

Collectors may earn book prize

Aspiring book collectors have until Oct. 28 to enter the University Library's fifth Student Book Collectors Contest.

An entry includes a description of the collection, an annotated bibliography of 25 books from it, and an application. Semi-finalists will be asked to bring the 25 books for the final judging.

Winners will be announced and \$850 in prizes will be awarded Nov. 11, according to Dr. Irene Hoadley, director of libraries. The ceremony, in Room 226 of Sterling C. Evans Library will feature Jay Belloli of the Fort Worth Art Museum. Belloli will speak on "Our Visual Literacy."

Student Book Collectors Contest entry forms are available at service desks throughout Evans Library. More information can be obtained from David Chapman, archives; Linda Dreier, acquisitions; Evelyn King, special collections; Sharon Smith, technical reports, or Dr. Hoadley, administrative offices.

Hi-fi business growing fast, students help

By LeROY POPE
United Press International
Business Writer

NEW YORK — The faster an industry grows, the quicker its market can become a jungle.

This observation seems to apply to the high-fidelity music machine business, which has achieved \$2 billion a year volume without sign of letup.

The hi-fi jungle grew when the fair trade laws ended, said Harry Elias, vice president of JVC Electronics, a distributor of Japanese made hi-fi equipment. JVC pushed its sales from \$8 million to \$25 million in a single year and expects to do \$40 million in business in 1977.

But the very growth of a glamour industry attracts overproduction, excessive competition and price-cutting.

"The little producers that attempt to serve the mass outlets get hurt the worst," Elias said. "They get raped or killed, and the end of the fair trade laws hit a lot of the producers who were selling in the more prestigious markets. The mass outlet retailers began to sell their products at discount prices and ruined the profitability of their merchandise for their regular dealers."

Elias and Philip Stogel, the owner of a medium sized advertising agency, hit on a solution. They pulled JVC's line of hi-fi equipment out of the mass markets altogether. They traveled around the country and set up a tight, selective network of dealers to sell JVC products and maintain substantial dealer profit margins.

In effect, they restored fair trading on a strictly voluntary and legal basis.

"But that wasn't enough," Elias explained. "We had to help them sell."

This was largely Stogel's job. He began a concentrated advertising drive in the music magazines and such style and status conscious publications as Playboy, Esquire and Sports Illustrated.

Next Stogel and Elias set up what they call the "sales stimulator quartet, (SSQ)," two English-speaking Japanese engineers and two sales executives. This group visits dealers periodically and conducts sales and engineering seminars for the store staff.

Then, backed by full page newspaper ads, the SSQ takes over the hi-fi sales floor in the store. An example of the results is sales of \$24,000 worth of JVC products in two days at Finger Furniture Co.'s store in Houston. It made the Finger salesman so enthusiastic they now are selling JVC products at a rate of \$150,000 a year, Elias said.

Next a traveling show that fits into a trailer truck was booked in college student unions and played before 125,000 youngsters.

"The college kids are the fastest growing segment of the hi-fi market," Elias said.

That brings up the question of what is the real psychological basis of the high-fidelity music boom. Is it love and appreciation of music, the herd or status instinct, or fascination with electronic technology?

Elias and Stogel said they doubt if there is any easy answer to that. All the customers are interested in music but relatively few can appreciate the tonal subtleties of hi-fi.

So, as with motorists who buy specific cars for a variety of reasons, every hi-fi customer probably has an individual motivation.

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COUPON
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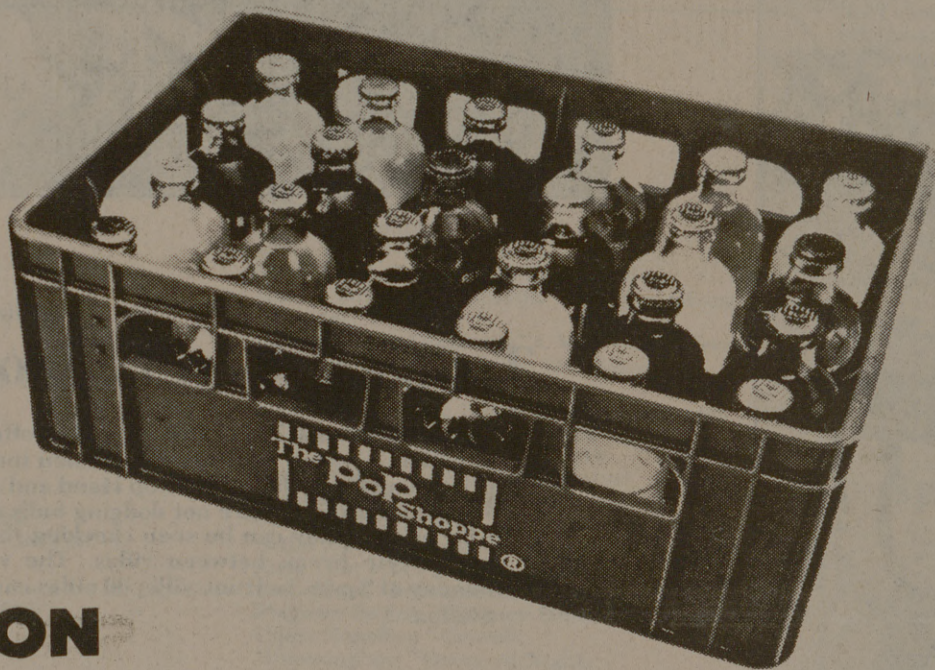
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