIN RADIO DIVISION
 ELGIN NATIONAL WATCH CO.
 847 W. Jackson, Chicago, Illinois 60606

OVER 100 YEARS OF PRECISION LEADERSHIP IN WATCHES, CLOCKS, RADIOS



□□□□ A tax increase probably will be approved by Congress before it adjourns this year. But the first few weeks of hearings on President Johnson's request for a 10% surtax on both corporations and individuals made it perfectly clear that Congress will not be hur-

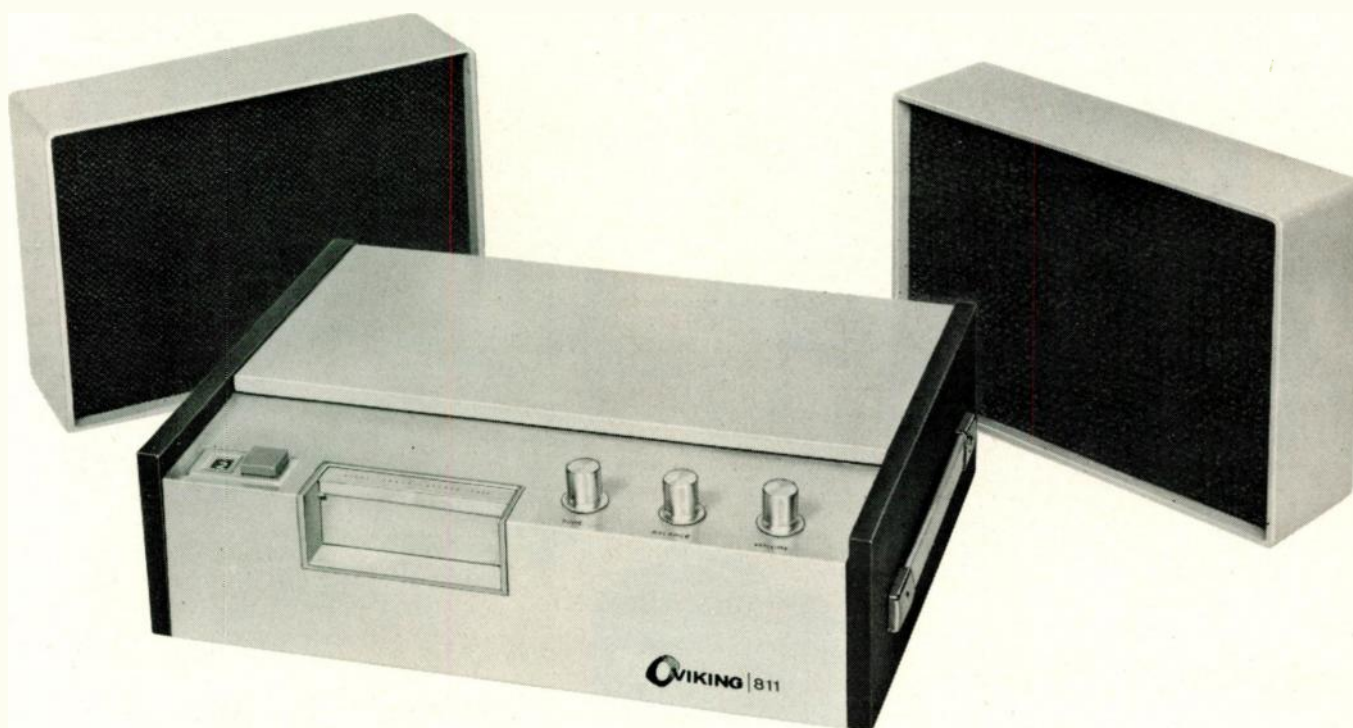
ried into action. Chairman Wilbur Mills (D-Ark.) of the House Ways and Means Committee plans extra hearings that will run at least through Sept. 14. And Chairman Russell Long (D-La.) of the Senate Finance Committee, a non-believer so far as tax hikes are con-

cerned, may also delay action.

There still is a chance, in other words, that Congress will stall until early next year. Mills may decide to withhold Committee action until mid-October when figures on several economic indicators for the third quarter of the year become available. A number of businessmen at the hearings are expressing some doubt as to whether the tax increase is necessary; they fear, in fact, that it may slow down the economy too much.

□□□□ Do you sell glass-fiber curtains and draperies? If you do, you will have to make sure that labels and containers disclose that skin irritation may result from handling these products. The new rule, effective next Jan. 2, was promulgated by the Federal Trade Commission on the theory that the fabrics become brittle in washing, sewing, or hanging, and that minute particles can break off and irritate the skin. The seller is responsible for correct labeling.

THE LINE YOU CAN BANK ON



Viking's new solid state 8 track stereo tape cartridge players rival the richness of hi fi systems . . . built with the same high quality that made them the choice of General Motor cars. Three models from \$99.95 . . . so superior in sound we'll give your money back if you find another that sounds better. We ought to know — we've made tape cartridge equipment for over 10 years.

And in open-reel tape recorders Viking sets the standards. A complete line of high quality stereo component-style tape recorders from \$124.95.



433



423



88



880



807

The Viking line means quality you can bank on — whenever your bank is open for business. For complete information write Sales Manager.

VIKING tape recorders
DIVISION OF THE TELEX CORPORATION
9600 ALDRICH AVENUE SOUTH MINNEAPOLIS, MINN. 55420

□□□□ Availability of your products could become more certain, if a plan advanced by president I.W. Abel of the United Steelworkers Union ever is put into effect. He proposes a pre-negotiation agreement between labor and management on steps to be taken in case bargaining reaches an impasse that might lead to a major-impact strike. Unless something like this is adopted, he warns, strikes in major industries could lead to federal wage-price controls.

Abel does not spell out what steps should be taken in the pre-negotiation agreement. But he does say that "frantic outbursts" of federal intervention threaten the collective bargaining process, and can only be offset by "voluntary" alternatives that must be worked out by industry and labor.

□□□□ New laws covering bankruptcies may be coming—but not for a long time. The Senate Judiciary Committee is studying a bill by Sen. Quentin Burdick (D-N.Dak.) that would create a 10-man commission to make a 2-year study of the federal bankruptcy laws. The commission would include two members of the House, two Senators, three businessmen and three bankruptcy referees.

□□□□ Plant and equipment investment plans have been revised slightly downward again, but business still expects to spend more in the second half than in the first, the Commerce Dept. reported last week. The quarterly report put the anticipated total for the year at \$62.03 billion — 1.6% below the initial March projection.

INDUSTRY TRENDS

Distributor-to-dealer sales of color television sets gathered momentum during the week ended Aug. 18, rising 17.67% over the comparable period of 1966 and about 2% over the previous week's showing.

Sales gains for the first three weeks of August are the strongest for any 3-week period since March, indicating that sales have finally emerged from the summer doldrums and the seasonal rise has begun.

Sales in other home electronics sections were off sharply from last year's pace. Portable and table phonograph sales were most disappointing for the week—off 34.78% from the comparable period of 1966; but the category still up 7.46% for the first 33 weeks

of the year.

To revive black-and-white television sales—off 22.55% for the week and 27.43% for the 33-week period—some manufacturers are adding new models and cutting prices on their b&w tv drop-ins for 1968.

Prices on 12-inch b&w portables are down now to \$86.95 (MW, 28 Aug., p.41), nearer than ever to the under \$50 tv receiver that some tv producers claim will make tv competitive with part of the radio market.

Vacuum cleaners—the only other area for which new Trends figures were available this week—registered a modest .15% increase in manufacturer shipments for July, but were off 2.77% for the first seven months of the year.

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

	Date	1967	1966	% Change
FLOOR CARE PRODUCTS				
Floor Polishers	June	78,779	94,378	- 16.53
	6 months	497,615	577,758	- 13.87
Vacuum Cleaners	July	415,237	414,581	+ .15
	7 months	3,058,196	3,145,025	- 2.77
MAJOR APPLIANCES				
Dryers, clothes, elec.	July	105,000	115,200	- 8.86
	7 months	790,300	757,000	+ 4.39
Dryers, clothes, gas	July	47,100	46,700	+ .85
	7 months	354,000	347,400	+ 1.89
Washers, auto. & semi-auto.	July	294,200	347,900	- 15.44
	7 months	2,120,000	2,294,300	- 7.60
wringer & spinner	July	26,000	40,100	- 35.17
	7 months	261,900	306,500	- 14.56
Air Conditioners, room	July	261,500	488,900	- 46.52
	7 months	3,337,300	2,554,400	+ 30.64
Dehumidifiers	July	47,200	35,200	+ 34.09
	7 months	232,700	203,000	+ 14.63
Dishwashers, portable	July	25,100	28,200	- 11.00
	7 months	270,900	239,800	+ 12.96
under-counter, etc.	July	63,400	71,100	- 10.83
	7 months	496,100	575,500	- 13.80
Disposers, food waste	July	109,800	108,600	+ 1.10
	7 months	707,900	812,800	- 12.91
Freezers, chest	July	46,400	43,800	+ 5.93
	7 months	260,300	276,400	- 5.83
Freezers, upright	July	63,700	68,500	- 7.01
	7 months	394,500	388,900	+ 1.43
Ranges, electric	July	131,700†	157,100	- 16.17
	7 months	1,033,500	1,217,600	- 15.12
Ranges, gas	July	139,900*	131,900	+ 6.06
	7 months	1,187,900	1,279,000	- 7.13
Refrigerators	July	410,300	450,900	- 9.01
	7 months	2,669,600	2,960,200	- 9.82
Water Heaters, elec. (storage)	July	92,200	88,000	+ 4.77
	7 months	613,000	619,600	- 1.07
Water Heaters, gas (storage)	July	193,100	219,700	- 12.11
	7 months	1,466,800	1,597,100	- 8.16

HOME ELECTRONICS

Phonos, port-table, distrib. sales	August 18	63,787	97,789	- 34.78
	33 weeks	1,809,555	1,683,865	+ 7.46
monthly distributor sales	June	235,992	195,241	+ 20.87
	6 months	1,391,390	1,170,744	+ 18.85
Phonos, console, distrib. sales	August 18	24,723	33,571	- 26.36
	33 weeks	771,780	1,013,528	- 23.86
monthly distributor sales	June	93,871	133,656	- 29.77
	6 months	593,323	793,007	- 25.18
Radios (home), distrib. sales	August 18	195,164	246,001	- 20.67
	33 weeks	6,784,775	7,643,114	- 11.24
monthly distributor sales	June	1,223,952	1,173,010	+ 4.34
	6 months	5,312,391	5,976,902	- 11.12
B&w Television, distrib. sales	August 18	102,189	131,929	- 22.55
	33 weeks	3,159,006	4,352,728	- 27.43
monthly distributor sales	June	385,900	543,992	- 29.06
	6 months	2,413,702	3,426,789	- 29.56
Color Television, distrib. sales	August 18	106,289	90,321	+ 17.67
	33 weeks	2,621,144	2,380,915	+ 10.08
monthly distributor sales	June	284,949	332,848	- 14.39
	6 months	1,977,030	1,821,194	+ 8.56

†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, VCMA

2 reasons why the competition isn't up to "Standard"

1.

\$32⁹⁵

Unbeatable retail price includes earphone and batteries. Comes equipped with earphone jack, AC/adaptor jack and twin antennae.

2.

Model SR-K780F
AM/FM
leatherette cabinet portable



A blend of precision and quality. Includes 3½" dynamic speaker, 18 solid state components, slide-rule dial, vernier tuning, AFC defeat switch...all in rugged black leatherette cabinet with built-in carrying handle.

Available immediately from both warehouses

STANDARD RADIO CORP.
...electronic years ahead!

60-09 39th Avenue, Woodside, N.Y. 11377 • 1300 West Olympic Blvd., Los Angeles 90015

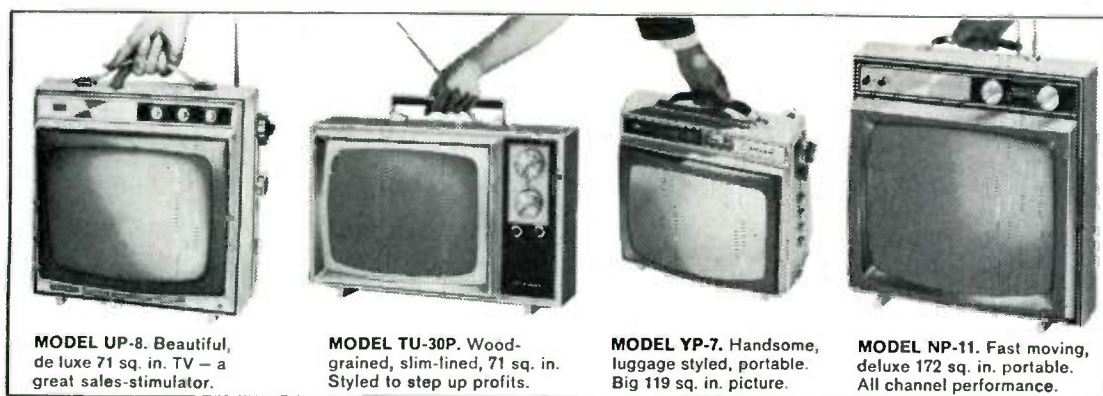
AMERICA SALUTES THE NEW FREEDOM SHARES



**BUY FREEDOM SHARES
AND U. S. SAVINGS BONDS**



the big move to **Sharp** proves it! If it's movement you want... get Sharp! Who does? Consumers by the thousands. Retailers by the hundreds. Today there's so much open-to-buy on our portable TV, even we're getting carried away! So for big volume and full profit, for sales you can make with complete confidence, remember . . . Sharp sets get carried away **-and never come back.**



HAS AN IN-WARRANTY REPAIR RATE MUCH LOWER THAN THE INDUSTRY'S

U. S. Department of Commerce figures utilized in determining industry repair rate.

IT PAYS TO GET SHARP — THE FULL LINE OF PORTABLE TV (COLOR AND B&W) • RADIOS • RADIO-PHONOS • TAPE RECORDERS • TRANCEIVERS

SHARP ELECTRONICS CORPORATION, CARLSTADT, NEW JERSEY 07072. U. S. Subsidiary of Hayakawa Electric Company, Ltd.

In Canada: Import House of Canada, Scarborough, Canada

ACAPULCO

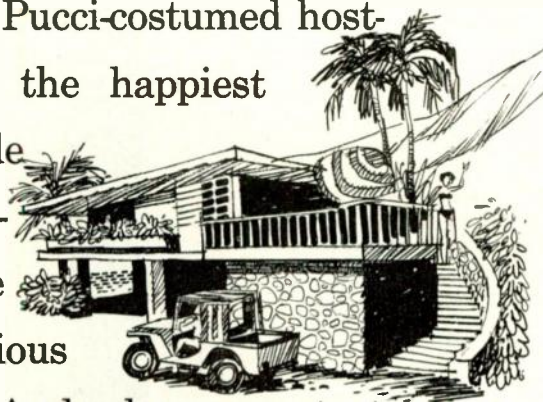
cha,
cha,
cha!

Headed for Acapulco with Gibson/Easy? Magnífico! Your seats are reserved on a giant Braniff International jet, with a Pucci-costumed hostess hovering near



trip you ever took. On the mountainside

overlooking Acapulco Bay your private *casita* is waiting, and your own private pool, and your own private



pink-and-white jeep—for we've totally leased luxurious

Las Brisas resort for you Gibson/Easy jet-setters. And when you start wishing you could live like this *forever*, we'll show you how easily you can, with 1968 Gibson and Easy lines which continue a wonderful



winning streak. But if by *any* chance you're missing out on Acapulco, don't miss again. 6,300 of us are having a wonderful time, and we wish you were here!

Gibson/Easy

APPLIANCES
GREENVILLE, MICHIGAN

Maybe you think there are too many toasters on the market now.

But how about a toaster that lowers itself automatically, lists at \$16.95, and gives you a full profit margin?



That makes a lot of sense. That's why Panasonic is introducing the NT-1101, a fully automatic self-lowering toaster. Lowers itself instantly. Toasts golden brown to your individual taste. And pops up extra fast. There's a unique lowering mechanism inside. Reason: To make it last longer. And the smart chrome styling goes beautifully with any kitchen. We've got another model, too: the semi-automatic two-slice NT-106. They're both Panasonic designed, engineered,

tested and manufactured. Just like our radios, tape recorders, TV and phonographs. We control the quality of every single part, right through to final assembly, and life test. If you're not too familiar with Panasonic, talk to a Panasonic Sales Representative. He's our expert. Or talk to a Panasonic Dealer. He'll tell you the same story.

EASTERN SALES/PANASONIC NEW YORK
43-30 24th St., Long Island City, N.Y. 11101 (212) 973-5700
MID-WEST SALES/PANASONIC CHICAGO
4615 N. Clifton Ave., Chicago, Ill. 60640 (312) 784-2200
WESTERN SALES/NEWCRAFT, INC.
8692 Wilshire Blvd., Beverly Hills, Calif. 90211 (213) OL 5-5160
HAWAII/MATSUSHITA ELECTRIC OF HAWAII, INC.
205 Kalihi St., Honolulu, Hawaii 96819. Phone 852-928

PANASONIC[®]



SELLING SIGHT AND SOUND:

the audio and video tape recorder market

By Amel Wallach

Cover photo by The Robert M. Denelsbeck Studio

Total U.S. Home Magnetic Tape Recorder And Reproducer Market: 1960-1966

(Add 000 units and dollars)

YEAR	FACTORY SALES (U.S. Produced)		IMPORTS (U.S. Brand)		IMPORTS (Foreign Brand)		TOTAL IMPORTS		TOTAL U.S. MARKET	
	UNITS	DOLLARS*	UNITS	DOLLARS*	UNITS	DOLLARS*	UNITS	DOLLARS*	UNITS	DOLLARS*
1960	85	8,566	15	434	195	5,634	210	6,068	295	14,634
1961	366	38,551	23	449	777	15,105	800	15,554	1,166	54,105
1962	441	44,628	25	372	1,209	13,013	1,234	13,385	1,675	58,013
1963	459	51,617	29	383	2,353	27,282	2,382	27,665	2,841	79,282
1964	486	59,494	35	506	3,040	37,004	3,075	37,510	3,561	97,004
1965	653	80,646	100	1,917	2,692	39,709	2,792	41,626	3,445	122,272
1966	868	107,198	265	4,943	2,542	42,790	2,807	47,733	3,675	154,931

*Estimated.

NOTE: Excludes automobile tape players, tape decks, commercial recording and play-back equipment, and other types of sound recorders and/or reproducers, i.e., magnetic sheet reproducers and background music systems.

SOURCE: EIA Marketing Services Department.

It may be a year—or two or three—before many of your customers can expect to find video tape recorders under their Christmas trees. But this winter, for the first time, people who could barely recognize a tape recorder before will be unwrapping cassette recorders, cartridge players and reel-to-reel tape recorders on Christmas morning.

And they will still be using those tape recorders on New Year's Day and the Fourth of July; chances are, they will even be recording the sounds of Christmas 1968 on that tape recorder.

Audio tape recorders have moved out of the closet and into your customer's lives. Cassettes, cartridges, and advanced technology did it. A market that only a few years ago had stagnated at about a half-million units sold each year has grown to rival color tv sales. Industry experts estimate that audio tape recorder sales will hit close to 5 million units in 1968, not far below the 5.5-to-5.7-million unit sales expected for color tv.

"In fact," says Richard Hanselman, vice president-product planning, RCA Sales Corp., "in terms of unit volume, tape recorder sales are beginning to look more and more like portable phonograph sales."

Whatever happened to the audio tape recorder? The ugly duckling dust-catcher has become the beautiful sale.

In the past few years, tape recorders have become lighter, easier to operate, more versatile, more reliable, less expensive, and better looking than their older brothers of the Fifties. As the technology of tape recorders has advanced, consumers have found new ways to use them and new places to take them.

As the consumer took an interest in the tape recorder, mass manufacturers—like RCA, GE, Philco-Ford, and even Motorola, with its 8-track cartridge players—who had left the market in the hands of specialists and the Japanese, plunged deeper into the market, or got their feet wet for the very first time.

And, as manufacturers did get deeper into the market, distribution patterns began to change. Except for the over-\$200 units, tape recorders have been moving out of the photo store and into the more conventional home electronics stores. Until this year, that is, when, with the advent of the cartridge and the cassette, they have arrived in the appliance-tv store to stay.

Consumers who, until now, were put off by the complexity of the tape recorder can find many uses for the simple little cassette recorder and new places to take the cartridge player for music listening.

The tape recorder consumer has changed, too. "Most consumers know what a tape recorder is now, and they didn't five years ago," says Paul Van Orden, manager-marketing, magnetic tape business section, General Electric. "They use it in school for language

learning or note-taking; they use it for "sound" letter-writing in the service; and they use it for sales training and dictating in business."

As the tape recorder business continues to grow—at the rate of 25% a year—according to George Stewart, vice president, consumer division, Toshiba, the product keeps improving.

Rim-drive tape recorders—those uncertain little, voice-only tape recorder toys—will probably soon be phased out altogether. Transistors are fast replacing tubes. Monaural reel-to-reel recorders in the \$100-to-\$150 category are giving way to stereo recorders, cartridge players, and high-end cassette units for the home. AC-DC is taking over the portable market.

"Battery drain is too great with a tape recorder, and we can see from our sales that customers know that," says Hanselman. "One \$79.95 model, which resembles a \$69.95 unit in nearly every way—except that the high-end recorder has an AC-DC feature—outsells the lower-priced unit two-to-one," Hanselman points out.

Top-of-the-line recorders are getting features like Sony's tape changer and self-threader, or Bell & Howell's self-threader, or the automatic reverse that other manufacturers have. And look for integrated circuits in the future of tape recorders.

Even as audio tape recorders move deeper into the mass market, video tape recorder manufacturers are doing an about-face and marching away from the home and toward industry, education, and government.

"Vtr is not at its present stage a product for the home market," feels A. Barshop, national sales manager for video tape recorders at Panasonic.

"Video tape recorder customers are not buying at retail," echoes Jack Trux, marketing manager-consumer and educational products, for Ampex.

"We're spending our energies on industry," echoes Darrell Boyd, "general sales manager, Revere Mincom Div., 3M Corp. "We're not worrying about when the consumer will be buying a \$500 vtr."

That \$500 vtr, however, is just down the pike. Both Ampex and Panasonic will have them next year. And other manufacturers—most notably Sony, which is making the most concerted bid for the home market—will have them, too.

No matter where the vtr market is at present, there are some retailers who insist that this is a lucrative market to get into today, and a surefire way to be in on the ground floor when all sales break loose tomorrow. Other retailers employ vtrs as promotional aids, for sales training, or in the role of security guards.

For more information on the products, the sales, and the retailers who make them—gathered in conjunction with the Billboard news bureaus—turn the page.

Tape recorders on the go

MARKET TRENDS FOR PORTABLE UNITS

When manufacturers talk portables, the talk turns quickly to cassettes. Not only are cassette recorders beginning to make inroads into the portable market, but they are creating new markets for the industry where there were none at all before.

As consumers catch on to the simplicity of the concept, they devise new applications for it—such as sales training, sound pictures, capturing baby's first words, and off-the-air recording.

And reel-to-reel portable sales are growing as well. According to one national brand rating study, the total tape recorder market breaks down this way: in 1966, under-\$35 tape recorders accounted for 38% of the total market; \$35 to \$50 units, for 14%; \$50 to \$100, for 21%; \$100 to \$200, for 15%; \$200 to \$300, for 6%, and over-\$300, for 6%. The under-\$100 portables, then,

account for a sizable 73% of tape recorder retail sales.

N.J. Guiheen, sales manager for the portable products division at Westinghouse, credits the under-\$100 portables with an even bigger chunk of the market. According to Guiheen, in 1966, under-\$30-unit volume accounted for 48% of the market; \$30 to \$50 sales, for 20%; \$50 to \$100 sales for 12%, and over \$100 sales, for 20%. His estimates, therefore, give the under-\$100 portables 80% of the total tape recorder market.

Who buys portables? Young America buys them—for classroom work, for note taking, for music recording, for letter writing. These are first-time buyers, for the most part—buyers who will step up to better products for at-home listening in the future.

Portable pricing—in fact tape re-

HOW TO SELL PORTABLES

Tape recorders, in general, and cassette recorders, in particular, are not only easier for the customer to buy—they are easier for the salesman to sell. No longer need he be embarrassed at not being able to understand the product he is pushing. And he can emphasize the simplicity of operation by demonstrating it.

Even with the cassette system, how-

ever, there is some danger of knowing too little. There is something wrong, for example, when a customer can walk into Korvette's audio department asking for a cassette unit and receive from the salesman a comment such as "Oh, you mean those Lear Jet players!"—when Lear makes 8-track players only.

Many customers know if they want reel-to-reel, or Playtape, or an inexpen-

Tape recorders: U.S. market dollar volume*

Year	Reel-to-Reel (rim drive)	Cartridge (all systems)	Cassette
1967 (projection)	\$10-15,000,000	\$30,000,000	\$20-25,000,000
1966	\$15-20,000,000	\$30,000,000	\$7-8,000,000

*Factory sales of U.S.-produced units, and imports of U.S. and foreign brands
Source: industry estimates

Japanese exports to U.S.—transistor portable

Year	Rim-Drive			All Other		
	units	dollars	Avg. price	units	dollars	Avg. price
1966	1,514,752	\$10,883,130	\$7.18	1,167,557	\$30,487,861	\$26.11
1965	1,741,264	\$13,355,435	\$7.66	803,230	\$16,681,996	\$20.79

Source: Japanese Finance Ministry

corder pricing, in general—has headed downward; tape recorders are moving out of the camera stores, where mark-ups can average 40% to 50%, and into the conventional home electronics store, where that kind of a markup is a starry-eyed dream.

While cassette recorder prices are far from stable even now, manufacturers like RCA's Hanselman doubt they will

drop below the \$49.95 level at which RCA's unit stands today. For that reason, he feels, the cassette recorder will never take over the \$30 to \$40 3-inch-reel market, although it will move into the 5-inch-reel business.

But RCA is not pushing the cassette portable for music. So far only Apex, Norelco and Mercury stand behind the cassette as a music medium.

sive 8-track or 4-track unit. The salesman ought to know the difference between them. And, if the customer does not know, the salesman should be able to trade him up.

"We try not to rely on sophisticated selling from the retailer," admits GE's Van Orden. "So we prepare handouts, and design and package our recorders so that uses and step-up features are obvious."

Selling recorders in terms of use seems to be one of the most successful

merchandising techniques. Manufacturers approach their advertising that way, and some retailers have adopted the approach, as well. Higbee's, in Cleveland, recently ran an ad in the *Cleveland Plain Dealer* offering a choice of a cassette recorder or a 3-inch-reel model, at \$49.95. "What's your elective?" the ad read. "Business reports? Lecture notes? Term papers? Voice letters? Fun? Your favorite radio program? They're all yours for keeps on Aiwa Tape Recorders."



Wollensak suggests writing letters with its \$89 unit



Mercury aims for Young America with the swinging sound of music for "the spirit of '76 in 1967."



Muntz Stereo-Pak pushes music for the young on the cover of its 4-track cartridge catalog



Ampex pushes the young sound with a color brochure (above) and coordinated merchandising aids showing stereo cassette recorders



MUSICRAFT'S WINDOW ON RUSH STREET DISPLAYS THE LATEST IN PORTABLES

A choice location in the heart of Chicago's busiest, noisiest tourist attraction—the nightclub and boutique shopping district known as Rush Street—has much to do with MusiCraft's booming tape recorder business.

Window displays pushing features and price lure customers from Chicago's North Side and tourists from all points into the hi-fi store, which has been in the same location for 12 years.

One of the most popular buys among the mixed grille of tourists and regulars is the cassette recorder. "People who never had a tape recorder before come in and buy cassette recorders," says Mike Taksin, head of the store's tape recorder department.

"They've heard about this nifty little machine through national advertising, and they come in to see it. They think up all sorts of new ways to use it—

as a dictaphone, for instance, or some artists use it to practice their act. It's easy to travel with," says Taksin.

MusiCraft carries Sony, Wollensak, Concord, Craig, and Norelco cassette recorders—portables only. "Cassette music quality isn't good enough for the home yet," feels Taksin.

The sale to the home customer tends to be an 8-track cartridge player or one of the \$150-to-\$200, reel-to-reel tape recorders MusiCraft pushes for serious music listening.

"Usually the man who buys an 8-track player for the home already has one in his car," says Taksin. "So we build up home customers by selling 8-track units for the car, too." Stereo City handles installation of automobile units for MusiCraft.

The hi-fi store relies mostly on local newspaper advertising, and backs it up with big window displays to promote its merchandise.

"We only push cartridge units when a manufacturer gives us a price break," says Taksin. "The profit margin isn't very good on either cassette recorders or 8-track players," he explains.

"We're still pushing the little reel-to-reel players, like Craig's \$33.95 unit," he emphasizes. "But we expect the cassette recorder to take over that

market soon. It's not the best machine for music, but it's popular for personal use."

At present, MusiCraft is featuring a sale-priced Wollensak cassette recorder, priced at \$79.95 in its display window, as an appeal to those people who want recording with no fuss and bother.



Mike Taksin, of MusiCraft, in the tape recorder department he manages

Tape recorders at home

MARKET TRENDS FOR HOME UNITS

The over-\$100 home market belongs to what RCA's Hanselman calls "the classical buyer of most products": the 25-to-44-year-old man, who is also the biggest buyer of homes and boats.

"We're no longer just selling to the audiophile who is hunting for gadgets," says 3M's Darrell Boyd. "Except for the most expensive recorders, we're selling to Mr. and Mrs. America—and what they want is style and simplicity."

These are the customers shopping for the 8-track and 4-track cartridge players for the home, for the high-end cassette players, for the deluxe reel-to-reel recorders. And, while Westinghouse's N.J. Guiheen estimates that monaural tape recorders accounted for 91.5% of tape recorder sales in 1966, stereo for only 8.5%, it was the stereo customers who were buying for the home. As 8-

track players and stereo records make stereo a household word, that percentage will probably rise substantially.

"In the 7-inch-reel category, where there was once a strong demand for \$100 to \$610 monaural recorders," notes Hanselman, "the demand has slackened off. For voice-only recording, the 5-inch-reel products and the cassette are eating into that market; for music recording, customers are buying stereo."

Lower stereo pricing has something to do with the change. RCA's low-end stereo recorder, at \$179, is barely more than \$40 above its high-end monaural unit, and the company will soon phase out that monaural unit, leaving only two deluxe monaural models in the line.

More solid-state home recorders are coming into the market, as styling and reliability take on new importance. For

Tape recorders: U.S. market dollar volume*

Year	Reel-to-Reel (other than rim-drive)
1967**	\$115-120,000,000
1966	\$101-106,000,000

*Factory sales of U.S.-produced units, and imports of U.S. and foreign brands
**Projection
Source: industry estimates

Japanese exports to U.S.: tube tape recorders

Year	Units	Dollars	Avg. Price
1966	124,045	\$ 6,412,072	\$51.69
1965	251,454	\$11,596,946	\$46.11
1964	181,365	\$ 8,820,624	\$48.63
1963	110,788	\$ 5,053,120	\$45.61

Source: Japanese Finance Ministry

that reason, the chart showing Japanese exports (above right) is somewhat misleading. While the figures give a good indication of tube exports, they do not indicate the whole market, which is substantial.

Here is how the numbers actually add up: given the industry estimate that

close to 5 million tape recorders will be sold in 1967, and taking the estimate that over-\$100 models will probably account for 20% to 25% of the total market, expect a 1-million-unit home market. And, if 8-track home players and high-end cassette recorders take off, that figure could reach much higher.

HOW TO SELL HOME UNITS

"For the home market, as for any market, the most significant thing the retailer can do is demonstrate the product," says GE's Van Orden. "The sale takes involvement on the part of the customer, and a demonstration is one way to get him involved."

Demonstrate uses. At the very least, every salesman in the store should know how to work the tape recorders on display; and at most, at least one man should know enough about the product to be able to handle the audiophile's most intricate questions.

Find out why the customer wants the tape recorder in the first place. To tape off the air? To listen to pre-recorded music? To practice a language? To record special events? Then show why and how the tape recorder can best fill those functions, and suggest other uses as well. Take a tip from manufacturers: most of them will be aiming their ads toward common uses and suggesting new ones this fall.

AFTER THE CONCERT
(name of special local event)

VISIT US AND HEAR YOUR FAVORITE ARTISTS ON TAPE

Here is startling stereo with the full presence of a concert hall, stereo as heard through the magnificent XL-4 Quadradial Sound Speakers of the Sony solid-state 530 stereorecorder. With performance characteristics bound to please even the audiophile, the 530 gives professional-quality tape recording and playback a new dimension of simplicity that the entire family will enjoy. Three speeds, full professional-type controls, 20 watts of stereo power. Why wait? See and hear the 530 today!

YOUR NAME HERE

SONY SUPERSCOPE The Way to Stereo
AMERICA'S FIRST CHOICE IN TAPE RECORDERS

The Word That's Worth 10,000 Pictures - Your Baby's First!

Sony Will Capture It for You - FOREVER

It's the solid-state ServoControl Executive 800 battery-operated portable tape recorder by Sony.

YOUR NAME

SONY SUPERSCOPE
AMERICA'S FIRST CHOICE IN TAPE RECORDERS

How Sony suggests you do it: sell recorders to tape favorite concert artists or to capture baby's first word . . .

RAY'S HI-FI CENTER

DADS LOVE SONY

GRADS LOVE SONY

This Year—Say it with Tape!

Happy Valentine with SONY

COMPLETE SELECTION OF TAPE RECORDERS from \$49.95

RAY'S HI-FI CENTER
615 Main Open Friday until 9 342-0021

How retailers do it: for Dads, Grads, or Valentine's Day

DAD APPROVES...ABSOLUTELY!

HEY, MOTHER!

FATHER'S DAY IS JUNE 18th

SONY 530-A

High Fidelity Stereo...one of the world's best tape recorders. Stereo in and out. Hear the difference for yourself.

'499'

Sony Stereorecorder 530...with World's First Totally Automatic Tape Reversal!

BUDGET TERMS
ALWAYS AT HIGH-FIDELITY HOUSE

Perfect Playmate for Dad's Stereo System! Sony's 530-A Stereo Tape Recorder.

'135'

June Graduates. Make the Scene!

'49'

HIGH-FIDELITY HOUSE
563 S. FAIR OAKS PASADENA 27-5410

ALAN RADIO'S NEW AUDIO ROOM MAKES TAPE RECORDERS SOMETHING SPECIAL

"Room retailing," a close cousin to the shop concept so popular with housewares retailers, is the approach Alan Radio has taken to both audio and video tape recorder sales.

When the North Side Chicago retailer decided—after roughly 12 years experience in selling tape equipment—that demonstration on the general sales floor was not enough, steps were taken to build a new sound room, especially designed for top acoustical performance, and to hire Bill McEvoy, a former Sony factory rep, to manage the store's new tape department.

"This kind of audio room is what the real tape buff wants," says McEvoy of the new audio center, which opened in June of this year.

Built-in shelves and counters hold tape units within easy operating reach of customers. And browsers and buyers are free to roam the room and audition any of the units on display which include: the Aiwa, Ampex, Magnecord, RCA, Concertone, GE, and Wollensak reel-to-reel tape recorders; the Lear, Craig, Automatic Radio, and Norelco cartridge and cassette players and recorders; and the Sony and Concord video tape recorders.

"The tape recorder customer knows his product," says McEvoy. "In that way, he's much the same as the camera bug. He has read enough to know just what he wants when he walks into the store. Maybe the first time, he'll buy a small portable recorder, and then he slowly steps up to better and better equipment."

For those customers who cannot make a beeline for the unit they want, McEvoy has instructed his salesmen to "Find out how the customer is going to use it, then find the machine which is best for him, and show him why it will do the job for him."

And, according to McEvoy, customers for cartridge and cassette players and recorders are different from their reel-to-reel counterparts.

"The cartridge unit customer is in a different bag altogether," he says. "He's much closer to the phonograph buyer; he wants that player for one purpose, and one purpose only: to hear music on it. More often than not, he'll know just the system he wants, and we have the prerecorded cartridges and cassettes to go with it."

It was the automobile player that led to the popularity of both 4-track,

and 8-track, emphasizes McEvoy. So he stocks cartridge units for the car in his sound room. But for auto players, even the sound room is inadequate for demonstration purposes. "I have a portable Lear player here to demonstrate sound," he says, "but it just can't compare with a car; that car is a perfect sound booth."

The cassette player sale, unlike the cartridge unit sale, says McEvoy, goes to customers who want a simple tape recorder for purposes other than listening to music. "Even the two-speaker home unit we have here doesn't seem to have the quality of music reproduc-

tion that 4- and 8-track do," he says. "We sell most cassette recorders to people who want them to tape lectures, or for other educational purposes," says McEvoy.

No matter what the tape system, Alan's new audio room moves it. The 42-year-old chain of radio and furniture stores—with catalog services—already has experienced success with a color tv room.

"Now we're doing so well with our audio tape equipment room," says store manager Mike Tatone, "we're thinking of building another one to sell stereo phonographs."



The new audio room at Alan Radio in Chicago . . . and Alan's ad for it

ALAN ANNOUNCES

A BRAND NEW CONCEPT IN AUDIO AND VIDEO EQUIPMENT Merchandising

Special Security Offer!
CONCORD Closed Circuit TV Equipment

Now! A COMPLETE TV RECORDING STUDIO FOR LESS THAN \$1000!

PORTABLE, RELIABLE CALL ALAN FOR A DEMONSTRATION

VTR: how to sell it now

MARKET TRENDS FOR VIDEO TAPE RECORDERS

The controversy continues to rage over whether video tape recorders are a product for retailers to handle. Most manufacturers and most retailers feel that for the present at least—and perhaps for some years to come—the vtr market is squarely in the hands of industry and education. And, right now, few retailers wish to spend the time and money necessary to break into those new markets.

Exceptions to the rule, however, are significant enough and sufficiently confident in their decision to give one pause. "This is a new market," they argue. "We are pioneers. It can only help our store image to carry this product, and eventually it can mean a substantial profit."

Considering that the cheapest complete video tape recorder package pres-

ently on the market is \$1,000, that color adaptors list at another \$1,000, and that few purchasers settle for the bottom of the line, but step up to \$1,300, \$1,800, or even \$3,000 models, a video tape recorder sale is nothing to scoff at.

The sale is a time-consuming one, however, and profits may not come immediately. "It's not like the retail business, where you get a dollar in earnings for every dollar you spend in effort," says Don Quint, of Beck & Quint, who, as one of the few retailers in the vtr business (see story below) ought to know.

"It can become frustrating, when you spend a whole week pioneering and make zero sales," Quint points out. "But maybe the next week you'll make a half dozen sales."

While most manufacturers are pre-

dicting a consumer market in two or three years, video tape recorder sales at present are nowhere near a mass market figure. From June 1966 to June 1967, the entire industry sold 7,500 non-broadcast vtrs, according to Ampex' Jack Trux. At present, says Trux, the vtr market breaks down this way: education accounts for 30%, industry for 50%, medicine for 5%, and personal uses for 15%.

Vtr sales should jump to 20,000 units in the year ending June, 1968, says Trux, and by the end of 1968, when many \$450-to-\$700 video tape recorders will be on the market, sales are expected to climb to 30,000 units.

Who makes those tape recorders? Just about every American and Japanese consumer electronics manufacturer now has or will soon have a vtr on the market. Ampex, Concord, Craig, Panasonic, Norelco, 3M, GE (which uses a Sony deck), Sony, Roberts, Westinghouse, and many, many more are al-

ready selling vtrs. Many of the units have color capabilities; all but Sony's are aimed at non-consumer markets.

Next month, Arvin will unveil its new concept in video tape recorders: a relatively low cost color vtr, incorporating the controversial Newell principle, which reportedly reduces vtr costs by employing standard-width tape, and which is self-threading.

RCA stands off in the sidelines, waiting until it is possible to introduce a \$500 color vtr, before it makes its entrance.

More than prices must come down, however, before vtrs can become a mass market item. Tape widths currently range from 1/2 inch to 2 inches, tape speeds range upwards to 12ips. There is no standardization. No two vtrs are compatible.

For the hardy and venturesome, however, this is a market with vast potential. And here are two retailers who have braved the vtr market.

AT ALAN RADIO, VTR IS THE STAR ATTRACTION IN ITS AUDIO ROOM

At Alan Radio, a Sony video tape recorder is one of the star attractions in the store's new audio room.

The vtr is an eye-catcher, and helps introduce the new concept to the general public. "If an individual shows interest," says audio manager Bill McEvoy, "we put a camera on him and tape some film. Then we try to find out how he can or wants to use the unit; we try to show him why it best fits that particular use."

Most general consumers, comments McEvoy, substitute a vtr for a home movie camera to record family events. But at present, the real market for vtr units is business and education.

"There's a big market for those

video units," says McEvoy. "We've sold about 15 of them just in the last three weeks—and at \$1,345 for the whole package." Most of those sales went to business, schools, and hospitals, but five of the vtrs were sold to private individuals.

How does McEvoy make those sales? "Although we display the unit here, I would say most of our sales of video recorders are made right in the customer's place of business," he says. "We make mailings of a form letter to several companies in a certain category. For example, right now we are concentrating on real estate companies."

"In the letters," explains McEvoy, "we describe the advantages of a video

tape recorder for that particular type of business, and we mail those letters together with a standard hand-out from Sony." (Alan has been franchised to sell Sony video tape recorders for nearly two years, and carries Concord vtrs as well.)

With the help of these letters, McEvoy sets up appointments with interested customers and demonstrates how a vtr can best serve them. "I put a vtr package in my car and go to the place of business. And right there—in the environment in which the recorder will be used—I make a tape for the prospective customer," explains McEvoy.

McEvoy himself trains the salesmen in his own department. But, he says, video tape recorders require no more technical knowledge than any reel-to-

reel unit. "The fact that vtr records a picture doesn't make any difference," he says. "Basically, a video tape recorder is just the same as any tape recorder."



Alan's manager Mike Tatone (l.) and audio room head Bill McEvoy with vtr

BECK & QUINT SEPARATES VTR FROM THE REST OF ITS RETAIL BUSINESS

For Don Quint, of Connecticut retailers Beck & Quint Inc., the retail sales floor is no place to sell a video tape recorder—yet. But, feels Quint, video tape recorders are a definite sales extra for today, and a very possible sales bonanza for tomorrow.

To bridge the gap between tomorrow's dreams of a consumer market, and today's reality that "the only intelligent market for vtr at present is industry and education," Quint has converted part of a secluded storage building into a special video tape recording studio.

"We used to have a Sony vtr on the floor at our Westport store," explains Quint, who is partner in the three-store Beck & Quint appliance-tv chain, "but then we discovered that consumers weren't buying."

So Quint, with the blessings of partner Beck, decided to concentrate his vtr sales efforts on industry. At first, he worked out of his own home, but in January of this year, he moved into his small studio, and expanded his line to include Panasonic as well as Sony units.

Why did Quint decide to invest time and money in a business that would probably not realize a profit immediately? And why was his partner so readily willing to support Quint in his plan to divorce himself from the conventional, retail end of their appliance-tv business?

"We looked at this market, we saw

its potential for consumers, and we realized that it would be the people who had worked up a reputation in this new product who would be making the consumer sales in the future. So we decided to invest our time in future sales," explains Quint.

To anticipate that future, Quint has installed a completely equipped video tape studio in his office, and has hired experienced directors and technicians to help him produce professional-quality video tapes.

"Some of our customers will come to us and say, 'Sure, I want to buy, but what can I do with it?'" explains Quint. "So we show them what they can do by producing a video tape for them."

At present, Quint is producing a tape for a major Connecticut manufacturer. "We're charging the company about \$5,000 for the completed tape, but part of that price will be put toward an \$11,000 video tape studio, if they decide to buy it. And they're thinking of buying a second studio as well," he says.

To make those vtr sales that do not require tape-making, Quint has evolved several methods of sales and promotion. Over a year ago, he sent out a hand-addressed, commemorative-stamped mailing to 1,000 board chairmen and plant managers in Connecticut. The mailing included a facsimile of a letter originally written by Thomas Edison, together with a promotional plea from Quint, a business reply card,

and a stamped, self-addressed envelope.

He followed up the letter with calls to find prospective customers and get even more leads, and compiled a list of 2,000 "suspects": people who had seen a vtr demonstration, bought from Quint, or inquired about video tape recorders from Sony or Panasonic.

"After repeated trials, I developed a typical demonstration to appeal to these prospective customers," he explains.

"I schedule the demonstration for the president and his executive staff. I arrive about half an hour early and set up my equipment, train the camera on the entrance door, and record the executives as they arrive. When they are all there, I explain how a vtr works, and to demonstrate, I play back the recording just made."

"At this point, I start explaining a few basic applications, like sales training and product presentation. Then I

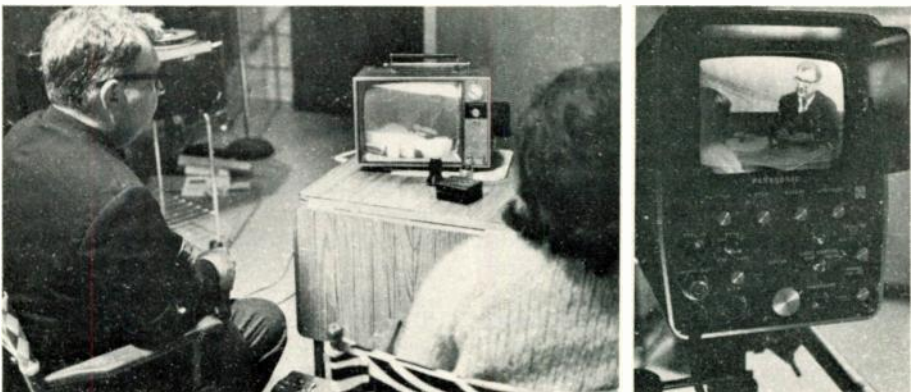
ask them for vtr applications that would earn money or save money for their departments.

"That usually opens them up. Ideas start to flow, and the president realizes he's got a full-blown 'think session' going. Then I ask for the order."

"To help convert all the 'yes, buts' into sales, I rent video tape recorders for a given period, and that can close the sale."

"Once the sale is made," emphasizes Quint, "I stay with the customer. You've got to help him get full use out of his vtr—you've got to go back to check and help him, because if he doesn't get started right, it'll give the industry a black eye."

Although Quint concentrates on banks and industry now, "Eventually I want to make my name synonymous with vtr," he says. "And as customers become more aware of vtr, my job is becoming easier and easier."



Don Quint and prospective customer watch a test they taped on a studio vtr. Quint suggests that customers use this tape-and-watch technique for training.

VTR: how to use it as a promotional tool

Video tape recorders are not just for customers—they are for retailers, too. Even those retailers who see vtr as a will-o'-the-wisp product of tomorrow, with no immediate sale promise today will find that in-store uses—beyond those directed at specific sales of video tape recorders—go on and on.

As a sales training device, video tape recorders can point the route to better salesmen. In a sales meeting some night, let some salesman try to sell a "customer" a color tv set. Tape the process, and play it back. The salesman will see himself as he seems to others. He'll be able to see what was right about what he did, and what areas could stand improvement, and what was just embarrassingly awful. Other members of the sales staff will undoubtedly be able to come up with suggestions for improvement; and they, too, will probably take closer stock of their own sales performances as well.

Then, after several more training sessions, tape that same salesman again. Play back the first tape, plus the most recent one, and show him how he has progressed.

As a security guard, video tape recorders can keep track of what is happening in your store. If anything in the way of theft or vandalism does occur, that tape will have a complete record of the event, and will make it much easier to catch the offender.

As a come-on, video tape recorders can lure new customers into the store. Stores like Macy's New York and Barker Bros., in California, have integrated vtrs into store-wide promotions. Invite customers to "see themselves on tv"; in the process, you'll create traffic in the rest of the store.

As a football coach, video tape recorders can help you get local high-school football teams into your store, where you can demonstrate the finer points of the game via an expert and video taping. Let the guest expert demonstrate a technique, then let the boys try; see how they look when compared with the experts. It's a good way to get interested parents into your store, too.

Or stage a beauty school. Let the girls see how they really walk, how they really talk, how their clothes really look. Chances are they'll sign up for a course, and probably invest in new hair dryers, facial saunas, as well as other beauty aids.

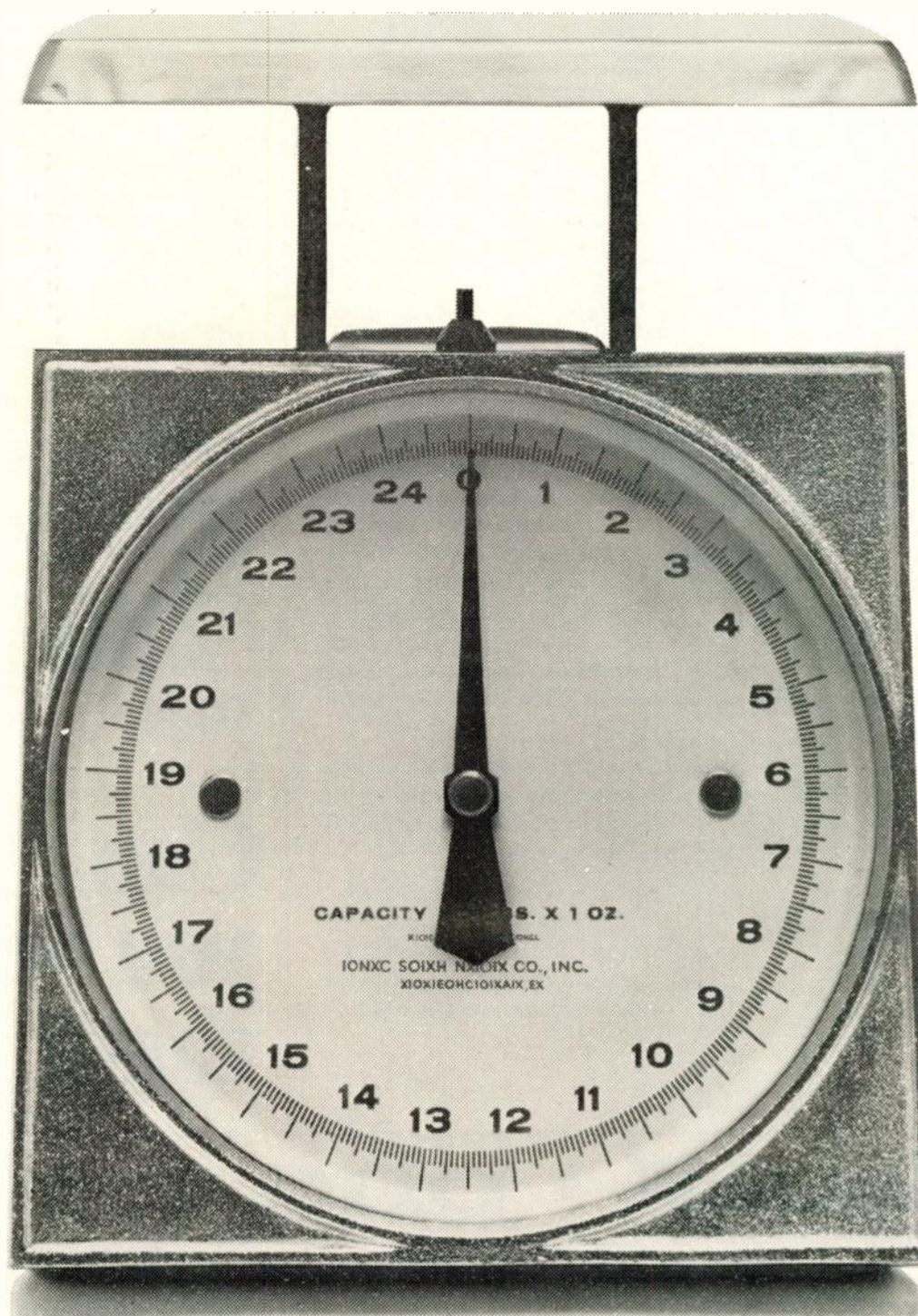
Or take some tips from the video tape recorder retail promotions that are described on the following two pages.



One way to get little leaguers and college coaches into the store for a vtr demonstration. Show them how pros—like the Pittsburgh Pirates—use vtr to improve form and performance.

**Eye-catching ideas:
how 3 key retailers
promote with vtr**

September 1965.
General Electric's share of the tape recorder business was so light, it was non-existent.



VTR: how to use it as a promotional tool

Barbara Loren tapes charm classes on a video tape recorder so students can see themselves as they really seem to others. The charm classes and the vtr both have done much to enhance Federal Dept. Store's image with teens, pre-teens, and even their mothers, as Federal heads for the look of youth in its stores.



In Detroit:

Video tape recorders live three lives at Federal Department Stores

In the home electronics department of Federal Department Stores, video tape recorders play a come-on role. The units are placed in heavy traffic areas, and customers are invited to come into the store and see themselves on tv.

At the top management level of Federal, video tape recorders will soon be used as a partial substitute for some sales meetings. With 50 stores in its chain, Federal is hard put to gather together the more than 150 sales personnel it usually brings to its sales clinics and seasonal shows two or three times each year.

Therefore, a plan is in process to video tape those clinics and shows; the video tapes will then be mailed to Federal's district managers, who will conduct the sales meetings using the tapes as a visual aid.

In the fashion department, video tape recorders are helping to graduate some 7,500 teens and subteens from a series of charm schools and fashion clinics conducted by the department store each year.

When Federal discovered that it was weak in the teenage market, it decided that the best route to a youthful "with-it" image—and the best way to acquaint young girls with the store—seemed to be a charm school.

So Federal hired Barbara Loren, formerly of Montgomery Ward, to direct the school. And Mrs. Loren, in turn, hired a Panasonic video tape recorder to function as her assistant.

"I'd had ideas about using a video tape recorder in this way at Montgomery Ward," she explains. "It's a perfect way to show the girls what they really look like. Their mothers might recognize them by their slumped shoulders, but the girls won't listen to what their mothers say.

"With a video tape recorder, you can show those girls those slumped shoulders. And at the end of the class, you can tape them again, and show them how they've improved.

"It's amazing what seeing themselves as they really are can do for the girls," says Mrs. Loren.

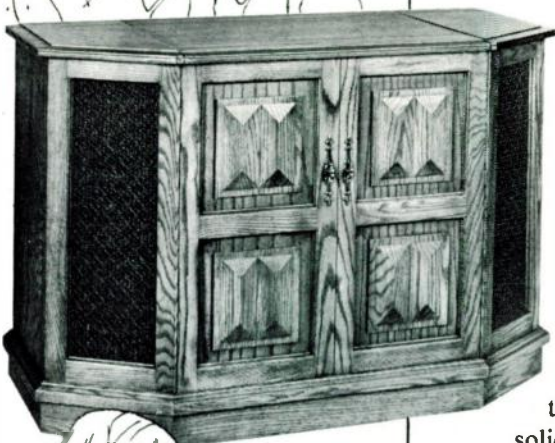
Each clinic consists of five weekly one-hour sessions, with classes in poise, posture, fashion appreciation, social graces, etiquette, cosmetics, and model training. Because the sessions are held on Saturdays, the video tape recorder is free for placement in the home electronics department during the rest of the week.

"We never did use a video tape recorder at Montgomery Ward in our clinics," says Mrs. Loren, "but when I first came here, they asked me if there was anything I didn't have, and I said, 'Yes, a video tape recorder.'"

Federal's management was terribly excited about the idea and ordered one right away. And now they're thinking of using them for sales training, too.

This magnificent piece of furniture is

our credenza.



MODEL NO. 6117

Some people buy a console for looks. Others buy strictly on sound. Still more on the name alone. And, of course, price. This Telex-Phonola Credenza Console is for all those people.

The looks are obvious. Just look. The Mediterranean cabinet is hand-crafted of the finest selected oak solids and veneers.

As for sound, hear this. Two 8" woofers, two 4" tweeters. A 21-transistor, 14-diode all solid-state tuner and amplifier chassis with AM/FM stereo tuner and stereo beacon. With all the usual controls plus AFC, output jacks for extra speakers and input jacks for tape. Sounds impressive. Impressive sound.

Then there's the name. Telex-Phonola. We've been building it for 53 years. You'll be selling it for the next 53 years.

And the price. Very reasonable. With plenty of built-in profit for you. So give a listen to what we say about our product. It's what your customers want to hear.

Plus a stereo phonograph.

Plus an AM/FM FM multiplex radio.

All for
under
\$280
retail.

**Can
you beat
that?**

TELEX • phonola®

WATERS CONLEY COMPANY, INC., A SUBSIDIARY OF THE TELEX CORPORATION / 645 NORTH MICHIGAN AVENUE / CHICAGO, ILLINOIS / PHONE (312) 944-5125

Where the sound of quality is heard!

In New Orleans: **Maison Blanche** **uses the vtr** **in a celebration**

RECORD PICTURES & SOUND ON TAPE for INSTANT REPLAY!

PANASONIC Tape-A-Vision



Maison Blanche invites the public to come in and see an in-store video tape recorder demonstration

As part of the Maison Blanche 3-day 58th Anniversary Sale, high school and college coaches, educators, politicians, and just plain customers were invited into the store to see a "Tape-A-Vision" demonstration.

In the center of the hi-fi stereo floor, two monitors and two cameras were set up to catch the passing crowds and an occasional usage demonstration. As a result, Maison Blanche even sold some video tape recorder equipment: to school coaches as a training tool and to teachers who wanted to use the units to drill their debaters; in addition, some interest was generated among law enforcement officials and politicians who viewed the vtr demonstration.

In New York City: **Arnold Constable** **body paints** **for a vtr demo**



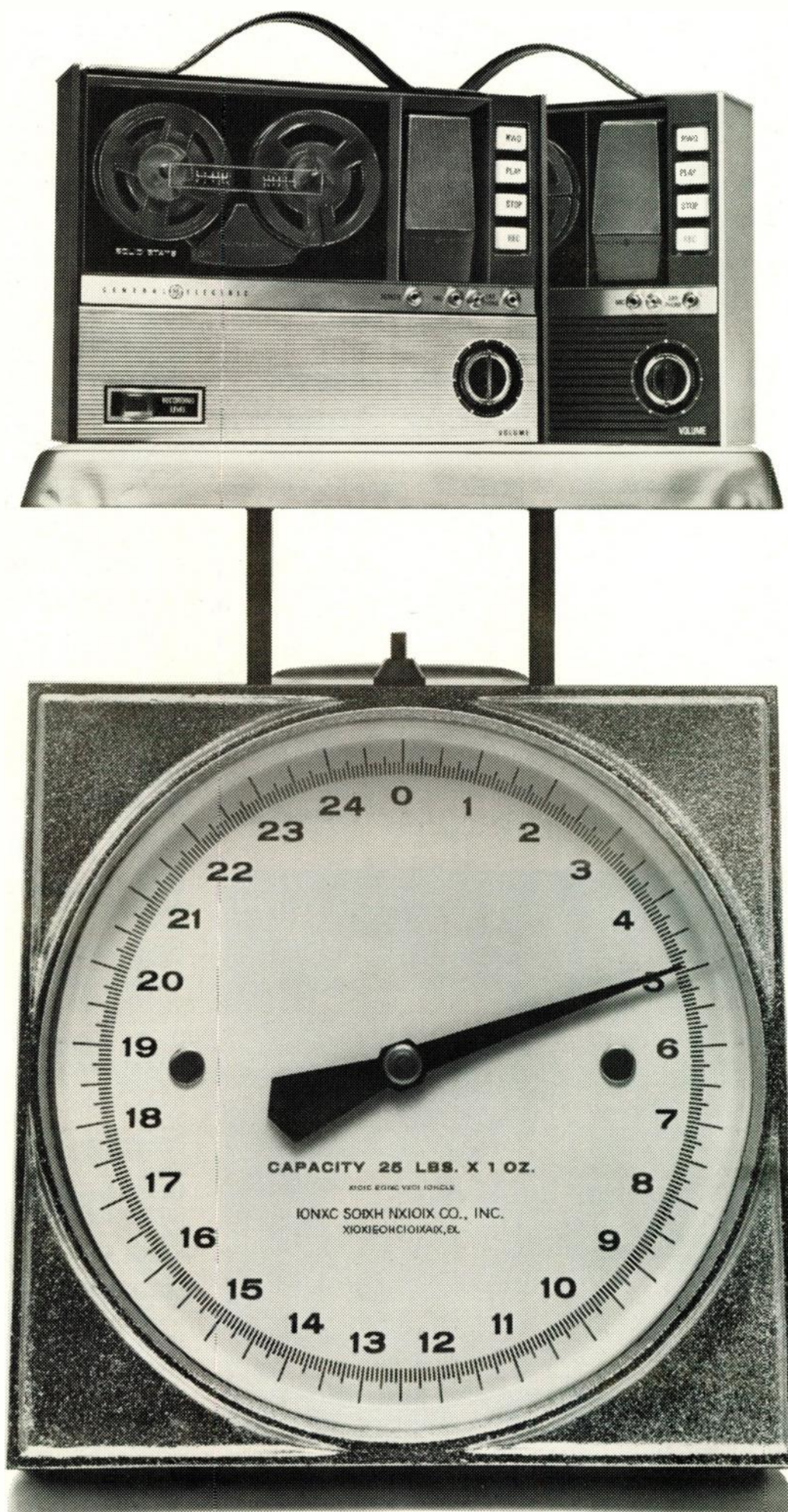
While a model sits for some instant kneecap decoration, the video tape recorder tapes the event

Arnold Constable, in New York City, used a triple-threat approach to lure customers into its cosmetics department: "hippy" body painting, a video tape recording of the event on the floor; and playback through a receiver in one of the big front windows facing out onto Fifth Avenue.

During the demonstration, which was staged in cooperation with Revlon, a make-up artist painted flowers on customers' legs, while a Sony technician trained a Sony video tape recorder on the scene. The theme was young and far-out, and decorations, as well as the "new fangled" video tape recorder repeated the theme. The whole production served a double purpose: bringing people in off the street into the store and selling cosmetics.

December 1965.

General Electric had two models and 5% share* of the total tape recorder market.



*Trendex Quarterly Buyership Study, Dec. 1965



Ready-to-wear, road signs, records, and phonos spell back-to-school sales

Ready-to-wear and phonographs: a hit combo for Young America

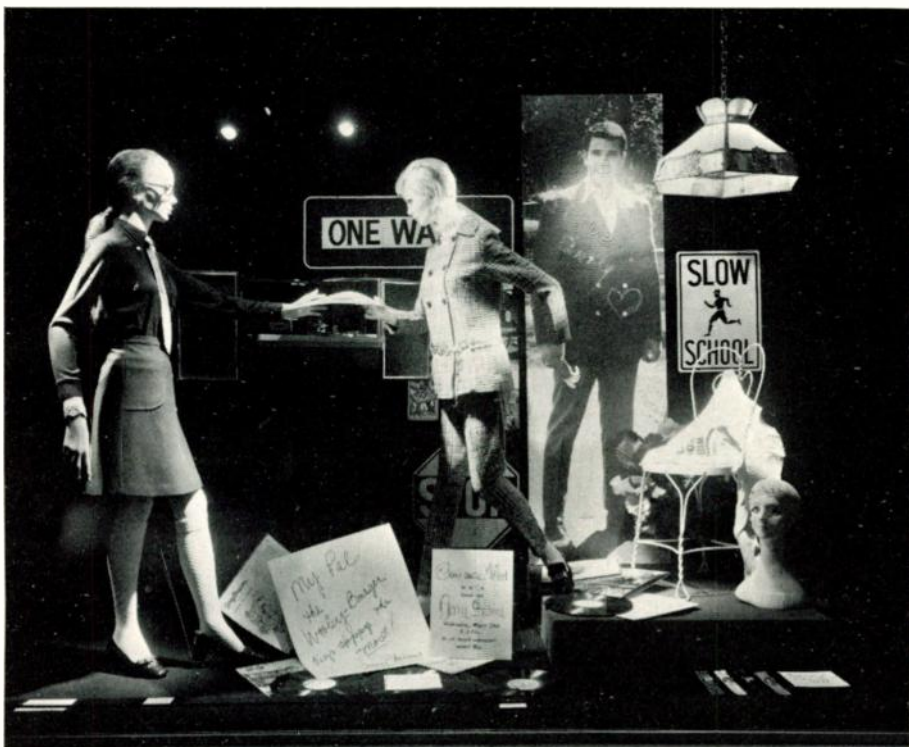
Home electronics go back-to-school the fashionable way, as E.J. Korvette pushes phonographs for home or dormitory. Fashion-hard goods promotions are old hat in housewares departments across the country, but most retailers have been slow to acknowledge the potential in a ready-to-wear and home electronics tie-in.

Take a tip from a giant. In its four huge windows fronting Fifth Avenue, Korvette's has combined an eye-stopping collection of the latest in kilts, pants, suits, and mod gear with a display of private-label stereo phonographs and records from the record department.

Teenagers are invited to browse and

to "Come and Meet" popular disc jockey Gary Stevens in the record department. Featured in each window is a life-size black-and-white photograph of Stevens, who is a "Good Guy" for WMCA—the "hot hits" radio station to which many New York teenagers are addicted.

Electronics can be fashion—especially for the young. For a teenager, it is as necessary to own a phonograph, or a Playtape or cassette player, or a transistor radio, as it is to be seen in a pants suit, or mesh stockings, or a chain belt. Cash in on the winning fashion-electronics combo: stage a "Look and Listen" electronics and fashion show.



Teens are invited to meet disc jockey Gary Stevens in the record department

Far East producers tune in on U.S. Christmas season

Hottest of the Far East imports are the transistor radios, which are pouring into the country in record numbers as retailers start shaping their inventories for a busy Christmas season.

Shipments of transistors from Japan, which nearly double those of last year, took a sudden surge for the month. Hong Kong reversed sharp declines for the previous two months, as did Okinawa, to jump well beyond the pace of July 1966.

But Taiwan and South Korea continue to star in the transistor field. Taiwan upped shipments 494.53% for the month, and South Korea posted a 227.32% gain.

On the minus side for Japan are total television imports, phonographs, and, of course, tube radios. The over-10-inch color tv shipments were down about 5,000 units from June; but the under-10-inches took up the slack, rising from a meager 738 in June to 5,962 in July.

U. S. Imports From Japan +

	PERIOD	UNITS			DOLLARS		
		1967	1966	% chge.	1967	1966	% chge.
Television, Total	JULY	92,779	113,785	- 18.47	6,457,364	8,032,367	- 19.61
	7 MONTHS	733,083	649,343	+ 12.89	56,367,862	43,229,549	+ 30.39
Television, B&W (10 inch & under)	JULY	28,367	—	—	1,502,285	—	—
	7 MONTHS	202,380	—	—	11,700,462	—	—
Television, B&W (over 10 inch)	JULY	47,717	—	—	2,550,360	—	—
	7 MONTHS	393,163	—	—	21,662,611	—	—
Television, Color (10 inch & under)	JULY	5,962	—	—	617,753	—	—
	7 MONTHS	7,932	—	—	812,325	—	—
Television, Color (over 10 inch)	JULY	10,733	—	—	1,786,966	—	—
	7 MONTHS	129,608	—	—	22,192,464	—	—
Transistor Radios, Total	JULY	980,509	523,978	+ 87.12	9,114,774	4,281,342	+112.89
	7 MONTHS	6,269,209	5,485,131	+ 14.29	53,684,907	39,592,070	+ 35.59
Transistor Radios (AM only)	JULY	396,647	—	—	2,152,254	—	—
	7 MONTHS	2,975,810	—	—	15,649,416	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	JULY	547,828	—	—	6,518,726	—	—
	7 MONTHS	2,986,660	—	—	34,356,915	—	—
Transistor Radios (Auto)	JULY	36,034	—	—	443,794	—	—
	7 MONTHS	306,739	—	—	3,678,576	—	—
Tube Radios	JULY	90,085	96,673	- 6.82	915,227	968,917	- 5.55
	7 MONTHS	766,459	651,675	+ 17.61	7,244,501	7,416,755	- 2.33
Phonographs, Total (incl. tape players, record changers)	JULY	42,311	72,516	- 41.66	445,260	1,161,098	- 61.66
	7 MONTHS	629,559	421,182	+ 49.47	9,424,056	6,891,958	+ 36.73
Phonographs (with speakers)	JULY	33,035	—	—	344,566	—	—
	7 MONTHS	196,709	—	—	2,304,718	—	—
Phonographs (stereo)	JULY	12,860	—	—	175,235	—	—
	7 MONTHS	68,977	—	—	1,061,547	—	—
Phonographs (monaural)	JULY	20,175	—	—	169,331	—	—
	7 MONTHS	127,732	—	—	1,243,171	—	—
Phonographs (without speakers)	JULY	9,276	—	—	100,694	—	—
	7 MONTHS	15,900	—	—	160,379	—	—
Tape Players (Auto)	JULY	—	—	—	—	—	—
	7 MONTHS	272,100	—	—	5,196,285	—	—
Tape Players (other)	JULY	—	—	—	—	—	—
	7 MONTHS	144,850	—	—	1,762,674	—	—
Radio-Phonos	JULY	87,716	68,448	+ 28.14	1,302,258	960,788	+ 35.54
	7 MONTHS	473,595	286,873	+ 65.08	7,132,132	4,489,054	+ 58.87
Radio-TV-Phono Combos	JULY	—	—	—	—	—	—
	7 MONTHS	1,100	—	—	117,401	—	—
Tape Recorders*	JULY	—	—	—	6,444,000	—	—
	7 MONTHS	—	—	—	39,955,644	—	—
Transceivers	JULY	380,935	—	—	2,178,898	—	—
	7 MONTHS	1,677,884	—	—	11,866,013	—	—

U. S. Imports From Hong Kong +

Transistor Radios, Total	JULY	490,713	328,829	+ 49.23	1,505,525	802,475	+ 87.61
	7 MONTHS	3,047,769	3,427,975	- 11.10	9,156,039	8,619,815	+ 6.22
Transistor Radios (AM only)	JULY	447,031	—	—	1,193,302	—	—
	7 MONTHS	2,517,803	—	—	6,877,709	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	JULY	43,682	—	—	312,223	—	—
	7 MONTHS	529,966	—	—	2,278,330	—	—

U. S. Imports From Okinawa +

Transistor Radios, Total	JULY	57,024	47,018	+ 21.28	189,398	109,492	+ 72.97
	7 MONTHS	278,336	368,950	- 24.56	841,061	1,014,708	- 17.12
Transistor Radios (AM only)	JULY	47,868	—	—	140,582	—	—
	7 MONTHS	215,984	—	—	615,159	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	JULY	9,156	—	—	48,816	—	—
	7 MONTHS	62,352	—	—	225,902	—	—

U. S. Imports From Taiwan +

Transistor Radios, Total	JULY	197,741	33,260	+494.53	774,490	103,631	+647.35
	7 MONTHS	1,190,813	687,130	+ 73.30	4,464,877	1,889,186	+136.33
Transistor Radios (AM only)	JULY	151,496	—	—	370,089	—	—
	7 MONTHS	808,644	—	—	2,326,650	—	—
Transistor Radios (FM, AM-FM, Multi Bands)	JULY	46,245	—	—	404,401	—	—
	7 MONTHS	382,169	—	—	2,138,227	—	—

U. S. Imports From South Korea +

Transistor Radios, Total	JULY	55,646	17,000	+227.32	126,521	43,150	+193.21
	7 MONTHS	171,834	109,487	+ 56.94	563,812	348,597	+ 61.73
Transistor Radios (AM only)	JULY	55,646	—	—	126,521	—	—
	7 MONTHS	158,020	—	—	489,265	—	—
Transistor Radios (FM, AM-FM, Multi Band)	JULY	—	—	—	—	—	—
	7 MONTHS	13,814	—	—	74,547	—	—

+ Source: United States Customs.

*Tape Recorder \$ figure includes dictating and transcribing machines.

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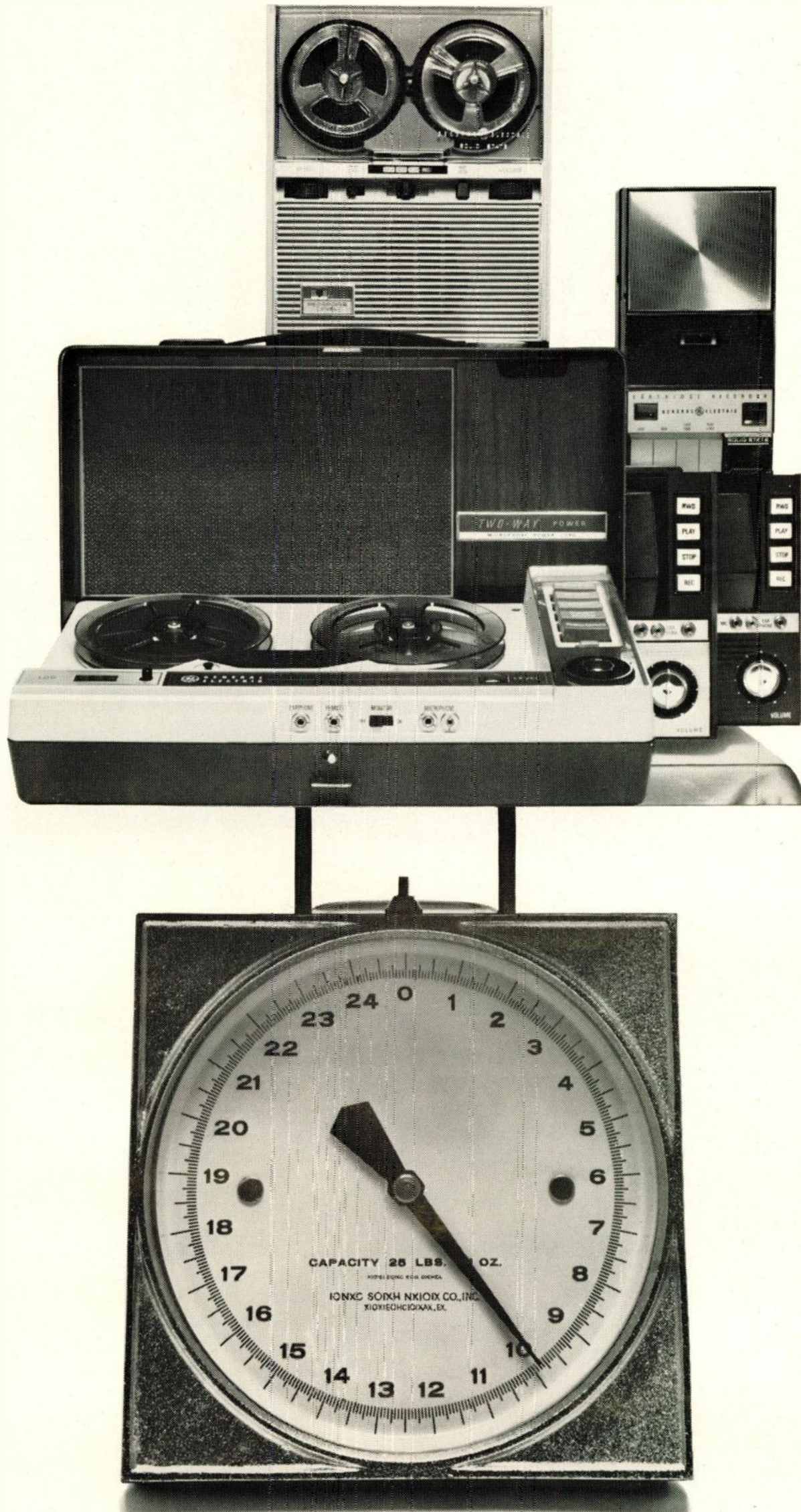
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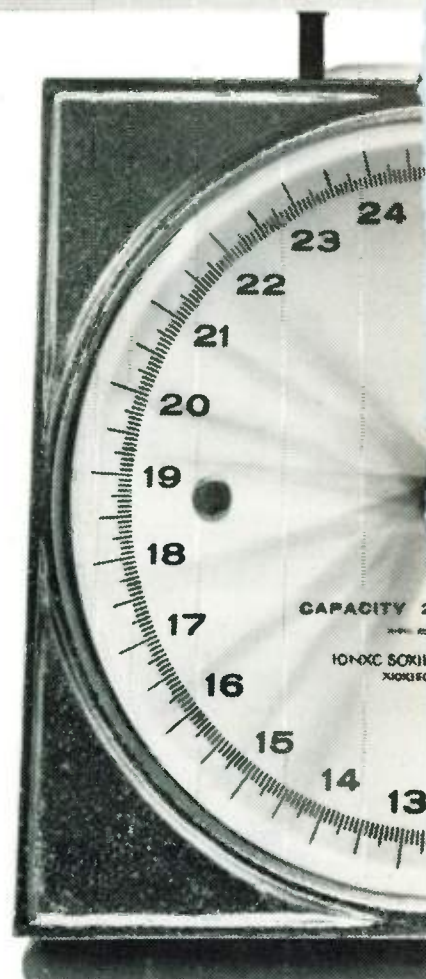
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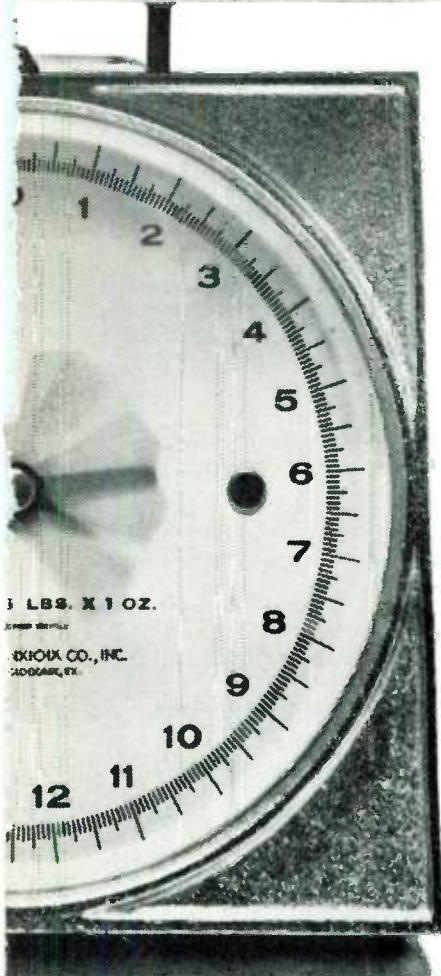
December 1966.

Then there were five General Electric tape models. GE dealers were getting themselves a line and gaining a 10% share* of market, putting GE second in total tape recorder sales.



*Trendex Quarterly Buyership Study, Dec. 1966





September 1967.

Now we're heavyweights in the tape recorder business. Thirteen models in all. And General Electric dealers are headed for another record-breaking year.

Growth like this doesn't just come from developing more and more models. It comes from backing them up with service. With local distribution. With national advertising.

We're going to keep right on using that successful formula and keep right on adding weight to our tape recorder line to make your sales figures fatter and fatter.

GENERAL  ELECTRIC

Tape Products Business Section, Utica, New York



□ □ H.H. Scott's stereo console line leads off with a \$499.95 model of the Carlisle series in Contemporary styling. An Early American model (shown) is offered at \$574.95 cost. The Andover series starts at \$675; the Berkley at \$800; and the Exeter at \$1,100. The high end of Scott's line is the Copley series, beginning at \$1,500. All models feature solid-state silicon output circuitry and transistor tuners. Provisions are offered for optional tape recorders or tape cartridge players, plus guitar/microphone inputs. All models have AM-FM/FM stereo radio, and feature the Isomount, a suspension system incorporating a 2-stage mechanical filter. (H.H. Scott Inc., 111 Powdermill Rd., Maynard, Mass. 01754)



□ □ A new 4-track tape deck introduced by Lafayette features solid-state technology, an automatic tape-revers-

ing system that works on one manual and three automatic reversing positions, and automatic shutoff in either record or playback. The 4-track tape deck—model RK-920—carries a suggested retail price tag of \$199.95. (Lafayette Radio Electronics Corp., 111 Jericho Turnpike, Soyosset, Long Island, N.Y. 11791)



□ □ Telex-Phonola's stereo console offers the credenza look, featuring a 40w AM-FM/FM stereo tuner amp and a Telex-Phonola deluxe turntable. It comes in oak solids and veneers: \$279.95 suggested list. (Telex-Phonola, Waters Conley Co. Inc., 645 North Michigan Ave., Chicago, Ill. 60611)

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.



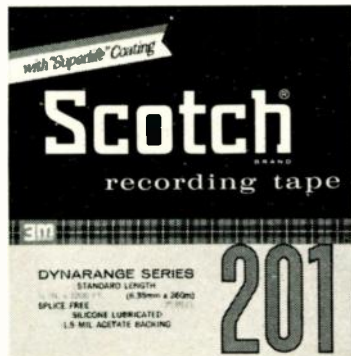
NEW! FAST TURNOVER... INCREASED SALES! Display WCD-7. Holds 24-roll selection in sturdy wire rack display. Makes revolving counter merchandiser or converts into two separate displays for pegboard hanging. Simplified but complete inventory of 5" and 7" rolls. Timer headboard. Display free with 48-roll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



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

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.

Magnetic Products Division **3M** COMPANY

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TAPE NEWS

Tape Cartridge Forum: a fount of information for alert retailers

For the retailer who is vitally interested in the expanding tape cartridge business, the upcoming Tape Cartridge Forum will provide nuggets of information to help him with this burgeoning industry. For retailers who are about to step into the new and fascinating fields, the Tape Cartridge Forum will also prove invaluable.

The Forum—co-sponsored by Merchandising Week and sister publication Billboard—will take place at the New York Hilton, New York City, on Oct. 16-17.

In addition to top retailers advising other retailers on how to "cash in" on this new area of expanded sales (MW, 4 Sept., p.26), a highly knowledgeable line-up of distributors and manufacturers will be on the program to tell manufacturer, distributor, and retailer attendees about their experiences in the dynamic industry.

Some of the speakers who are already on the schedule: Oscar T. Kusisto, vice-president and general manager, automotive division, Motorola, Inc.; Earl Muntz, president, Muntz Stereo-Pak, Inc., Van Nuys, Calif.; Frank Stanton, president, Playtape, Inc., New York, N.Y.; Larry Finley, president, International Tape Cartridge Corp., New York, N.Y.; Edward R. Hanson, technical commercial manager, high fidelity division, North American Philips Co., Inc., New York, N.Y.

The Forum is being organized by James O. Rice Associates, Inc. Rice, who specializes in the fields of business education and executive training, 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; Tel.: (area code 212) LW 4-0800.



Among the speakers:

Larry Finley
President
International Tape Cartridge Corporation
New York, New York

Robert E. Livesey
President
Cortina-Institute for Language Study
New York, New York

Edward R. Hanson
Technical Commercial Manager
North American Philips Company
High Fidelity Division
New York, New York

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Executive Vice President
Stereo City, Inc.
Chicago, Illinois

Chandler V. Hottel
President
Auto Fidelity, Inc.
Washington, D. C.

Thomas F. Hatcher
Director of Experimentation and Innovation
The Equitable Life Assurance Society
of the U. S.
New York, New York

Murray Klein
Executive Administrator
AID Inc.
Woodside, New York

Claron L. Oakley
Vice President and Editor
Audio Digest Foundation
Los Angeles, California

Harold Wittler
President
H & H Service & Sales
New Castle, Indiana

James Le Vitus
President
Car Tapes, Inc.
Chicago, Illinois

Irwin Jennis
President
J & J Corporation
Newark, New Jersey

J. A. Sasch Rubinstein
Sales Manager
Calectron Tape Division
Daly City, California

Frank Stanton
President
Playtape, Incorporated
New York, New York

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*Gain a
world of know-how
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field in 2 days
of invaluable,
concentrated learning*

DO NOT MISS THE TAPE CARTRIDGE FORUM

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**OCTOBER 16-17, 1967
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Compare notes with retailers, distributors,
manufacturers from every part of the country.
Learn the successful approaches from
businessmen in the record, auto accessory,
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pitfalls that can cost you money. See how to
take advantage of the opportunities
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The Tape Cartridge Forum will acknowledge your registration immediately upon receipt and will forward all details pertaining to procedures.

Please register _____ people from our company to attend the TAPE CARTRIDGE FORUM, October 16-17, 1967, in New York. Check is enclosed to cover all registrants.

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We are ☐ manufacturers ☐ wholesalers ☐ retailers
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We are associated with the ☐ music-record industry
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We are now in the tape cartridge field ☐ Yes ☐ No

REGISTRATION FEE:

\$100.00 per person

Fee includes attendance at all sessions, work materials, and luncheon on Monday and Tuesday. IT DOES NOT INCLUDE HOTEL ACCOMMODATIONS.

Payment Must Accompany Order. Please Make Check Payable to: Tape Cartridge Forum—and mail to Room 1408, 500 Fifth Avenue, New York, N. Y. 10036.

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**General Electric's
color TV advertising
will hit them right
where they live.**

**At home.
In front of their old sets.**

It's the best time to convince TV viewers they need new TV sets.

It's the best way to demonstrate ease of color tuning with GE's exclusive Meter Guide.

It's the best place to emphasize the portability of GE's exclusive Porta Color* TV.

So starting in September, we're going on TV with TV in a big way.

NFL football games on weekends. Johnny Carson's Tonight Show. Hugh Downs' Today Show.

A concentrated TV spot campaign in 33 key cities.

We're putting every penny of our national advertising budget behind TV to push our TV to the front.

*Trademark of the General Electric Company



**GENERAL
ELECTRIC**



HOME ELECTRONICS NEWS

□□□□ **Color tv sales dropped their lead somewhat** during the week of Aug. 25; but, with distributor sales totaling 109,024 units, sales are still ahead of those for the same week last year by 2.73%, and second only to the week of Aug. 4 when compared to the rest of 1967. Distributor sales for all other product categories were down. Console phonographs hit 28,930 units, down 23.50% from the same week last year; portable phonographs were down 29.14% to 69,548 units; home radios were down 20.38% to 228,512 units; and black-and-white television sales were down 22.92% to 106,630 units.

□□□□ **Sears extends its 2-year warranty on color tv** in the Los Angeles area to two 23-inch consoles, models 7181 and 7182, and to an 18-inch portable, model 8166. A 2-year warranty on the color tube was offered last month in Los Angeles, but only for the 18-inch model 7164 (MW, 14 Aug., p.28). A spokesman at Sears said the company has no plan to extend the warranty to other models or areas.

□□□□ **Admiral is closing a color tv components plant** at Sun Prairie, Wis., which produces circuit boards and other parts for Admiral's color tv plant at Harvard, Ill. According to a company spokesman, the shutdown is a result of lower-than-expected color tv sales in 1967.

□□□□ **Are lower retail cartridge prices ahead for 8-track?** Manufacturers will be paying less for blank Lear cartridges, but whether this drop will be reflected at retail remains to be seen. Lear's reductions are as high as 15%, and prepaid freight incentives and lower bulk rates could lower cartridge costs still further. Next on the Lear list: a program to offer customers pre-assembled cartridge component parts, and thus reduce assembly costs as much as 80%.

□□□□ **Arvin drop-ins span portable and console lines.** New additions include: a 4- and 8-track compatible cartridge player with automatic shut-off and cartridge ejection, two speakers, and a walnut wood-grained vinyl case, at \$159.95; a compatible cartridge deck, at \$139.95 (with separate speakers, at \$24.95); a Contemporary-styled console, with AM-FM radio and four speakers, at \$184.95; a portable 8-transistor radio, with built-in AC adaptor cord, earphones, and batteries, at \$32.95; and an AM-FM table radio using one integrated circuit and nine transistors, at \$39.95. This is the lowest priced of the three radios with ICs in the IF stage that Arvin introduced this year. The high-end IC radio is \$149.95.

□□□□ **"Marketing and the Computer" is the subject** for American Management Assn.'s briefing, Sept. 18-20, in New York. Guest speakers include: Westinghouse's Morton Schwartz, RCA's Ian Ebel, and Richard Geuder, Reliance Electric & Engineering, Cleveland.

□□□□ **Taking the guesswork out of buying antennas** is the objective of a new system devised by Audiotex, the home electronics division of Hydrometals Inc. The manufacturer is offering retailers three regional maps listing major U.S. cities with VHF and UHF stations.

□□□□ **Correction:** Ampex Corp.'s net earnings after taxes for first quarter, fiscal 1968, were \$2,072,000.



Philco-Ford's mini radio-phonograph model 1376



New Hip Pocket mini-records, 69¢

Philco-Ford bets big on mini: mini-phonograph and mini-records, too

Philco-Ford is jumping into the portable music field with new mini-sized unbreakable records and battery-operated radio-phonograph combinations designed for the nation's teenyboppers aged from eight to 18.

"The miniature radio-phonos and Hip Pocket Records are designed to put music on the go as it has never been done before," said Armin E. Allen, vice president and general manager of Philco-Ford's consumer electronics division.

"The new records provide the young music lover with big hits on small discs that are convenient and durable. We'll have the records and the radio-phonographs available at the retail outlets late this month," Allen said.

Suggested retail prices are \$24.95 for the radio-phonograph and \$19.95 for the phonograph-only machine.

The mini-discs, which play at the standard 45rpm speed, are only 3 3/4 inches in diameter and offer about three minutes of music on each side. Philco-Ford says they will retail for 69¢ in appliance-tv outlets, as well as in music departments and shops, and through record rack jobbers.

The conventional pop-single 45rpm record retails at an 89¢ list, is just under seven inches in diameter, and offers about the same 2 1/2-3-minute playing time per side.

The mini-discs are almost paper thin and quite bendable. The conventional 45s are quite a bit thicker and considerably more rigid.

A teenager could probably cram a couple dozen mini-discs in the hip pocket of his jeans.

The 1 lb., 13 oz. radio-phonograph includes a six-transistor radio. The phono is designed to play in a stationary position and operates at both 33 1/3 and 45rpm. The set plays 12-inch LPs, as well as all 45s.

The solid-state unit is powered by four penlite batteries and comes in a plastic case in either red or blue. An AC adapter is available for home use as an extra at \$4.95 retail.

About the records, Allen said 24 mini-discs (48 tunes) will be available late this month under the new Hip Pocket label, which includes a credit line to the A&R company that produced and marketed the original 45 or 33 1/3rpm release.

Only hit songs, including "million sellers," will be offered. Allen said this product innovation is designed to

serve a follow-on, after market for recordings. Philco-Ford does not have its own artists and repertoire, is not introducing its own hits of the day, and is not competing with the hits of the day, he commented.

Will Philco cut its own records? Allen would not rule out the possibility, but he said the company has no plan now to enter this phase of the music business.

"I'm not going to rule out any possibilities," he said, "but right now we are testing this thing, and the only way to do it is to jump into the market with something new and different."

"We will have about 24 record selections available to begin with, and probably 48 by this spring. Most likely we'll add a few selections around the Christmas season."

Compared to playtape machines, Allen said, the mini-disc has the advantage of offering the usual record business package of two tunes, rather than four. Also, the wafer-thin size of the Hip Pocket disc makes carrying a quantity of them easier than carrying a number of tape cartridges.

Vincent F. Novak, new products planning manager of Philco-Ford's consumer electronics division, said the new records, made of pure vinyl, are virtually scratch-proof.

"Their over-all diameter of 3 3/4 inches makes them about as wide across as the label on most commercial recordings," Novak noted.

"These records can be shuffled like playing cards without being damaged. Twenty-five discs fit handily into a hip pocket, purse or beach bag, and as many as 20 Hip Pocket discs may be stored on the turntable of the model 1376 mini radio-phonograph."

Novak noted that about 10 million single-play phonographs are in use in the United States today, and these sets can play the new Hip Pocket discs.

Promotion plans for the radio-phonograph include a free package of 10 Hip Pocket records with the purchase of one machine. Allen said a separate advertising campaign will feature the new discs and machines in teen magazines.

Philco-Ford has licensing agreements with 17 companies which will handle the record production, including Atlantic, Dunhill, Electra, and Roulette. Among the initial artists are Aretha Franklin, the Young Rascals, Sonny and Cher, Mamas and Papas, the Doors, and Tommy Jones.

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.

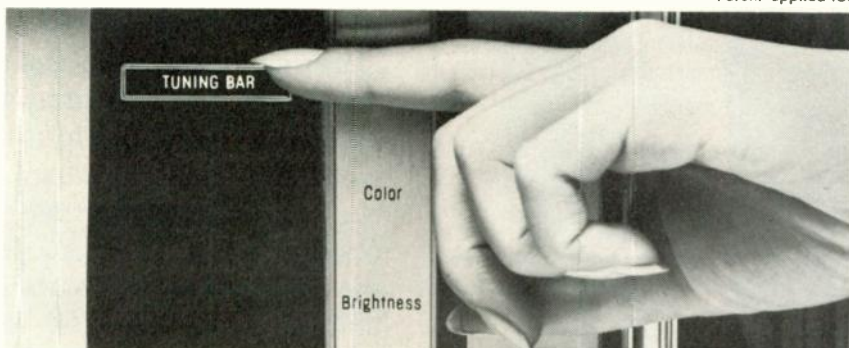
In ten seconds flat.

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 

more Sun spread of Aug. 20 was held especially to promote the opening of the new Sears branch, on Perring Park-

ers purchasing the highlighted \$159 2-speed, 2-cycle automatic washer during the store's Monday sale period.

first time in full color—will highlight the promoted units, particularly the quiet-operating new Champion II.

SEPTEMBER 11, 1967

39

gray hair for nothing. It comes from problems like, how do you add an extra place setting in a swing-door, front-loading portable dishwasher? That's what women wanted, so that's what Mr. Disheveled managed to give them—17 place settings. And that's not all:

Hotpoint dishwashers are loaded with extra features to make dishwashing the easiest job in the house for the woman of the house. For instance, with this portable

do it blindfolded). It proves once again, if the women of America want something, they get it from Hotpoint.

Hotpoint dealers can always expect the latest in design and the best in performance. In fact, the next time you see Mr. Disheveled, his hair will probably be all white, from worrying-up more ideas to please your customers. He'll look very distinguished.

Hotpoint

First with the features women want most

Hotpoint • General Electric Company • Chicago, Illinois 60644

MAJOR APPLIANCE NEWS

□□□□ **AHAM's "Waltz Through Washday" promotion** assistance for the upcoming laundry equipment campaign offers a special dryer-emphasis "Minikit," which includes four 62-inch-by-10-inch streamers, two each of "Waltz Through Washday with a New Dryer" and "Enjoy the Convenience of Permanent Press, Get a New Dryer." Four pricing streamers, also part of the kit, are available with either gas or electric imprint. These measure 26 inches by 3 inches, and read "Our Waltz Through Washday Special."

For \$8.95—but with a minimum order of 500—dealers can get 100 permanent press information booklets: "Wash and Dry Those Wrinkles Goodbye . . . the Care and Cleaning of Durable Press Garments." The booklet is a 2-color, letter-size publication, convenient for customer handouts. The same booklet was used in last year's fall campaign.

□□□□ **Brown Stove Works' new line** includes a series of 30-inch free-standing, slip-in, and eye-level gas ranges, with enamel tops and chrome trim. Brown has turned

HOUSEWARES SALES TRAINING

How to sell a pot: materials that matter

The answers to these often-asked consumer questions are material: stainless steel, aluminum, glass-ceramic, Teflon, enamel, cast iron, tin, and copper. And the retail sales person who has boned up on his alloys, finishes, and fashions can be counted on to cook up a feast of cookware sales.

Stainless steel is basic, and Phi Beta Kappa clerks should plan their lessons for schooling the consumer in its ABCs. Stainless steel pots and pans are lightweight and durable. Under normal use, they will not warp or dent. Because stainless steel is a relatively poor heat conductor, it is usually com-

bined with aluminum, copper, or carbon steel, resulting in combinations known as 2-ply, 3-ply, and clad.

A 2-ply utensil has an interior of stainless steel and an exterior of another metal. Three-ply utensils have a layer of copper, carbon steel, or aluminum sandwiched between two layers of stainless steel. Clad utensils have a copper or aluminum bottom, which is applied after the piece of cookware has been formed.

All stainless steel cookware is finished with a high-polish or satin finish for fashion's sake, and is easy to care for.

Consumers who light on aluminum should be filled in on some elementary facts about the metal. One of the best conductors, aluminum provides a swift, even flow of heat that moves across the bottom, up the sides, and over the cover to surround the cooking food. When buying lightweight aluminum, the consumer should judge it in terms of thickness or gauge rather than its in-hand weight. The lower the gauge, the more durable the pan. The dull finish of the aluminum on the bottom of the pan means better heat absorption.

Tell the customer how aluminum re-

quires a minimum amount of regular care—a swish of soap and water or light scouring with a soap-filled scouring pad. And wind up the course with a word about aluminum's ultra-chic finishes: it's the cookware that has been anodized or porcelainized to add a touch of color to the kitchen and the table, and styled with polished or brushed exteriors that are the classicists' delight.

Telling the tale of non-stick and non-scratch may be the cookware sales person's most difficult assignment. Sales personnel should be instructed to explain to customers that it is the application process rather than the coating which has been altered. Because nothing sticks to the plastic coating, the bare metal requires special preparation. This is accomplished by adhering a thin, very hard ceramic frit or molten metal to the metal. Because the frit is given the same color as the Teflon, the scratched look is eliminated. The hard base makes it possible to use almost any kind of spatula or cooking utensil on the product without fear of damaging or changing its appearance.

Consumers should be cautioned that non-stick coatings do not mean cook-

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The Voice. Anybody's voice. Your voice. It has a special quality and timbre all its own. But.

If it should become hoarse or if a cough should persist, find out what the reason is. Promptly. It could be a warning signal of cancer. And cancer is easier to cure when it's detected early.

Frank Sinatra knows the seven warning signals of cancer. Do you?

1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore that does not heal. 4. Change in bowel or bladder habits. 5. Hoarseness or cough. 6. Indigestion or difficulty in swallowing. 7. Change in

a wart or mole.

If a signal lasts longer than two weeks, see your doctor without delay.

It makes sense to know the seven warning signals of cancer.

It makes sense to give to the American Cancer Society.

ASK ME

EKCO

STATE FAIR

Ceramic Clad Exterior—lasting beauty that makes cooking a pleasure, service at table, buffet a convenience, washes as easily as china.

Extra-thick aluminum for quick, even heating, maximum efficiency in cooking.

Phenolic Knobs and Handles are as practical as they are attractive, shaped and sized for burn-free security for top-of-range. Oven-proof to 375° for baking versatility.

Hardkote Teflon for a durable interior that resists scratching, prohibits sticking, makes clean-up a snap!

Vapor Seal Construction—Pan and cover "mesh" to permit efficient, economical cooking over low heat. Locks in food flavors.

Bright Burnished Bottom—Pan and cover are uncoated for maximum burner contact, instant heat absorption.

Convenient Storage—Self-nesting covers plus handles with hang up holes. Stack your pans or hang them up!

Double Thick Rims for extra strength, extra assurance of retaining proper fit.

LD 0030

Ekco breaks down the features of its colorful State Fair line into eight easy selling points

USE AND CARE OF

Cookware Coated with TEFLON®

1

2

3

4

5

DuPont's post for Teflon can be prominently displayed as a silent teacher where sales personnel meet

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.

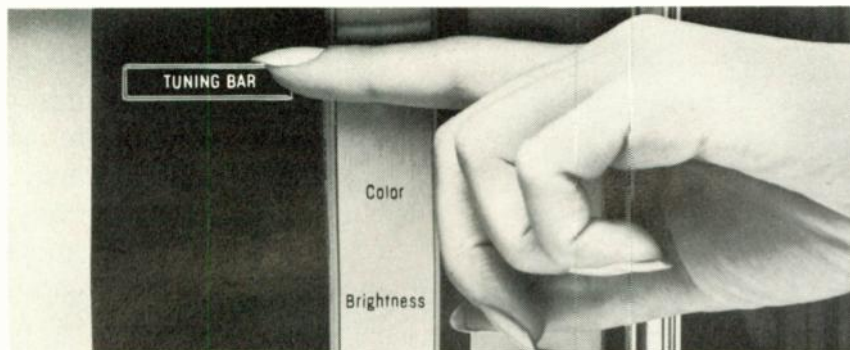
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First the sound comes on. As soon as you turn the set on. Then the picture follows in 6 seconds. All that's left is the fine tuning. And that takes 4 seconds.

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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

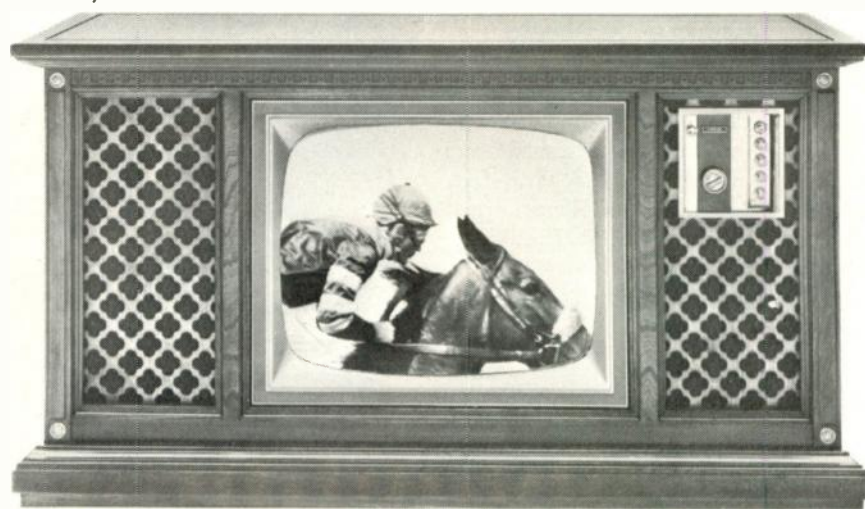
Even then Westinghouse Color TV doesn't stop selling. The easiest set to tune gives you the purest color to watch. Thanks to Westinghouse Instant Color Fidelity, blues never turn green, greens never yellow. Even black-and-whites stay that way.

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

□□□□ **What's new at AHAM?** With the end of staff vacations bringing key personnel back into the office, the Assn. of Home Appliance Manufacturers is swinging into the fall increase of industry activity. On the immediate agenda: various industry-wide appliance promotions—for laundry equipment and ranges—with which AHAM will cooperate, the first annual Home Appliance Conference, and continued meetings with government officials.

The most recent of the government-industry talks took place last Wednesday, as AHAM president Guenther Baumgart and a group of appliance executives met with

Secretary of Commerce Alexander Trowbridge, Betty Furness, and other Commerce personnel. Generalizations seem to be popular at these meetings (MW, 28 Aug., p.5), but industry leaders are optimistic about their potential importance. Most feel that a dialogue—particularly on service, warranties, and prices—must be begun without the pressure of a business crisis forcing immediate action.

□□□□ **Other AHAM-government activities** will be reported in a new monthly newsletter for members, which will list pending legislation, as well as explain the Association's contacts with national and state agencies. Copies of AHAM's first report on such work are available from the organization's headquarters in Chicago, Ill.

The Assn. of Home Appliance Manufacturers will host a technical conference for members of the home laundry, textile, and detergent industries, on Sept. 20, in Oakbrook, Ill. The joint seminar will explore areas of mutual development and anticipated growth for each of the three industrial areas involved.

□□□□ **AHAM is working on standards.** The organization has volunteered its services to the New York City Housing Authority, for example, in reviewing and updating purchase specifications for refrigerators and freezers. Sound standards for air conditioners have been proposed to the AHAM Engineering Board. The standard determines a procedure for measuring sound performance, but does not set minimum values or recommendations for certification. The purpose of the standard is to establish a uniform procedure for rating the relative sound performance of room air conditioning units under clearly specified test conditions.

□□□□ **Air conditioner heating capacity** will be certified by AHAM, starting in 1969. The Room Air Conditioner Certification Committee, which already certifies cooling capacity, and ampere and watt ratings, will test all air conditioners with heating pumps. A trial run will be conducted with 1968 heat pump models, although no product results will be officially disclosed.

Brand-new disposer. Famous old KitchenAid name.

When you have a reputation for making quality products like KitchenAid dishwashers, you don't dare bring out an ordinary disposer.

You wait until you can introduce a Super disposer.

And this is it. The KitchenAid Super Disposer.

It comes in two models, the Superba batch feed model (with Magnestart® Cover Control) and the Imperial continuous feed model. Both models feature some very special ideas that make the KitchenAid Super Disposer a very special value.

Like super quiet operation. (The whole action area is surrounded by an extra-thick blanket of expanded bead styrene in a sound-deadening shell. Sink mounting cushions any vibration.)

Extra-heavy-duty, precision balanced grind wheel made of corrosion resistant, cast stainless steel. Double edged stainless steel cutters, too.

Drain chambers coated with corrosion-fighting, non-stick Teflon*. A KitchenAid exclusive. (No smelly garbage can accumulate; no odors.)

Jams are eliminated electrically. Customers can forget about tools or broomsticks. Grind direction is reversed each time the disposer is started. Just flick the wall switch on the Imperial. Superba model with Automatic Anti-Jam Control clears its own jams. Reversing action in both models doubles the life of the cutters, too.

So you see, KitchenAid disposers are made to live up to their name. The KitchenAid name. Known for quality and dependability. Get the full product and profit story from your KitchenAid dishwasher distributor, or write KitchenAid Disposers, Department 7GP-9, The Hobart Manufacturing Company, Troy, Ohio 45373.

*DuPont's registered name for its TFE non-stick finish.



KitchenAid®
Dishwashers and Disposers

Products of The Hobart Manufacturing Company, makers of commercial dishwashers and disposers.

Gibson adds to its 1968 line: solid state and a self-cleaner

The first of an anticipated total of 6,500 Gibson-Easy dealers were introduced to new additions in the appliance line—including a self-cleaning oven—and a new Sales Corp. president, last week, in Acapulco.

Pricing on the models is still a secret, but increases ranging to 4% and 5% (for air conditioners) are expected on new models in the line.

The highlights of the new line, which will be shown to dealers through Oct. 16, include:

- A 30-inch electric range at the top of the line, with an automatic self-cleaning oven—Gibson's first.
- Expansion of solid-state control system within the Easy laundry equipment line, including the introduction of a gas and electric dryer with the automatic Moisture Sensing Control.
- An 18½-cu. ft. side-by-side, no-frost refrigerator-freezer combination, which measures just under 32 inches in width because of "Mini-Thin-Wall" design.

On Thursday, the succession of L. W. Hamper to the Sales Corp. presidency was confirmed to attending dealers by C.J. Gibson Jr., president of the Gibson Refrigerator Division of the Hupp Corp. Hamper, who was named to the executive vice presidency of the sales division in June after 16 years of Gibson experience, succeeds W.C. Conley, 37-year appliance industry veteran, who will retire in October. Hamper is presiding over the Acapulco convention at which new products are being shown.

The electric range line for '68 includes, beside the self-cleaning model, five 30-inch units and two 40-inch ranges, all with "Total Cleanability." Automatic controls are available on all models. Four units feature removable Teflon oven liners and pull-out, easy-clean panels.

Permanent press features highlight the Easy laundry equipment units; all automatic washers are equipped with special fabric cycles for permanent

press clothing. Gibson has added a new 10-year Golden Guarantee, covering all automatic heavy-duty washer transmissions, as a new merchandising extra. Defective parts within the sealed transmission of the machine will be replaced free of charge during the 10-year warranty period.

The top-of-the-line washer offers solid-state controls for the wash and spin cycle operations of the agitation, providing a complete range of settings for various fabric requirements. A new Automatic Soap Cycle allows pre-conditioning of heavily soiled clothes before actual laundering. Easy washers offer complete flexibility of wash and rinse temperatures, plus a special water-level selection control for three different water levels, depending on the size of the laundered load.

All washers, with the exception of a 12-lb. economy model, offer 16-lb. capacities. Available dryers include four electric and three gas models. The Easy automatics are finished in porcelain enamel, both inside and out.

A full range of air conditioners is available, with units extending in capacity from small-bedroom 5,000Btu models to whole-house 29,000Btu models. One small-room 9,000Btu unit—a plug-in, 7.5-amp model—offers "more Btu capacity per watt than any other model."

Five side-by-side models are available in the new line, including the 18½-cu.-ft. capacity thin-wall unit. Solid state has hit the Gibson ice-makers, with the Ice Master unit, a compact maker that stores up to 104 cubes. Refrigerator compressors feature the 10-year Golden Guarantee.

The big-capacity, top-of-the-line model has a 220-lb. freezer, and 12.23 cu. ft. of refrigerator space. It has the Gibson no-frost refrigeration system, which the company calls the most economical of any such feature in operation. All refrigerators are available in white, avocado, or coppertone.

□□□□ Look for a big self-cleaning oven push in '68, as at least five appliance manufacturers join those already manufacturing the units. Caloric, whose self-cleaner was expected as part of the 1968 line introduced last month (MW, 21 Aug., p.27), is now scheduling the unit for dealer floors in the middle of next year. Monarch has a self-cleaner model ready for introduction this fall, reports a company spokesman, while Sunray Stove plans to show one in early 1968. Crown Stove will show a gas self-cleaner sometime in 1968. Chambers, which recently introduced its decorator series of appliances—complete with detachable front art panels—will introduce its self-cleaner in 1968, too. Currently, the self-cleaning bandwagon is crowded with Frigidaire, General Electric, Gibson (a new entry), Gray and Dudley, Hotpoint, Kelvinator, Modern Maid, Roper, Tappan, Thermador, Westinghouse, and Whirlpool.

□□□□ GE is suing Frigidaire again, in the second self-cleaning oven patent dispute between the two companies. A new suit in which GE claims Frigidaire's infringement of basic self-cleaner patents was filed recently in the Dayton, Ohio District Court. Involved in this suit are two new patents that were issued to GE this spring: one relates to safety controls, the other to the cooling system used in built-in ovens.

Two years ago, GE filed suit against Frigidaire over two of the original self-cleaner patents, and the case is still pending in the Dayton Court.

□□□□ Whirlpool plans three new sales branches for full-line distribution of the company's home appliances. Jack D. Sparks, Whirlpool group vice president, announced last week that the new branches will be opened in Seattle, Wash., Atlanta, Ga., and Kansas City, Mo. within the next two months. Seattle will open first—on Oct. 1.

Thomas G. Streight, past merchandising manager for the dishwasher division, will manage the Seattle branch. Richard L. Runyard, former national sales training manager, will become sales manager; and William C. Mackintosh, former operations manager for the Houston sales division, will assume that post in Seattle.

Whirlpool has sales branches operating in Cincinnati, Detroit, Chicago, Tampa, Miami, New Orleans, Dallas, Houston, San Antonio, Birmingham, and Charlotte.

□□□□ U.S. refrigerator imports were up 11.9% during July over the same month of 1966. The month's unit total rose to 22,652, from 20,246, while the average dollar value dropped from 1966's \$64.23 to \$58.20. For the first seven months of 1967, the increases in both units and total dollar value are up about 34%. Imported units for the period rose to 156,786 during 1967, from 117,135 for the 1966 7-month period, an increase of 33.8%. Dollar value of all units shipped rose similarly to \$9,163,254, up 33.7%. Average price for all units shipped during the period fell to \$58.44.

□□□□ York expands its air conditioner promotion for the 1967-68 fall-winter sales season. Kicking off a new room-unit push for the slack months, dealers will show a 28-minute film clip on merchandising residential units. Direct-mail and national magazine advertising—for the first time in full color—will highlight the promoted units, particularly the quiet-operating new Champion II.

Sears NEW PERRING PARKWAY OPENS TOMORROW!

GRAND OPENING SALE
at Sears North Avenue, Monday, Glen Burnie, and New Perring Parkway Retail Appliance and Catalog Store-Opening Tomorrow Perring Parkway at Oakleigh Road

MONDAY ONLY
You Get This Kenmore WASHER for only **\$159** PLUS THIS **FREE DRYER**

SAVE \$10.95 on FRONTESS 16 Cu. Ft. Refrigerator Freezers
\$299

SAVE \$18.88 on 18½ Cu. Ft. Refrigerator Freezers
\$188

SAVE \$16.88 on 18½ Cu. Ft. Refrigerator Freezers
\$168

SAVE OVER \$100.00!
Huge 67-in. Solid State Stereo Console \$299

Silverstone 4-Speaker AM/FM Console Stereo
\$199

2-Speed, 2-Cycle Washers
\$199

Kenmore Zig-Zag Portable
\$119

Sears shows one way to move clothes dryers

Give them away. The one-day-only sale advertised in this two-page Baltimore Sun spread of Aug. 20 was held especially to promote the opening of the new Sears branch, on Perring Park-

way, in Baltimore, Md.

Electric dryers went free to customers purchasing the highlighted \$159 2-speed, 2-cycle automatic washer during the store's Monday sale period.

□□□□ **AHAM's "Waltz Through Washday" promotion** assistance for the upcoming laundry equipment campaign offers a special dryer-emphasis "Minikit," which includes four 62-inch-by-10-inch streamers, two each of "Waltz Through Washday with a New Dryer" and "Enjoy the Convenience of Permanent Press, Get a New Dryer." Four pricing streamers, also part of the kit, are available with either gas or electric imprint. These measure 26 inches by 3 inches, and read "Our Waltz Through Washday Special." The Assn. of Home Appliance Manufacturers provides the packet for \$2.95, with a 50-packet minimum on all orders.

For \$8.95—but with a minimum order of 500—dealers can get 100 permanent press information booklets: "Wash and Dry Those Wrinkles Goodbye . . . the Care and Cleaning of Durable Press Garments." The booklet is a 2-color, letter-size publication, convenient for customer handouts. The same booklet was used in last year's fall campaign.

□□□□ **Brown Stove Works' new line** includes a series of 30-inch free-standing, slip-in, and eye-level gas ranges, with recessed tops and chrome trim. Brown has turned to easy-cleaning emphasis in promoting the new line's

removable oven doors and bottoms and lift-off cooktops. The top-of-the-line Finesse includes automatic oven ignition, low temperature control, 1-piece lower oven and broiler construction, Fiberglass insulation, adjustable oven door springs, and titanium finish. The Finesse is available in avocado, white, copper, and beige.

□□□□ **GE has a new built-in humidifier** that can be incorporated into any warm air distribution duct or furnace plenum without obstruction. The unit features a self-powered air-moving system for maximum flexibility of application. No return air connection is necessary, and the entire humidifier is constructed of corrosion- and heat-resistant materials. The GE unit comes with a complete installation kit, including copper tubing, rubber drain pipe, saddle valve, and all necessary mounting hardware.

□□□□ **Frigidaire has reorganized its distribution** and production control departments, with the promotion of three key company executives. G. Howard Robins, formerly operations analysis director in the comptroller's department, is now serving as national distribution manager. He is responsible for all factory and field warehousing, traffic, and product packaging operations. Walter J. Collins has been promoted to material and production control manager from his past post as administrator of special studies. Wilfred H. Best has become special assignment consultant for supervising the company's advanced material control systems.



with  **SPEED QUEEN.** . . . *the only*
Durable Press Dryer
with the Silver Lining
 Lifetime Stainless Steel Drum



SPEED QUEEN BIG FALL DRYER SALE

1. Silver Lining Umbrella Premium
2. Umbrella Display Holder
3. Retail Window Banners and In-Store Display Material
4. Retail Ad Mats
5. Color TV Commercial — Animation
6. Recorded Musical Radio Jingles

only Speed Queen gives you this Silver Lining opportunity



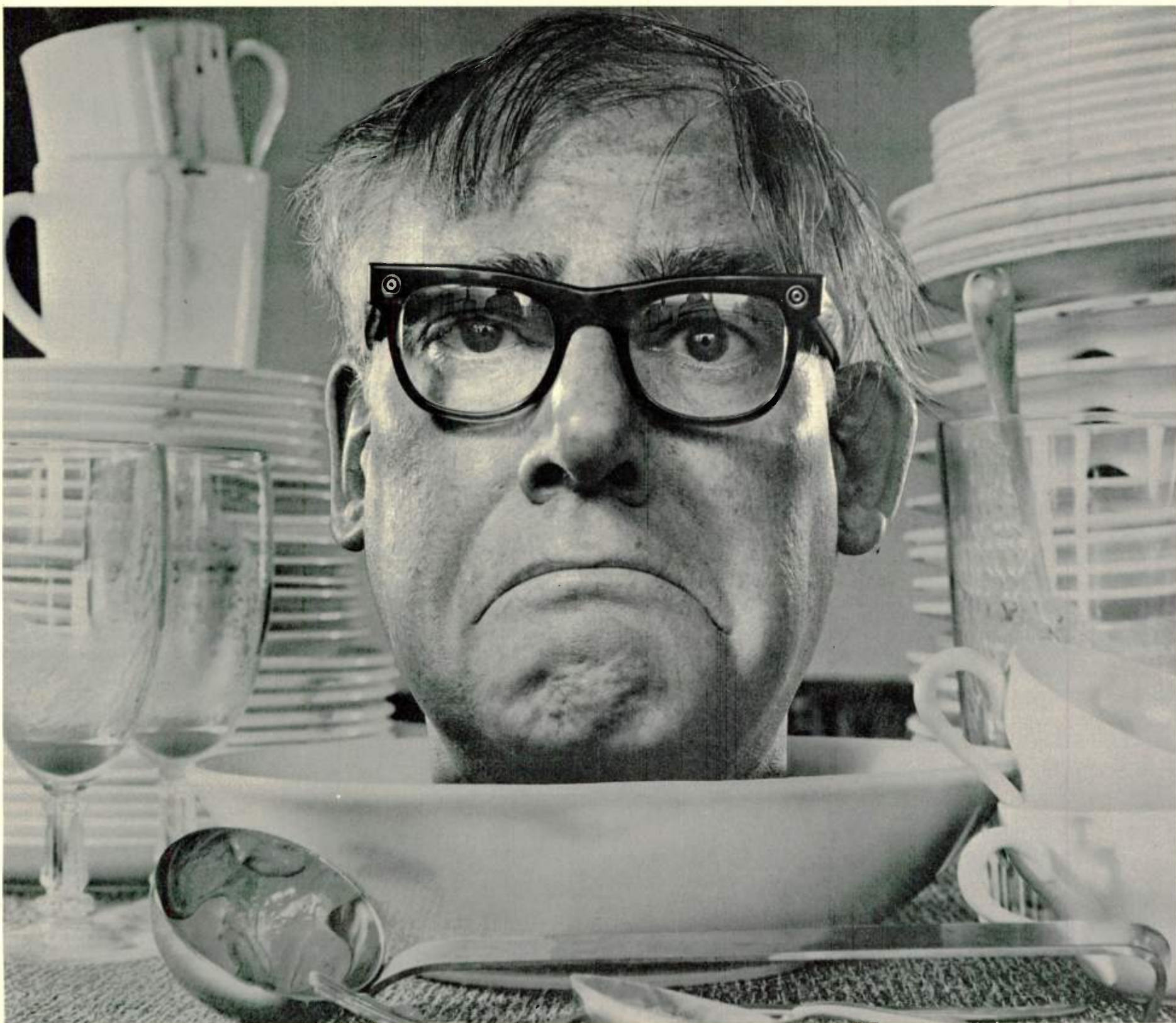
MODEL 166F ELECTRIC (186F GAS)

- Rust-proof, chip-proof, sparkling clean stainless steel drum
- Special Durable Press Cycle
- In-A-Door Lint Screen
- Safety Re-Start Button
- All-Porcelain Top

The Washer and Dryer with the Silver Lining

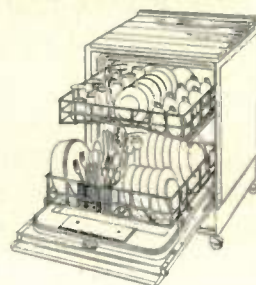


SPEED QUEEN.
 Quality and Dependability Since 1908
A Division of McGraw-Edison Company Ripon, Wisconsin 5497



Mr. Disheveled was a bit dishcouraged.

Dishcovery!



Mr. Disheveled, our product engineer, didn't get that gray hair for nothing. It comes from problems like, how do you add an extra place setting in a swing-door, front-loading portable dishwasher? That's what women wanted, so that's what Mr. Disheveled managed to give them—17 place settings. And that's not all:

Hotpoint dishwashers are loaded with extra features to make dishwashing the easiest job in the house for the woman of the house. For instance, with this portable

she gets random loading (so easy a 10-year-old could do it blindfolded). It proves once again, if the women of America want something, they get it from Hotpoint.

Hotpoint dealers can always expect the latest in design and the best in performance. In fact, the next time you see Mr. Disheveled, his hair will probably be all white, from worrying-up more ideas to please your customers. He'll look very dishtinguished.

Hotpoint

First with the features women want most

Hotpoint • General Electric Company • Chicago, Illinois 60644

□□□□ **The integration of Shetland into Proctor-Silex** has moved a step closer with the placing of Shetland under the control of the Proctor-Silex division of SCM Corp. Walter M. Schwartz Jr., of Proctor-Silex, heads the new SCM division. Robert I. Lappin, chief operating officer of Shetland-Lewyt, will report to Schwartz. Shetland already is producing new blenders for P-S, and product planning and design reportedly are in the process of being integrated for the two firms. No immediate integration of the sales forces is expected, however, largely because of the different distribution patterns for vacuum cleaners and electric housewares.

□□□□ **Waring holds an intensive sales training program** to launch its fall selling season. The firm brought 18 of its salesmen to its newly opened factory in New Hartford, Conn., for a 4-day, pre-Labor Day sales seminar. The first time Waring has tried such a program, the seminar included daytime lessons in how to lay out retail ads and plan store promotions, as well as instruction in selling Waring products. The salesmen received overnight homework assignments and a textbook that outlined Waring's policies. They also became involved in role-playing games—the latest industrial training technique—involving the creation of mock buyer and salesman situations. All had the opportunity to observe crack Waring demonstrator Nina Korda in action. The seminar, guided by Waring executives Bill Newman, Hal Matles, Alex Steinkoler, and Tony Lowe, was termed a huge success by participating company salesmen.

□□□□ **B.T. Babbitt acquires 86% of Tujax Industries**, distributor of electric housewares and electrical supplies, in a preliminary stock closing. Growth-minded Babbitt—known as the firm that Babo built—reported that the acquisition will involve a pooling-of-interests transaction under which it would issue a minimum of 146,197 shares of common stock. Tujax, with annual sales said to be more than \$25 million and operations at seven locations in the New York-New Jersey area, stressed that its dealings would be unchanged by this move. Jack Saltzman and Jack Edwards will remain as its chief executive officers. Sydney L. Solomon, secretary of Tujax Industries, emphasized that the stock acquisition is not a merger, and that the deal is on a contingency basis and would not be finalized until 1969.

□□□□ **Key moves:** Ekco Products Import Co. appoints Joseph J. Orenstein as general merchandise manager responsible for new product development, expansion of product lines, and distribution. Orenstein was formerly divisional merchandise manager for housewares, china, glass, sporting goods, and toys for Associated Merchandising Corp. . . . Detecto names William Deixler as vice president. He was formerly sales manager for consumer products. . . . Cory names Bernard Brezinski as national service manager for Cory, Fresh'nd-aire, and Nicro products. He succeeds George C. Sedlack, recently promoted to director of promotion planning . . . Hamilton Beach joins AHAM's portable appliance department, naming Edward P. Reavey Jr., director of marketing, as its representative to the association; Paul Loring is appointed Hamilton Beach's district sales manager for the metropolitan New York area . . . Mirro names Warren L. Peltier as assistant product development manager.

Macy's takes a lesson from A&S on how to make an extra profit

The delivery of an electric housewares item to a customer costs an average of 70¢ for a New York City department store, according to buyers. And that 70¢ cuts deep into profits, explaining why department stores encourage their customers to take their electric housewares purchases with them.

Over in Brooklyn, however, Abraham & Straus has had a good thing going for years. The store charges a \$1 delivery-handling fee on electric housewares and portable electronics because of its "low, low discount prices." And, since the discounters do not offer delivery service, why should A&S pay an average of 70¢ for each item delivered? As a result, the store has made an average of 30¢ profit on each item delivered.

On the island of Manhattan, Macy's New York has long eyed that \$1 delivery-handling charge as potential cash in the bank. It is especially attractive on price-protected lines, which turn a decent profit, and it can mean the difference between profit and loss on highly promotional items. Other New York City department stores, however (B. Altman & Co., for example), cling to their free-delivery pride-of-service policies. Altman's answer to profits: just don't handle an unprofitable line—even when it is named General Elec-

tric—if you have to seek other means to make up the difference. (A delivery-handling charge is just one way.)

Macy's has succumbed; and its new \$1 delivery-handling fee (MW, 4 Sep., p.5) is spelled out on page after page of the newly issued fall Housewares Sale catalog. It applies to electric housewares and portable electronics; basic housewares, which are generally less price competitive and more profitable than electrics, are excluded. On larger home electronics items (portable stereo phonographs, for example) the delivery-handling fee is \$2 within the store's delivery area; on radios and lightweight portable phonos, it is \$1. The \$1 fee also applies to vacuum cleaners.

The new Macy's fee has been added just prior to the opening of E.J. Korvette's store opposite Macy's New York headquarters on 34th St. Korvette does not offer delivery service; therefore, such service, even at a \$1 cost, can be viewed as an "extra." (Macy's and Korvette's at Herald Square will be competitively priced on all items.)

In New York, Altman's is expected to remain a holdout on the \$1 delivery-handling fee, thereby discouraging other department stores (notably Bloomingdale's) from joining A&S and Macy's in their departure from traditional service at no cost to customers.

Wanamaker's sales seminar: 'It's their Chicago,' says Smith

They came and they learned—over 200 strong. Salesclerks, servicemen, assistant buyers, branch managers, and vice presidents joined in the fourth annual sales training seminar at Wanamaker's, Philadelphia—this year entitled "Hard Facts Plus a 'Just Looking' Customer Equals a Sold, Satisfied Consumer" (MW, 21 Aug., p.16).

They came and they learned at one of the two sessions conducted in a ballroom of the Presidential Hotel. And, by the end of the session, the briefcases which they were given were crammed with recipe books, catalog sheets, and notes on the new lines that they will be talking and selling when Wanamaker's kicks off its fall housewares promotion this week.

"It's their Chicago," noted Wanamaker's housewares merchandise manager, Art Smith, surveying the more than 30 groups of three, four, and five members clustered around the manufacturer exhibits. Smith noted that the seminar, co-sponsored by Everybody's Supply Co., boosted sales by 24.9% in 1966. He expects similar results this season.

Wanamaker's personnel came from both the main store and the branches. They learned how they could get their customers to trade up to bigger-ticket merchandise. They learned how they could make multiple sales by talking sets rather than individual pieces, cookie sheet as well as cookie gun, travel iron as a second iron for sewers as well as travelers.

They got caught up on the latest in color happenings—the avocado, flame orange, and cocoa that they will

help to make big news in housewares this fall. They were instructed on how to mix, match, and coordinate merchandise, and they saw how it is done in color-coordinated vignettes.

The sales personnel, after deciding that no two customers ever ask the same questions—or even have the same complaints—played Heloise, and exchanged helpful hints for product care and use with product demonstrators and with each other. "Why didn't you tell me that I could make better coffee if I wet the basket first?" was one question; and the salesclerks were told how they could pass this information on to their customers.

Wanamaker's personnel got cram courses in blenders and hard-base Teflon cookware. They were told how they could become bath shop fashion consultants. And they heard about beauty, and hair dryers, and facial saunas, and electric hair curlers.

When they broke for meals, branch store personnel got a chance to compare notes with their flagship store cousins. They chatted casually and enthusiastically about product lines with buyers and manufacturer representatives. Some brought out pictures of their children and grandchildren to show off. Others renewed friendships they had made at previous seminars.

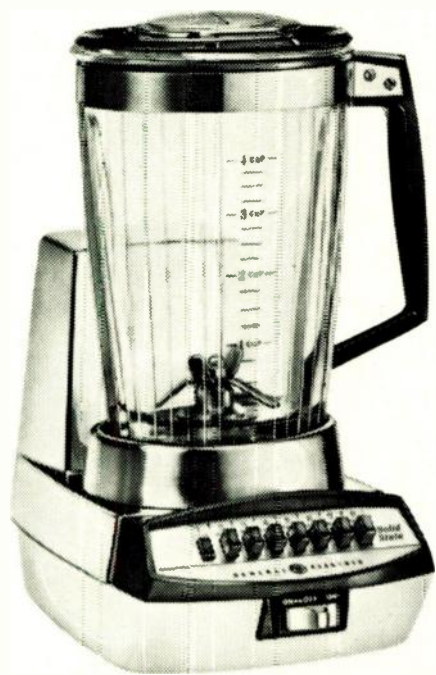
And before they left—some, the winners of door prizes, others, showing off samples that a few of the manufacturers had given out—they told Smith they hoped to be back next year. The date? It has already been set: Thursday, Aug. 29, 1968.

—Irene Kanfer

GENERAL ELECTRIC HOUSEWARES

"DEMANDABLES"

DO IT FOR YOU AGAIN!



NEW! DELUXE AUTOMATIC BLENDER WITH 8-SPEED SOLID STATE CONTROL. Does all these things—in seconds!

- stirs
- purees
- mixes
- crumbs
- chops
- grates
- crushes ice
- blends
- liquefies
- whips cream

Features: Low silhouette for stability, ease of storage and operation. Push-button selection of 8 speeds. Cup markings on 32-oz. oval glass container. Cord storage in base. Hardened stainless steel blades. 2-piece cover.

Model BL-3, \$49.98*



5 New
Products added
to your
Most Demanded
Housewares Line.



NEW! GENERAL ELECTRIC HAIR CURLER KIT. Spot-curls in minutes! Includes 18 nylon rollers—3 sizes. Stainless steel clips hold curlers in place. Indicator light shows when curlers are ready to use. Handsome embossed vinyl carrying case.

Model HCD-1, \$34.98*

"The General Electric Toothbrushes have been accepted (Group A) as effective cleansing devices for use as part of a program for good oral hygiene to supplement the regular professional care required for oral health."—COUNCIL ON DENTAL THERAPEUTICS, AMERICAN DENTAL ASSOCIATION.



NEW! CORDLESS RECHARGEABLE TOOTHBRUSH WITH DUAL BRUSHING MOTION! One switch gives the motion you prefer: up-and-down or back-and-forth. Contoured, cordless power handle—immersion for easy cleaning. 6 regular-bristle brushes in assorted pastels. New consumer benefit! Your customer may exchange regular for soft bristles at any GE Servicenter **FREE**.

Model TB-4, \$22.98*

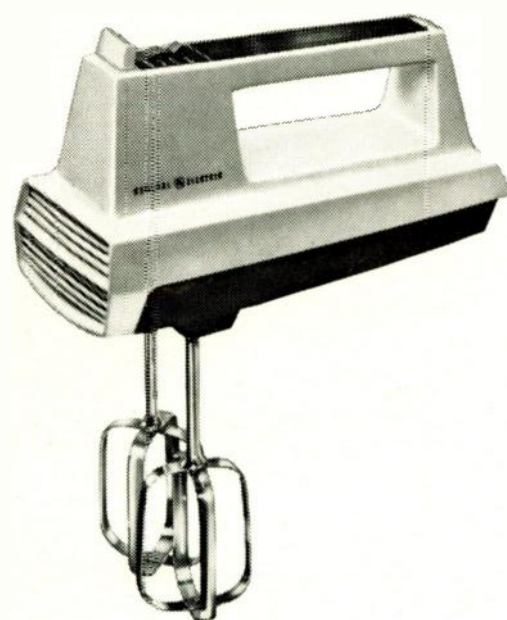
*Manufacturer's suggested retail price.



NEW! DELUXE VARIABLE SPEED PORTABLE MIXER!

A full range of variable speed positions right at her fingertips. Will fold, mix, beat, stir, mash, blend, whip; mix heavy batters—beat egg whites, cream. Has new convenient see-thru handle with mixing guide. Chrome-plated beaters... no center shaft for smoother mixing, easier cleaning. Beater ejector. Drink mixer attachment. May be wall-mounted.

Model M-68, \$19.98*



NEW! CUSTOM PORTABLE MIXER. Deluxe features at a budget price for the gift-buying season! Handsome walnut trim has great customer appeal. Includes all General Electric's famous features: Open center beaters for easier cleaning, easy-access beater release, keyhole slot for wall mounting. Three tested mixing speeds.

Model M-19, \$13.98*

SEE YOUR GENERAL ELECTRIC HOUSEWARES DISTRIBUTOR
For Profitable New Specials and Nationally Advertised Promotions!

General Electric Company, Housewares Division, Bridgeport, Conn. 06602

Progress Is Our Most Important Product

GENERAL  ELECTRIC

How to sell a pot. Sounds easy, but...

A pot is not just a pot, the way it was years ago. Today a pot is a decorative accessory—added color in the kitchen, fashion on the table. A pot is oven-to-tableware, a multi-use utensil that takes its place in the freezer as easily as it does on top of the range. A pot is a non-stick, non-scor time-saver. Sometimes it is electric. Many times it is an impulse item; a gourmet cook's treat; a carefully-planned purchase for the bride-to-be; or a replacement for the homemaker who has decided that, after 25 years and thousands of meals, she has earned some new cookware.

A pot is also confusion for the av-

probably the most active when it comes to organizing formal sales training sessions. The Committee of Stainless Steel Producers goes all out to provide stores with a complete sales training program. Gloria Wright, the Committee's spokeswoman, is available to hold either formal or "kaffeeklatsch" sales training sessions for stainless steel products. Miss Wright's course consists of a film—"What's Cooking"—plus distribution of a booklet and a sales fact card to help reinforce the message. She also hands out pins with the Committee's logo to identify sales personnel as experts in their field.

The Aluminum Assn.'s program centers around the distribution of its brochure—"What You Should Know

group at Corning sends the SPRs a newsletter that discusses care and use of the products, sales specials, point-of-purchase display ideas, and upcoming advertisements. The SPRs then work in the stores, relaying this information to personnel through motion pictures, literature, show 'n' tell phonographs, and product demonstrations.

Corning's educational psychology is to get the clerk to identify with the product. At the Wanamaker's sales training seminar, personnel who were assigned to the Corning classes received as a gift a Centura Ware saucepan for their own use.

Another manufacturer that has found it better to rely on specific product information aids than solely on catalog sheets to do the sales training trick is Club Aluminum. For its Holiday, Coronet, and Colorcast lines, Club has prepared "lesson plans" that a retailer can follow in going over the cookware with his sales personnel. Club's lessons do not only go into the selling points; they also live up the classes with details on the manufacturing process and the firm's history.

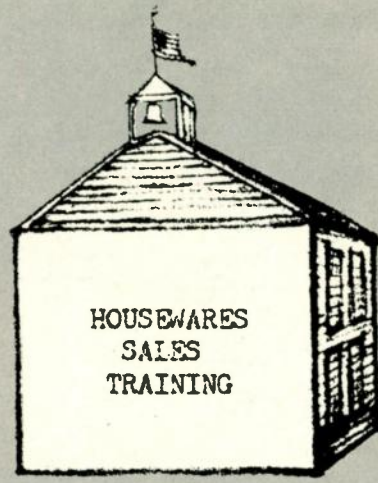
In addition to strict product information—the specific lines and their prices—sales personnel have to be prepared to field a wide variety of consumer questions, especially those of the young bride: "What does it cook?" "What can I use?" "How much do I need?"

Although most manufacturers feel they have answered these questions with sets of cookware that also mean automatic multiple sales and a certain savings to the consumer, sets are not always the pat answer.

Many consumers prefer open stock and like to cross manufacturer lines. "I've been working with cookware for over six years now," said a well-informed clerk in a major New York City store. "There's a lot of good cookware on the market, and, when I get a bride or a beginning homemaker, especially, I try to find out what kind of life she is going to lead and what kind of cooking she is going to be doing at first. Then I try to outfit her with what she is going to be able to use immediately. I try to know all I can about what I'm selling. Sets mean savings, but she may not require those pieces. I tell her all I can about the cookware, and then let her make up her own mind as to the brand she wants." Rather than recommend two saucepans, for example, he might steer a customer to a double boiler that would serve as two saucepans just as effectively.

"We try and see that the bride-to-be gets the basics, and then tell her to buy the other things as she needs them," explained another clerk in the store. "We tell them the stores won't be closed once they're married. You know you've got a satisfied customer when you see her coming back to you as her cooking needs change. It's nice to see how the girls go from the 'I can hardly boil water' stage, to gourmet cook, and then to meal planner for a family of five," she noted—explaining that she has been in cookware for "at least 25 years."

The cookware sales "pro" also went on to give some advice for the current cookware sales generation: "Don't load the customer down with everything she'll ever need all at once. Styles change, and today's customer likes to keep pace with what's new. . . Know your lines, make sure you can tell her about the latest, and make sure it's in stock when she wants it."



Last of a series

How to sell a pot: boil it down to basics, add a dash of fashion

By Irene Kanfer

erage customer, basically uninformed, who is confronted with aisles of cookware. To buy in sets or open stock? With Teflon or without? Metal or glass-ceramic? Plain or fancy? And these are only some of her many questions.

A pot is multiple sales and a chance to make friends for the salesclerk, basically informed, who can provide the answers to questions as basic and general as the bride's "What do I need?" or as specific as the gourmet's "Do you have a pan for paella?"

How to sell a pot may still sound easy; but handling the lines of a dozen manufacturers, keeping abreast of sales and special purchases, and knowing what piece of cookware does what kind of jobs can turn into a nightmare for the retailer or the salesclerk—unless the latter is well tutored in cookware salesmanship.

Help is available for the retailer who chooses to train his personnel in the fine art of "potsmanship." Manufacturers and manufacturer associations are ready with reams of printed material that goes a long way as sales training aids. While the bulk of this material falls into the category of catalog sheets that don't always make an impression on retail personnel, many manufacturers also offer recipe booklets and elaborate fact cards aimed specifically at the salesclerk. Some manufacturers also provide retail clerks with samples of their merchandise, or set up a point system that enables personnel to win a piece of cookware after they have sold a certain amount. All of these have proven to be surefire morale boosters and attention getters. "After all, we sell their stuff, why shouldn't they give us some?" commented a salesclerk at Wanamaker's, Philadelphia, in a recent sales seminar.

The manufacturer associations are

About Aluminum." The booklet—designed for both sales personnel and consumers—tells about the metal; the manufacturing processes; and the basic cookware and bakeware items, how they are used, and where they are needed.

Similar information is provided by the Metal Cookware Manufacturers Assn. in its brochure entitled "A Guide to Metal Cookware and Bakeware." This covers all types of metal cookware and bakeware, and includes a glossary of the most frequently used kitchenware.

Of the manufacturers who have adopted formal programs, Corning is undoubtedly in the vanguard with highly sophisticated education programs for its Corning Ware, Centura, and Pyrex Ware lines. Besides the six home economists it has in the field, Corning has 50 sales promotion representatives (SPRs) who are employed by the manufacturer but are attached to major stores in the major markets. Each month, the product information

How to buy a pot.



Highly sophisticated, Farberware's "How to buy a pot" ad makes its point

**It's the
show where
everybody
gets into
the act...**



There isn't another trade show anywhere in the world quite like the NHMA National Exhibit. And the difference can be summed up in one word: Participation.

Housewares people come here not just to see, not just to listen, not just to shake hands . . . but to take part, actively.

Here, in company with their peers, they bring together on stage the many facets and faces of the Housewares Industry as it is right now. Here they find the right setting to interchange

experiences, discuss changing patterns, explore emerging trends.

For buyers and merchandising people, it is a place to speak as well as a place to listen. For exhibitors, it is a classroom as well as a sales-room. For the industry overall, it is one vast Town Hall where everyone has a say in shaping the course of Housewares.

If you belong to the Housewares people, you owe it to your industry and to yourself to get into the act.

48th
semi-annual



NATIONAL HOUSEWARES EXHIBIT

January 15-19, 1968

International Amphitheatre, Chicago

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION / 1130 Merchandise Mart, Chicago, Illinois 60654

How to sell a pot: materials that matter

The answers to these often-asked consumer questions are material: stainless steel, aluminum, glass-ceramic, Teflon, enamel, cast iron, tin, and copper. And the retail sales person who has boned up on his alloys, finishes, and fashions can be counted on to cook up a feast of cookware sales.

Stainless steel is basic, and Phi Beta Kappa clerks should plan their lessons for schooling the consumer in its ABCs. Stainless steel pots and pans are lightweight and durable. Under normal use, they will not warp or dent. Because stainless steel is a relatively poor heat conductor, it is usually com-

bined with aluminum, copper, or carbon steel, resulting in combinations known as 2-ply, 3-ply, and clad.

A 2-ply utensil has an interior of stainless steel and an exterior of another metal. Three-ply utensils have a layer of copper, carbon steel, or aluminum sandwiched between two layers of stainless steel. Clad utensils have a copper or aluminum bottom, which is applied after the piece of cookware has been formed.

All stainless steel cookware is finished with a high-polish or satin finish for fashion's sake, and is easy to care for.

Consumers who light on aluminum should be filled in on some elementary facts about the metal. One of the best conductors, aluminum provides a swift, even flow of heat that moves across the bottom, up the sides, and over the cover to surround the cooking food. When buying lightweight aluminum, the consumer should judge it in terms of thickness or gauge rather than its in-hand weight. The lower the gauge, the more durable the pan. The dull finish of the aluminum on the bottom of the pan means better heat absorption.

Tell the customer how aluminum re-

quires a minimum amount of regular care—a swish of soap and water or light scouring with a soap-filled scouring pad. And wind up the course with a word about aluminum's ultra-chic finishes: it's the cookware that has been anodized or porcelainized to add a touch of color to the kitchen and the table, and styled with polished or brushed exteriors that are the classicists' delight.

Telling the tale of non-stick and non-scratch may be the cookware sales person's most difficult assignment. Sales personnel should be instructed to explain to customers that it is the application process rather than the coating which has been altered. Because nothing sticks to the plastic coating, the bare metal requires special preparation. This is accomplished by adhering a thin, very hard ceramic frit or molten metal to the metal. Because the frit is given the same color as the Teflon, the scratched look is eliminated. The hard base makes it possible to use almost any kind of spatula or cooking utensil on the product without fear of damaging or changing its appearance.

Consumers should be cautioned that non-stick coatings do not mean cook-

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The Voice. Anybody's voice. Your voice. It has a special quality and timbre all its own. But.

If it should become hoarse or if a cough should persist, find out what the reason is. Promptly. It could be a warning signal of cancer. And cancer is easier to cure when it's detected early.

Frank Sinatra knows the seven warning signals of cancer. Do you?

1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore that does not heal. 4. Change in bowel or bladder habits. 5. Hoarseness or cough. 6. Indigestion or difficulty in swallowing. 7. Change in

a wart or mole.

If a signal lasts longer than two weeks, see your doctor without delay.

It makes sense to know the seven warning signals of cancer.

It makes sense to give to the American Cancer Society.

ASK ME EKCO

SLATE FAIR

Ceramic Clad Exteriors—lasting beauty that makes cooking a pleasure, service at table, buffet a convenience, washes as easily as china.

Extra-thick aluminum for quick, even heating, maximum efficiency in cooking.

Phenolic Knobs and Handles are as practical as they are attractive, shaped and sized for burn-free security for top-of-range. Oven-proof to 375° for baking versatility.

Hardkote Teflon for a durable interior that resists scratching, prohibits sticking, makes clean-up a snap!

Vapor Seal Construction—Pan and cover "mesh" to permit efficient, economical cooking over low heat. Locks in food flavors.

Bright Burnished Bottoms are uncoated for maximum burner contact, instant heat absorption.

Convenient Storage—Self-nesting covers plus handles with hang-up holes. Stack your pans or hang them up!

Double Thick Rims for extra strength, extra assurance of retaining proper fit.

LD 8939

Ekco breaks down the features of its colorful State Fair line into eight easy selling points

USE AND CARE OF

Cookware Coated with TEFLON*

DuPont's post for Teflon can be prominently displayed as a silent teacher where sales personnel meet

ing and cleaning miracles. To grease or not to grease—the answer is to follow the recipe. And non-stick coatings are no excuse for careless cleaning. The pan should be washed in hot, sudsy water and “seasoned” before its initial use. Steel wool and scouring powder should be avoided during the cleaning operation.

Cook-and-serve—be it a quick bite or a gourmet feast—means selling cookware that is both practical and decorative. Glass-ceramic, copper, cast iron, tin, and enameled cookware all lend a festive touch to the kitchen and make a simple meal into a special treat.

Glass-ceramic cookware requires less heat than metal for baking and cooking, and thereby eliminates scorching and burning. Relatively care-free, the cookware does not require regular and thorough cleaning: mild detergents and water are usually enough, although some stain may require mild household cleansing powders or plastic pads. The customer should be told never to use steel wool or abrasive scouring products on this space-age material that goes from freezer to oven to table.

Enameled cookware, hardly a symbol of the space age, has come a long way since Grandma's red-rimmed, white-porcelainized pots. In colors ranging from pink to persimmon, enameled cookware is relatively chip-proof and doesn't require a chemistry set to clean. The customer should also be shown how colored cookware can

be mixed, matched, and coordinated with the rest of her kitchen furnishings and accessories.

Copper, tin, and heavy cast iron also lend a traditional touch to a range top or table. All require special cleaning care, but the decorative look is worth it. Copper is especially attractive in fondue pots and molds, while tin is a perennial favorite for bakeware. Cast ironware—in skillets, roasters, Dutch ovens, broilers, and griddles—is cookware that cooks to gourmet perfection, although the customer should be clued in to its unique seasoning and storage requirements. Directions for seasoning and re-seasoning are carefully explained in the instruction booklets that accompany the cast ironware.



Sales personnel at Bullock's, Los Angeles learn how to sell stainless steel at an informal training session with Gloria Wright, a representative of the Committee of Stainless Steel Producers



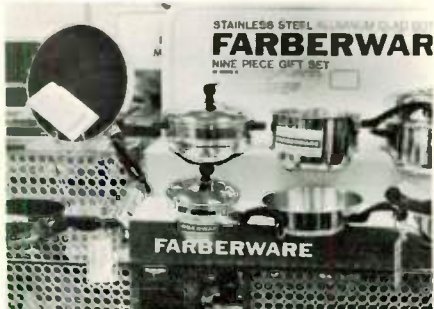
The Committee of Stainless Steel Producers is ready to provide retailers with a year-round promotional program and a wide range of sales training aids, such as filmstrips and this illustrated brochure

The simple truth about TEFLON*

Some answers to the questions your customers have been asking.



Teflon gets an easy-to-understand but thorough going over in this sales training booklet from DuPont



Farberware with Farberlon coating goes on display complete with educational materials

Three big names will take to the air during your 60-day Lawn-Boy "Leaf it Up" promotion this fall to help you sell the best-selling mowers with full 60-second commercials. Henry Morgan, Gene Rayburn and popular Ed McMahon will be on NBC's weekend "Monitor" Radio shows, adjacent to helpful "Lawn and Garden Tips" program segments, to hit your best prospects while they're in a mood to buy.

Wherever you are, there's a "Monitor" station nearby and these three top salesmen will be steering customers your way this fall. It's another good reason why you'll clean up this fall with Lawn-Boy.

By the makers of Johnson and Evinrude outboard motors

We've hired three top Lawn-Boy salesmen for you this fall



LAWN-BOY

OUTBOARD MARINE CORPORATION • GALESBURG, ILL.

The newest KitchenAid dishwasher. So what's in it for you?

This newest KitchenAid dishwasher will be introduced in full color ads in October issues of Life, Better Homes & Gardens and Good Housekeeping. Followed by another powerful ad in December on all KitchenAid portables in these same magazines. Plus strong promotional support.

Here's an exciting portable dishwasher package that can help you cash in on the growing portable market.

This newest KitchenAid portable has been beautifully styled to capture the eye of dishwasher shoppers. It has a new stainless steel control console, hard maple top and walnut-trimmed stainless steel guide bar. There's a choice of permanent, non-fading colors. Avocado green, edged colonialtone, or white.

KitchenAid has many exclusive features to make the selling easier. Such as effective 4-Way Hydro

Sweep wash system that eliminates hand-rinsing. Flo-Thru drying that gets dishes thoroughly dry, yet is safe for fine china and good plasticware. And KitchenAid is the only portable with porcelain enamel, inside and out.

The inside of the wash chamber is exclusive 3-coat TriDura™ porcelain enamel that is amazingly resistant to stains, scratches, food acids and corrosion. For loading convenience, the Automatic-Lift Top Rack makes all three racks accessible at the same time. And, for the clincher, you have the famous KitchenAid reputation for quality and dependability.

So see your distributor soon for all the profitable details. Or write KitchenAid Dishwashers, Department 7DP-9, The Hobart Manufacturing Company, Troy, Ohio 45373.



KitchenAid®
Dishwashers and Disposers