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Volume 3 Number 4

January, 1954



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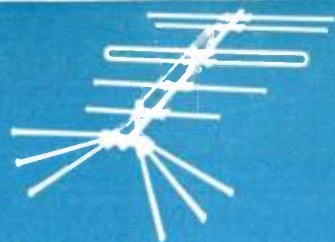
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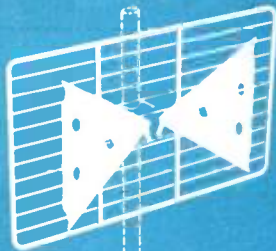
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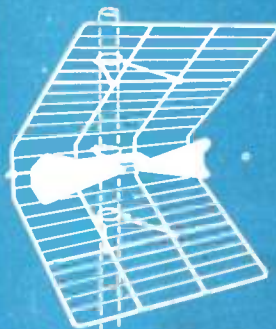
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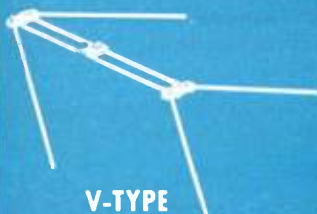
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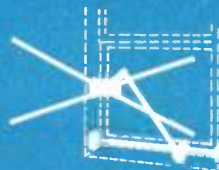
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MANUFACTURERS START TO FINISH

EVERY SERVICE BUSINESSMAN KNOWS THAT:

HANDLING THE CUSTOMER IS AS IMPORTANT AS REPAIRING THE TV SET

Here are a few customer questions and problems. **Do your servicemen know the best answers?**

Customer invites you to have a drink with her.

"Why are the test patterns good, but the pictures poor?"

You do some damage to the customer's furniture.

"Are you sure my set will work after you fixed it?"

You have some screws left over after repairing the set.

Customer insists on keeping an old CRT which you replaced.

"Did I buy a lemon?"

"What kind of set do you have in your home?"

Customer asks you to stay for lunch.

"Why is my neighbor's picture better than mine, when I paid more for my set?"

Children interfere with your tools.

"This is the same trouble that you fixed last week, I am not going to pay again."

Customer tells you which parts need replacing even before you look at the set.

"My credit is good, charge it."

Fierce dog is in the room, which makes you nervous.

"Why is it my set never acts up when the serviceman is here?"

"How long will my picture tube last?"

Customer asks you how much money you make.

You call at the house and find the customer in a negligee.

THE RIGHT ANSWERS ARE FOUND IN THIS VERY VALUABLE BOOK. RIGHT FOR THE SERVICEMAN; RIGHT FOR YOUR COMPANY; AND RIGHT FOR THE CUSTOMER TOO.



- Compiled by the 150 working supervisors and technicians of Central Television Service, Inc., largest independent TV service company.
- Written with the assistance of a psychologist on the staff of Chicago University.
- Forward by Milton S. Kiver.
- Cartoons and sketches make it entertaining as well.
- Over 90 pages crammed with vital do's and don't's in the customers' homes.
- 50 question true-false test included for servicemen to test themselves.
- Distributed by Service Management magazine as a service to the entire television industry.

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SERVICE MANAGEMENT

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Service Management

PAUL H. WENDEL, Editor and Publisher

VOLUME 3, NUMBER 4

JANUARY, 1954

COVER PICTURE

HENRY A. SCHWARTZ, President
National Industrial Electronic Service Affiliates, Inc.

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OFFICES: Editorial and Advertising, 501 5th Ave., New York 17 (tel. MU 2-1650); Business and Publication, 161 Luckie Street, N. W., Atlanta 3, Ga.; Midwest Advertising, P. O. Box 1321, Indianapolis 6, Ind. (tel. Imperial 7630).

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SERVICE MANAGEMENT is published monthly by the Lecture Bureau Publishing Company, 161 Luckie Street, N. W., Atlanta 3, Ga. All rights reserved. Subscription rates: \$3.00 a year for twelve issues; \$5.00 for two years.

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Letters to the Editor

STANDARD RADIO SERVICE CHARGES

Sometime ago we wrote asking whether you published a chart to assist in estimating repair charges on radios. Will you be good enough to send us a copy of it if one is available?

As a subscriber, may we add our thanks to those of the many other service people who have benefited by the schedule of charges published in your October issue.

S. Prager
Prager's Television
1061 Coney Island Ave.

Brooklyn, N. Y.

Enclosed find \$1.00 for one copy of your chart TVL-2. We would also like to obtain a similar chart of fair charges for radio service if available.

William W. Flippen
1302 King Ave.

Pascagoula, Miss.

(Note: A survey of equitable charges for radio and phono repairs is now being completed. It is scheduled for publication in the March issue of SERVICE MANAGEMENT. — Editor.)

SERVICE BUSINESS MANAGEMENT

Your article . . . was quite interesting, just the type of article anyone who has anything to do with the management side of servicing should read. If everyone abided by the ideas set forth. . . Wow! What a relief it would be!

Your charts should really help in establishing fair pricing of labor.

Harold Gath, Service Manager
Bob's Home Radio
Meadville, Pa.

CUSTOMERS WILL GYP YOU

In your October issue on 'Estimating TV Service Charges', a breakdown was made on field service. One of the age-old problems in our business is the person who calls a service shop, has a repair job which requires shop work and is unwilling to have the set removed from the home. Hence they feel, since no work was done on the set, they are justified in refusing to pay the service charges. Since time and money are involved on the part of the service dealer we feel the service charge is justifiable. What is your opinion?

Your magazine is read and re-read in our shop and your charts come into good use with our customers.

M. M. McGee, Manager
Tel-Mac Radio & TV
1215 West Wilson

Chicago, Ill.

(Continued on page 27)

**You can't
do without...**

SYLVANIA'S SEE-WELL TOOL KIT

A NEW, TIME-SAVING TOOL-SENSATION!

Tough, compact styrene case with clip lock.

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Stainless steel handle with built-in flash-light. Uses 2 pencil light batteries of any size (not included in kit).

Magnetized tempered steel Phillips screwdriver head embedded in clear lucite shaft.

Nylon, non-conductive alignment tool on lucite rod, to reach and see what you're doing.

NO MORE FUMBLING inside dark radio and TV cabinets. At the flick of a switch, a bright light automatically focuses right at the spot you're seeking. Saves your time . . . improves your work.

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Without doubt, this SEE-WELL Tool Kit is one of the slickest, quickest service tools ever built!

See your Sylvania Distributor Today! He has this remarkable tool kit for you now—you need only 15 Sylvania Premium Tokens. The time to get this valuable Sylvania See-Well Tool Kit is NOW—so don't delay, order high quality Sylvania tubes TODAY.

Remember, you get 1 token with every 25 Sylvania Receiving Tubes or every Sylvania TV Picture Tube you buy.

SYLVANIA

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Editorial

"OUR OPINION"

Sell Phono Needles In February

Now that standards have been approved for a system of compatible color television, how soon do you think the service industry will get any business from it?

Set manufacturers will soon start to 'feel' their way into this new, glamour phase of TV by producing a very limited number of prototype receivers. The most optimistic, qualified estimates of color receiver production for 1954 forecast a total production of less than a quarter of a million color sets for the entire year. It is a cinch there will be no boom in color set production in 1954.

There is every reason to believe that in two or three years the television industry will be right in the middle of a sales boom that will far outstrip the peaks reached when television first swept the country. And it will not be a localized business boom, as was the first one, but will be enjoyed by industry elements in all sections of the country at the same time. Perhaps it will be the campaigning before, during and after the presidential primaries in 1956 that will spark-plug the biggest up-surge in sales this industry ever has experienced. Time alone will tell.

But here's one fact you can be sure of: A service boom from the sale of color TV sets is *very much in the future*. Color TV will add little, if any, business to the independent servicing industry during the entire year of 1954.

Since you cannot pay your 1954 bills out of income you hope to make out of color TV in 1955 and 1956, your big problem right now is how to maintain your volume of service business 'til this color TV service boom starts. If you do not maintain an operating volume of business you won't be around — in business — when this color service boom gets rolling.

What can you do to maintain a livable volume of service business this month, next month and every month while the industry slowly works out the technical and production problems of color TV?

Here is your answer: SERVICE MANAGEMENT has prepared a positive service selling program for you that will feature a different product every month and help you to ferret out service business that has been sorely neglected.

In this issue of SERVICE MANAGEMENT you will find complete information and all of the sales tools you need to sell replacement phono needles during the entire month of February.

Why did we select phono needles?

Survey after survey has revealed that record player maintenance and servicing has been the most neglected facet of business in the servicing field. At least eight out of every ten homes in your service area have some kind of a record player and at least 75% of these instruments need some kind of service.

A day-after-day drive to sell replacement phono needles during the entire month of February will expose you to more service business than you thought existed in your town. Most of this profitable business is waiting for you to ask for it.

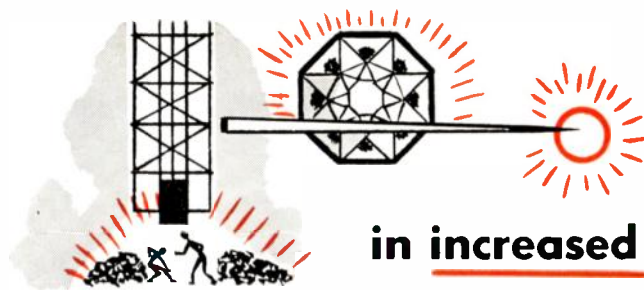
By making a determined drive to sell replacement needles during the month of February, you will be joining with thousands of other service businessmen in a national service selling campaign. You will be taking part in a service industry drive for business that will add to your volume of service business and will also add important dollars to your bank account.

When you read the article about diamond point needles as replacements you probably will be deeply impressed, as we were, over the story in *Fortune* magazine about a dealer who sells \$2500.00 worth of replacement phono needles every month. You will also note that this dealer makes only about 150 sales per month to accomplish this twenty-five hundred dollar volume.

And do not overlook the Jumbo mailing card featured in this issue of your business magazine. Your printer can make these cards for you from the copy shown in the article.

Start now on this monthly program of *positive service selling* by going all out for phono needle sales during the entire month of February.

— PHW



Step Up Your Service Income with Diamond Needles

your own diamond mine in increased phonograph needle sales

By E. J. MARCUS

It is indeed paradoxical that one of the most profitable items in our trade is the one most frequently overlooked by the average service man. This article is addressed to alert service management looking for expansion of present business and higher rate of profit on regular service calls.

For the past three years tests of various sales methods have been made and evaluated. The results of these tests are revealed here. These results are extremely encouraging since they definitely prove that, through the exercise of a small degree of effort, sales of phonograph needles can zoom from their present rate to a highly respectable figure. (*Fortune Magazine*, Dec., 1952, reported one dealer doing a gross business of \$2,500 weekly on phonograph needles.) Now, here is another figure which will amaze you. The \$2,500 weekly sales figure involved less than 150 phonograph needle sales!

The development of the diamond phonograph needle has revolutionized the phonograph needle industry; it has changed the attitude of service men and operators from regarding needle sales as a petty operation to one of wholesome respect.

Here are our tested facts and methods for helping you sell diamond phonograph needles. All of the figures, test data, and conclusions are a compilation from highly respected sources, such as the *Saturday Review of Literature*, *Audio Engineering Magazine*, *Esquire*, *Consumers' Research*, *Fortune Magazine*, *New York Times*, various trade publications and text books on audio equipment. For purposes of simplification we will give you this tested phonograph needle sales formula step by step in capsule form.

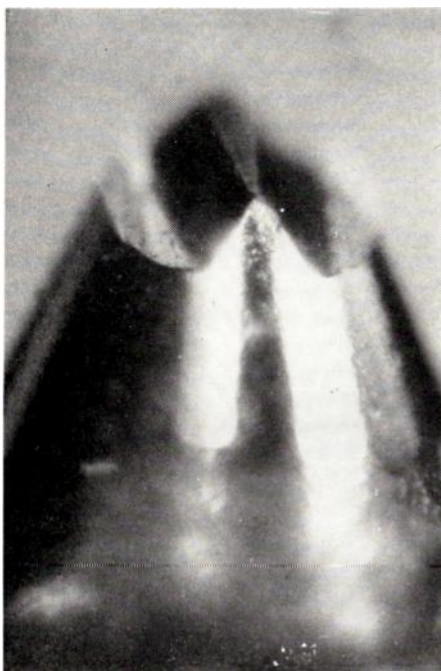
Tested Methods

1. Make the customer aware of the necessity for changing his phonograph

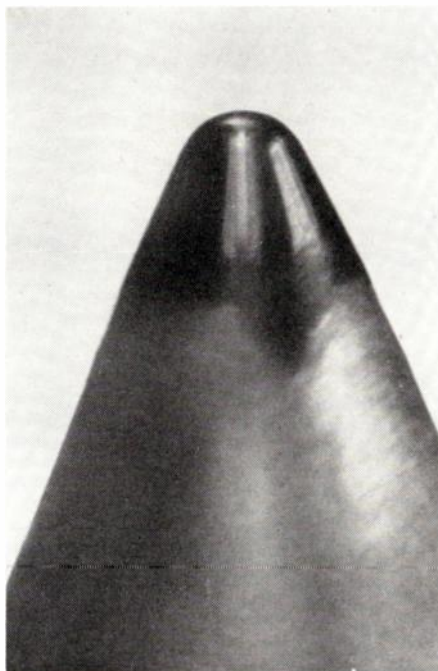
needle. Remember this fact: No needle is permanent. Any phonograph needle, except diamond, wears out rapidly, and must be replaced in time. A worn needle restricts frequency response, distorts sound, raises noise level and last, but far from least, causes rapid groove damage. Records played with worn out chisel shaped needles are ruined quickly, whereas records played under good conditions can last a life time.

2. Emphasize the economy of investing in a diamond needle. Diamond phonograph needles are a wise investment for your customer. Both from the standpoint of fewer replacements required and especially in terms of preservation of his valued records, your customer is buying insurance for his collection of record library. Both you and your customer will be surprised at the value of the records accumulated in the average home. Actually take a quick count and

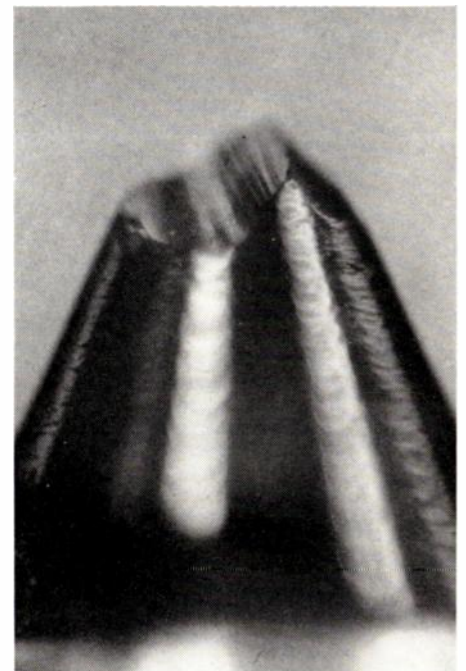
(Continued on page 8)



Osmium . . . 50 hours use



Diamond . . . 478 hours use



Sapphire . . . 50 hours use

estimate the cost of your customer's records. In many cases it will amount to over \$200 and it is not unusual for the serious music lover to have an investment running to upwards of \$500 or even \$1,000. Point out that it is false economy to buy a cheap needle. The needle tip is the only part of the phonograph system to make actual contact with the groove walls where the delicate sound waves are impressed. Therefore, only a smooth, rounded needle tip moving with a minimum of friction

should be permitted to touch record grooves at any time. Once the rough surfaces or sharp edges of a worn needle damages a record, that damage is permanent. Diamond, being 90 times more durable than sapphire, maintains its smooth round shape and therefore is the safest needle material to use.

3. *Replacement with diamond justifies a service call.* If you were to make a service call to install a needle valued at one to two dollars and then had to add on your usual five dollars visit

charge, your customer would think your total price was outrageous. You probably haven't had very many calls specifically for needle installation and simply because the customer figured out beforehand that it would cost too much. But, when you offer to install a diamond listing at \$20 to \$25 you should be able to absorb a good part or all of the expense of the visit in the sales price of the diamond. If your operating budget permits, offer your installation services free of charge. Here's what you will accomplish: (a.) You will sell a \$20 or \$25 item. (Distributors give you plenty of room . . . mark up is usually better than on other items you handle in the same price range.) (b.) You are given the opportunity to discuss other repairs, adjustments or replacements which may be necessary. (c.) It gives you an opening to talk about the advantages of high fidelity equipment and could possibly lead to sales of hi-fi components or sets.

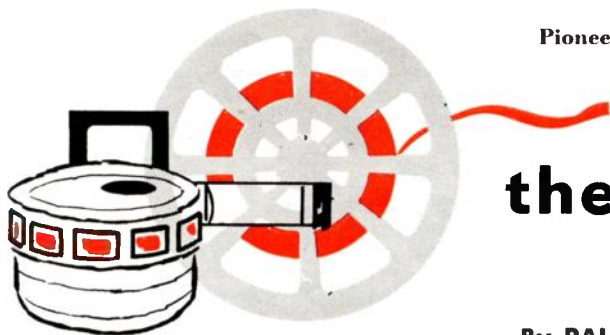
4. *Needle installation is a natural for the service man.* The complexities involved in changing a phonograph needle in a modern pick-up cartridge make it difficult for the consumer to do it himself. Due to the fact that there are a great variety of pick-up cartridges in phonographs and since there are numerous methods of removing and replacing needles, your customer usually does not attempt to replace his needle. However, every phonograph needle manufacturer has data sheets and catalogs which show you how to make replacements. Obtain these charts and catalogs, familiarize yourself with cartridges and needles and you're well on your way.

5. *Always ask about condition of the phonograph needle.* No matter what the purpose of the service call, you will always find it sensible to inquire "When was the last time the needle was changed?" Spend a minute or two telling the customer about the necessity for needle replacement. Be prepared beforehand. Have the correct replacement for the customer's set with you. You usually know in advance what equipment your customer has and it is a simple matter to take the needle with you. Many needle manufacturers will furnish you with a special service man's kit consisting of re-placement needles, small needle inspection magnifier or microscope, charts and other accessories which you will find helpful. Keep records on file of correct replacement needle number and date of last installation for each of your customers. After an appropriate period of time, send out reminder cards that their needle is due for re-placement.

6. *Send out mailings giving the facts about needle life.* Literature and tested
(Continued on page 29)

Paste these photographs on cardboard to show phono owners effects of needle wear on records





the NIESA story

By PAUL H. WENDEL, Editor, Service Management

When the TV service "contract" boom tapered off, a well-equipped, capably-managed electronic service company sought to expand its business by handling maintenance contracts on industrial electronics installations. It quickly learned one fundamental fact about manufacturers' requirements for industrial electronics installations. That fact is that the manufacturer of electronic equipment for industrial use has a *national* and not a local, service problem. This meant, in simple terms, that national servicing facilities must be provided if manufacturers of electronic equipment for industrial applications were to be sold the facilities of independent service companies.

Industrial Service Requirements

You can sell a consumer a technical product and let him worry about getting it serviced. But you cannot sell a commercial or industrial company that way. Equipment is bought to do a job and the industrial purchaser insists on getting positive assurances that competent service will be instantly available to keep that equipment in uninterrupted operation.

These facts led to the formation of the National Industrial Electronics Service Affiliates (NIESA). To understand NIESA and the philosophy behind its development one must know something about the operations of its progenitor, Schwartz & Son T. V., Inc., of Brooklyn, N. Y.

Back in 1927 Irving A. Schwartz, an electrical engineer and licensed electrical contractor, started an electrical installation and maintenance business which, in the course of time, handled a steady volume of installation and maintenance work on electrical distribution panels and other industrial electrical installations. During the war years this service was expanded to include the servicing of electronic control devices related to industrial equipment for medium-sized manufacturers.

In 1946 Henry A. Schwartz, son of the founder, entered the firm actively after completing a stint in the Army. During his military "tour of duty" the

latter had served as an instructor on communications equipment at Fort Hancock and Fort Monmouth. In assuming an active role in the direction of the expanded organization of I. A. Schwartz & Son, he introduced the management philosophy that an independent service organization that sought to expand and prosper in the growing field of electronics must maintain its own complete, well-rounded internal technical training program.



Strict control of parts, tubes and equipment stocks are a prime requisite of an efficiently managed electronic service business.

TV Service Added

When television suddenly burst with a flood of business in installation and servicing contracts, I. A. Schwartz & Son expanded their field of operation to include television contracting and servicing. Henry Schwartz had prepared the organization for a smooth transition into this broader field of activity with a course of instruction in TV for their own personnel. Concurrently with the training of their own organization, Schwartz served as one of the lead instructors at the Gotham Radio Institute in New York.

During the first few years of tele-

vision, the Company concentrated on dealer service in the borough of Brooklyn, working with some of the leading TV dealers in the metropolitan New York area. During this period, when the volume of new work was high, careful routing of service calls enabled them to maintain high quality, rapid service and to accomplish the phenomenally low average time of 3½ minutes between service calls.

In 1950 the firm was incorporated as Schwartz & Son T. V. Their servicing area has been increased to include the Metropolitan New York area. The organization handles work for all levels of industry including manufacturers, distributors, dealers and consumers. At the present time, in the consumer market, they service television, radios, small appliances, tape recorders, phonographs and air conditioners.

Industrial Service Activities

Their industrial equipment service staff, currently composed of six field service engineers, handles a wide range of industrial equipment including mechanical timers, induction and dielectric heating units, temperature and pressure recorders and many other instruments used in industry and in the servicing profession.

In their efforts to expand the scope of their industrial electronics maintenance activities, the company found that manufacturers were deeply interested in using the facilities of well-managed, technically qualified independent service companies but *only if such facilities were available on a national scale*. This led to the incorporation of the National Industrial Electronics Service Affiliates.

The heart of the NIESA plan is to provide affiliates with practical maintenance and servicing information as well as concentrated technical training programs on all categories of electronic equipment that manufacturers contract to have serviced by this national affiliation of top-flight independent service organizations. NIESA is also the na-

(Continued on page 30)



SELLING SERVICE By HAROLD CHASE

BLONDER - TONGUE LABORATORIES, INC., is offering a free "TV Calculator" for conversion of decibels to voltage gain . . . **BURGESS BATTERY COMPANY** has announced that cartons for their portable radio batteries will carry NEDA numbers . . . **CBS-HYTRON** has announced \$125 as the price of a 15-inch color picture tube; is giving away handy socket locators to build tube sales during January and February . . . **CHANNEL MASTER CORPORATION** is expanding production, expects to employ over 1000 . . . **CREST LABORATORIES, INC.**, has announced a line of variable inductances for use in color TV circuits in NTSC schematics . . . **BING CROSBY ENTERPRISES, INC.**, has been named exclusive West Coast distributor for All Channel Antennas . . . **THE FEDERAL ELECTRIC CORPORATION**, an I. T. & T. associate, has inaugurated a new regional warehouse facilities program for distributors in Cambridge, Mass. . . . **FEDERAL TELEPHONE & RADIO CO.**, has announced a new "universal" line of selenium rectifiers . . . **GALVICON CORP.** of 40 W. 29th St., New York 1, N. Y., has announced a new method for cold galvanizing of steel and iron . . . **THE GARRISON COMPANY** has announced the extrusion of Kel-F plastic transparent sleeves for tubular carbon resistors . . . **GENERAL ELECTRIC** has begun production of TV transmitting tubes for maximum antenna inputs of 50 kw; will make color TV picture tubes available to set manufacturers "in limited quantities" during the first quarter of 1954; is participating in Howard W. Sams Photofact Service on receiving and picture tubes . . . **HALLDORSON TRANSFORMER CO.** is participating in Howard W. Sams Photofact Service on transformers . . . **HUDSON INDUSTRIAL ELECTRONICS CO., INC.**, has been formed for expanded facilities for industrial users . . . **JERROLD ELECTRONICS CORPORATION** has announced a training course for master antenna system salesmen and technicians . . . **JFD MANUFACTURING CO., INC.**, reports daily production schedule of 10,000 outdoor and 7000 indoor antennas, believed to be a record . . . **K-G ELECTRONICS CORPORATION**

has filed suit against a manufacturer and one of its distributors to protect its rights in Patent No. 2657311 . . . **MICROWAVE ENGINEERING CO.** facilities in Los Angeles have been acquired by the Stanford Research Institute . . . **RADIO MERCHANDISE SALES, INC.**, has acquired controlling interest in Ames Mfg. Corp. and JEB Sales Corp. . . . **RAYTHEON**, receiving tube division, recently conducted "Service Saver" meetings for service-dealers in Springfield and Boston, Mass., and Manchester, N. H.; has announced additions to its replacement tube line including: 6CF6; 6CS6; 24CP4; 24CP4A; 24DP4A, and 27RP4; entertained more than 400 service-dealers at a recent Buffalo, N. Y. meeting for their Bonded Electronic Technician Program . . . **HOWARD W. SAMS & CO., INC.**, has announced a 100% common stock dividend . . . **SAXTON PRODUCTS, INC.**, has announced the production of open line transmission wire and antenna accessories . . . **S/C LABORATORIES, INC.**, has received Patent No. 2659061 covering its low loss plastic wafer for inserting miniature tubes in sockets . . . **SPRAGUE PRODUCTS CO.** has announced a new capacitor temperature coefficient slide rule, priced at 15c . . . **SNYDER MFG. CO.** held a Thanksgiving week-end sales meeting and get-together of its entire home office and field forces . . . **SUPEREX ELECTRONICS CORP.** of Yonkers, N. Y., is now operating the Rayburne Corp. . . . **SWITCHCRAFT, INC.**, of Chicago is now presenting its miniature 2-input audio mixer in a new display card . . . **SYLVANIA ELECTRIC** is participating in Howard W. Sams Photofact Service on crystal diodes . . . **THORDARSON-MEISSNER** is participating in Howard W. Sams Photofact Service on transformers . . . **UNITED CATALOG PUBLISHERS, INC.**, have distributed 100,000 copies of Radio's Master 1953 edition . . . **WESTINGHOUSE ELECTRIC** is participating in Howard W. Sams Photofact Service on receiving and picture tubes . . . **G. C. WILSON & CO.**, has moved from Chatham, N. J., to 1950 Eighth Ave., Huntington, W. Va.

The technician or service dealer who says his customers will not pay the price for a complete repair, or a new picture tube many



times are like the old mountaineer. The old mountaineer and his wife arrived at a railway station, and got their first look at a train. The old mountaineer looked the engine

over very carefully and shook his head. "Well, what do you think of it, Pa?" asked the old lady. "She'll never start," was the firm reply. "She'll never start."

The conductor signalled, the bell rang, the locomotive puffed and the train moved off. It was disappearing in the distance when the wife asked "Well, pa, what do you think of it now?" The old man shook his head more violently, "She'll never stop," he asserted, "she'll never stop."

Ask these same service people if they have set a definite policy over a period of time and adhered to prices or jobs that are consistent with quality work and you will find they have either tried a few times, or not at all. They are afraid they will lose business. A friend of mine who was successful in another line for over sixty years gave me his formula for pricing. He said a good rule to follow is: "If all your customers kick, you are too high. If 50% of your customers resist price, your prices are about right. But, if only an occasional customer or none at all complain, your prices are too low." Talk with almost any other line of service and you will find they have the same amount of resistance you encounter in the television service business.

It is a matter of SERVICE SELLING. Give the customer a good reason for spending their money and most will give the go-ahead. Lately I have talked with several who have been forced by increased costs to raise their prices. All have been surprised that the resistance has not been any greater than before. You know many prospects or customers put up a fight as part of their money's worth. Keep this thought in mind and your job of SERVICE SELLING will seem a lot easier.

UNCLE SAM...

YOUR PARTNER IN SELLING SERVICE

By ANN KARCH, Associate Editor, Service Management

Below is the copy for a professionally designed consumer mailing-piece that will sell replacement phono needles — and service jobs — for *you*, if you will put it to work during February in the national drive of the service industry to sell phono needle replacements.

This mailing piece is a 5"x7" jumbo mailing card. All that is necessary to make it *your* individual mailing piece is to have your name, address and business telephone number inserted in the places shown for them. Here's how to do it:

Suppose you have 500 names on your customers' list. Take this page out of

SERVICE MANAGEMENT and give it to a printer who has equipment for printing by the **photo-offset process**. He will insert your name, business address and telephone number in the places designated for them. Then he will photograph the two sides of this mailing card which he will convert into the type of printing "plate" necessary for photo-offset printing. From this copy he can print any quantity you need for your mailing list — 500, 1,000 or 10,000.

How To Mail Cards

If you have not made arrangements with your post office for the privilege

of making *bulk* mailings, it will cost you two cents each to mail these cards. You would use the regular two-cent stamps.

However, by paying an annual fee of \$10 to the Post Office Department, you can acquire the privilege of using bulk mailing rates. The bulk mailing rate on cards of this kind is one and one-half cents each.

To make a *bulk mailing* of cards you must use pre-cancelled stamps (which are obtained at the post office) and you must mail at least 200 cards at a time. Also, the cards must be taken to the bulk mailing department at your local



This could be one of your valuable records . . . scratched, permanently injured. And that recording cost you money. You've made an investment in records, good records that perfectly reproduce the music you enjoy. It's no laughing matter when they fall prey to an outworn needle.

No phonograph needle lasts forever. Just as your light bulbs wear out, the needle in your record player can go on the blink. Phonograph needles need frequent checking, regular replacing.

HERE'S HOW IT WORKS:

- If you have an osmium needle, it will play up to 30 hours
- If you have a sapphire needle, it will play up to 60 hours
- If you have a diamond needle, it will last up to 2000 playing hours

Is your needle ready for a change? We can tell you — because that's our business. For longer wear and less tear on your records, call SERVICE 0-000 TODAY. We'll send a helpful, reliable expert to your home to listen in on your needle needs. And at the record-breaking low price of \$....., plus the cost of your new needle!

THE BLANK SERVICE COMPANY • 600 MAIN ST. • PATTERSON, OHIO

post office where the necessary forms for this type of mailing are made up.

The purchase of bulk mailing privileges is *not* economical *unless* you make regular monthly mailings of promotional material to your present and potential service customers, and not *unless* you mail 500 or more pieces per month.

For small service businesses that make it a practice to mail out an average of 25 pieces of promotional literature per day, which the telephone operator addresses in her spare time, the use of regular mail rates and facilities is preferable.

PRINTED POSTAGE INDICIA

For those who make large, regular mailings, there is a postal regulation that permits the use of printed "paid postage" or of a printed postal "indicia."

The use of the printed "indicia" is available to any holder of a regular bulk mailing permit. An additional fee of \$10 is required for the privilege of using printed postage, but this fee must be paid only once and the permit will remain in force so long as the holder of it makes at least one mailing of this kind per year.

Complete information about the requirements for the use of printed postage "indicia" and the methods for han-

dling material mailed under this regulation is available from the postmaster in any city.

The advantage of using printed "indicia" is that it eliminates labor cost of the lick-and-paste method of putting a postage stamp on each card or letter involved in a large mailing of promotional material. There are those, however, who discount the value of using printed "indicia" because they feel that it immediately "tags" a card or letter as an advertisement or promotional piece in the eyes of the person who receives it. But this is not a valid criticism for mail addressed to set owners' homes. The important thing is the message it carries—and the attention-grabbing impact of the type of illustrations. A good, powerfully-presented sales message will be read even if it is printed on a handbill that is slipped under the door.

LET UNCLE SAM SELL FOR YOU

Regardless of how *you* handle the matter of postage, by all means *use* the economical sales tool that Uncle Sam provides for you.

Start now by telling them about phono needles in February. We will have another fine mailing piece for you in next month's issue.

New Hand Truck For TV Service

A new type of TV hand truck, designed especially with the needs of TV dealers and service companies in mind, was recently introduced by U. S. Products, Inc., of Columbus, Ind.

Weighing only 22 pounds, the new USP TV hand trucks will handle weights up to 400 pounds. Equipped with eight-inch, semi-pneumatic ball-bearing wheels, it has a stair-climbing feature that enables one man to easily handle either a console, table model or TV chassis without danger of set or cabinet damage.

One feature of this new USP TV hand truck that will appeal to TV service companies is the facility it provides for a "shelf" or "table" for on-the-job adjustments or repairs of TV chassis'. This "table" feature folds compactly into the main truck frame when consoles are to be transported.

USP TV hand trucks are handled by many Parts Distributors. Literature on the complete line of USP hand trucks may be obtained by writing directly to the manufacturer: U. S. Products, Inc., Columbus, Indiana.

THE BLANK SERVICE COMPANY

600 MAIN STREET
PATTERSON, OHIO

STAMP
HERE



DIAL SERVICE 0-0000

(ADDRESS)

COMPARE THESE FEATURES WITH **ANY SWEEP GENERATOR**

There are 16 additional features incorporated, which make it a "must" for the radio technician. All, together, emphasize the superiority in dollar value of Triplett 3434-A. See this tester at your distributor's.



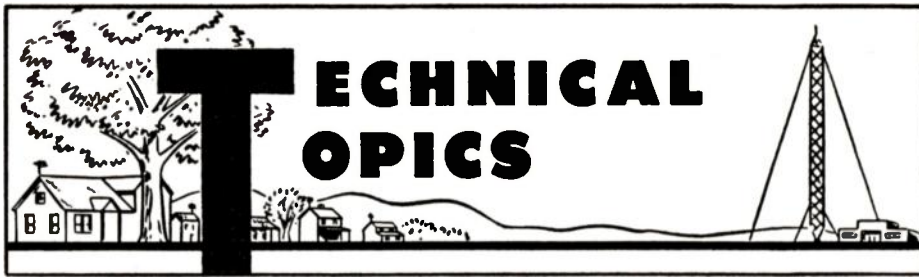
**And now compare the
Quality per dollar**

TRIPLETT ELECTRICAL EQUIPMENT CO., BLUFFTON, OHIO

January, 1954

Cash in on Phono Needle Sales in February





The Effect of Technical Developments and Products Upon Your Present and Future Business Activities

By EDWARD M. NOLL

THINGS WE HAVE NEGLECTED TO SELL

In our concentration on our major sources of income, television and radio, we have been blinded to other sources of income in the form of special devices. An adequate demonstration - display, some limited advertising, and some old-fashioned selling could boost present income and provide a welcome assist over the low tides of a cyclic business.

TAPE RECORDER

The tape recorder is a wonderful device for the family and can provide hours of entertainment as well as perform utilitarian functions. Here are a few potential uses for a tape recorder in the average home.

A. Most everyone is fascinated by an opportunity to hear his own voice.

B. There is generally someone musical in each family - sings or plays an instrument. There is no better practice helper.

C. Each one of us must present an occasional talk at school, church, lodge, club, etc., or participate in a play or skit. The tape recorder is a natural as a rehearsal aid.

D. It is an excellent storage device for information you want to record quickly and study leisurely later on. Letters, write-ups, talks can be taped and transcribed by a typist later on.

E. It can be used to record favorite programs. In conjunction with a timer (often part of a clock radio) it can tape programs when the family is out.

F. Two such recorders can be used to span geographical miles by the inexpensive mailing of tapes between locations. Is there any better or more personal manner, short of an actual visit, of knitting families and friends closer together?

G. A tape recorder can add to the joys of a children's or grown-ups' party.

H. The editor has recorded various members of the family saying simple words over and over again. We are using tape to add words to the vocabulary of a parakeet. No puns, I know this application is "strictly for the birds."

Needless to say, proper advertising and/or sales talk to reach the family group with this information should sell a number of recorders.

INTERCOMS

Why the family has not been sold on intercom systems escapes me. They are low-priced, easy to install, and effective. They have been sold everywhere except where the family would come in to buy one - in your retail store or service shop. You probably have one of your own but have never bothered to sell the idea as a family item.

Next time you visit your distributor, price his intercom systems. You will find there are systems to match the needs and pocketbooks of your family trade. An intercom eliminates shouting and saves so many useless steps in the home. I need not mention its many applications but I do want to stress that few families will buy unless you first sell them on the idea. This is your responsibility.

SPECIAL DEVICES

There was a day when if you had a customer for photo-electric unit, capacity device, etc., you had to stop and build it and, consequently, profit potential was down. However, if you glance through a distributor catalog you will find these devices readily available as complete units - compact and ready to install.

Photo-electric announcing and protective devices are available at very low cost. A photo-electric device installed at a drive-way can be made to ring a chime in the house when a car enters the drive. They are available in many combinations to meet specific needs. There is even a single unit photo-device that uses a mirror to reflect its own light source back into its eye. When this beam is interrupted, a relay operates a bell or chime or performs some other special operation.

The units are available but the sale of the items to family trade must be through you.

Citizen's Radio is not a future business.
(Continued on page 23)

Mental Hazards

By HAROLD ROBBINS
Paramount T.V. - Des Moines, Ia.

In playing golf, many men are unable to overcome the 'mental hazards' injected on the terrain in the form of traps, water holes and dog-legs. When ever they play a hole that has one of these psychological impedients they invariably dub the ball or play directly into the trap.

This proclivity to let 'mental hazards' thwart the attainment of an objective is an almost universal trait amongst men engaged in the servicing of electronic devices. Surprisingly, it is especially so with the men who have had the courage to strike out 'on their own' to establish service businesses of their own.

The first 'mental hazard' a man faces in operating his own service business is the unfounded assumption that set owners will not pay equitable labor charges for repairing TV or radio sets. The result is that labor charges are determined, not on a basis of sound business practice, but through some process of mental legerdemain geared to what the service man thinks the customer will pay without squawking.

Since economic necessity demands that even the smallest service business take in enough money to pay its bills and provide its owner with a few dollars for operating and living expenses, service bills are often padded with charges for parts not needed in the repair - and not put in the set.

The unfortunate thing about this practice is the psychological effect it has on the service technician who practices it. The man who likes to match wits with the abstract forces that operate in electronic circuits, is normally a very honest man. In his heart he abhors the practice of 'cheating' by charging for something that he didn't deliver. But he salves his conscience with the thought that if the customer would pay a legitimate charge for the costs involved in the labor he would have charged only for the parts used and the net bill would have been the same.

Two developments of the past few months now provide any service shop operator with the means to whip this
(Continued on page 23)

January Sales Tips

The sixth of a series of guest editorials
by distinguished sales executives.

By **ROBERT G. WALCUTT**, President,
Electrovox Co., Inc.

Nineteen-fifty-four, will be known as the year high fidelity came into its own. This industry within the electronics industry will break all previous records for sales of component parts and equipment which go into record playing systems. Without citing statistics, it is safe to say that the rate of growth of the hi-fi market will exceed that of any other consumer phase of the electronics industry, including television.

What does this mean in terms of service organizations? How does the average record owner, who is not a hi-fi fanatic, fit into this picture? The answers to these questions can be set forth clearly and should be presented to the serviceman in the field as quickly as possible. For here is a tremendous new profit opportunity which can take up the slack which has appeared in television sales and servicing in recent months throughout most of the United States.

The serviceman is in a unique position today. He can recommend quality products to his customers. On his calls he should point out that certain component parts of his customers' phonographs can and should be replaced if the customer is to obtain maximum enjoyment from his equipment. A new record changer or tone-arm installed on an otherwise adequate phonograph, for example, will go a long way towards bringing otherwise obsolete equipment "up to date." Many phonograph owners do not realize that this can be done. The serviceman can and should bring this to his customers' attention.

One of the most important components, which should be recommended on every service call where there is record playing equipment involved, is a new phonograph needle. Few people realize how quickly "permanent" needles wear out and fewer still know that worn needles can permanently damage valuable records. The serviceman performs a true service to his customers by stressing these facts. Once he has done so, he almost invariably gets the "go ahead" to install a new needle. In



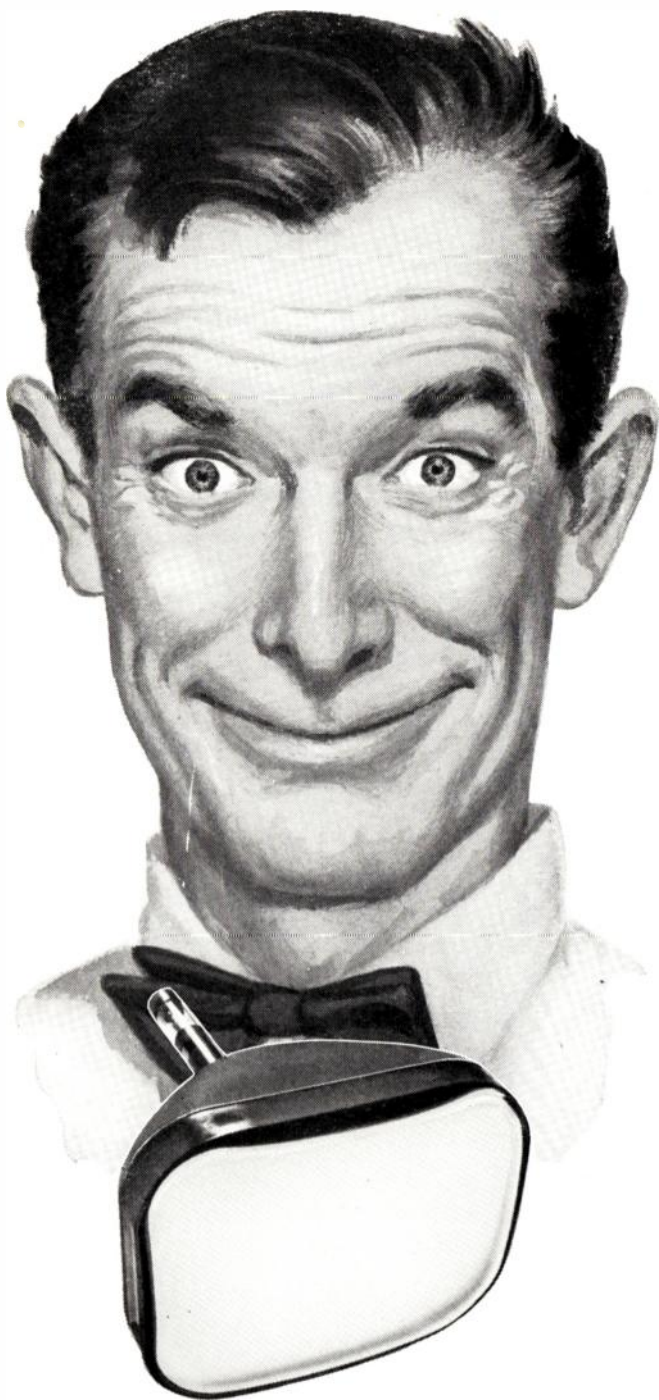
GEORGE BATES, president of the Memphis Retail Appliance Dealers Assn., recently warned "if we are going to succeed in the appliance business, we must secure more gross from the sale of merchandise, or trade in the used appliances for less." . . . **DAVID BELL** has been appointed manager of quality control for Raytheon Mfg. Co. . . . **MARTIN BETTAN**, director of engineering for RMS, recently conducted antenna forums in Pensacola, Fla., Jacksonville, Fla., and Charlotte, N. C. . . . **JOHN H. CASHMAN**, president of The Radio Craftsmen, Inc., recently stated that "best informed sources say that the entire industry will only produce somewhere between 50,000 and 75,000 color TV sets in 1954." . . . **CAYWOOD C. COOLEY** has been elevated to vice president and general manager for Jerrold Service Corporation. . . . **R. GORDON DOUGHERTY** has become a principal in the Hagerty-Scott Co. of Detroit. . . . **CLARENCE E. DULFER** of San Francisco has been elected president of the San Francisco Bay District Chapter of NARDA. . . . **REV. AND MRS. HENRY BUTLER FAIRMAN** of Dayton, O., recently used a Masco 52 tape recorder for their award-winning series of radio programs over WONE. . . . **JAMES M. FLORA** has been appointed general manager for the Chicago branch of Raytheon Distributor, Inc. . . . **CLARENCE FRANCIS**, board chairman for General Foods, has been elected to the board of directors of Bendix Aviation Corporation. . . . **NATHAN GERBER** has been elected president of the Yankee Chapter of NEDA. . . . **CHARLES A. HANSEN**, chairman of the sound equipment committee of the Association of Electronic Parts and Equipment Manufacturers, has announced trade practices and merchandising as two major projects. . . . **KARL JENSEN** of Jensen Industries, Inc., during a banquet speech, was recently advised that the elder Jensen produced thousands of dynamic speakers, including Karl! . . . **WALLACE JOHNSTON**, president of NARDA, recently addressed labor union leaders stating "Labor unions and trade associations have a joint responsibility to bring various industries to which we belong to maximum and health." . . . **HERMAN D. KRIEGER**, a certified public accountant, has purchased controlling interest in the Terry Sales Corp., Maumee, O. . . . **MARK KRIEGER** of the Fair Appliance Co., Wausau, Wis., has been elected president of the Marathon County Appliance-TV Association. . . . **FRANK J. MOCH**, president of NATESA, has announced its fifth annual convention, to be held in Chicago in the Fall of 1954. . . . **DICK MORRIS** has been appointed sales manager of Bellevue Tube Mill, Inc., an affiliate of Snyder Mfg. Co. . . . **ROBERT F. NEGELE**, formerly field engineer for A.R.F. Products, Inc., has been named sales manager for the Acme Tool & Specialties Co. of Chicago. . . . **ROBERT E. RICKETTS** has been appointed chief engineer for Radio City Products. . . . **ROBERT S. REISS** has been appointed sales manager for the Telectrosonic Corp. . . . **MYLES SPECTOR** has rejoined the new product development section of the Insuline Corporation of America. . . . **JOHN A. SWANSON** has been elected president of the Wisconsin Chapter of NEDA. . . . **ROBERT J. TARLTON**, formerly head of the Jerrold Service Corporation, is now manager of Jerrold Electronics Community Operations Division.

discussing needles with his customers, the serviceman should point out the inherent wisdom and economy of installing a recognized brand name diamond needle. Most model phonograph needles are available in osmium, sapphire and diamond points. A diamond needle so far outlasts the other types that, while its initial cost may seem high, it will pay for itself many times over.

The serviceman should acquaint himself with the possibilities which lie be-

fore him in recommending phonograph needles. He should realize that most needles have complete installation instructions and can be installed in a matter of minutes. The needle manufacturers provide adequate cross-reference guides to enable the serviceman to select the correct needle. Tied in with the tremendous new interest which the public is taking in good record reproduction, this type of suggestive needle selling cannot help but pay big dividends to the serviceman.

SERVICE MEN HAVE NO WORRIES



Tung-Sol works harder to make Tung-Sol tubes better. That pays off in fewer service call-backs.

TUNG-SOL®
dependable
PICTURE TUBES

TUNG-SOL ELECTRIC INC., Newark 4, N. J. Sales Offices: Atlanta, Chicago, Columbus, Culver City (Los Angeles), Dallas, Denver, Detroit, Newark, Seattle.



By HON. HOWARD M.

What rights do we have in the case of hot checks or people who will not pay for services? Can a chattel mortgage, like the one used when we service television sets, be made to stand up in court like the auto mechanics' and others do?

At the time I went into office, I instituted a new policy. In the past the District Attorney's office had attempted to effect the collection of hot checks with no further process. If a check was collected there was no prosecution.

My theory is that that will not stop the giving of hot checks, but will give only temporary relief. The proper solution is, if you receive a hot check, bring it down to the office and we will file on it. We are going to prosecute that check regardless, but we are not going to make any effort to effect collection. If we had personnel we would do that, but I would rather put the time of my staff in on the prosecution of criminals.

Now, if, in the course of that prosecution, that effects a collection of a check, that is fine. We will take it into consideration. We will always tell the people who have written hot checks, because it is true that if they make restitution of the hot check, their punishment will necessarily be lighter than if they refuse to do so. That is true whether they plead guilty before a judge or whether they have a full trial before the jury. Juries simply don't hand out as stiff penalties when a man has paid the check off. Our recommendation to the judge and his subsequent action in the case of pleading guilty is also much lighter when restitution has been made.

BE SURE OF HOT CHECKS

However, I do insist that before we accept a hot check complaint, the individual who wishes to register it exhausts all the normal means of collection and thereby proves that it is really a hot check. If somebody gives you a check and it bounces, that doesn't mean that you can run down and file a hot check charge. You must give that person some opportunity to pay the check off. We also require, unless it is obvious that some drifter is just passing through and plastering a lot of paper around town and getting ready to get out, that a registered letter be written to the person who wrote the check and ten days elapse after posting that registered letter.

PRIMA-FACIE PROOF

The law says that if no action is taken during that ten-day period, then the mailing of the registered letter and the lack of action shall constitute prima-facie proof that there was no intent to pay the check in the first place. That makes a case of a hot check by merely presenting the check itself to the judge and having one witness to prove that the individual is the person who passed the check.

Our primary concern is to make it so hot for people who write those checks here in this county that they will not want to do it again. I am sure that those of you who are from other parts of the state will find that your District and County Attorneys will do the same thing for you. Many

Cash in on Phono Needle Sales in February

SERVICE MANAGEMENT

PART II

Cold Facts About Hot Checks

ects

IDER, District Attorney, Tarrant County, Texas

of you are from places where the staff of the District and County Attorneys' offices are of sufficient size that they can also afford to assist you in the collection of your checks.

MECHANIC'S LIENS

Of course, if you take the television set to your shop and you work on it and return it to the home, you may insist on cash payment. If they refuse to make the payment, you have every right to take the set back to your shop. You have what is known as a mechanic's lien or a possessory lien. That, of course, started a good many years ago, when it was customary always to have repair work done by taking the article on which repair work was to be done to the shop of the man who was to make the repairs on a pair of shoes, a plow, anything of that sort that had to be repaired. You took it to the shop. They didn't have any pick-up and delivery services in those days and the man who did the repair work was entitled to hold on to that article until his bill was paid.

When it first started out, that lien could not be extended beyond the right to continue possession until the bill was paid. Then it was found to be a little impractical. So the theory was projected a little farther and that is, when you acquire this so-called possessory lien, if the individual who owns the property wants it back, he may reduce that lien in writing and then he can get his property back. The lien is still on the property and can be foreclosed in the same manner as any other chattel mortgage.

HOME SERVICING

The problem is probably much worse when you go to a home and do some repair work right there in the home and never take the set actually into your own possession. When you get ready to leave, you want your bill paid and they say, "Well, we can't pay you," you do not, under those circumstances, have the right to take the set with you. You have not established possession of it. It has not been in your exclusive custody and control.

In an instance like that you have simply trusted the credit of that individual until such time as the services were completed. You will have to look to that credit to get your money. You have never established possession of the set, and, therefore, you cannot look to the set, unless you want to go through the formalities of making out a contract in advance, signed by both parties.

You would have to \$10.00 worth of labor for every \$5.00 bill that you wanted to collect. The question is, if someone gives you a check when you return the set and the check is no good, can you pick up the set? The answer generally is no. You have released your mechanic's lien in return for the credit of that individual, because a check does not constitute payment in cash.

A check constitutes an order to the bank to pay out of the funds that the bank holds in its own vault, and so if you return a television set to someone's home and they give you

(Continued on page 25)

...WHEN CUSTOMERS HAVE NO COMPLAINTS



Tung-Sol never lets up on keeping quality up. That's why customers make fewer complaints about Tung-Sol tubes.

TUNG-SOL®

dependable

RECEIVING TUBES

TUNG-SOL makes All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

OUACHITA SERVICE PHILOSOPHER



Gives Out on Heat and Pressure

By JACK DARR

Well, sir, as I'm in the habit of beginnin', apparently, there's lots of puzzlin' things about this here business of ours, and some of the puzzlin'est are the customers! It kinda seems to me, and to you, and to everyone in the world who is engaged in the business of maintainin' anything, from watches to locomotives, that people can be some of the dangdest people there are, anywhere. The title of this month's effusion, Heat and Pressure, if you'll look it up in any good basic physics text, is what it takes to make artificial diamonds: the same thing applies to radio and TV maintenance men! If you don't break down under the heat and pressure, you'll probably come out something like a diamond; a little rough, maybe, but a diamond hard and true nevertheless.

Leave me quote a few examples, and paint a few pictures, just to give you a idea of what I mean. If TV has just recently arrived in your vicinity, or if you can still painfully remember when it did come, you know what I'm talkin' about. Just about the saddest thing I know is a serviceman with more work than he can do, and everybody puttin' the heat on him to git theirs out first! That's the heat: now for the pressure. That comes in his own mind: the average serviceman, accordin' to me, and I know quite a few of those gentry, actually thinks more of gettin' a job done, and gettin' it done right, than he does about the financial return from it. This is an attitude that has been preached ag'inst by our beloved Col. Wendel many times, in his lectures, but it's so. I know we oughta think more about the business end of things, but after all, it's hard to git away from the fascination of seeing a useless, dead piece of machinery come back to life under your skilled hands! That's a mite poetic, I reckon, but you just look at yourself in the mirror and see if you

can contradict me. Huh? Well, anyhow, back to business. There's only one thing you can do, if you're confronted with a situation of this here kind, and that is, although it sounds kinda trite, "Keep calm!"

THE HEAT

I know whereof I speak; we're right in th' middle of the thing right now. TV just came to the County Seat here about two months ago, and we've been doin' a tremenjous amount of what my old signal officer used to refer to as "Runnin' and Screamin'!" That, by the way, is just about as apt a phrase for it as I've ever heard, and I wish I'd said it originally. Didn't, tho; so thanks, Jim Wilkinson, and I hope you see this.

Got off the subject ag'in, dang it. Well, I finally come to th' conclusion that there wasn't really anything to worry about, although I was spendin' a goodly part of each day and most of th' night worryin' about it. Had to stop and take myself firmly in hand and say, "Look! What is there to worry about? Business? Nope, you've got more of that than you can handle. Money? Nope. With business better than it ever has been, there's no cause for alarm on that score. Equipment? Nope. Got more and better equipment now than you've ever had, what with all the new TV stuff you've bought recently, and you got all paid for. Gettin' the work out on time?" Ah, now we get down to it. You're worryin' about gettin' the work out on time so, as a consequence, you get farther and farther behind all the time! That don't sound too logical, does it? Nope, sure don't. And we must be logical, mustn't we? After all, we're in a business that has its very foundation based on logical thought and action. What's that you said back there in the back row? Where do I get that idea? Listen, Bub. You just try making an

illogical move when you're repairing a radio or TV set an' see how far you get. If you don't get no sound with the set turned on, would you logically check the oscillator tube or the speaker voice coil? See what I mean? Our whole everyday life, technically that is, is based on a good solid foundation of logical thinking. Where we fall down is in failing to apply them there same logical principles of cerebation to all of our other problems! So does pret' nigh everybody else for that matter. If you don't believe me, read back the texts of some of the late political speeches.

THE PRESSURE

So there you have it, fellers. Take a logical approach to the problem of getting out an overload of work, and what do you come up with? Why, the old idea of "take 'em as they come." In other words, "first come, first serviced." This will end all of the headaches and most of the arguments. If you haven't got some numbered tags, get some, even if they're only numbers scribbled off of scraps of paper; pin one of 'em on each job, and then set down to the bench and see how many you can calmly and quietly repair in a normal workin' day. When you come to the end of that workin' day, quit an' go home! Don't ever come back to the shop at night to whip out a tough set; go home and forget all about it . . . give your poor tired brain a rest, and when you get back to the shop in the morning you'll fix it the first thing. I know: I've had it happen to me so many times that I've just got in the habit of pushin' 'em aside when they stump me. Even if the customer's standin' right there, tell him something, and set it aside. Tell him the truth if possible, that you've got to take a little more time on his set in order to get it fixed right, which is the way he wants it fixed. If you happen to know this particular customer is a mite unreasonable, tell him that you've got to get a certain part that you ain't got in stock, some special part that fits his set only, and that it'll take a day or two to get it. 'Course, I'll admit that this verges right on the edge of bein' a white lie, but circumstances alter cases, and I'll admit that I've had to use it once in a while m'self! Most customers, however, will be reasonable about givin' you enough time on a job, especially if you explain to 'em that the only reason you need more time is so that you can get the thing fixed right, like it should be, and not just slopped up any old way so it'll get some kind of a jerky picture.

BE INTERESTED

Therefore, this leads me to drawin' some slightly personnal conclusions.

Some of 'em might be slightly erroneous, like some of the conclusions I draw about troubles in electronic equipment, but on the whole they seem to be workin' out pretty good. I've been right here in the same small town for the last eighteen years, and I ain't gone hungry yet. So there you are. Don't git me wrong, now; I jist fer sure ain't holdin' myself up as any model operator, although m' wife says I'm a model husband. (Then she tells me the definition of a model: "A small imitation of th' real thing!") What I'm tryin' to say is this: I've always paid lots of attention to keepin' my customers happy, by givin' 'em the impression that I was really on their side, and not tryin' to gyp 'em in the slightest. It takes a bit of doin', but you can do it . . . anybody can, if they'll just try a little.

Understand me now, when I speak from experience, I'm speakin' from the kind of experience you get in that aforementioned small town. Although I've worked in the big city, things are just a mite different there. When it comes to th' heat and pressure, it might be just a wee bit worse here than in a larger community. All of your "old friends" come rushin' in, and "Aw, come on! You can take off a minute and fix my car-radio. Let that TV set go for a while, I'm your old buddy, don't you know it?" Y'know, it's surprisin' how many old friends I kin develop when they want me to do something fer 'em. If I'd let myself believe it, I'd be almost wantin' to run fer Mayor next time! Fortunately, the realistic viewpoint won't let anyone but a sincere egoist take that seriously. No sir, all of that malarkey must be taken cum grano salis, if that's Latin fer what I think it is.

BE POLITE

No, sir, I kinda believe it's a mite easier for the technician in the big town. The customer contacts a counter-man or a pretty receptionist, and it's a lot easier for her to put 'em off than it is for the technician himself. When they know you're the boy who does the work, they want you to get right on it. This is where your natural-born diplomacy takes over. You've gotta convince that guy or gal that his or her set ain't quite the most important job in the world, and do it in such a way that they'll leave the set with you, and not go off mad. There's one thing that oughta be mentioned right along here: politeness! You'd be surprised how much you can git away with, if you do it politely. Not that you'll git away with it all the time, but you'll do a heck of a lot better if you're polite about it. 'Nother thing is sincerity: When you tell 'em that you're sorry that you can't get

to their set right immediately, you should really be sincere about it! Really, you should! You oughta appreciate their bringing you the set instead of takin' it to your competitor, and be sorry that you can't give 'em immediate service. Get this point over to 'em, while you're tellin' 'em that you'll do your very best to git it out this afternoon, and the chances are you'll get the job. If they git mad and stalk out, let 'em! They're being unreasonable, and you don't need that kind of customers. Let 'em go down the street to your competitors. Serves them right! (Th' customers and th' competitors both, I mean!)

If you-all want a detailed analysis of the psycholocial factors involved in this kind of case, you're probably goin' to have to go elsewhere and read some more books. The' melodious phrases of Jung and Adler, and th' frustrated fussings of Freud don't seem to register too heartily with me. However, I do know this much, practically speaking: (a) the

distracting factors involved, due to the subconscious knowledge of the pressure of other work pending, will tend to upset the mental capabilities of the technician, until he is unable to bring the full analytical powers of his trained mind to bear on any one single problem. (b) The mind of the technician will be unable to integrate the various factors and reach logical conclusions. Therefore, for the reasons stated above, the best thing to do with this type of job is to shelve it, temporarily, and go on to other work. A short time later, returning to this particular job, the many obvious symptoms will be much clearer, and he will be able to draw the correct, logical conclusions much sooner.

KEEP CALM

In other words, we're right back where we started, several words ago: Keep Calm and Take It Easy! I said that and I meant it. That's the only thing that saved me from an incipient

(Continued on page 24)

New, easy way to handle T V sets!

ANY SIZE—ANY STYLE



This brand-new USP Superior T V hand truck, specially designed for moving television sets, makes home demonstrations and servicing easier and less costly . . . **one man can do the work of two!** Compact and light in weight — yet strong enough to carry the largest set . . . greatly reduces set and cabinet handling damage . . . and can be used as a table for demonstrations. Equipped with semi-pneumatic ball-bearing wheels and special step-climbing features. **WRITE NOW** for brand-new catalog showing the complete USP Superior hand truck line; ask for the name of your nearest TV hand truck distributor.

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Name.....
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MODEL
TV

U S PRODUCTS INCORPORATED • COLUMBUS, INDIANA

service management

By **RUSSELL C. HANSEN,**
Manager, Contract Service Department, Motorola, Inc.



As indicated in the previous article, this one will cover operating tables, general operating hints, computation of rates and other general discussion of these and related data.

The first table, "A," covers requirements per job or service call on an income and salary basis. These figures represent salary at an objective ratio to sales, or income of 40%. The required income per call is indicated in the 100% column. Incidentally, the 40% ratio is a service business objective and should be considered as the maximum permissible under sound and efficient management. This table "A" will serve as a guide in analysis of the effectiveness of management as related to service charges vs wages for both shop and field work when the averages of job completions and wage levels are known factors.

As an example let us take a hypothetical case, to illustrate the conclusions you would reach through the use of this, or similar tables:

Assume your group of field technicians, for a given period, show a job completion productive average of six calls per day per man and the average income per field call is \$5.50. Everything would be in apple-pie order IF the average wage per week per employee were somewhere between \$60.00

and \$70.00. However, in this hypothetical case we find that the wage average is \$80.00 per man week. Since \$6.66 is the income required at the \$80.00 wage average for six completed calls per man day you must take immediate steps to correct your operations' poor showing. Remember you are faced with a difference of \$1.16 between actual average income per call and the required income per call. The question is "What shall we do to re-establish our business on a sound basis?" The obvious questions you must ask yourself are:

1. How does this period compare with previous performance?
2. If similar, are our rates of income too low?
3. Is the job completion average too low?
4. If so an analysis of the individual productive averages of each man will perhaps show Joe and Mike way below the group average. Why? Perhaps Joe and Mike need added technical training. Perhaps it is strictly a matter of poor routing and dispatching causing a much higher ratio of non-productive travel time. Perhaps, check-in and check-out time contributes. It may be a case of just pure idleness or pacing themselves to a lower work load demand.
5. What are my competitors' job rates?

How long have they been in business?

6. How many calls are my competitors' technicians completing per day?
7. How does my financial position compare?
8. What must be done to increase our productive average?
9. How long can I afford to lose double the amount of profit per call I have budgeted for?
10. How is my balance sheet affected?
11. Do I have too many men for the work load offered? If so how can I attract more business? What other kinds of service can we offer and handle to bolster the normal service business? How can we reach new and potential customers most effectively?

Table "B" is a variation, showing salary cost at 40% and 50% ratios. The primary reason for showing this table is to illustrate the proportionately greater salary operating cost when the salary ratio is 50% instead of the objective 40%. As indicated previously overall efficiency and rate structure should be surveyed to determine corrective measures necessary in arriving at an operating point of profitable business return, the 40% ratio.

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TABLE "A" COST & INCOME REQUIRED PER SERVICE CALL OR JOB (See note below)

	Basic Weekly Wage (See Note Below) Per Day Per Week		\$40.00		\$50.00		\$60.00		\$70.00		\$80.00		\$90.00		\$100.00	
			40%	100%	40%	100%	40%	100%	40%	100%	40%	100%	40%	100%	40%	100%
	Completed job															
	4	20	2.00	5.00	2.50	6.25	3.00	7.50	3.50	8.75	4.00	10.00	4.50	11.25	5.00	12.50
" "	6	30	1.33	3.33	1.66	4.15	2.00	5.00	2.33	5.83	2.67	6.66	3.00	7.50	3.33	8.33
" "	8	40	1.00	2.50	1.25	3.13	1.50	3.75	1.75	4.37	2.00	5.00	2.25	5.62	2.50	6.25
" "	10	50	.80	2.00	1.00	2.50	1.20	3.00	1.40	3.50	1.60	4.00	1.80	4.50	2.00	5.00
" "	12	60	.67	1.67	.83	2.08	1.00	2.50	1.17	2.92	1.33	3.33	1.50	3.75	1.67	4.17
" "	14	70	.57	1.42	.72	1.80	.86	2.15	1.00	2.50	1.14	2.85	1.28	3.20	1.43	3.58
" "	16	80	.50	1.25	.63	1.57	.75	1.87	.88	2.20	1.00	2.50	1.12	2.80	1.25	3.12

NOTE: The above percentages represent the salary cost at the objective payroll ratio, of 40%, and the necessary earnings per completed call indicated at 100%, to support the cost of a service operation and provide a reasonable profit from the function of the department.

TABLE "B" Salary Cost Comparison per Average Service Call or Job for 40% and 50% Payroll Ratios, Computed at Basic Weekly Wage Shown (Week of 5 days, 40 hours).

Basic Weekly Wage								\$40.00		\$50.00		\$60.00		\$70.00		\$80.00		\$90.00		\$100.00	
Payroll Ratio Per Cent								40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
Efficiency in	Completed	Jobs	Per	Day	4	2.00	2.50	2.50	3.13	3.00	3.75	3.50	4.38	4.00	5.00	4.50	5.63	5.00	6.25		
"	"	"	"	"	6	1.33	1.66	1.66	2.08	2.00	2.50	2.33	2.92	2.67	3.33	3.00	3.75	3.33	4.17		
"	"	"	"	"	8	1.00	1.25	1.25	1.57	1.50	1.88	1.75	2.19	2.00	2.50	2.25	2.81	2.50	3.13		
"	"	"	"	"	10	.80	1.00	1.00	1.25	1.20	1.50	1.40	1.75	1.60	2.00	1.80	2.25	2.00	2.50		
"	"	"	"	"	12	.67	.83	.83	1.04	1.00	1.25	1.17	1.46	1.33	1.67	1.50	1.88	1.67	2.08		
"	"	"	"	"	14	.57	.72	.72	.90	.86	1.08	1.00	1.25	1.14	1.43	1.28	1.60	1.43	1.79		
"	"	"	"	"	16	.50	.63	.63	.79	.75	.94	.88	1.10	1.00	1.25	1.12	1.40	1.25	1.56		

TABLE "C" Illustrations of Salary Cost Comparisons per Average Service Call, or Job, Computed at \$70.00 and \$80.00 per Week, at Payroll Ratios from 37% to 48% Inclusive.

#1) Computed at a Basic Weekly Wage of \$70.00 per Normal Work Week of 5 Days and 40 Hours.

Payroll Ratio Percentage								37%	38%	39%	40%	41%	42%	43%	44%	45%	46%	47%	48%
Average of Completed Calls per Day	4	3.24	3.33	3.41	3.50	3.59	3.67	3.76	3.85	3.94	4.03	4.12	4.20						
"	6	2.15	2.21	2.27	2.33	2.39	2.45	2.51	2.56	2.62	2.68	2.74	2.80						
"	8	1.62	1.66	1.71	1.75	1.79	1.84	1.88	1.92	1.97	2.01	2.06	2.10						
"	10	1.30	1.33	1.37	1.40	1.43	1.47	1.51	1.54	1.58	1.61	1.65	1.68						
"	12	1.08	1.11	1.14	1.17	1.20	1.23	1.26	1.29	1.32	1.35	1.38	1.40						
"	14	.92	.95	.98	1.00	1.02	1.05	1.07	1.10	1.13	1.15	1.17	1.20						
"	16	.81	.83	.86	.88	.90	.92	.95	.97	.99	1.01	1.03	1.06						

#2) Computed at a Basic Weekly Wage of \$80.00 per Normal Work Week of 5 Days and 40 Hours.

Payroll Ratio Percentage								37%	38%	39%	40%	41%	42%	43%	44%	45%	46%	47%	48%
Average of Completed Calls per Day	4	3.70	3.80	3.90	4.00	4.10	4.20	4.30	4.40	4.50	4.60	4.70	4.80						
"	6	2.47	2.54	2.60	2.67	2.74	2.80	2.87	2.94	3.00	3.07	3.14	3.20						
"	8	1.85	1.90	1.95	2.00	2.05	2.10	2.15	2.20	2.25	2.30	2.35	2.40						
"	10	1.48	1.52	1.56	1.60	1.64	1.68	1.72	1.76	1.80	1.84	1.88	1.96						
"	12	1.23	1.26	1.30	1.33	1.36	1.40	1.43	1.46	1.50	1.53	1.56	1.60						
"	14	1.05	1.08	1.11	1.14	1.17	1.20	1.23	1.25	1.28	1.31	1.34	1.37						
"	16	.93	.95	.98	1.00	1.02	1.05	1.07	1.10	1.12	1.15	1.17	1.20						

TABLE "D" TOTAL SALES AND RELATION TO SALARY PER MAN PER WEEK AND HOUR (*)

% Salary to Sales	Pay Per	\$100.00	\$150.00	\$200.00	\$250.00	\$300.00	\$350.00
40%	Week	40.00	60.00	80.00	100.00	120.00	140.00
	Hour	1.00	1.50	2.00	2.50	3.00	3.50
39%	Week	39.00	58.50	78.00	97.40	117.00	136.50
	Hour	.98	1.46	1.95	2.44	2.92	3.41
38%	Week	38.00	57.00	76.00	95.00	114.00	133.00
	Hour	.95	1.43	1.90	2.38	2.85	3.33
37%	Week	37.00	55.50	74.00	92.50	111.00	129.50
	Hour	.93	1.39	1.85	2.31	2.77	3.24
36%	Week	36.00	54.00	72.00	90.00	108.00	126.00
	Hour	.90	1.35	1.80	2.25	2.70	3.15
35%	Week	35.00	52.50	70.00	87.50	105.00	122.50
	Hour	.88	1.31	1.75	2.19	2.65	3.06
34%	Week	34.00	51.00	68.00	85.00	102.00	119.00
	Hour	.84	1.28	1.70	2.12	2.55	2.97

(*) Note: This is based upon a normal forty (40) hour, five (5) day week.



ASSOCIATION NEWS

TRANSCRIPTS FROM SERVICE MANAGEMENT'S PARTY LINE.

BY PENNY MARTIN

Give them any title you wish . . . executive secretaries, managers, executive directors . . . they are often the unsung heroes of successful associations, and their purpose is the same.



A manager is hired to do work . . . not take the spotlight. He is paid in cash. The members have to be paid in appreciation and glory, and they have to be paid just as surely as the manager. The manager who is a "glory-hopper" or a spotlight hound, is on his way out. This is as it should be, but since even managers are human and appreciate appreciation, I'm dedicating this column to the wonderful work being done by executive secretaries, managers, and executive directors across the nation.

WHY A PAID MANAGER?

Eventually in every successful organization the public relations work undertaken becomes such a full-time operation that the businessmen who serve as presidents and officers find the time demanded interferes with their own private businesses. Obviously his business cannot be neglected . . . but neither should the association work. The answer is a paid employee who can devote his entire time to the progress of the association's aims. What title he is given is unimportant . . . The important things are his qualifications and authority to do his job.

GIVE HIM AUTHORITY

It may be that too many so-called managers are hired at the lowest possible dollar, given a high sounding title and no authority, and then treated like office boys or errand boys. Why a presumed group of businessmen will try to get something for nothing is a little amazing. They are supposed to be hard-headed businessmen who have learned that you pay for what you get and you get what you pay for.

You can't get a good man nor hold a good man that way, and it will take a GOOD man to make an association tick. Then when you get a good man you've got to respect him, pay him well enough that he can respect himself and be respected by his associates—and then LET HIM ALONE. If he can't do the work, hire someone who can . . . but LET HIM ALONE. A good man won't be shoved around and a bad one can't do the job.

Too frequently a board of directors wants to give orders individually, and very quickly drive a manager crazy, and off the job. The president is the elected head of the association and should be the only man to "give orders." Any and all, can and should suggest—but suggest only. The decisions must be made by the president and manager.

The same goes for committee work. When you appoint a committee, make it adequate to the occasion . . . make them responsible for the job . . . give them the authority to do the job . . . and then see that they get credit for a job well done.

The board of directors should outline a broad general policy . . . propound an hypothesis . . . point a direction. It is the prerogative of the president and manager to lay down specific programs, functions and methods of accomplishment.

ANOTHER TSA MILESTONE

During the past two years the Television Service Association of Michigan has been turning its attention to the problems in service and improving industry conditions. They have been going about their work quietly but efficiently, and have been instrumental in not only curbing adverse publicity but also a certain amount of unethical advertising as well.

At the present time TSA is launching a new drive toward better industry relations. This requires the full attention of some one to do this job efficiently. For this job they have engaged the services of H. R. Mariem, Jr., better known as Rod, who will operate from his office at 2238 Dime Building, Detroit, Michigan.

Rod, as he is known to his friends,

was raised and educated in Detroit, finishing his education at U. of D. in '31. He has spent 22 years in advertising, public relations, industrial relations, newspaper and promotional work.

Rod's background should make him well qualified to take over the industry projects being planned by TSA, and the publication of the TSA News—their house organ, that is becoming nationally known. TSA President Hal Chase, is also head of the Service Committee of the National Appliance and Radio-TV Dealers Association, so it is expected Executive Director Rod will become familiar figure around NARDA headquarters in Chicago. A goodly number of TSA members are affiliated with NARDA also.

WICHITA DEALERS HAVE CAPABLE MANAGER

I sincerely doubt that any businessman could in his "spare time" undertake the work being done by the efficient manager of The Wichita Appliance Dealers Association, Inc., C. D. (Jack) Hughes.

Only a well-qualified, ambitious public relations man could have the energy to keep pace with these dealers. He puts out a weekly news bulletin they call "The Yardstick." The dealers have weekly luncheon meetings. The biggest problem in this connection is getting an informative and entertaining speaker and/or program fifty-two times a year. They approach that problem with a program committee that functions and by having their programs geared to the promotion of seasonal merchandise and subjects of current or perpetuating interest, with a little variety in the form of moving pictures on various subjects. Jack gives a lot of credit to the distributors who are a big help in this respect as they have time, money and access to personalities who can inform and entertain.

They put on a radio spot announcement program, with 1800 spots in a month over three stations to keep the public informed as to the progress of the building of their television stations and to buy from responsible dealers,

(Continued on page 24)

Finney Company Wins Court Decision Against Service Company for Misrepresentation

The Finney Company, 4612 St. Clair Avenue, Cleveland 3, Ohio, manufacturers of the FINCO 400-A fringe area antenna, have obtained a court judgment for damages and a permanent injunction against a Canton, Ohio, service company that had been selling an antenna much inferior to the FINCO as a genuine FINCO antenna.

The following quotation is reproduced from a decision of the Court of Common Pleas, Stark County, Ohio, November 6, 1953:

"Being fully advised in the premises and by agreement of the parties hereto, the Court finds that the defendant has engaged in unfair competition, as in said petition complained of, by passing off unto its customers, as "FINCO" antenna, other antennas of similar appearance which were not genuine "FINCO" antennas and which were not products of the plaintiff, and that plaintiff is entitled to an award of damages and a final and permanent order restraining defendant from further unfair competition with the plaintiff."

Within a week after the decision was rendered, The Finney Company ran a large ad in the Canton newspaper reproducing a paragraph from the court decision and warning the Canton public against the possibility of being victimized in the future by the few and isolated service companies who engage in unscrupulous substitution practices. The ad urged the Canton public to avoid deception by following these three checks:

1. Ask for a FINCO by name.
2. Demand a receipt for a FINCO.
3. Look for the distinctive red seal.

The Canton newspaper ran a newspaper story on the incident, also.

Mr. M. L. Finneburgh, Vice President of the Finney Company, stated in a general release to the trade press, "If the electronics industry and, especially, antenna manufacturers are ever to achieve recognition as an honored and stable part of American industry, they must mature and aspire to standards of ethics, integrity, and dignity followed in other industries. The day of the "Chinese Copy" of a successful antenna must come to an end. Deception, substitution, and misrepresentation must be stopped. I believe that The Finney Company is the first manufacturer ever to carry a case of misrepresentation by a service company into the courts of the United States, and we have won our decisions. Wherever abuses are discovered, we shall prosecute and continue to prosecute until offenders realize how

costly malpractice can be in this industry. The Finney Company will continue to release to the press court decisions as they are rendered regarding cases of misrepresentation."

Technical Topics

(Continued from page 14)

ness but is really here. A number of manufacturers have such units available. They are rather costly at present but, until sales rise, the level will not drop a great amount. If you can create some volume it can become an inexpensive item. Right at the moment your potential customers are your professional and well-to-do, large estate accounts. Again it is an item that must be sold because the potential customer doesn't know that such systems even exist.

It is a fact that many useful items in the electronics field go unsold because of lack of "selling." The service operation and retail outlet has a definite function in "selling" because they are the direct link between family and industry.

Mental Hazards

(Continued from page 14)

'mental hazard' of equitable pricing of his labor if he will use them.

The first of these is the schedule of Standard TV Labor Charges compiled by the editors of SERVICE MANAGEMENT magazine. Although these charges are national averages, the variations in any area will not exceed ten per cent up or down. The charts serve two important purposes: First, they provide an excellent yardstick for a service operator to measure the adequacy of his own charges, and second, they will remove any question from a set owner's mind about inflated labor charges when he is shown the SERVICE MANAGEMENT schedule either on the flyer or the wall chart.

The second important psychological tool that has been made available during the past few months is the Certified Quality Service Plan developed by the Hytron division of CBS.

The Hytron plan hinges around a service tag that is attached to each set serviced by the shop. On the back of the tag is space to list all parts used in servicing the set, as well as individual charges made for them. There is space provided on the face of the tag for entering total charges for parts and labor, sales tax and the grand total charge.

(Continued on page 25)

Build success-winning prestige

For yourself
or your
business

with
this practical
manual of
publicity techniques



PUBLICITY for PRESTIGE and PROFIT

By HOWARD STEPHENSON
and
WESLEY FISKE PRATZNER
304 pages, 5 1/2 x 8, \$4.50

Just
Out

HERE are the methods that keep individual and company names before the public — create favorable opinions of them — win acceptance of the ideas, services, or products they represent. Two experts in the public relations field give you a complete view of modern publicity at work, with details of practice in handling all the varied types available today.

All aspects are covered, including objectives, organization and costs, making this a thorough and helpful manual both for the practitioner — either company man or public relations counsellor — and the executive concerned with his own or his company's public relations program.

Now you can plan public relations programs that are systematically aimed toward better publicity and profit-building prestige for yourself or your business. This manual not only shows you every channel for publicity, and how to find, prepare, and place material for it — but also shows publicity as the keystone of public relations in a way that will help you save waste motion and get better results in all your efforts.

Pointers on using
these media —

- Newspapers
- Wire service
- Magazines
- Pamphlets
- TV and radio
- Motion pictures
- Press shows
- plus many others

• Gives help based on experience

Out of long experience, the authors give you clear directions — backed up with plenty of case examples. Where to look for sources of publicity material, and how to handle them correctly, are fully covered.

• Covers all details you need to know

All media are covered. In addition, you are given information on such things as budgets, offsetting bad news, producing good industrial photos, etc.

• Expert, dependable advice on every page

Howard Stephenson is President of Community Relations, Inc., also Chairman, Division of Public Relations, School of Public Relations and Communications, Boston University. Wesley Fiske Pratzner is Professor of Public Relations at this same school. Both authors were formerly with Hill and Knowlton, Inc., (Mr. Stephenson as Vice President), and Westinghouse Electric Corporation.

Some of the topics covered: How to cultivate news sources. Reaching the public. How to interview. House magazines. Speechmaking by company personnel. The costs of publicity. 21 chapters in all.

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Service Management

161 Luckie Street, N. W.
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WIRE WARNING!

WHY

pay more for questionable quality* tubular TV lead-in wire?
*subject to patent infringement.

LOOK



for highest quality license-labeled* Tubular TV Wire...

*JSC Tubular Wire is manufactured under license of Amphenol Pat. 2543696.

DEMAND



the most for your wire dollar... get BOTH Quality**! AND Low Price**!

**JSC—Highest in Quality...Lowest in Price!

JSC NEW Twin Tubular TV Lead-In Wire...

The best low loss, low cost 300 ohm lead-in for UHF and VHF television.

Rain, snow, dirt or salt deposits do not materially affect impedance and electrical efficiency. JSC tubular construction contains and protects the concentrated field of energy and reduces to a minimum high ratio signal losses.



Always Look for Orange & Blue Disc of Quality

Associations

(Continued from page 22)

avoid the rush, etc. The money for this activity came from donations of the association members.

Jack has helped form several associations in neighboring towns... feeling that you can't control the center unless you control the fringe of a given market. In each instance he has sold them the idea that unless they could buy the spirit of the code as a religion and provide adequate funds for operation, they may as well not start. It wouldn't last. Everyone that fails makes it that much harder for another one to succeed. The satisfaction of accomplishment is something you earn with sweat.

Through cooperation with the Better Business Bureau, the Wichita Dealers Association has received the cooperation of all advertising media and as a result their advertising is "clean" compared to other sections of the country.

NEWSPAPER COOPERATION

The Wichita paper, "The Evening Eagle," not only cooperates from an advertising standpoint, but they run a column every Thursday evening, sponsored by the Wichita Appliance Dealers' Association, giving the general public the latest dope regarding television,

including new programs, shows and personalities. It gives them a continuing opportunity to tell the people about color, UHF, VHF, antennas, set trouble, etc. In a new market, there are a lot of questions in the public mind that can cause service troubles unless promptly and correctly answered.

Only a full time manager could keep all these activities coordinated and under control. Jack Hughes is doing a terrific job.

NARDA'S MANAGING DIRECTOR

Being a national organization, the National Appliance and Radio-TV Dealers' Association has a full staff of paid employees headed by Al Bernsohn who deserves all the superlatives in the dictionary.

Generally, as Managing Director of NARDA he assists the officers, committee chairmen, members of the Board, and regional charimen and vice-chairmen in their work whenever possible.

No problem is too big or too small to receive his utmost attention. Local chapters of NARDA are constantly calling upon him for clarification of policy or help in promoting their own projects.

He serves as publisher of the weekly "NARDA Newsletter" and is responsible for two annual conventions... one in January and one in June... held in Chicago. His aid has been responsible for the success of many regional meetings held in all sections of the country.

Modestly, he claims much of his success can be credited to the excellent staff under his direction. But it takes a real leader to get the most out of his fellow workers... and this is Al's prime prize. NARDA officers would be indeed tasked to find his peer.

* * *

Space doesn't permit me to name all the excellent association managers in this issue, but from time to time, I'll bring you sidelights of managing directors of other associations. They deserve a real tribute from the electronics industry.

TTLB NATIONAL ELECTRONICS SERVICE DIRECTORY TO BE PUBLISHED

When you examine an index of applications of electronics devices in commercial and industrial businesses you cannot help but be astounded at the tremendous potential of the industry in the non-entertainment fields. Closed circuit TV alone is potentially a mammoth business, and when color TV tubes are available in volume, the expansion of closed circuit color TV systems will be phenomenal.

But competent installation and maintenance facilities are even more important in industrial and commercial installations than in home devices. Consequently the market for the services

of capable independent service businesses will grow with the expanding industry.

The Television Technicians Lecture Bureau is compiling a directory that will positively identify "legitimate" service businesses and will, they anticipate, come to be recognized as the basic reference book for businesses engaged in electronic service.

In addition to this positive identification of legitimate service businesses, the important function of the Directory will be to enable small manufacturers of electronic equipment (other than home entertainment devices) to quickly locate competent service companies in areas where their equipment is sold.

The TTLB National Electronics Service Directories will sell for \$50.00 per copy—its pre-publication price. However, every service association that registers with us to cooperate in getting registrations in from all legitimate service businesses in the area where they operate will receive one copy of the Directory free.

Association officers can write to me for a copy of the Directory Cooperation Certificate. Each Association that registers will receive a supply of the TTLB forms to give out to both members and non-members whose names should be in the book.

These Associations will also automatically be listed in the Directory of Associations that I hope to publish in May.

PENNY MARTIN
Service Editor
P. O. Box 283
Brackenridge, Pa.

Quachita

(Continued from page 19)

nervous breakdown. It ain't gonna be easy, but you can do it if you try. You'll have to make a deliberate effort to do this: force your mind into a calm, collected train of thought and reason out your difficulties. You've got to be someplace at a certain hour; you've got to get out so many sets by a certain time. OK. Slow down. Figure out how much time you're going to need for each job, then go calmly to work on them. The mental calm and efficiency developed by this method will speed up your work more than anything else could, and you'll actually get a lot more work done than you would by "runnin' and screamin'!"

Well, I gotta go now. I got a lot of work to get out myself, and I've got some runnin' and screamin' to do. WHOA, now. Remember what you just said... take it easy. Let's go an' gitta cuppa cawfee, huh? Take it easy. Y'all come.

Mental Hazards

(Continued from page 23)

The real value of his tag comes from the statement that appears at the top of it. This reads:

"This certifies that parts used in servicing this set are new and of standard make and quality. All charges are in accordance with industry standards." Just as simple as that! Quality, standard brand parts and recognized standard servicing charges!

0148

ALEXANDER'S
Electronic's Laboratory
319 1st Avenue 1 Flight Up
N. Y., N. Y., Tel. GR 5-1905

DATE SERVICED: _____

WE USE AND GUARANTEE CBS-HYTRON TUBES
A product of CBS, Inc.

PARTS

Quan.	Material	Price

Total Parts _____

MAKE _____

MODEL NO. _____

DATE FROM. _____

0148

Since the tag itself carries an imprint of the service shop name and address, it is the service shop operator himself who is certifying the work, parts and charges.

Both of these developments are valuable tools for building a firmer foundation under the activity of electronic servicing as a respectable and profitable business activity. If properly used and backed up by competent, conscientious service they will help any shop to add immeasurably to its most important asset — Customer Good-will.

Management

(Continued from page 20)

Table "C" is another variation, an extension at two basic weekly wage levels, illustrating the payroll cost at ratios of salary to income from 37% to 48% inclusive. The intent here is to illustrate the possible improvement in profit per call at increased overall operating efficiency. It is a known fact that many efficient service operations have succeeded in reducing their payroll ratios to gross sales to a point well under the objective 40%. This, of course, further improves the service operations' financial health.

Table "D," another variation of these same data, illustrates the "Total Sales and Relation to Salary, per Man per Week and Hour." Its main intent is to show monies available, difference between average income figures, and how to cover cost of overhead items such as rent, heat, light, power, building operating expense, materials and inventory, commissions and bonus plans, vehicles amortization and operating expense, telephone, telegraph, office and shop supplies, insurance and taxes, equipment amortization and/or depreciation, expense credits, bad-debt write-offs, provision for backlog of work, call-back and work guarantee, advertising profits and interest on loans and loan repayment funds, etc. Remember, the lower your salary or payroll ratio to gross sales income, the better your overall efficiency must be and the better your operation is from a financial and profit position.

Note: If you prefer to use curves instead of the above outlined tables, you can plot, on graph paper, a series of graphs using the table data as is, or modified to include your own variables.

Hot Checks

(Continued from page 17)

a check and you go off and cash it and the check bounces, you do not have the right, unless you have a written contract of some sort giving you that right, to go back and get that television set.

ANTENNA INSTALLATIONS

If you install an antenna in someone's home and the charges are not subsequently paid, you do not have the right to go back out and climb up on top of the house, and take down that antenna. I speak of these things as legal rights. It's necessary always when you discuss legal rights to look at them from a practical aspect. When you are walking across the street on a green light, legally you have the right to walk

(Continued on page 27)



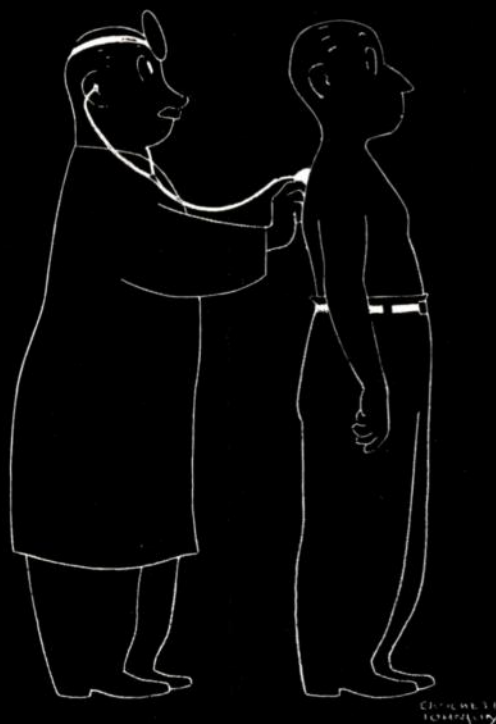
"Thank Heaven . . . we can leave now. Here comes the JENSEN NEEDLE."

HVO-II for under chassis replacement in Zenith sets having 12" to 19" round tubes. **HVO-9** Autoformer for RCA, Hoffman and Hallicrafters sets designed for picture tubes 21" and up. **HVO-10** for "fast retrace". Merit TV Replacement Guide No. 405 covering practical recommendations for replacements in over 6000 models and chassis; Auto Radio Replacement Guide Form No. 3 can be obtained from your Jobber or by writing:

MERIT COIL AND TRANSFORMER CORP.
4425 N. Clark Street, Chicago 40.

MERIT

LISTED IN
RIDER'S TEK-FILE & SAMS' PHOTOFACT
INDEX. TAPE MARKED TO HELP YOU—
ORIGINATED BY MERIT.
MERIT IF-RF COILS INCLUDE A COMPLETE
LINE OF TV REPLACEMENTS.



...before it TALKS

... is the way our doctors put it—"Our chances of curing cancer are so much better when we have an opportunity to detect it *before it talks*."

That's why we keep urging you to make a habit of having periodic health check-ups, no matter how well you may *feel* ... check-ups that *always* include a thorough examination of the skin, mouth, lungs and rectum and, if you are a woman, the breasts and generative tract. Very often doctors can detect cancer in these areas long before the patient has noticed any symptoms in himself.

The point to remember is that most cancers are curable if properly treated before they begin to spread, or "colonize" in other parts of the body. . . For other life-saving facts about cancer, phone the American Cancer Society office nearest you or write to "Cancer"—in care of your local Post Office.

American Cancer Society



more
and more
replacement
problems
are being
solved
this way

for complete
information
write-

SARKES TARZIAN, INC.
RECTIFIER DIVISION

415 N. COLLEGE AVE., BLOOMINGTON, INDIANA

In Canada: 50 St. Clair Avenue, W., Toronto

Send 25¢ for your new and complete
Replacement Guide for Selenium
Rectifiers or see your distributor.

Hot Checks

(Continued from page 25)

across there, but if a man in an automobile starts running that red light, you have to be practical about it and get out of his way.

GENESIS OF THE LAW

Most of you must remember that our laws were drawn up, many of them, a hundred years ago, and many of them fifty years ago. They were drawn up in a day when everything was handled on a cash basis, when many of the problems with which you are confronted today never existed. Our state laws here in Texas are woefully inadequate on such things as airplane travel, radio, television and other modern conveniences. Our laws are particularly inadequate on the subject of credit buying or installment buying.

Until the depression of the 1930's, installment buying was something that had practically never been heard of. Occasionally one man would sell something to another man and say, "Well you just pay me a dollar or two whenever you can and pay it out." From that grew installment buying which reached its first peak during the depression of the middle 30's. It began to die down a little during the shortages of World War II, because people with cash got the products, and the people with credit did without.

After the war ended and the large manufacturers got into full production, installment buying increased. As the credit restrictions were relaxed it took on a bigger and bigger whirl.

Our laws have not kept pace with it; so in your dealings you must remember that you are living in an age of free credit, under laws that were drawn up in the days of cash purchases. You cannot afford, as a practical matter, to look to those laws primarily for your protection, but rather you must develop your own office procedures to the point where you can get the maximum amount of money collected with the least amount of loss.

Letters

(Continued from page 4)

I enjoy reading **SERVICE MANAGEMENT** very much. I was particularly interested in the television service price chart in the October issue and was delighted to find that it coincides with our own labor charges. Enclosed is a check for \$1.00 to pay for two copies of the wall charts.

Charles C. Sands, Service Manager
Crittenton's Television
4740 Broadway
Chicago, Ill.

Let's Come To THE POINT on Service Profits!

Increase your service profits many times over. Sell your customers Walco Diamond Needles. Osmium and sapphire needles are rated only a few hours of safe performance. They quickly develop chisel-shaped "flats" that distort sound, ruin recordings. Walco Diamonds are rated at least 1000 hours, are far cheaper in the long run . . . far more profitable to you. And you add to customer satisfaction and confidence, because records sound better, longer. Send for 1954 Walco Diamond Needle Chart today. Try it and see.

Recommended



DIAMOND NEEDLES

The Safest, Most
Economical Replacement

WALCO PRODUCTS CO., INC.

60 Franklin St. East Orange, N. J.

\$1.95 at your parts distributor. Publisher's price \$4.50

Have complete access to the many thousands of products vital to your daily sales and service operations. In the customer's home, across the counter or on the bench, you'll value the Master's thoroughly complete descriptions, specs, illustrations and prices . . . all systematically organized in 18 big sections for instant reference. Increase your sales . . . sell directly from the Master. Facilitate your stock problem . . . use the Master for jiffy comparison of all electronic products. The Master is the only Official Buying Guide for the TV-Radio-Electronics industry. It contains unabridged catalog data direct from the manufacturers. For buying and selling—the Master gives you all the needed facts in a single volume.

Over 100,000 in active daily use. Get into the Master habit. Order your copy today!

Just a few of the products included: Tubes — Test Equipment — Tools — Transformers — Capacitors — Resistors — Relays — Coils — Antennas — Recording & PA Systems — Hardware — Transmitters — Receivers — Kits — Wire — Cable . . . and thousands of allied products!




Eliminate
Incomplete
Small
Catalogs and
Loose
Literature

UNITED CATALOG PUB., INC.

110 LAFAYETTE ST., NEW YORK 13, N. Y.

PRODUCT REVIEWS



Ceramic Capacitor Merchandiser

Aerovox Corporation, New Bedford, Mass. has announced a new ceramic capacitor dispenser cabinet for finger-tip selection. It provides display for 700 window cartons, each containing five pieces. The cartons are on inclined channeled shelves. Drawers for slug type or "cart-wheel" capacitors and plate assemblies are provided. Space at the cabinet sides accommodate literature, data and catalogs.

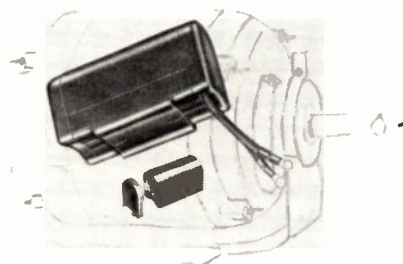


Universal Standoff

Argyle Electronic Co., 8 West 18th St., New York 11, N. Y. has developed a universal standoff that eliminates metal rings from transmission lines and standing wave and voltage problems. It provides an approach to a transmission line in free space. Argyle standoffs have polyethylene grommets and are available in wood screw and mast types, singles, duals and triples.

Motor Starting Capacitor

Cornell-Dubilier Electric Corp., South Plainfield, N. J. has announced a new motor starting electrolytic capacitor to provide more compact case design that will mount easily and securely on motor frames. C-D capacitor type EXWCB is assembled in two parts, the body and the cap, with the latter fastened with two self-tapping screws. Its container is hermetically sealed by means of a steel spider-ring pressed against a rubber bakelite washer.



Picture Tube Restorer

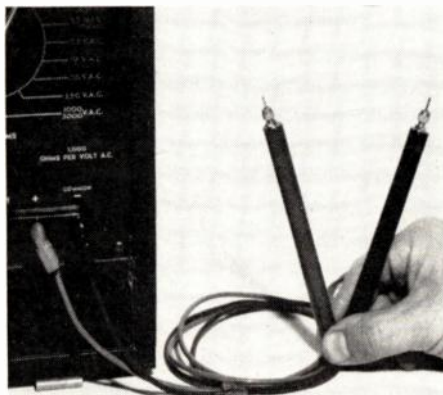
Miller Television Co., 2840 Naomi, Burbank, California is marketing a new picture tube restorer that is reported to restore up to 90% usefulness of worn-out cathode ray tubes. The Re-Katho takes less than a minute to determine

tube condition. It is a tube checker as well as a restorer. It may be used for testing magnetically or electrostatically deflected tubes on the beam current principle. It also provides a dynamic check for electron gun opens and shorts. The Re-Katho increases the operating temperature of the cathode. By application of various d-c potentials, a forced current flow results in a high rate of formation of barium coating on the cathode surface.



Test Leads

Insuline Corporation of America, 3602 35th Avenue, Long Island City, N. Y. has introduced a new pair of lucite handle test leads for us with voltmeters, multimeters, VTVM's and other instruments. Its handles are $\frac{3}{8}$ " in diameter and five inches long to provide protection against high a-c and d-c voltages. Ends of the handles are fitted with small threaded chucks for phonograph needle test tips. The red and black handles carry 45-inch flexible leads with molded right-angle phone tip plugs.



Transparent Draw Cabinets

General Industrial Co., 5738 N. Elston Ave., Chicago 30, Ill. has announced a transparent drawer small parts cabinet consisting of twenty crystal-clear plastic spillproof drawers, $5\frac{7}{8}$ " x $2\frac{3}{4}$ " x 1 7-16" in a welded steel housing with silver-gray finish. The cabinet includes adjustable drawer dividers and identification labels. Other units being produced have eight to one hundred twenty-eight drawers; larger metal drawers; or are made portable with carrying handles.

Wire Stripper

Holub Industries, Inc., Sycamore, Illinois has announced a new automatic wire stripper that eliminates triggers, cocking or other holding devices. The "Hi-Speed" is designed for all kinds of building and fixture wire and is equipped with a concealed cam that holds its jaws open until wire is removed. This device prevents damage to stranded and fine solid wire. The stripper is available in seven sizes for stripping #8 and #30 solid and stranded wires. There is also a model for parallel wire and 300 ohm flat twin lead-in wire.

Open Wire Transmission Line

Fretco, Incorporated, 406 North Craig St., Pittsburgh 13, Pa. has announced a new type open wire transmission line for UHF and VHF lead-ins. The line is designed to produce minimum signal loss and constant impedance value in dry and wet weather. No standoffs are necessary. "Saucerline" is packaged in convenient spools.

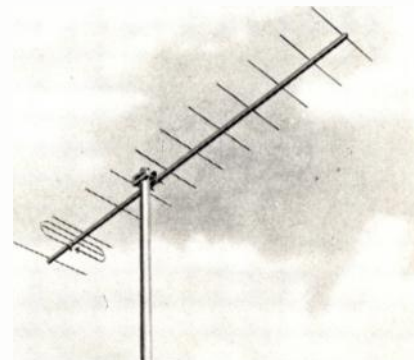


Resistor Network

The Daven Co., 191 Central Ave., Newark 4, N. J., has announced a new plug-in hermetically-sealed resistor network for standard octal sockets. The network is available with up to five 1-megohm resistors or up to ten $\frac{1}{2}$ -megohm resistors in any desired internal circuit. Resistors can be matched to plus or minus .02% with temperature coefficients match up to plus or minus 10 parts per million per degree centigrade.

12-Element UHF Yagi

JFD Mfg. Co., Inc., 6101 Sixteenth Ave., Brooklyn 4, N. Y. has announced a new model "ultra yagi" for fringe reception of single UHF channels. These antennas, model UHF312, are supplied in one-piece, completely welded and plated with "Bronzidite" to provide golden finish and resistance to rust and corrosion.



(Continued on page 30)

Diamond Mine

(Continued from page 8)

mailing pieces which will definitely stimulate needle sales can be supplied to you by your present needle manufacturer or distributor. Keep some on your counter; include literature in all your mailings as a matter of routine. You will find it pays off handsomely.

7. *Install a needle clinic in your store.* A needle clinic consists mainly of a needle inspection microscope and comparative photographs of needle tips. By comparing your customers present

proach with well over 100,000 people, Believe It Or Not, at Audio Fairs and needle clinics in cities such as New York, Chicago, Philadelphia and Los

Angeles. Again, lean on your needle manufacturer for details about how to set up a needle clinic. You will find him very co-operative.

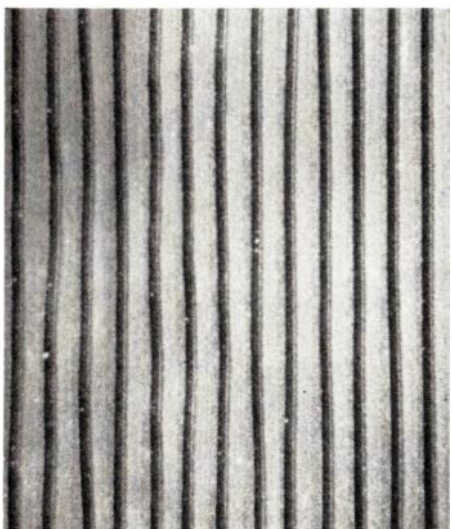
STYLUS REPLACEMENT CHART

(When to Inspect or Replace a Stylus)

Diamond	Play as many hours per day as you like	Inspect after 1 year May be worn
Sapphire	Play 1 hour per day	Replace after 24 days
Osmium	Play 1 hour per day	Replace after 18 days



Grooves played with worn needle



Grooves played with diamond needle

needle with the photos, you can determine whether or not it requires replacement. Further, you can let your customer see for himself what he has been using on his records. Then let him look at a highly polished diamond tip. You won't have much difficulty in convincing him after that. We know because we've seen and tested this ap-

SERVICEMEN

NOW...you can have your own needle inspection Kit...**FREE!**

Here's a chance to have the new 50 Power large field hand microscope for nothing...a scope with a wide angle lens which makes it easy to examine needles—no difficulty in bringing the needle into view quickly to tell if it is worn! But that's not all! You also receive a plastic carrying case; a new

amazing ELECTRO-WIPE cloth; a professional tool for quickly replacing needles. All of this is free if you accept a real bargain, DUOTONE's offer of \$25.00 worth of needles for only \$12.50. Place your order today direct with your jobber!

replacement needles —	\$25.00
one microscope —	5.00
one electro-wipe cloth —	1.50
one plastic kit —	.50
one professional tool —	.50
\$32.50	
ONLY \$12.50	

DUOTONE

KEYPORT, NEW JERSEY

Canadian Representative: CHARLES W. POINTON, TORONTO, CANADA
Export Division: AD. AURIEMA, INC., NEW YORK CITY, N. Y.

Terrific
wide angle
50 power scope
makes it easy to
examine needles
without even
removing them
from the
cartridge!

Product Previews

(Continued from page 28)

Improved Pliers

Utica Drop Forge & Tool Corporation, Utica, N. Y. has announced a new convenience and safety idea in "cushion throat" pliers used to cut electrical or spring wire. The cushion is a tough rubbery red plastic, bonded beside the pliers' cutting edges. When the pliers are closed, the cushion holds short ends of wire. During electronics work cuts may be made in chassis wiring without dropping snips of wire into circuits. During the cutting of springs or piano wire, cut pieces will not fly out of the plier jaws.

Heterodyned Marker Adder

Hickok Electrical Instrument Co., 10620 Dupont Ave., Cleveland 8, Ohio has announced a new test instrument specially designed to provide television alignment technique for use with any sweep marker equipment with 50,000 microvolt output. Model 691 is reported to provide a marker visible at all times including trap points, and will not

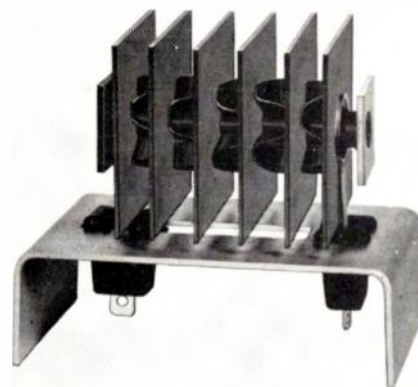
change in amplitude or distort the response curve. The output of the sweep generator and marker generator are heterodyned and applied to an oscilloscope so that the marker signal does not pass through the receiver and therefore cannot cause overloading.



Plug-In Selenium Rectifier

Sarkes Tarzian Rectifier Division, Bloomington, Ind., has developed this selenium rectifier to facilitate field replacement of other types of selenium rectifiers, particularly the types com-

monly used in radio and television receivers. The rectifier lugs are polarized for proper circuit connection and are so designed that vibration or shock will not cause the rectifiers to fall out of the socket. It is possible to mount the plug-in rectifier in a conventional manner and solder to the lugs. Sockets are available from the Cinch Mfg. Co. in Chicago.



NIESA

(Continued from page 9)

tional "service sales agency" for its affiliates.

Color TV Training Program

During the past year the NIESA staff has been carrying out some detailed studies of TV in closed circuit applications and field sequential color for non-broadcast applications. Concurrently

with this work, the organization has been exploring the service industry needs for information on the compatible color TV receivers that will be produced to operate on the standards recommended to and recently adopted by the FCC.

Out of these studies and tests on personnel employed in consumer service work, NIESA has developed a "package" training program on compatible color TV that will prove very useful to any TV Service Company or Service

Association to familiarize TV technicians with the practical requirements for handling compatible color receiver installation and servicing work.

This "package" color TV service training program will consist of projection slides, lectures recorded on tape and associated material. It will be made available to TV service organizations at a nominal cost so they can retain it on a permanent basis to be used as a continuing program for their own technical personnel:



Irving A. Schwartz, founder of the company, keeps in intimate touch with the technical problems of servicing by jumping in on a bench job once in awhile.



Technicians employed in shop service are provided with every possible technical facility to reduce the servicing time per set.

over **99%***
hit the bull's-eye
for quality!

that's why we call

Federal
PICTURE TUBES

"BEST-IN-SIGHT"



Thousands of famous-name picture tubes were quality-tested by a famous-name TV set manufacturer.* When the scoring was over, Federal led all the brands tested ... with an "OK" on over 99% of its tubes!

Here's proof, Mr. Serviceman, that it pays to replace with *Federal* ... here's assurance of top performance ... of less time wasted on call-backs ... of more profit per tube replaced!

Federal quality brings to servicemen a tremendous opportunity to create customer-goodwill ... to build steady replacement business.

Federal quality *stands by* servicemen, because it *stands up* in service ... backs up their years of experience and know-how ... their *trained* judgment. That's one of many big reasons why more and more servicemen are specifying Federal "Best-in-Sight" picture tubes.

Join the trend today ... ask your Federal Distributor about the popular-size line that takes care of over 90% of all TV replacements ... ! For information, write to Dept. N-35.

"Federal always has made better tubes"

Federal
Telephone and Radio Company

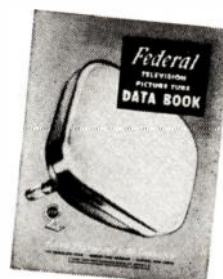


100 KINGSLAND ROAD, CLIFTON, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

**Get Your Copy of
Federal's
TV Picture Tube
DATA BOOK**

12-page booklet with information on interchangeability, basing diagrams, bulb outlines, dimensions, characteristics. Address your inquiry to Dept. listed above.



They look alike...

...but what a difference!



These RCA types today give you . . .

RCA receiving tubes provide the superior performance and reliability usually associated with higher priced specialty designed types. That's because RCA receiving tubes are constantly being improved to meet the changing requirements of radio and television applications.

For instance, the RCA-5U4-G features a new electrolytic coating on its channel filament which produces a uniform, hard emitter, leading to greatly increased life over the older version.

Or take the RCA-6W4-GT. This type now uses a new RCA-developed carbonized plate-coating material which has improved heat-dissipating properties, thus contributing to longer tube life and increased reliability.

The RCA-6AL5 now utilizes double helical heaters to insure low hum and pinched cathodes to minimize cathode shift within the mount. These features make possible greatly reduced microphonics.

The superior performance of *regular* RCA receiving tubes—at *regular* prices—eliminates unnecessary call-backs, assures you of greater customer satisfaction, results in increased profits for you.

When you sell a receiving tube, your reputation and profit depend on its *performance* and *reliability*.

1 1 1

So, you just can't afford to buy anything less than the best in receiving tubes . . . and that's RCA.

Longer Life



Superior Performance



At No Extra Cost



RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.