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Volume 3 Number 7

April, 1954

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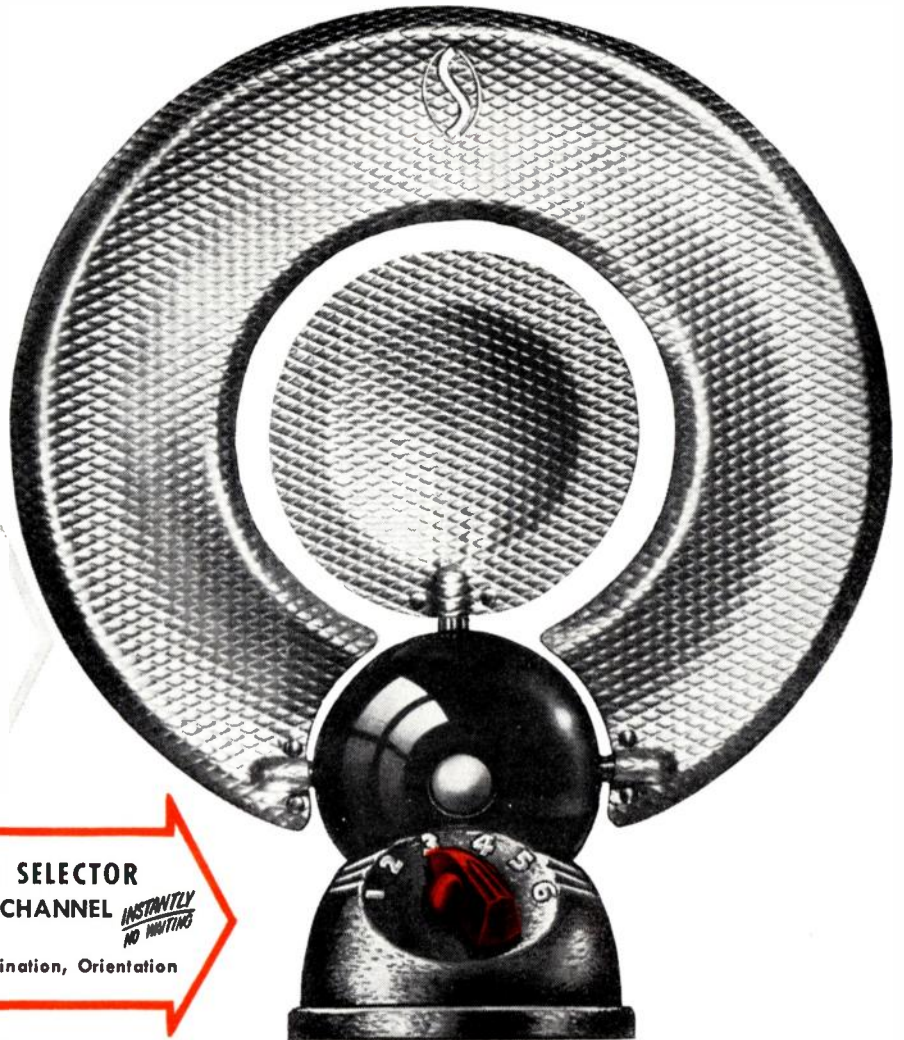
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Ride Hi-Fi Interest in May

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Service Management

PAUL H. WENDEL, Editor and Publisher

VOLUME 3, NUMBER 7

APRIL, 1954

COVER PICTURE

FRED OBERLE, President

Associated Radio-Television Service Dealers of Columbus, O.

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Letters to the Editor

BOISE BRACER

I have been much impressed by your efforts toward encouraging proper business practices and pricing in the radio service and television business. Boise has had television since July of 1953, and as you may guess the smoke is just beginning to clear from the usual abuses heaped on a new market by the incompetent and unscrupulous. Technicians in this area have long been plagued by low prices and incompetent competition, a serious condition for those trying to make a successful business in this field. Comparing the figures made available in your recent publications with those developed from my near 10 years in the service business here, have some very important revelations to offer.

Our organization of technicians known as Radio & Television Technicians Association, Inc., is just a little over a year old, and is having its troubles in convincing some of the local fellows that prices must be established in good relationship to operating costs and available volume of business, but gains are being made in that direction.

We find some interesting comparisons involved between our present established prices for television services and the schedule published in your Oct. 1953 issue. I would appreciate your sending two copies of the TVL wall charts.

Keep up the good work with your SERVICE MANAGEMENT publication. It is a great help to us to share the information of other areas.

Hugh S. Joslyn

Radio & TV Technicians Assn.

Boise, Idaho

* * *

FILE "TTLB"

Please send me about 25 copies of form SM1 Directory for the Radio & Technicians Association here in Flint.

Hollis Dexter

Dexter's Radio & Television

Flint, Mich.

* * *

Enclosed is the directory form filled in as requested. . . . Will you be good enough to send about two dozen of these forms?

Howard J. Wolfson

Mercury Radio Service

Chicago, Ill.

* * *

BACK-PATTERS

Your publication, SERVICE MANAGEMENT, has been referred to me as being an outstanding publication in the TV and radio service business. I am in-

(Continued on page 12)

Push the tube that PROTECTS YOU TWO WAYS!

**SYLVANIA
PICTURE TUBES
GUARD YOUR
REPUTATION
AND PROFITS!**



Be sure to show your customers the name SYLVANIA now etched on the lower left face of every Sylvania Picture Tube.

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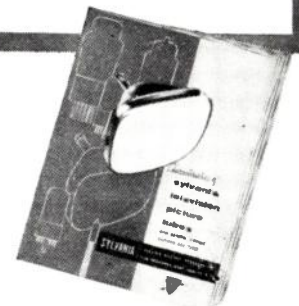
Naturally, this high performance record helps maintain your reputation. It

also helps protect your profits...eliminates customer complaints and costly call-backs.

Remember, most customers regard a picture tube as an important investment. So, you're doing them a valuable service when you sell them the best their money can buy...a SYLVANIA! For new characteristics booklet covering all the latest Sylvania Picture Tubes, call your regular Sylvania Distributor or write direct to Dept. 4R-4104 Sylvania today!

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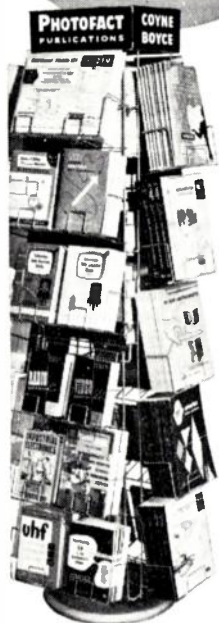
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LIGHTING • RADIO • ELECTRONICS • TELEVISION

April, 1954

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Editorial

"OUR OPINION"

Ride Hi-Fi Interest in May

Speaking of high fidelity, the article titled "Your own diamond mine in increased phonograph needle sales," by E. J. Marcus of the Tetrad Corporation which appeared in the January issue of SERVICE MANAGEMENT, hit a jack-pot of interest among service businessmen in all sections of the country. The idea of increasing the unit value of a sale or service job, a subject under constant study in scientific retailing, rang the bell with many service operators. The requests for additional copies of this issue rapidly wiped out our reserve supply.



While the sale of replacement phono needles is not particularly a hi-fi objective, this wide interest in a badly neglected element of service indicates a growing consciousness among service executives to exploit all facets of their activity.

There is no optimism in the independent service industry over the theoretical market and income possibilities in selling hi-fi equipment to the general public. Service businessmen know that when a man becomes newly interested in high fidelity music and sound reproduction he learns quickly from other hi-fi enthusiasts where they can buy complete audio systems or individual units at wholesale prices. Or if he attends one of the audio equipment shows for the public he gets to know the "wholesale price buying ropes" in a hurry. These people do not provide the service industry with a profitable source of business for hi-fi systems.

However, there are factors about the growing public interest in the term "hi-fi" that can be very useful to service businesses.

John Q. Public is possessed of a curious turn of mind. When he reads about some new-fangled development in the magazines or in the daily papers, a seed of interest is sown. There are lots of these "seeds of interest" now being sown by magazine articles and news stories about hi-fi. An ingenious and aggressive service businessman can cultivate this growing interest in his com-

munity and bend it toward what he has to sell — service and replacement equipment.

Set owners are not interested in buying service until they need it. That's one of the serious problems in promoting the sale of service — trying to sell set owners something they do not like to pay for even when they need it. But when you continually associate the name of your business with new things, new developments in which he is interested you open a door in his consciousness about your business. He has no interest in you as an expert TV technician because he does not like to buy service. But you can capture his interest as a hi-fi authority because it is something he may want to own.

Consider just four important elements of the music reproducing system that is a part of practically every home — the needle, the cartridge, the turntable and the speaker of the phono record player. This is *your* market and you can exploit the growing hi-fi interest by selling modernization of the units people already own. A new needle, a small, modern audio amplifier and a better quality speaker than he got with his TV or phono-radio, will give your customer a new treat in the enjoyment of recorded music. With these replacements he will have a better system than he got when he bought the set.

"Dollars and cents in High Fidelity Sales," by Morton Kronengold of the Video Corporation of America, which appeared in the February issue of SERVICE MANAGEMENT, outlined a simple and effective system for demonstrating and selling a small, inexpensive high fidelity amplifier. This article clicked with a lot of our readers. It experienced a simple and effective way of converting hi-fi interest to the products you can sell at a profit.

How many people in your service area still have single-speed record players? Think of all of the listening pleasure they miss by not being able to play 33½ and 45 RPM records. That is *your* market — replacing out-moded units with the most modern devices so your customers can get greater enjoyment out of the sets they now own.

And what about speakers? How many TV sets in your area could you improve by adding a quality speaker to replace the inferior unit that came with
(Continued on page 21)



ARTSD

MODERN MINUTE MEN

ARTSD

COLUMBUS, OHIO

By PAUL H. WENDEL, Editor, *Service Management*

On November 11, 1943, a group of men who operated radio service-dealership companies in Columbus, Ohio, gathered together to discuss problems of mutual interest. Out of this meeting came what was, perhaps, the first business association formed by men engaged in servicing radio sets. They called this organization the Associated Radio Service Dealers of Columbus, Ohio. It was formed "In the interest of the servicing industry and the public it serves."

The recognition of the business aspects of *selling service* stemmed from the realization by a number of men of the commercial problems involved in the sale of technical service. They knew that technical skill and know-how was vitally important but to sell service at a profit required an equally important knowledge and "know how" of the basics of business management. So the ARTSD was formed as an *association of servicing companies* and not as an association of individuals.

Classes of Membership

The current membership application states that "this association is a non-profit organization, operated for the mutual benefit of the "Associated Radio-Television Service Dealers" of Columbus, Ohio, for the purpose of promotion, protecting and placing the radio-television and appliance servicing business on a more substantial basis."

Three classes of membership are provided for in their charter:

Full Membership: For firms or individuals "actively" engaged in servicing radio-television receivers or other similar electronic devices from a regular established place of business in Franklin County and (who) have been in business a minimum of one (1) year.

Associate Membership: For firms or individuals engaged or interested in sales or servicing of electronic devices, either full or part time, who may not fulfill the requirements for full membership, or who do not wish to become full members. An Associate Member

may become a Full Member at any time he desires, if Full Membership requirements are met.

Jobber Membership: For Distributors of radio-television or Jobbers of electronic devices, parts or supplies at **WHOLESALE** exclusively.

Code of Ethics

The solid foundation on which ARTSD has been built is its twenty-one point Code of Ethics. Its significance to Association members is clearly revealed in its preface: "The Code of Ethics shall be signed by all members, both present and future. Future members shall read and sign when filling out the application for Membership.

"The Code of Ethics is not a group of meaningless words to be taken lightly. Each member shall be duty bound to adhere to each section."

Fundamentally, the code of ethics represents the rules of fair play that businessmen will observe in their relationships with each other, with their suppliers and with their customers. They do not restrict any member's ambition to promote his business aggressively nor do they limit him in his applications of business resourcefulness to expand his enterprise.

Distributor Cooperation

Perhaps the outstanding feature of the entire replacement parts industry activity in the Columbus area is the high degree of cooperation between legitimate service business and Parts and Set Distributors. Unlike most centers where any Tom, Dick or Harry can buy replacement parts and tubes across Jobbers' counters and get the maximum service discount, Columbus distributors respect the legitimacy of independent service by setting up qualifications for the right to purchase replacement items at maximum discounts.

Members of the legitimate servicing industry in the area, in turn, concentrate their purchases with those Distributors who operate fairly. Hot-shot mail order and itinerant wholesale peddlers do not find a ready market for

their wares in Franklin County.

Association Program

Since it is fundamentally an association of business men, the ARTSD programs revolve around their regular monthly dinner-business meetings. These sessions, covered in the by-laws both as to frequency and time, are held on the second Wednesday of each month in a banquet room voted on by the members at the preceding meeting. Dinner is served promptly at 7:30 and the business meeting is under way by 8:30.

At regular intervals the Association invites all local Distributors to attend the scheduled business session. Distributors are the guests of the Association at these dinners and it is the practice for each group to air any "gripes" that may have developed.

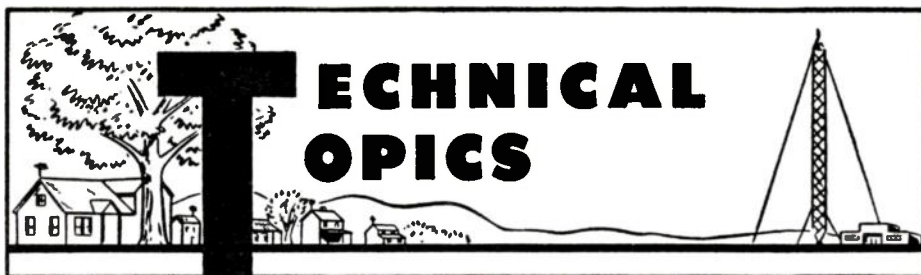
Technical Meetings

But although ARTSD is a business association its member firms never lose sight of the fact that theirs is a complex, growing, changing technical activity in which they have an obligation both to their customers and the industry to maintain the highest possible standards of technical efficiency.

At least once every quarter the technical staffs of the member firms attend a technical meeting as guests of their member-employers. The ARTSD technical meetings are usually the finest service-planned and managed technical sessions to be found anywhere. Many of the heads of member firms are themselves outstanding service authorities. They understand the practical phases of servicing consumer electronic products. Their presentation of technical information are packed with practical information normally not found in manufacturer-planned lectures.

The Association is also noted for its "drive" in getting maximum attendance at Distributor-sponsored manufacturer lectures. Aggressively interested in keeping ahead of the technical parade, ARTSD committees are always seeking

(Continued on page 19)



COLOR TELEVISION AND MARKER ACCURACY

By EDWARD M. NOLL

We have written and spoken often of the importance and accuracy of markers and how the use of an accurate crystal-calibrated marker generator is the only answer to critical alignment. Unfortunately, even with poor alignment a picture can be received and many excuses are readily available as to why set is not up to par in a science of so many variables.

However, improper alignment can be the cause of the following defects:

1. Poor resolution
2. Receiver subject to noise interference and faulty synchronization
3. Subject to adjacent channel interference
4. Poor sensitivity
5. Smear, ringing, and following whites or blacks
6. High intercarrier buzz level

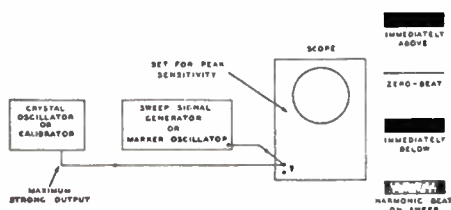


Fig. 1

With these various defects a picture is still present and if disturbance is not really severe they often go unnoticed by customer. However, if customer observes a well-presented picture on some other receiver he is likely to conclude — "so and so brand of receiver is better than this model," "my location is not very good," or, "guess I need a better antenna for my set." You must know that the trouble could be one stagger-tuned circuit or one trap less than one megacycle off correct adjustment. Tell me, when you set your marker generator on a fixed frequency are you positive that it is within even plus-minus $\frac{1}{2}$ megacycle of where you want it?

We now embark for the field of color television in which minor defects (unnoticed by customer today) become "horrified and magnified." Now, little alignment irregularities we tolerate today are not permissible. In color transmission a video i.f. alignment defect causes a phase shift, a disturbance more

upsetting than an amplitude distortion of response curve. It can cause a time displacement between luminance and chrominance information on color tube screen. Thus the chrominance data will not coincide exactly with the luminance detail it is to color.

Poor response at the high color sub-carrier frequency of 3.8 megacycles can cause poor color synchronization subject to noise. Recognize that this frequency is only 0.7 megacycles away from the sound carrier frequency. If response is too great just $\frac{3}{4}$ megacycles away the intercarrier problem is intensified.

All the other alignment defects such as smear, ringing, and following blacks or whites will now have chrominance as well as luminance components. A "follow" after one color can show up as a "heaven knows what color." Certainly, the eye will be less tolerant of these disturbances when they appear in color.

MARKER SYSTEM

There are two answers to the accurate marker problem:

1. Crystal controlled marker generator
2. Crystal calibrated marker generator

In other words either use the crystal generator directly as a marker source or use a crystal circuit to calibrate a variable frequency marker generator. In the latter plan some means of heterodyning the marker source and crystal oscillator is required. This is most often in the form of a detector, audio amplifier, and loudspeaker.

However, if you prefer to build or purchase a separate crystal calibrator you can use a crystal detector probe and scope to compare variable frequency marker generator with crystal frequency and its harmonics, figure 1.

In fact accurate calibration can be accomplished with just one or two well-chosen crystal frequencies. An external crystal oscillator or crystal calibrated signal calibrator can be used or, as incorporated in some sweep signal generators, an internal crystal oscillator that operates separately from the marker oscillator. If a great amount of tuner work is done there is nothing so helpful

SELLING SERVICE By HAROLD CHASE

How you sell depends upon the individual. There are no set rules for everyone or every circumstance that will work all the time. However, there are certain basic facts that will be a great help in *Service Selling*. First before the "pitch" can be made all information regarding the customer and the set must be ascertained. Preparation by a few conversational leading questions before the sale is started. Information such as past history of the set, performance, and attitude of customer towards the set. Next, keep your presentation simple, as free from technical terms as possible.

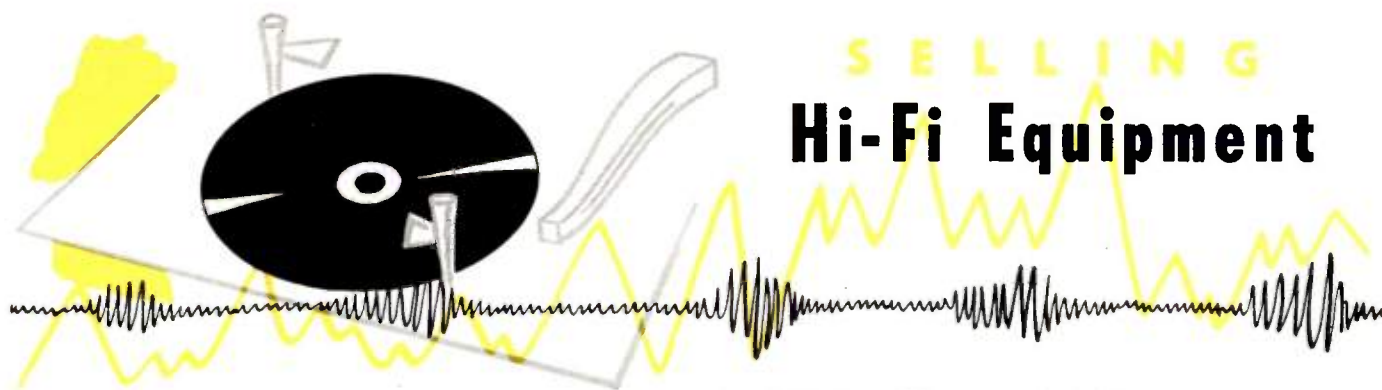
How many times have you listened to a doctor's diagnosis, then say, "What is that in plain English." Keep your explanation simple; talk about results and improved performance rather than technical difficulties. In Elmer Wheeler's words, "Sell the sizzle, not the steak." While the owner of the set does ask what was wrong, his real interest is in the performance after repair, and what he will get for their his repair money. If you have modified the circuit to give a steadier picture or have installed an improved picture tube, talk about the improved picture. Plan on overhauling his set, then sell the improvement, not the repair.

Talk about the uninterrupted service and enjoyment. In *Service Selling* you must lead the conversation, don't let the customer stop you for prices until you have told your whole story. Tell them the price is rather high, but don't quote the price until they know what they are to get for their money.

The price of any product or service never seems as high if the desire of results is great enough. Many of us in older TV areas take television too much for granted; we forget that TV is the greatest source of enjoyment ever owned by the American public. Be enthusiastic about future enjoyment and uninterrupted service, and you will do a good job of *Service Selling*.

as a group of crystals that supply markers for picture and sound carriers of each channel or, at least, sound carrier of each channel. With sound carrier marker appearing on response curve, variable marker can be made to overlap it and then moved exactly $4\frac{1}{2}$ megacycles lower to supply picture carrier marker. In areas with only one or two stations, crystals can be purchased for those channels.

Calibration of test unit can be done
(Continued on page 10)



Hi-Fi Equipment

By ANN KARCH, Associate Editor

Good sound advice . . . that's what we're giving you when we suggest that you ride in on the coat-tails of public interest in hi-fi to tell them all about your service company and what it can do for them.

Many leading magazines and newspapers, such as the *New York Times*, have given much space to articles dealing with high-fidelity equipment as the best modern media in sound and music reproduction . . . which has resulted in the word "hi-fi" becoming a common term to most lay-people. Everyone is talking about hi-fi, even if they aren't sure exactly what they're talking about.

Now, the goose that laid this golden opportunity is still in the process of hatching it.

You, as a service company, may or may not want to sell high-fidelity systems, but the opportunities involved in maintaining the ever-growing numbers

of these units in your community is far-reaching.

Here is your chance to tell these potential customers of yours about yourself, and your company. This month's mailing piece (shown here) will say to them in effect: "Our service company is just a telephone-call-around-the-corner from your house. We know hi-fi equipment and are ready to sell you some or take care of what you already have . . . as well as servicing all your other electronic needs." It's as easy as that.

The important thing, after all, is to make your community aware of *you* and *your* servicing program.

The hi-fi angle is a natural. It's loaded with current interest; therefore, a May-mailbox offensive launched now will make the public's high-fidelity-whetted-curiosity interest them in reading your mailing circular to see

what you've got to say about this new sound field.

Your envelope stuffer, printed here in SERVICE MANAGEMENT, has been planned by an expert in the advertising field for you to use in your May hi-fi campaign. It is designed in such a way that your company's name can be indicated in the space where the words "The Blank Service Company" are now lettered.

Have your own printer reproduce it economically by photo-offset and fold it mechanically for you. Then you can mail it to all of your present customers in addition to your hundreds of potential buyers.

These service and association companies that participate in home shows in May and June will find this an eye-catching hand-out piece. People are not normally interested in service until
(Continued on page 10)

YOUR SERVICE SALESMAN FOR MAY

THE MIRACLE OF HI-FI HITS HOME . . . ANYBODY'S HOME!

High fidelity is a high-sounding term used to describe the faithful reproduction of tones; in particular, of music—the music you enjoy. Decades ago, hi-fi found its way into few homes. But today, hi-fi is no longer high-filutin'. It's a new development in the enjoyment of music that is available not to one, but to all.

Hi-fi is not too expensive today for the average music lover. And it's no longer a complicated affair to collect the components you need. Whether you want a special, custom installation—or a handsomely pre-packaged set, hi-fi is just around the corner for you . . . at our shop.

Our company is **your** local hi-fi expert . . . ready and equipped to give you the best kind of music-reproducing system—high fidelity.

We've Got What It Takes . . .

- The matched hi-fi units—to set up a music system perfectly adapted to your own living room.
- The know-how, the experience and the background in high fidelity installation—to give you confidence.
- A group of audio experts who will give you true high fidelity.

Don't wait any longer. Hi-fi means good listening. It's exciting. It's ready for you at

THE BLANK SERVICE CO.
600 Main Street
PATTERSON, OHIO

Phone: Service 0-0000



they need it, but the subject of hi-fi provides an opportunity to capture their interest through the back-door of their consciousness.

But, don't think for one moment that just because you're pushing *one* product to a certain customer, the possibilities stop there! Once an angler has a bite on his line, he plays it out until he nets his catch or the clever fish (if there is such a thing) gets away. Once the hook is in the fish's mouth you never let your line go slack.

Hi-fi sales lend themselves to a number of other selling-features for servicemen. A smart cookie, and we hope you're one, knows that he can follow up a hi-fi conversation with a music lover with a question about his replacement needs on cartridges or needles for his phonograph.

The diamond needle industry is hitting people everywhere with their facts about needle-life-length. Tetrad's needle pictures which *SERVICE MANAGEMENT* ran in January appeared in the March issue of *Esquire* magazine next to a very lengthy high-fidelity article. This is national advertising that you are getting for free.

Of course, any needle is going to need a replacement eventually as even the hardest of materials wear down with constant friction. Thus the needle you replaced a number of months ago, becomes in reality a new market again today. A wise business man will keep tab on these sales and will mail his customers a reminder when a certain time (calculated by the type of needle sold) has elapsed.

Then consider three-speed changers. It is estimated that there are about 11 million 78 rpm single speed changers in service whose owners could be sold a 3-speed changer as a replacement. With the average list price of top-quality 3-speed changer units at about \$50.00, this represents a total potential dollar volume of \$550,000,000. More than half a billion dollars! The average labor cost for a change-over from a single speed to a 3-speed unit is approximately \$5.00. This represents a total potential service labor income of \$5,500,000.

Since about 75% of the change-over jobs also involve other adjustments and repairs to the radio unit, the service labor income potential is actually more than 10 million dollars.

What does this mean *per shop* if this market was aggressively exploited and this business was evenly divided among all of the independent radio and television shops now in operation? It would provide a \$27,000 new business potential for each shop. The gross profit labor on this volume of business would amount to \$7,000 per shop.

As the service industry now stands only about 20% of our present service business operators are sufficiently "merchandising-minded" to exploit the sales possibilities of this tremendous market. Because of this, the latent replacement 3-speed changer market actually holds a \$135,000 per shop new business potential for these "sales-minded" service businesses.

This is an idea of the market you tap by riding on the coat-tails of the grow-

Technical Topics

(Continued from page 8)

simply, using only a scope:

1. Apply marker generator and calibrator output to vertical input of scope, figure 1.

2. Turn up outputs to maximum. Adjust scope vertical amplifier and attenuator for peak sensitivity.

3. Set frequency of marker generator near crystal frequency or correct harmonic. As marker generator frequency is brought near calibrator frequency a beat pattern will appear on scope screen. Pattern will swell then fall suddenly to minimum or zero. As frequency continues to be varied in same direction pattern will again swell. The dip between the two swells represents a zero beat and indicates setting at which marker oscillator and crystal oscillator are on same frequency.

4. Sweep signal generator can be checked by applying its output along with that of calibrator to vertical input of scope. Set sweep width for a moderate deviation. When checking sweep signal generator against a high harmonic of the crystal a strong beat is not obtained. Instead as center frequency of generator is brought near crystal frequency sine waves will appear as per figure 16. When longest wave-length sine wave appears at center of trace the center frequency of sweep signal generator matches harmonic of crystal.

(Continued on page 22)

ing public interest in hi-fi.

HERE'S WHAT IT TAKES...

These are the major parts of hi-fi equipment. These are the components that, when assembled, will give you the fullest enjoyment possible of the music you like. These are the parts that, when properly installed, will give you a music system that will rarely, if ever, cause you trouble.

1 The Record Player:

A lot of people call a lot of things "Record Players." But when you want true high fidelity, your record player has to be good to carry the load of reproducing sounds accurately. Many manufacturers make reliable, good record players. Our service company is familiar with all of them. Let us help you pick yours.

2 The Pick-Up Arm:

This is a delicate mechanism. In hi-fi systems, the pick-up arm must

be adjusted correctly in order to hit the starting groove on the record. It's a simple matter . . . if you know your hi-fi. We do.

3 The Cartridge:

Most of the cartridges on the market will play both standard and microgroove records. In most cases, too, any cartridge can be used in any arm. But slight modifications or adaptors are needed for certain combinations. Knowing the right cartridge for *your* set is just one reason why we believe it takes a specialist to do a hi-fi job for you.

4 The Needle:

Most hi-fi sets come equipped with sapphire needles, or styli. That offers no problem when it comes to installation. But your service organization can pass along all the warning signs . . . can tell you when fuzzy music reproduction means needle trouble. And can fix that trouble for you when the time comes!

5 The Amplifier:

The average music lover can get lost here. There are many makes to choose from. Manufacturers make amplifiers without preamplifiers (then you must add preamplifiers for control) or they make them with the preamplifier as one unit. Some have the controls mounted on the chassis . . . some have remote controls. Whichever you choose, you must be sure that the amplifier is connected correctly to the tuner or record player. One way to make sure is to let us hook up your hi-fi.

6 The Loud-speaker:

What will it be? A two-speaker system? A multiple-unit system? Speakers without cabinets? Or a complete speaker system (speakers plus enclosures, designed to work together)? The sounds that come out of your hi-fi set depend to a great extent on your choice of speakers. This is where you'll need good **sound** advice.



ASSOCIATION NEWS

TRANSCRIPTS FROM SERVICE MANAGEMENT'S PARTY LINE.

BY PENNY MARTIN

When Hal Chase originated the slogan "Let's Cooperate More in '54," he probably didn't visualize what far-reaching consequences could result. Take the case of a NARDA dealer in our town. About a year ago this dealer sold a handsome TV set, complete with installation, to a customer who was reluctant to buy because she was sure she wouldn't receive good reception due to her location in a fringe area. To reassure the customer of his interest in her problem, the NARDA dealer went out to her home to supervise the installation.



Before leaving her home the dealer asked her to let him know how the reception continued after WDTV changed stations. A year went by without hearing from her and then recently he received this letter:

Dear Sir:

You asked me to let you know if we received good reception after WDTV changed channels. We certainly do.

I'm sorry to be so long in writing to you, but since you were here we've had a new baby girl. Thank you for your cooperation.

* * *

PHILADELPHIA, PENNSYLVANIA

Cooperation paid off handsomely when the Council of Radio & Television Service Associations held a Color Symposium April 2-3-4 at the Bellvue-Stratford Hotel, Philadelphia, Pa.

The Council consists of the following groups:

- Allied Television Technician's Service Assn. of South Jersey
- Northeast Television Service Dealers' Assn.
- Philadelphia Radio Servicemen's Assn.
- TV Service Dealers Assn. of Delaware County

TV Contractors Association
TV Service Dealers Assn. of Philadelphia

Local parts distributors cooperated by supplying technical papers and demonstrations by some of the nation's leading electronic engineers and lecturers in addition to educational exhibits of color test equipment, component parts and tubes. Actual programs in operation were viewed on the latest types of Color TV chassis.

Demonstrations and exhibits covered problems in VHF-UHF, TV, HI-FI, tape recorders and changers, transistors, and business management.

Mr. Lewis Winner was Director and Coordinator for technical program and exhibits. Mr. Isdore Waver was Coordinator for the entire affair. Mr. David Krantz was Show Committee Chairman.

KALAMAZOO, MICHIGAN

Do you remember about the extensive ad campaign being conducted last fall by the Radio Television Association



of Kalamazoo, Michigan? I wrote Paul M. Goecke, President, and asked if the campaign was successful in accomplishing their aims. Here is part of his

letter: "... As regards the ad campaign we were very successful. We have the public conscious of the "RTA" and they are bringing their troubles to us and are relying on our answers to their problems.

"We have had several clinic meetings open to the public and have had very
(Continued on page 12)



RADIO TELEVISION ASSOCIATION OF KALAMAZOO, MICH.

Names of officers, left to right: Standing — James Thayer, Sec.; Richard Loudon, Trustee; Paul Goecke, President and William West, Jr., Publicity. Seated: Clifford Bennett, Treas.; Frank Rector, Vice-President and Anthony Owsiany, Trustee.

Association News

(Continued from page 11)

few cases that could not be satisfactorily concluded outside of the actual "Clinic." To date there has been only three that have been actually run through the "Clinic" and those were cleared to the customers satisfaction by the service dealer to whom the complaint was directed.

"We were informed by Mr. Mathews of the Credit Bureau of Kalamazoo, that our 'TV Clinic' meetings were directly responsible for the formation of the 'Battle Creek Television Association' . . . the formation meeting of which I attended as a guest."

This is another prime example of what can be achieved through cooperation of an association, the credit bureau, Chamber of Commerce, and newspapers. Mr. Goecke and the members of his alert association are to be congratulated on the fine work they are doing.

MEMPHIS, TENN.

George Bates, Home Equipment Co., Memphis, Tenn., has been elected President of the *Memphis Retail Appliance Dealers Association* for the coming year. This group of retailers carries on a regular schedule of activities, and during 1953 gained considerable recognition for its effective efforts toward minimizing possibility of death-trap refrigerator tragedies in the area.

Other officers elected include Charles D. Akers, Jr., Vice-President; Bob Pitts, Secretary, George Nash, Treasurer.

WICHITA, KANSAS

The *Wichita Appliance Dealers Association, Inc.*, gave tribute to the effectiveness of television stations on your selling team. At a recent meeting the very personable and capable Miss Connie Welling, who has a television show on KEDD, "It's a Woman's World," gave them an outline of her background and her television show in which she projects her home economic suggestions and at the same time demonstrates the use of appliances.

LONG ISLAND, NEW YORK

The *Long Island Television and Radio Technicians Guild* sponsored a Color Forum which broke all attendance records for any association meeting. The Color Lecture and Discussion was so interesting and vital to the service industry that before the meeting was over more than 150 applications had been requested by and distributed to interested guests. (Which again proves Jack Hughes theory that all you need

CBS-Hytron Contest Winners

CBS-Hytron announced today the winners of its nationwide Certified Quality Service contest for radio and television service-dealers.

A Mattapan, Mass., dealer won the top award, a Ford panel truck. He is Martin H. Sable, 29, owner of Mattapan Television, Mattapan, Mass.

Other winners were:

Second prize of \$1,000 in U. S. Savings Bonds — Richard E. Reish of Dick's Sales & Service, Marcellus, Mich.

Third prize of \$600 in Savings Bonds — George W. Gleason, of Gleason Radio & Television, Wheat Ridge, Colo.

Seven other service-dealers were awarded Savings Bond prizes ranging from \$500 to \$25. In addition, distributor salesmen who helped the winners with their contest entries received Savings Bond prizes ranging from \$750 to \$25.

The contest, which closed December 15, 1953, involved completion in 25 words or less the sentence "I like the CBS-Hytron Certified Quality Service plan because. . ."

CBS-Hytron explained this plan means the service-dealer certifies that he gives his customer quality parts, guaranteed tubes, and dependable service — all at fair prices.

The customer is handed a Certified Quality Service tag that lists the exact charges for the work and parts necessary to service the television or radio set. The tag also certifies that the service-dealer has the hard-earned technical know-how, experience, and equipment needed to diagnose radio and TV ailments.

is a "bubble dancer.")

"All that was necessary was to offer these service men their own program. They will be given that — plus education," said E. A. Horton, Public Relations Secretary of the Guild.

Mr. Henry Wawryck, the incoming president, stressed the technicians' independent nature. "He has been so independent in the past that he has lost all and any voice in the conduct of his own business and the industry as a whole," said Mr. Wawryck. "A new type of service man has now emerged . . . better educated . . . with larger and more complicated problems . . . more interested in his work, his customers, and his fellow technicians. He believes he also has a place in the sun, and is willing to cooperate in the exchange of ideas."

The Guild is also a member of NETS-DA. The address is P. O. Box 87, Bethpage, N. Y.

(Continued on page 30)

Letters

(Continued from page 4)

terested and would like to subscribe for . . . one year.

M. Giacalone

Jupiter Radio & Television Service
Orange, N. J.

I wish to take this opportunity to compliment you on a very good and informative magazine . . .

H. B. Coulter

Wakeman TV & Appliance
Wakeman, Ohio

. . . May I also mention that SERVICE MANAGEMENT has helped me in my business more than any of four other trade magazines I receive.

Roger K. Odum

Rogers Television Co.

Portland, Ore.

The MARTS organization (Milwaukee Association of Radio & Television Services) is now in its second year. Our problems are much the same as other organizations have been combating.

Your highly interesting articles about service organizations is the main reason for this letter. . .

D. H. Goodearle, President

MARTS

Milwaukee, Wis.

I would like to take this opportunity to congratulate you and your staff on the very fine articles which appear in your magazine, SERVICE MANAGEMENT. Too often it is a human falacy to think complimentary thoughts without making them known.

Ray S. Guichard,

Capehart-Farnsworth Corporation
Fort Wayne, Ind.

We get SERVICE MANAGEMENT and sure get a lot of good information out of it.

We would like to know more about the amplifier Mr. Kronengold wrote about. Where can we get this VC6 amplifier and how do you install one in a set?

Al Rivers Implement Co.

New Auburn, Minnesota

IT'S COLUMBUS, IND.!

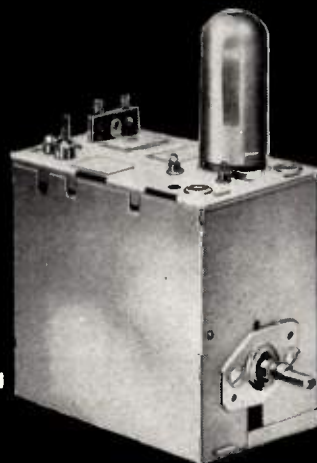
Will you be kind enough to mail us another copy of your last issue. We lost our copy and would like to order one of the handy TV trucks that was advertised by the U. S. Products, Inc., Columbus, Ohio. Our letter returned unclaimed and would like to check on the address.

F. N. Beasley

Beasley Radio & TV Service
Longview, Texas

GENERAL INSTRUMENT all channel UHF converter

NOW with the *Sensational* **NEW** **TUNING** **ELEMENT**



MODEL 66

This improved design has been developed from the UHF tuner built by General Instrument and successfully incorporated in many of the products of leading TV set manufacturers during the past season.

Use of a fundamental frequency oscillator results in vastly improved design for the UHF tuning element—simpler construction—*greatly improved signal to noise ratio!*

FIRST...in side-by-side tests!

Jobbers:—some choice territories still remain open. Write for details.

General Instrument & Appliance CORPORATION

Subsidiary of GENERAL INSTRUMENT CORPORATION • 829 Newark Avenue • Elizabeth 3, N. J.

©NTI

Your Business Problem?

By **LAWRENCE KANOVER**
Management Consultant

QUESTION:

From: AAA INSTALLATION & MAINTENANCE CO., INC., BROOKLYN, N. Y.

"Dear Mr. Kanover:

We would like to know what you consider the best approach to direct mail advertising for service contractors. We should also like to know the kind of equipment that you recommend using."



ANSWER:

The best approach to direct mail advertising is one which is quite standard, that is to say, that the constant mailing of material to the same list of people over a period of time will usually yield the best results. I suggest that these mail-

ings be made on a bi-weekly basis. Good to excellent results have been found to result from a six-time mailing.

Type of Material

There are various types of promotion material which can be used by service contractors. The following are some types of promotions made in large cities:

1. Various types of parts warranty plans.
2. Service contracts of one type or another.
3. Discounts on regular C.O.D. calls.
4. Give-aways which are usually in the way of premiums.

One particular organization made use of a very fine idea which was distributed by Westinghouse. This was a 5 x 8 three-color post card, on the front of which were a series of cartoon pictures. One particular card in the series pictured a little man jutting out of a television picture tube, handing out a dollar bill. This organization used the reverse side of this double post card and offered a dollar's worth of gift premiums on the presentation of this card to the service man. The results of this mailing were excellent, according to the company owner. This company gave away leatherette key carriers worth approximately \$1.00 in value. The item actually had a cost of \$.18 per. The advertising departments of most set manufacturers will be happy to furnish you with promotional material suitable to your individual needs.

The SERVICE MANAGEMENT monthly mailing pieces are exceptionally good

for promotion business. These have professionally prepared copy, but have no reference to any particular brand of product. This type of promotion will build your business.

The Central Television Service Co. of Chicago use an extraordinarily good mailing piece and sales promotional deal to sell TV antennas outside installations. This whole program is available to other service companies. If you are interested in it, write the editor of SERVICE MANAGEMENT.

Type of Equipment

There are many types of addressing equipment available to the industry. After looking at most and comparing value dollar for dollar, I have found that the Elliott Addressing Machine Company of Cambridge, Mass., manufactures a unit which is wonderfully suited to small or large mailings.

Their model 800 is a hand crank machine which does a very nice job. The machine itself makes use of paper plates. With this unit, an ordinary typewriter is used to cut the address stencils. The plates can be used many more times than any service company would ordinarily use them. The machine can be loaded with 125 plates at one time and the operator need not handle the stencils at all. I have found the machine to be quite versatile in so much as it is very flexible in the changing of guides for the different size promotional pieces to be addressed.

(You may send your questions to the writer directly at 145 Hudson Street, New York 13, N. Y.)

Triplett Plans '54 Advertising Campaign

The appointment by the Triplett Electrical Instrument Company, Bluffton, Ohio, of Burton Browne Advertising of Chicago to handle its account was followed immediately by a major meeting of principals from both companies to discuss the firm's advertising campaign for 1954.

In attendance at the sessions, held in the office of Ray L. Triplett, president, who is currently celebrating his 50th anniversary in the electronics industry, are (kneeling, left to right): Dr. Burton Browne; Lynn C. Wimmer, BBA public relations department; Cleon Triplett, Manager of Plant No. 2; Norman A. Triplett, sales manager; Ray L. Triplett; and (back to camera) Robert E. Abbott, BBA creative chief.

Standing, left to right, are: Arden R. Baker, Triplett advertising manager; James P. Cody, assistant to Dr. Browne; W. Ropp Triplett, vice-president and assistant to the president and M. Morris Triplett, chief engineer.





VERGAL BOURLAND, new NARDA president, recently addressed the Appliance Dealer's Day Banquet in Des Moines saying: "the self-determination to find a cure for notorious industry malpractices has given appliance dealers the strength to set in motion powerful forces for improvement. . . ." **SAMUEL BRENNER** has been appointed chairman of the business and technical committee of the Council of Radio and Television Service Associations. . . . **RAY CHERRILL** has been elected vice-president of the Council of Radio and Television Service Associations. . . . **BERRY W. COOPER**, general manager of General Motor's Delco Radio Division, says that the nation could become almost totally dependent on auto radios for emergency messages in the event of a heavy bombing attack on large areas of the country. . . . **FREDERICK CHIEI**, who



Charles A. Hansen

joined RCA Service Co. as a television service technician, has been appointed manager of their technical operations section, government service division. . . . **JOHN J. CORCORAN** has been appointed west coast sales representative and commercial engineer for Tung-Sol Electric. . . . **WARD DAVISON** has been retained as a member of NARDA accounting standardization committee. . . . **JOHN DOE** says the difference between black & white and color TV: in black & white you get snow, in color you get confetti. . . . **EMERSON DOLE** has been retained as a member of NARDA accounting standardization committee. . . . **FRANK C. GRIFFIN** has been elected to the board of directors of NARDA San Francisco Bay District. . . . **EARL H. GRULKE** has been re-elected secretary-treasurer of the Northwest Chapter of NEDA. . . . **ALBERT HAAS** has been elected president of the Council of Radio and Television Service Associations. . . . **H. TORY HORN** has been re-elected as national director for the Northwest Chapter of NEDA. . . . **WALLACE JOHNSTON** has been retained as a member of NARDA accounting standardization committee. . . . **CHARLES V. KETTERING** has been appointed representative for the Thorens Co. . . . **GEORGE KOLLAR** has been appointed special assistant to the sales manager of the Finney Co. . . . **DAVE KRANTZ** has been appointed chairman of the public relations committee of the Council of Radio and Television Service Associations. . . . **OSCAR KRAUT** has joined the sale staff of G & H Wood Products. . . . **HARRY S. LACEY** has been elected vice-president of NARDA San Francisco Bay District. . . . **WESLEY R. LACHMAN** has been appointed 1954 membership chairman for NARDA San Francisco Bay District. . . . **ALBERT H. LEADER** has been appointed Seattle district manager for Anaconda Wire & Cable Co. . . . **ARIE LIBERMAN**, president and chief engineer of Talk-A-Phone Co., has been granted a patent on Dynasonic Design. . . . **ELLIOT MARCH**, sales manager for TV Products, recently accompanied a two-trailer shipment of antennas to an exclusive Rock Island, Ill., distributor. . . . **JIM McGOLDRICK** has been re-elected district director for the Northwest Chapter of NEDA. . . . **J. C. McGRATH** has been elected acting president of the Quad Cities Appliance Dealers Assn. . . . **WILLIAM H. MURRAY** has been retained as a member of NARDA accounting standardization committee. . . . **LLOYD R. NORBERG** has been re-elected president of the Northwest Chapter of NEDA. . . . **DAN PACKARD**, general sales manager for Nash-Kelvinator, was the principal speaker at a recent meeting of the Houston Appliance Dealers Association. . . . **GEORGE P. PARK**, manager of advertising and sales promotion services for General Electric says: "business thinking has been lulled into a sense of complacency, caused by the long periods of prosperity (Continued on page 29)



John J. Corcoran

GET THESE STANDARD TV LABOR CHARGES CHARTS

Here are the labor charges charts that should be posted in every shop that sells TV Service to the general public.

TVL-1 gives you a cross-check on adequate changes by specific service operations. **TVL-2** will help you estimate TV service charges quickly and accurately.

Compiled by the editors of **SERVICE MANAGEMENT** with the cooperation of the Television Service Association of Michigan, they have been welcomed by service operators everywhere for their value as service pricing reference guides.

The Standard TV Labor Charges Charts are printed on bristol board, 11" x 14", and are suitable for use as desk or wall charts.

Send one (\$1.00) dollar for a pair of these charts — **TVL-1** and **TVL-2** — for reference in estimating TV service jobs and for checking over-all service charges against individual operations charges.

SERVICE MANAGEMENT
Circulation Dept.,
161 Luckie Street, N.W.,
Atlanta 3, Ga.

Enclosed is one (\$1.00) dollar. Please send me a copy each of the Standard TV Labor Charges Charts — **TVL-1** and **TVL-2**.

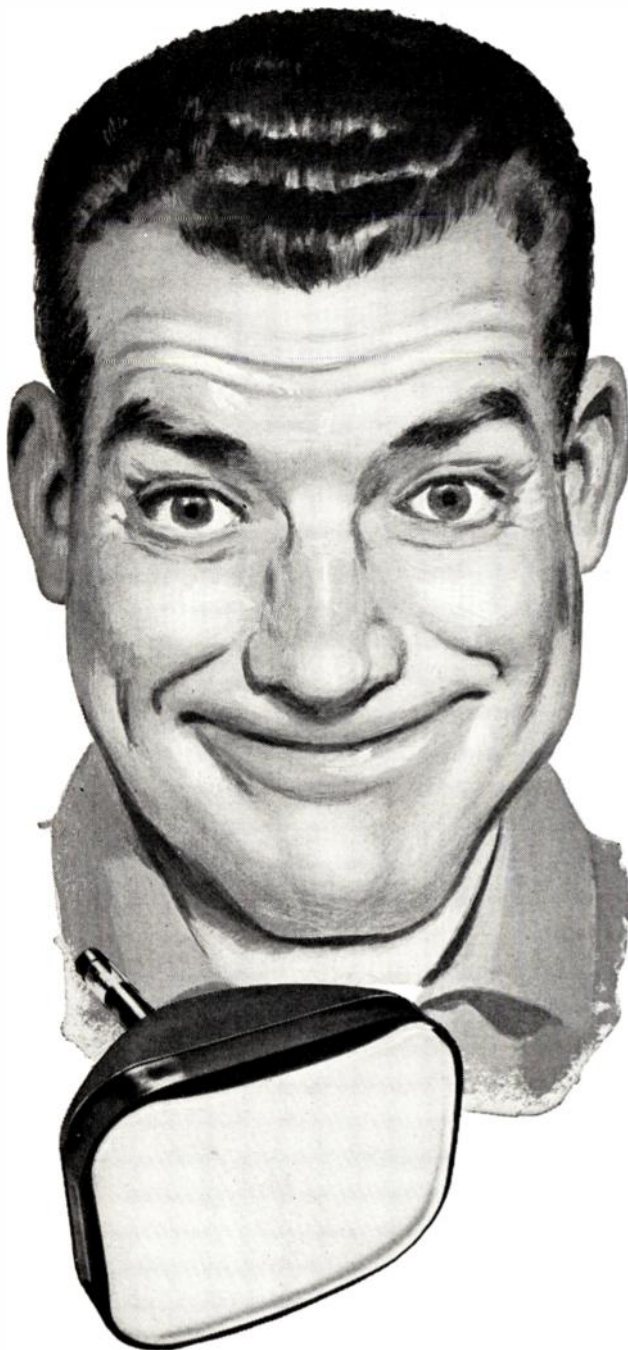
Name

Address

City

State

SERVICE MEN LIKE TO USE TUNG-SOL TUBES



Tung-Sol business practices are on the same high level with Tung-Sol Tube quality—and service men have always profited from both. It pays to use Tung-Sol Tubes.

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 ERNEST W. FAIR



"Mighty oaks from little acorns grow," is an aged and well-proven proverb. One of the healthiest "acorns" from which many a big radio and TV repair business has been built is the little classified advertisements in our daily newspapers.

They are powerful merchandisers of almost every item and service we have. They can be a very big waste of the firm's advertising dollars, for the profitable use of classified advertising is one of the trickiest aspects of merchandising. Pitfalls are many. Sales just do not come to us by merely filling space with type in a newspaper's classified section.

We've checked with some of the heaviest and most successful users of newspaper classifieds on how to get maximum return from this investment of your advertising budget. Their suggestions are a practical guide for profitable small ads by any service shop owner whether his business be large or small. Here they are:

Make Every Word Count — When people read classified advertising they will pass over the long-winded kind; they are looking for facts or ideas. A ten word suggestion will always pull more business than the hundred word ad in a classified. Selling is done with single adjectives; not with sentences.

Lists Are Important — People look to classified advertising for suggestions. Most folks who read them already have some item or radio and TV service in mind or they would never turn to the listings; few indeed are the individuals who read every classified advertisement in a daily newspaper. Hence lists are important. Getting as many specific suggestions into the space as you can will lead that many more possible prospects to your shop.

Specific Suggestions Pay Off — Many persons read one column in the classified advertising section because they are looking for specific things that they hope to find in that column. Most of the following suggestions may be routine to many of you, but chances are each will find a response from a definite group of readers. The more specific suggestions you can use, the more of these groups you will reach.

Use A Stopper — If you have some idea of wide interest that can be set down in a very few words of bold face or capital letters you have something that will pull attention to your classified advertisement. Such stoppers pull reader attention to your specific ad from all over the page and secure attention from many who would otherwise pass it over entirely.

Change Copy Often — Sometimes when you have a good special or leader or an exclusive, a small ad can plug away week after week and continue to find new customers. Usually the opposite is true; you have to change copy and do it frequently. If lead items, in particular, are not changed, people will pass over the entire ad with no interest since they recognize the same beginning they've read before.

nturing FOR SALES

Be Consistent — Spasmodic classified advertising never pays unless used to move a specific item at bargain price. It *has* to be used day-in and day-out on a regular program. Here's the factor of great importance: A given group of 100 newspaper readers may today not even glance at the classified section of paper whereas tomorrow every one of them will look at your classification. You can't afford to play a guessing game by running a single advertisement one day only.

Break Up Big Ads — In cases where your newspapers' department is big, it will usually benefit you to use a number of small two-line classified ads rather than one large ad. The firm's name thus 'hits' the reader oftener and each ad puts over a single idea instead of confusing the reader with several ideas. A number of such ads also have the effect of *repetition*: long recognized for great value in advertising of all types.

Get the Best Rate — Even when you advertise with a small newspaper, rates can be purchased under contract arrangements with reductions geared to total lines contracted for in a given period. On a hit-and-miss basis, the average service shop owner will be surprised at the total number of words or lines used in a year's period and in most instances at much greater total cost than if a contract had been arranged at the start of this period.

Don't Be Afraid of White Space — We are so accustomed to seeing classified advertisements jammed up that but a single line of white space at top or/and bottom of your own ad will make it stand out like 3-D. Investment in such white space is just as profitable in the classified section as it is in a display ad.

Use Catch Lines Occasionally — Anything that will focus attention onto your advertisement is worthwhile as long as it is in good taste. Eg. "Attention Hen-Pecked Husbands," "Is Your Name Oscar?", "Wife Wanted Quick" and other catch phrases can easily be tied into your copy. Here's how the foregoing could be used: "Attention Hen-Pecked Husbands — Put your wife in a better mood with these re-conditioned kitchen radios," "Is Your Name Oscar? Whether it is or not you will be interested in . . .," "Wife Wanted Quick to buy her husband this special . . .," "Radio Dead?" has been used effectively by Al Robertson of Oklahoma City for many years.

Be Very Brief — Good classifieds put over their message with the fewest possible number of words. Very short sentences, specific and to the point suggestions, one or two adjective descriptions . . . all are important in making classified advertising not only effective but profitable as well.

Tease the Reader — The purpose of each of your classified advertisements is to get the customer to *come* to your shop. This can often be done best by "teasing" or challenging his or her curiosity. "You've never seen anything like this

(Continued on page 29)

CUSTOMERS LIKE SERVICE MEN WHO USE TUNG-SOL TUBES

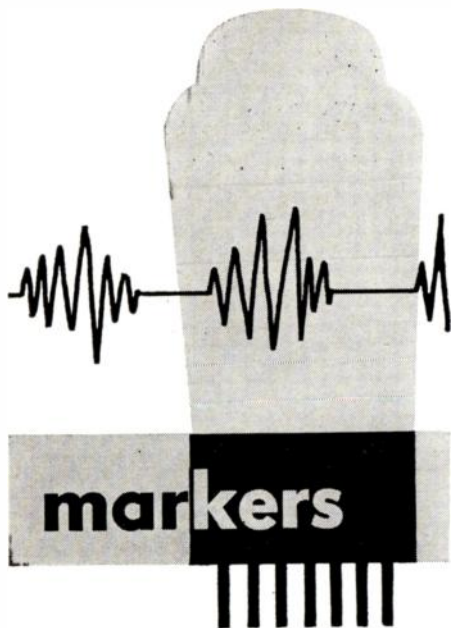


Tung-Sol hi-performance tube quality is a dependable safeguard against call-backs that cut into service work profits. Keep that in mind and remember—it pays to use Tung-Sol Tubes.

TUNG-SOL® dependable TUBES—DIAL LAMPS

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





one megacycle markers over entire i.f. and vhf television range

Marker Generator Requires but One Tube and Two Crystals. Construction Details Available.

Information is available in First Series of Noll's Electronic Study Guide — other topics of sequential study are transistors, color television, antennas, and circuit mathematics.



Write for literature or send one dollar for sample lesson (includes marker generator construction detail) of study guide. No obligation.

Edward M. Noll
TTLB Educational Section
Box 94, Hatboro, Pa.

Name _____
Address _____
City _____ State _____



CBS-HYTRON recently released data on 6x4 applications that was prepared by the Panel on Electron Tubes Research and Development Board. . . . **DuKANE CORPORATION**, of St. Charles, Ill. has announced a new audio-visual aid which places complete control in the hands of the classroom teacher. . . . **FEDERAL TELEPHONE & RADIO CO.** has announced that it will expand its operations generally, with a larger proportion of production for commercial customers; will discontinue production of black and white TV picture tubes; will increase production of power tubes for broadcast and industrial service; has sent a poster-size message to 2,000 distributors proclaiming its belief that the radio-TV replacement market will be reached with continued prosperity during 1954.

THE 1954 REPLACEMENT MARKET WILL BE GOOD!

Federal is confident that in the year before us the radio-TV replacement market will enjoy continuing prosperity. There are sound reasons for this belief.

In America today there are more than 100,000,000 radios in homes, institutions, business places and on the highways... an estimated 28,000,000 television sets in operation... plus thousands of converters, boosters and other units. These totals are sure to grow in '54... to raise replacement potentialities to a new high!

Federal congratulates the distributors and servicemen of America on their contributions to the growth of the replacement market, and is confident that they will continue to meet its requirements with parts, components and service of the highest quality.

Federal will give its full cooperation in supplying this great market... in maintaining its consistently high standards of product quality... in helping in every way possible to assure more profitable selling.

Yes, the replacement market is big... is expanding... and it will be good in 1954...!



Federal Telephone and Radio Company

SELENIUM-INTENSIN DEPARTMENT • 100 KINGSLAND ROAD, CLIFTON, N. J.

FEDERAL proclaims confidence in market

. . . **GENERAL ELECTRIC** has distributed 50,000 copies of "Facts About Color Television," published by the National Better Business Bureau, in an effort to clarify the whole color TV situation for G-E dealers and distributors. . . . **HIGH FIDELITY INSTITUTE OF THE ELECTRONICS INDUSTRIES** is a new non-profit organization recently formed at Los Angeles. . . . **IMPERIAL RADAR & WIRE CORP.** has announced a new stranded wire with a polyethylene sponge feature, available in 1000' non-returnable reels. . . . **JENSEN MANUFACTURING CO.** has announced a six-page, three-color promo-

tional folder describing its "Duette" two-way Hi-Fi loudspeaker system. . . . **JFD MANUFACTURING CO., INC.** has announced new telescopic steel tubing for masts 20 to 50 feet, heavily galvanized; has announced a new brochure on antenna package merchandis-



RCA rolls with color components

ing, form No. 245. . . . **PRUDENTIAL DISTRIBUTORS, INC.** of Spokane has been appointed distributor for RCA and RCA Victor consumer products. . . . **RAYTHEON** has announced development of silicon transistors for high temperature applications. . . . **RCA VICTOR** reports production of color TV reflecting yokes to meet anticipated 1954 production of 100,000 color sets; has announced five new tube types that promise greater flexibility in circuit design of color TV receivers, 6AN8, 6BD4, 3A3, 6BY6 and 6AU4GT; has announced a



JFD's Albert Finkle shows telescoping mast

nationwide series of technical clinics on the installation and maintenance of color TV receivers; has announced a new Spring national advertising campaign to revitalize approximately six million portable radios; has announced a \$50,000 contest with 400 prizes for radio-TV service dealers — who can give the best reasons for using and recommending RCA kinescopes and tubes. . . . RETMA reports that fifty-six TV Technicians have completed its pilot course at the New York Trade School. . . . **JOHN F. RIDER, PUBLISHER, INC.** has released the second supplement to its receiving tube substitution guidebook; has announced Volume 2 of Bob Middleton's TV Troubleshooting and Repair Guidebook; has been selected to produce RETMA's advanced television servicing techniques book for the pilot training program at the New York Trades School. . . . **SANDERS ASSOCIATES, INC. of Nashua, N. H.** has announced the initiation of training programs designed to give immediate working knowledge of modular design techniques for electronics. . . . **SIMPSON**

ELECTRIC CO. has announced price reduction on its volt-ohm-milliammeter of approximately 12½%; is now publishing an informative bulletin called *The Technician's Timesaver* — providing profitable shortcuts to faster TV Servicing. . . . **SPRAGUE ELECTRIC CO.** has been certified, for the second consecutive year, as "excellently managed" by the American Institute of Management. . . . **TELEFOTO, S. A.** has been organized in Caracas, Venezuela to provide a modern sales and service center for American-made TV sets; capital one million bolivars or about \$300,000. . . . **TELEX, INC.** has published an 8½" x 11" catalog sheet on hearing aids and electro-acoustical equipment. . . . **WALDOM ELECTRONICS, INC.** has entered the television major accessory field with an electronic distribution amplifier. . . . **WARD PRODUCTS CORPORATION** has announced a new indoor antenna: Can-Can Model TV-215. . . . **WICHITA APPLIANCE DEALERS ASSOCIATION** has organized a speakers club. . . .

ARTSD

(Continued from page 7)

new and more effective ways for presenting practical servicing information.

Social Activities

The fine spirit of camaraderie that exists between the member firms of ARTSD and with their suppliers stems from the mutual understanding and respect that is largely fostered in their programs of social activities. Three annual events that are service industry high-lights in the area are the Spring Carnival, the summertime family picnic and the annual organization fishing trip.

These events are planned with the same pains-taking care they use in developing their technical meetings and any guest who attends one of the ARTSD social events can be sure of a whale of a good time. There are still some die-hards who feel that the Columbus Distributors will be able to put a baseball team on the field that will hold the service score down to respectable basketball figures at some future annual picnic.

New Members

The ARTSD is not a "closed corporation." Membership is open to any service organization that can meet the Association's standards of operation and will rigidly maintain its Code of Ethics.

The most recent issue of the widely known *ARTSD News* lists four companies sponsored for membership and another sponsored for re-entrance.

ARTSD News

The Association's monthly house organ, the *ARTSD News*, is an unpretentious two-page mimeographed bulletin. Now starting on its tenth year of publication, the wide influence of the *News* demonstrates the high respect in which ARTSD is held at all industry levels.

The *News* is edited by John P. Graham, whose terse style of reporting compresses a wealth of Association and Industry news in two pages of legal size paper. Noted for his ability to turn a caustic phrase, "J. P." applies the practical experience of more than a quarter of a century in his commentaries on industry conditions and progress.

Spark Plugs

An Association is an immediate entity of itself. It takes members with "drive" to put fire and spark and dynamism into its activities. It requires a membership interest in objectives that are not egocentrically selfish. It demands time, and money, and the sincere, deep interest of its members to make it a living force.

ARTSD has had all of these things in good measure. In return it has given its members many tangible and intangible rewards. One of the most notable of the tangible rewards was the smooth transition from radio servicing to television servicing that gave Columbus set owners top-flight TV service right from the time telecasting started. This servicing transition happened just as smoothly as the addition of the T to ARSD to make it the Associated Radio-Television Service Dealers of Columbus, Ohio.

**I JUST WANT THE FACTS — PAUL
NOTHING PAYS OFF LIKE THE FACTS**



**PERMO'S CATALOGS,
REPLACEMENT GUIDES AND SALES AIDS
HAVE ALWAYS BEEN LOADED WITH FACTS**

NOW! in addition

**PERMO
PHONO NEEDLES**

WILL BE LISTED IN
SAMS' PHOTOFACTS



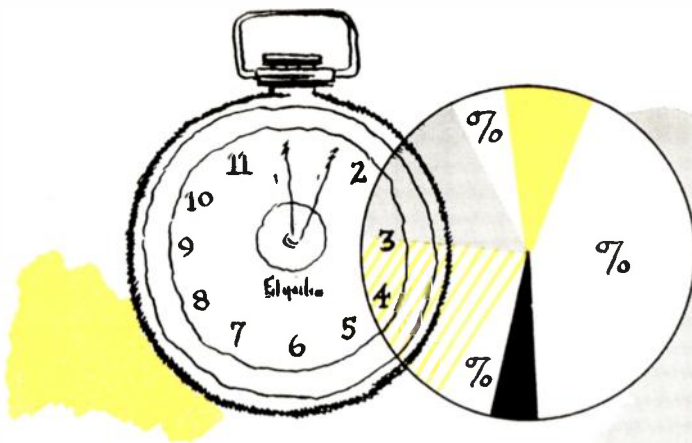
PERMO, INC.

CHICAGO 26

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' PHOTOFAC
INDEX. TAPE MARKED TO HELP YOU—
ORIGINATED BY MERIT.
MERIT IF-RF COILS INCLUDE A COMPLETE
LINE OF TV REPLACEMENTS.



take time to budget your cash it's good business

"I wish," lamented a service shop owner, "my customers would sometime learn to budget themselves. They overbuy, make no provision for emergencies or unexpected service calls. Then they ask for credit."

He has a rule against credit, but like many another serviceman he finds it difficult to refuse friends, neighbors and lodge brothers. He totaled up his delinquent accounts and sighed with an air that it wasn't quite right that customers could be so inconsiderate.

Then he indulged in that overworked observation of the harassed creditor: "If I ran my business like some of my customers do. . . ."

Without discounting this serviceman's collection and credit problems, it is likely that he and all other servicemen will continue to be beset by slow accounts so long as even occasional accommodation credit is given.

Actually, in the case of this complaining shop owner, his plight is less because of a few delinquent accounts in a large cash volume than his own failure to budget his own cash. While critical of credit customers' failure to budget their cash, he has not yet learned of the need to budget *his* cash.

At the beginning of the month, he has no more certainty that he can meet all of his outstanding bills and carry his overhead for the next 30 days than do most consumers in moderate circumstances. He staggers along from month to month, passing up certain lucrative discounts and sometimes all. Occasionally, a supplier is obliged to put him on a COD basis. Sometimes he struggles along with too small an inventory and has to hold up work until parts arrive — to the disgruntlement of customers. An unexpected truck repair bill may be a near catastrophe.

Not infrequently he doesn't know by Friday evening where he is going to lay his hands on enough money to meet his payroll on Saturday afternoon. Occasionally he asks an employee to wait until Monday. This doesn't inspire good technicians to feel secure. They are apt

to start looking around for another berth.

Such a shop owner is constantly "playing" with money deducted from his employees' pay checks for social security, unemployment insurance and withholding taxes. The sales tax is similarly mingled with shop funds and used. When remittance deadlines come, it is another struggle to dig up the necessary cash.

The foregoing is shop mismanagement at its worst. It is much more common than many shop owners care to admit. It is an admission of failure to budget cash, if nothing worse.

How should cash be budgeted so that cash shortages can be anticipated and minimized, if not be eliminated?

First, a shop owner should estimate his cash requirements for the upcoming month. This is not too difficult if a serviceman maintains adequate accounts. He had better do so if he wishes to stay in business and enjoy any degree of material success.

He may list these cash requirements as follows:

Due suppliers now or overdue	\$000.00	
Expected purchases during month	000.00	
Expenses for month (itemized, and including payroll and owner's salary or draw)	000.00	
Total cash needed		\$000.00
Estimated receipts for month:		
Cash on hand now	\$ 00.00	
Cash in bank now	000.00	
Expected cash sales during month	000.00	
Expected collections on current acc'ts	000.00	
Expected collections on old accounts	00.00	
Total expected cash		\$000.00
Cash shortage or balance		\$000.00

Thus, armed with this data, a shop owner may put himself on notice that the ensuing 30 days will involve a small cash shortage. As a result he will exercise every possible economy during that period and will not make any purchases or commitments which are postponable. He will continue to take his discounts up to the outside limits of his available

cash, knowing that in the long run this will be reflected in increased earnings, regardless of the fact that he is experiencing a month of poor earnings. Also, in the long run, he knows such discounting will help to improve his cash position.

If he has allowed some customers to get onto his books, he will give some extra attention during the month to try to collect delinquent accounts, knowing this is doubly important at this time to ensure enough cash to get through a difficult period. However, if he does some credit business with financially sound customers, particularly other business firms, he will not make the mistake of harassing good accounts. This is always a temptation when bad accounts crop up. Having a cash budget before him, he is fully aware that his difficulties are not essentially the fault of a few current accounts in a largely cash business, or even of customers who are a few days delinquent. Too often, servicemen, precisely because the bulk of their business is for cash, make

scapegoats out of a few credit customers in the mistaken belief their cash shortage is traceable to such outstanding debts. The solution, of course, lies elsewhere, so long as credit losses are not a major factor.

Even if a serviceman has been easy-going and has permitted too much cred-

it, a situation common, particularly in smaller towns, he should not be hasty. He should separate sound accounts from bad. To blame credit, per se, for his situation may only make a bad situation worse. This is especially true if he is located in an area where a disproportionately large percentage of customers are used to credit and expect it. Here, too, a cash budget can help to bring all factors into proper focus.

A serviceman, confronted with a cash budget in which anticipated cash falls short of needs, may find it possible to reduce temporarily his personal withdrawals and practice personal economies. Again, a cash budget which forecasts a cash shortage makes it possible to institute personal economies in advance of the shortage—not long after events force even greater personal economies.

In addition, armed with a cash budget, a shop owner may be able to get a small loan from his bank to help him over the period. He will be in a better position to get such a loan if it is negotiated in advance of actual need. Without a cash budget before him, a serviceman may not anticipate the need for a bank loan until accumulated bills overwhelm him. This last-minute plea for a loan is not likely to impress favorably a lender.

If, month after month, a cash budget

reveals a continuing cash shortage, this will indicate serious trouble and will call for drastic remedial measures. It may indicate that volume is too low for the fixed overhead or, stated another way, that overhead is excessive for the volume. It may suggest dispensing with an unproductive overhead employee. Continuing cash shortages may indicate leaks of one kind or another, such as pilferage of parts and supplies or shortages and hold-backs by outside servicemen. Oftentimes, cash shortages are only an end product of too low service charges and ignorance on the part of ownership of all of the costs of doing business. More often, and quite frankly, it indicates a badly-managed service shop and one which, however slowly, is heading inevitably toward bankruptcy.

Our Opinion (Continued from page 6)

the set? This, too, is *your* market that you can exploit without having to compete with the mail-order houses and the retailer-parts distributors.

So tie in with this hi-fi publicity and sell the elements of hi-fi that will give your customers greater pleasure from the sets they now own.

PHW



National Appliance & Radio-TV Dealers Association Officers

Shown above are the appliance-television retailers who will lead the activities during the coming year. Election of officers and directors took place during the recent annual convention held at the Conrad Hilton in Chicago. *Standing, left to right:* Art Vyse, Wilmette, Ill.; Harold Rice, Dayton, Ohio; Joseph Fleischaker, Louisville, Ky.; J. R. Westwood, Billings, Mont.; Emerson Dole, Wichita, Kans.; Gross Williams, Jr., Shreveport, La.; Paul Dettling, Jackson, Mich.; Al Robertson, Oklahoma City, Oklahoma; Steve Feinstein, Boston, Mass.; Keith Davis, Seattle, Wash.; Bob Justis, Newport, Del.

Seated, left to right: Vice-President Don Gabbert, Minneapolis, Minn.; Vice-President Carl Hagstrom, San Francisco, Cal.; Chairman of the Board, Mort Farr, Upper Darby, Pa.; Past President Wallace Johnston, Memphis, Tenn.; President Vergal Bourland, Fort Worth, Texas; Vice-President H. B. Price, Jr., Norfolk, Va.; Treasurer Ken Stucky, Fort Wayne, Indiana; Secretary Victor P. Joerndt, Kenosha, Wis.; Phil Urner, Bakersfield, California.

Those Who Value Profits Value Markem Service Systems

The successful men in the television and appliance service field recognize the value of an efficient paper control system. To them, the paper control system is the medium by which their service business operates.

Follow those who have learned that Markem means reduced cost for service and increased operating efficiency. What Markem did for them . . . MARKEM CAN DO FOR YOU.

1. Will reduce the number of telephone operators required to service a given number of accounts.
2. Will give service technicians a complete case history on each receiver being repaired.
3. Will give your telephone operator a complete case history enabling her to speak authoritatively to customer requesting service.
4. Will eliminate the possibility of sending a service technician to a wrong address.
5. Will enable you to set up all the required service records at one typing or writing merely by inserting the proper number of units.
6. Will reduce paper work and papers and require less space.
7. Will eliminate individual customers' folders and files.
8. Will reduce the time required to route service calls by any pre-designated areas.
9. Will enable telephone operators to do all of the following operations without leaving seat or phone:
 - a. Catch duplicate service calls
 - b. Catch nuisance calls
 - c. Stop service to delinquent accounts
 - d. Identify type of service to be rendered immediately
 - e. Receive, post, and schedule all incoming service requests.

For "An Analysis of a Markem Paper Control System" send just 25¢ to:

MARKEM SERVICE SYSTEMS

145 Hudson Street, New York 13, N. Y.

don't
be
vague...

insist on
**SPRAGUE
BLACK
BEAUTY®**

TELECAP®
tubulars



SPRAGUE

NORTH ADAMS, MASS.

don't be vague...

insist
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SPRAGUE



*Cera-mite**



disc ceramics

*Trademark

SPRAGUE

NORTH ADAMS, MASS.

A Word of Warning

In Chicago, Los Angeles, Philadelphia and Boston TV sets now outnumber home telephones; in Chicago they outnumber bathtubs too.

This is almost unbelievable, yet true. Daily more and more people in new areas are being introduced to the Miracle of Television. The more than 25 million TV sets now in use all require service which amounts to more than 80 million dollars a year. This makes the TV service industry among the leaders of all technical services. Add to this the increase when color comes and you can see in volume the future looks rosy.

But will you and the industry be ready for such gigantic business? I have my doubts unless the general trend and thinking of individual servicing members, both management and technicians, is changed. I'm not worried about the technical end of the job. I know that just as the problems of early TV service were solved so will color service difficulties, no matter how complicated, be solved. True, many will fall by the wayside technically because they won't continue to keep up their studies but most will go through technically with flying colors.

My concern is business-wise. A large percentage of the independent service shops is owned and operated by men who started as technicians and still work on the bench or make house calls themselves. They are still all wrapped up in technical problems; in fact, so much so, that much of the business problems and office mechanics is secondary.

To be part of a business with the magnitude of the television service industry, the job of running the business can't be secondary. It requires full time effort and thoughts. Proof of my fears regarding the ability business-wise and not technically lies in attendance of industry meetings. Put on a technical meeting of some new development and the place will be jammed with both management and technicians. However, put on a meeting as strictly business management and the attendance will be disappointing.

Talk to the average independent service operator about advertising and he is either wasting money in unwise advertising or says he can't afford to advertise at all. Talk to him about costs, and he gives you opinions rather than concrete facts. You talk about joining in an Association and he says, "What can an Association do for me?" Instead of what can we, cooperating, do for the industry? Many spend their thoughts thinking about the few low-priced bait advertisers when they

should spend them improving their own position. It is true low-priced bait advertisers are bad for the industry since they set forth in their advertising, prices that can not be met by an honest operator. Many hours are spent justifying honest prices. It is a bad situation, but complaining won't get rid of it. A positive action must be taken. The industry must advertise. I say the industry because it's too big a job for any one service business. Many service dealers say the best advertising is good, honest service. This statement is true, but this isn't enough. You must do a good job and also tell them about it. Dizzy Dean was one of baseball's outstanding pitchers. He is, however, probably better known for his telling the world how good he was. He delivered the goods, but also told people how swell he was.

Many manufacturers and distributors are in the service business, and I've heard rumors that more and more feel they will have to go into service (at least that will be their excuse) when color comes. But if the independents make plans to handle color, now and then shout it from the housetops that they are ready, they won't have anything to fear from manufacturer or distributor service. This job can only be done if the independents think like businessmen of other industries. By this I mean get behind their local Associations in cooperative advertising and movements to improve their industry. Many years ago a great American said, "United we stand, divided we fall."

Technical Topics

(Continued from page 10)

5. Inasmuch as beat pattern is result of some non-linear mixing, the pattern is often weak particularly when calibrating at r.f. ranges. Use of a crystal probe with scope permits a stronger beat pattern.

6. If there is any calibration inaccuracy make a record of the differential so it can be used when setting marker or sweep generators on a specific frequency.

7. Marker generator can of course be also calibrated on a sweep response curve. This can be done by changing marker generator frequency until its mark on the response curve coincides with a calibrating marker put on the same response curve with a signal calibrator or external crystal oscillator.

NEW CRYSTAL MARKER SYSTEM

Here at the lab, we have been attracted for some time with the idea of using a crystal system as a complete marker generator. We have been able to do so by using a heterodyning prin-

Good Will and Profits

Here are three tested ideas which service dealers are using to build good will and increase business volume and profits.

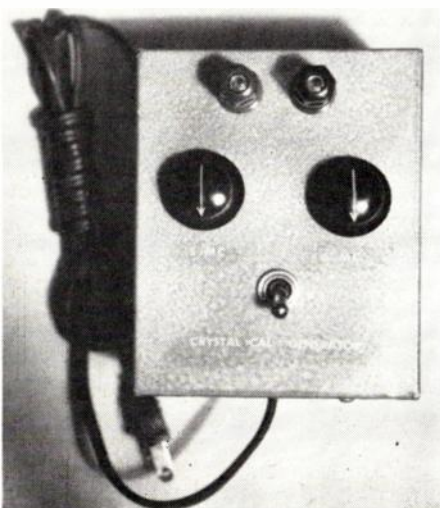
1. When a service dealer is called to service a television set, and must take it to the shop, and finds that the job cannot be finished until the next day; he 'phones the customer and tells him that— because an evening's entertainment will be missed—he has secured two passes to the local motion picture theater. He mentions the show and says: "I believe you and your wife will enjoy it, so please stop in and pick up the tickets." The dealer arranged with the local theater for the passes. There was no cost involved except the telephone call which brought the customer back into the store. The dealer announced this courtesy service in a small box in his weekly advertisement and direct mail. The theater received good publicity and they feel that it is a fair exchange.
2. When the service business of a California dealer slackens, the owner-manager checks his customer card list, selects cards according to various sections of the town—and then goes house-to-house calling. He rings the bell or knocks on the door, mentions that he is

calling to check the operation of television and radio sets. A surprisingly high percentage of people "thought" their sets were not working as well as they should. The service man then checks the receivers, makes an estimate and leaves a card. Out of each hundred calls more than one third bring sets in for service or ask him to call and service sets or pick them up.

3. Service businesses are expanding their activities in many localities for two prime reasons—to build income through sales of a **brand name** set and to cash in on trade-ins. One service organization sums it up this way: "When I got out on a job I now find that a fair percentage of old receivers costs the customer more to repair than they consider it is worth, particularly because they favor more recent models and larger screens. I now feature a popular line and I am in a position to make sales on many calls. I allow a fair trade-in, put the receiver in top condition and usually have a prospect of limited means ready to buy it. For instance: a few weeks ago I sold a service customer a new, large television set, allowed \$40 on the old one, put it in shape and sold it within forty-eight hours for \$135. The buyer is a satisfied customer and I am his service man."

ciple. In fact with a single tube and two crystals (figure 2) we have been able to produce "one meg" markers over the entire i.f. and VHF television ranges along with key markers that permit rapid identification of individual markers.

For technical details—schematic and application data on this unique marker system developed by Earl C. Gross and



NARDA PRESIDENT APPEALS TO LABOR UNIONS TO HELP CURB DISCOUNT BUYING

"Labor unions and trade associations have a joint responsibility to bring the various industries to which we belong to maximum health," stated Wallace Johnston, President of NARDA, in letters addressed to George Meany and Walter P. Reuther, presidents of the AF of L and the CIO.

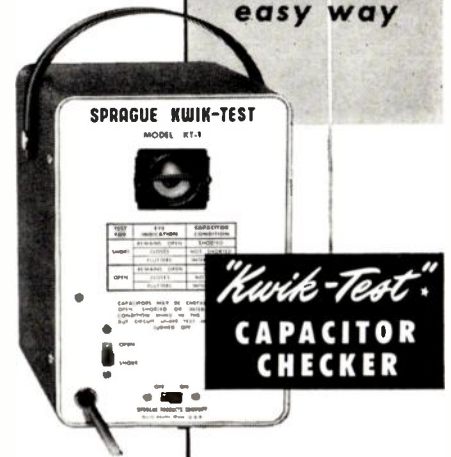
Mr. Johnston went on to explain, "We are handicapped in our work by people with 'connections,' group buying, such activities as 'union discount stores,' many of which have no official sanction. The salesman who creates a sale only to find it deflected by someone who could get it for the customer wholesale is soon discouraged and he quits selling."

He concluded his appeal by asking the unions for mutual respect of the various elements of production and distribution, for the part that others play in the over-all economic scheme of things.

your editor write to Edward M. Noll, Technical Editor; SERVICE MANAGEMENT; Box 94, Hatboro, Pa.

don't be vague...

do it the easy way



for finding opens, shorts, or intermittents in a jiffy.

*Trademark

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NORTH ADAMS, MASS.

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Industry News Pictures

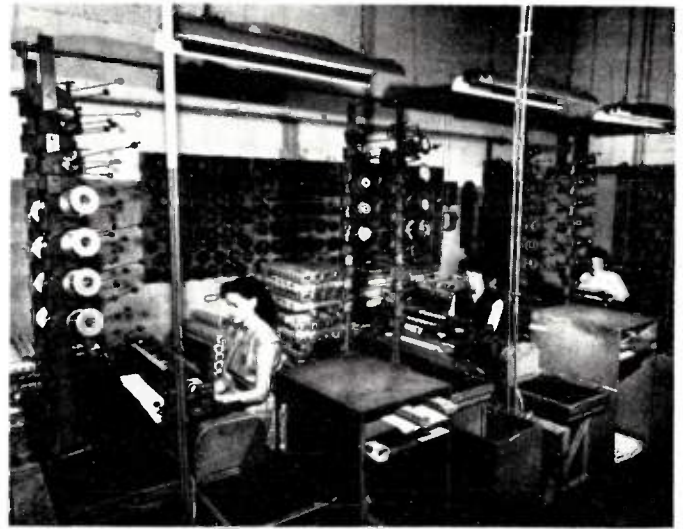
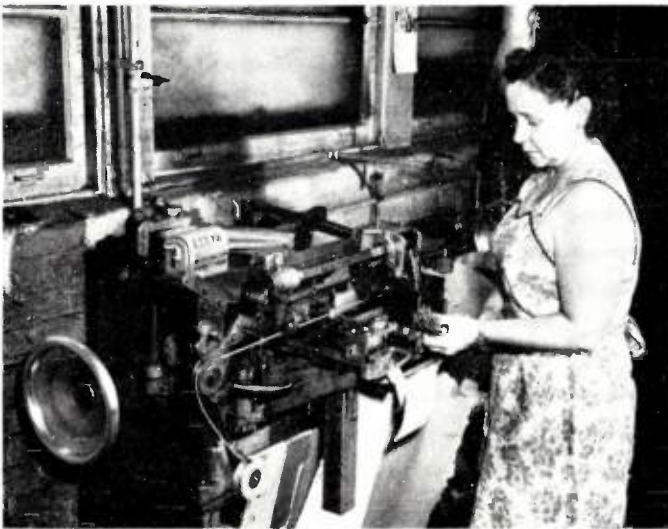


MERIT Coil & Transformer Corp. deserves its name of Merit. Organized by a group of engineers and executives with diverse collective experience in the radio & transformer fields, it has followed through on its objective of promoting new standards of electronic manufacturing in keeping with the rapid advances made in its field. Charles C. Kock is President of this Chicago organization which, in 1940, succeeded an older radio manufacturing company.

THIS PAGE: (above left) Lamination of transformers. (right) Focal point for much progressive development and experimentation . . . the lab. (opposite) Special baking process removes moisture; seals components in wax. (below left) Exact equipment rivets leads. (right) Hand operation are quick and skillful.

FOLLOWING PAGE: (top, left to right) Keen testing of a TV power transformer; Consistent quality results from scrupulous examinations; Assembling completed transformer under the plant foreman's eye. (center) Highly skilled personnel operate machines of modern design . . . wire cutting and semi-automatic coil winding. (bottom, l. to r.) Meticulous hand-winding is part of assemblage; "Pig-tailing" or coil finishing; Rows of precision-built Merit coils and transformers await shipment in the orderly stock room. (Arnold Litteken, Merit Sales Manager and Marge Czapar of the sales department are shown here.)






April, 1954

Ride Hi-Fi Interest in May

P

RODUCT REVIEWS



WIRE DISPLAY RACK

The Ward Prod. Corp., Div. of The Gabriel Co., announces a new self-selling dealer display. This display rack is a simulated wrought iron rack and has provisions for mounting one top cowl antenna.

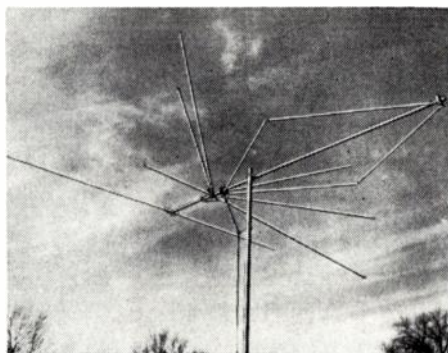
It is being supplied, no charge, to jobbers and dealers as part of a unit package which contains six aerials. It is available in two assortments. Model WDD-1 contains three TCF-3c antennas.



FALCON ANTENNA

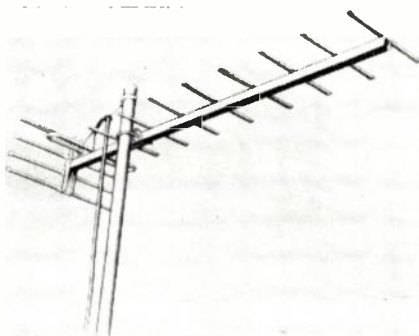
Falcon Electronics Co. of Quincy, Illinois announce the addition of a new antenna model to their line.

Falcon "98" is a high gain VHF-UHF antenna covering channels 2 - 83. This antenna combines two of the best broadband types into one compact high gain 82 channel antenna. The UHF section takes advantage of the high gain and sharp directivity of the rhombic while the VHF section is of the popular conical type. An exclusive FALCON feature is adjustable peaking construction such as is incorporated into FALCON's popular Vari-Con antenna. The FALCON "98" is fed by a single lead-in. No filters or couplers are used. The entire array comes pre-assembled, requiring nothing more than swinging elements into position and tightening



wing nuts. It is available in single bay and double stack models.

Complete details can be secured by writing Falcon Electronics Co., 2003 Cedar Street, Quincy, Ill.

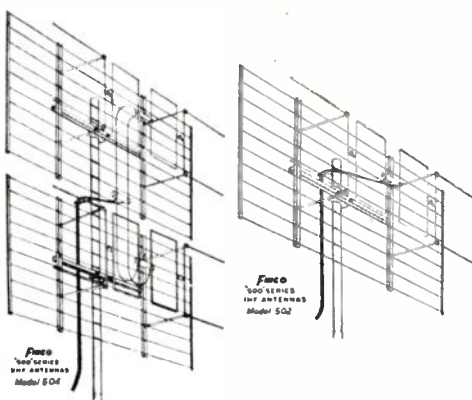


TACO UHF YAGI

A new concept in UHF antenna design is announced by Technical Appliance Corp., Sherburne, N. Y. Incorporating welding techniques used in production of antennas for the military and aviation industry, Taco's UHF Yagis have a Rigi-Channel frame to which aluminum driven and parasitic elements are welded — a new development in television antenna construction.

Utilizing the Taco Grid reflector it is claimed that a sharper picture results and many performance problems prevalent with single rod reflectors are eliminated.

Available in single, two and four stack models shipped complete with phasing bars.



Finco UHF Antennas

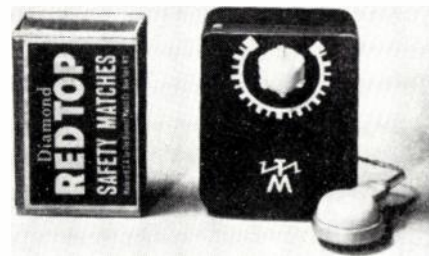
The Finney Co., 4612 St. Clair Ave., Cleveland 3, O., has introduced its series 500 antennas, designed specifically for UHF and constructed on basic co-lateral lines. Model 502 is a two-bay unit and model 504 is a four-bay unit. Both units feature a "snap out" screen reflector which locks in place to ease installation. Extremely narrow patterns and a high front-to-back ratio have been engineered into these antennas to help solve difficult ghost problems due to multiple signals in fringe areas and those close to the transmitter. Variations in the two basic designs are available for peaking on channels 14 through 32; 29 through 35, and 53 through 83.

TRANSI-MITE RADIO

Transi-Mite . . . the very first transistor radio offered, operates 500 hours on a single 3 volt energy cell costing but a few cents. This tiny vest-pocket size receiver (about the size of a cent match box) uses the transistor invented by Bell Telephone Scientists.

Transi-Mite is a personal type receiver that can be used in public places, at sporting events, in the office, etc., without disturbing others.

Get complete information by addressing: Transi-Mite Radio Laboratory, Manteo, North Carolina.



NEW AUTO SPEAKER CATALOG

A new catalog that lists the correct replacement speaker for more than 95% of all auto radio speakers in use today has been announced by Utah Radio Products Co., Inc., Huntington, Indiana.

This new catalog is indexed by make of auto, receiver manufacturer, receiver model number, and speaker part number. In each instance the proper Utah replacement is designated. Catalog AR100 makes it unnecessary to compare either physical or electrical measurements — the correct Utah speaker is automatically indicated.

Catalogs are available from the factory or from local sales representatives.

"4D" ANTENNA

Introduction of a brand new portable indoor television antenna, named the "4D" has been announced by Snyder Manufacturing Co. through Sales Manager, Dick Morris.

Features of the Snyder "4D" are a gold tone diamond embossed halo element and phasing disc, a heavy duty topple-proof base including 5 feet of "Air-Core" tri-tube transmission line. Complete and ready for use, the "4D" is packaged in an attractive 3-color display carton.

Catalog and advertising material on the "4D" may be obtained by writing to Snyder Mfg. Co., Philadelphia 40, Pa.



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.

QUANTITY LIMITED ON THIS PRINTING. ORDER YOUR COPY RIGHT NOW FOR QUICK DELIVERY.

SERVICE MANAGEMENT

161 Luckie Street, N.W.
Atlanta 3, Ga.

Mail me _____ copies of your "Customer Relations" handbook for technicians. Enclosed is \$1.00 for each copy.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Well, sir, I've got m' usual couple of thing to rant and rave about this time, so look out! Might wind up makin' a stump-speech, y' cain't never tell. Don't know just how much of this is gonna be connected with radio and TV business, but we'll do the best we can, so here goes.

Hired out m' sound system one night last Summer, to a speakin' in the park, uptown. Didn't pay too much mind to who or what was goin' on, bein's as I was a mite tired that night. Well, anyway, when I got there, as usual at th' last minute, and got all set up, found out it was a feller whom I'd always admired, 'count of readin' his column in th' paper every day. Dr. George S. Benson, of Harding College, from right up th' road in Searcy, Arkansas . . . writes a column called "Looking Ahead" in quite a slew of papers every day, puts on radio programs every Sunday, and acts as head of the Arkansas Council on Public Expenditures, and at the same time he's president of this college and does a dang good job at all of it!

Well, sir, I had the extreme pleasure of shakin' hands with him, and listenin' to the most edifyin' talk he gave us. Main thing I like about him, he talks common sense! Listenin' to him, a feller kinda realizes what a heck of a lot of things we've got right here in this country that they hain't got nowhere else in all the world! Why, th' poor folks here live better than even the well-to-do people do, in dang near every European country, and have the heck of a lot more personal freedom!

Round here, if you don't like the way thing are bein' run, you're perfectly welcome to r'are up on your hind legs and tell 'em about it! You can even buy yourself some time on the local radio station and tell the whole county about it. Better still, you can hire yourself a sound truck to run all over town and tell the folks. (For best sound service, the most noise at the lowest rate, call 196, and ask for th' ol' Philosopher. Advt.)

SEVERAL SLOGANS

Jokin' aside, while I was settin' there in the truck listenin' to him, he made me think of all the advantages we've got, lots of which we don't realize or even appreciate. We've got freedoms that are unheard of in any other country: even England, which used to be the home of the free man, and several other political slogans. Why, since th' Socialists got through with *them*, you can't even quit your job over there without gettin' permission from some Government agency! An, Brother, if it's that bad in England, think of what it's like in *Russia*! Brrr.

Anyhow, th' point I was aimin' to

OUACHITA SERVICE PHILOSOPHER



Plugs in His Sounding-off System

By JACK DARR

make was that we've got just about th' best place in the world to live that there is, so let's all get down to work and keep it that way! That was one of the main points of Dr. Benson's talk. Accordin' to him, the worst fault that we Americans have got is that we kinda tend to let somebody else run our affairs for us without payin' too much attention to what's goin' on, jist so long as things are runnin' fairly smooth.

FENCE SITTING

Now, that ain't the lick it's done with. We oughta pay more attention to things in general; if they ain't runnin' to suit us, why, r'are up and let somebody know about it. Write your Congressman; go and talk to the mayor; jump right astraddle the County Judge. Whoever it is that's elected to take care of those things, let 'em know, if you don't like it! Conversely, if they're doin' everything just right, let 'em know that, too. Kind word never hurt nobody, and they're about as cheap a gift as there is. Chances are, those folks was kinda wantin' a word from you to let 'em know which way they oughta go on just those issues, nohow.

Well, anyhow, this same line of reasonin' can be applied to all of us in th' electronics business. (There, I knew I was goin' to be able to tie it in some way!) We can let things go too long; if things don't go to suit us, there should be something we can do about it, and there is! Let your voice be heard.

FER 'N AGINST

Just as a f'rinstance, take the licensin' of radio and TV servicemen. There's a hot point that is still being argued in practically everyplace. Does th' possession of a piece of paper on the wall make a man a competent electronics maintenance man? Does it make him more honest or law-abidin' than he was?

On the affirmative side, won't the issuance of licenses tend to reduce the number of ill-trained, lazy or downright dishonest men who open shops and represent themselves as competent technicians? Won't it enable us to weed these men out from the huge mass of honest capable technicians, by denying them the right to practice the trade? Or, will it just set up one more bureaucracy, mainly for the purpose of extracting one more fee or tax from the already well-taxed service industry. Or, will it — you fill in the rest of the questions. You've heard 'em all.

HOWEVER! . . . Be that as it may; on the merits of this or any other question affecting the safety or livelihood of any of us — if *you*, personally, don't do something about it when it comes up for discussion in whatever lawmaking body handles it, then you and you alone are responsible if the final result don't please you! Now, ain't you? In other words, if you don't like the idea of licensin', git out and work a'gin it! Probably find lots of other fellows of like mind, and you'll be able to present a united front and lick it.

Me, personally, I don't see how a license will do a frazzlin' bit of good in makin' th' service business more honest or competent. Does licensin' drivers make car operators more careful or competent? Git out on the average highway any day of the week and you'll find the answer to that one! Now, if you take a pilot's license, f'rinstance; that's a bit different. You've actually gotta know how to fly a plane before they'll let you fly one. Pity the auto driver's license ain't like that; shore would thin out th' traffic on Sunday afternoons, wouldn't it?

Well, I've rambled on about long enough for this time. So, I'll just tell you what I told the old lady, up at that speakin' in th' park. She come wan-

derin' along the path, just as I was windin' up the last of my microphone cable, after th' speakin' was all over, and the folks was all about gone home. "Well," she says, says she, "It's all over but the shoutin', I reckon." No, mom," says I, throwin' th' last roll of cable into the truck." Shoutin's over now, too. G'night!" And I drove off. So, I reckon I'll drive off from here, too. Y'all come.

Ad-Venturing

(Continued from page 17)

before," will bring the reader to your shop out of curiosity quicker than if you follow it with complete explanation.

Use Every Aid the Paper Will Permit — Many newspaper allow small cuts in classified advertising; some permit large type leads or first lines. Others allow staggered lines or unusual type effects . . . all at regular rates. Such variations from the ordinary straight line ad will, from time to time, prove a good investment even though the cost may be a slight bit more.

Maneuver for Position — The first advertisement in each section naturally gets first reader attention. No newspaper can afford to sell any advertiser this position all of the time, but when it can be purchased it will be worth the additional cost. Smaller publications tend to spot newest ads at the top and thus a standing classified often works its way far down into the classification. That's another good reason why it pays to keep changing copy in your ads.

Use Other Departments Occasionally — Many newspapers permit classifieds in sections other than the regular ones. It pays to work up unusual ads for these sections for thus you have a chance to reach readers who otherwise would not look at your particular classification.

"Salesman Wanted" — To get his car radio fixed at . . . is an example for the "Help Wanted" classification. Twists can be applied to make your messages fit almost any classification selected.

All of the foregoing can be used by any shop owner to make inexpensive classified advertisements bring extra business to his shop. They are working hard at the job for hundreds of advertisers over the country everyday.

The new RCA point-contact and junction transistors are hardly larger than a kernel of corn, and all four can be placed inside a sewing thimble. Yet, in some applications, they can outperform larger electron tubes.

People and Places

(Continued from page 15)

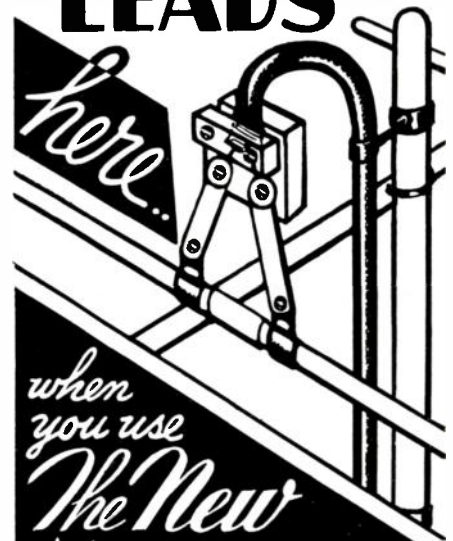
we have enjoyed recently. . . . **HARRY B. PRICE, JR.**, has been retained as a member of NARDA accounting standardization committee. . . . **VITO RACANELLI** has been named advertising manager for the Chicago Standard Transformer Corporation. . . . **GLENN A. REEVES** has been re-elected district director for the Northwest Chapter of NEDA. . . . **WILLIAM H. RICKARDS** has been appointed director of engineering for Ward Products Corp. . . . **LOUIS J. SMITH** has been elected treasurer of the Council of Radio and Television Service Associations. . . . **JEAN PAUL THORENS**, a director for Thorens S. A., Switzerland, has been studying American markets for Hi-Fi equipment. . . . **FRED WALKER** has been appointed chairman of the NARDA Fair Trade Committee for 1954. . . . **VERL G. WALKER** has been re-elected district director for the Northwest Chapter of NEDA. . . . **WILLIAM WILE, JR.**, has been elected secretary of the Council of Radio and Television Service Associations. . . . **GUY A. WILSON** has been appointed general purchasing agent for the United Motors Division of General Motors. . . . **PAUL S. WEIL**, widely-known in the service publishing field, recently formed his own organization as publishing representatives. He will handle the Eastern territory for Howard W. Sams, PF Index. . . . **S. I. NEIMAN**, popular PR counsel of Chicago, has acquired an interest in the Oren H. Smith Co. firm of manufacturing representatives. . . . **GE's** nation-wide programs of color TV service training meetings was launched in Detroit with the cooperation of TSA with an attendance of more than 800. . . . **CHARLES A. HANSEN** has been appointed manager of the distributor Division of the Gramer Transformer Corp. of Chicago. . . . **WESTINGHOUSE** announced its composite TV service manual 1947-'54 is available from Westinghouse Radio-TV distributors. . . .

SAN FRANCISCO, CALIFORNIA

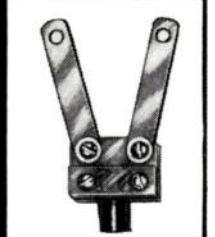
Clarence E. Dulfer is the newly elected President of the recently organized *San Francisco Bay District Chapter of NARDA*. Other officers are: vice-president, W. O. Saxe, and secretary-treasurer, Jack Dreyfuss.

The Board of Directors elected by the Bay group include: Wesley R. Lachman, Roy O. Hurd, W. J. Lee, Carl O. Hagstrom, Jack Hickey, John C. Gillivan, Frank C. Brodie, Stanley Michelsen, Charles E. Snell, H. D. Pischel, Raymond Roelse, and Richard B. Silva.

NO BROKEN LEADS



when you use
The New MOSLEY "Y-Ty"



LIST PRICE \$.80

PATENT APPLIED FOR

- Low Loss, Permanent Connections Of Transmission Line and Phasing Strips To TV Antenna Elements!
- For UHF and VHF Antennas!
- For All Types Transmission Line!
- Eliminates Roof-top Soldering Jobs!
- Quick — Easy to Install!
- Available In Two Sizes To Fit All Antennas!

CATALOG 263-S For all UHF Antennas and most VHF Yagis, Conicals, Inline, and other type antennas where distances between terminals is 4" or less.

CATALOG 263-L For TRIO Zig-Zag, and other antennas where distance between terminals is 6" or less.

Your reputation hangs on fine threads of copper. Use the MOSLEY "Y-TY" on Every Installation Job To Stop Antenna Call-backs!

The NEW MOSLEY "Y-TY" now available at Radio and Television Parts Distributors — Coast-to-Coast!

WRITE FOR FREE COPY OF THIS CATALOG

Mosley Electronics, Inc.

8622 ST. CHARLES ROCK ROAD
ST. LOUIS 14, MISSOURI

Facts About Color Television

The widest possible distribution is being made by the General Electric radio and television department of a new booklet published by the National Better Business Bureau presenting facts about color television.

In directing distribution of 50,000 copies of the booklet through G-E dealers and distributors, Herbert Riegelman, general manager of the company's television activities, describes the booklet as presenting a "clear statement of the whole color TV situation." He advocates use of the booklet as a tool with which dealers can clarify for themselves and the public some of the rumors, misinformation and wishful thinking which has been stimulated by the advent of color television.

The Better Business Bureau publication, printed in a form for quick reference and easy carrying, is extremely comprehensive. The information is supported by returns from a questionnaire submitted to the nation's TV manufacturers.

It offers information on the development of color TV, the meaning of compatibility, the facts about conversion, availability of color programming and receivers, prices and picture sizes.

Association News

(Continued from page 12)

LONG ISLAND, NEW YORK

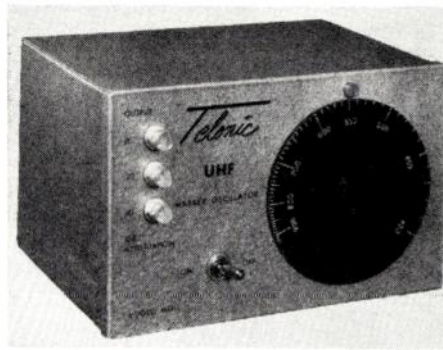
Have you ever wondered what an association can do for you? Then just listen to what the *Long Island Electronic Technicians Assn., Inc.*, is doing for its members. Though just incorporated as recently as June, 1953, this active organization has already initiated a program that includes:

Monthly technical forums designed to keep members informed on the latest developments in their industry. Such outstanding speakers as C. E. Page, Engineer from the Hazeltine Licensee Labs., and G. W. Goldberger from Precision Apparatus Co., Inc., have been their guests.

They have inaugurated their own TV school and prepare their own text books for the use of members. These are called "LIETA LEADS" and are part of the TV class.

Their technical committee passes on the technical ability of all members and their code of ethics provides that they agree to employ qualified personnel to assure proper service and no student shall be employed as a master technician.

They guarantee each other's work



UHF Marker Oscillator

A compact UHF Marker Oscillator unit with built-in, regulated power supply has been announced by Telonic Industries, Indianapolis, Ind.

This new Marker Oscillator tunes the range of 400-930 mc. with an accuracy of plus-minus .25%.

For additional information and complete catalog, write to Telonic Industries, 444 South Rural Street, Indianapolis, Ind.

and repairs and advertise that a LIETA guarantee is back of every LIETA technician.

LIETA EMPLOYMENT EXCHANGE

Their employment exchange is listed with every electronics plant on Long Island. It is located at Carey's TV, 179 Seventh St., Garden City, N. Y.

Their members have instituted a plan which they call the "Shar-A-Day" Plan, whereby a member may work for another member if he is slow. We all know the erratic course that TV and radio service run. In this way each member is assured a good day's work and the person who uses his skill for the day has no obligation to keep him on his payroll when he is slow.

LIETA LIBRARY

LIETA maintains a technical library for its members. This is also located at Carey's TV. It is kept up-to-date with the latest books and periodicals on all phases of the industry. The library is run just the same as any other library and there is a fine for overtime.

HELPING THOSE LESS FORTUNATE

LIETA has a program to help others less fortunate than themselves in which the members participate by donating their time and knowledge. They contacted all County Welfare and Charity organizations in Nassau County and where necessary repair all TV and radios free of charge. Part of this program has included repairing the TV set in the children's ward at the United Cerebral Palsy Association Center at Roosevelt, L. I. One of the members, Harry Shulman of Franklin Square, put in working order a TV set and a juke box that were auctioned off through a

New Hi-Fi Association Is Organized

The High Fidelity Institute of the Electronic Industries, a non-profit association to promote the interests of the rapidly growing high fidelity industry, was organized in Los Angeles, Calif., recently. Its purpose, as outlined at a meeting at the Alexandria Hotel in Los Angeles, is to work for uniformity of technical standards for the high fidelity industry; new and increased markets; the establishment of equitable trade practices, effective promotional methods and generally to promote welfare of the high fidelity industry to the public.

The Institute's first act was to draft Jerome J. Kahn of Chicago to serve as temporary commissioner to effectuate the program outlined by it, and to serve in a liaison capacity in the industry. Pending permanent organization of the group, Kahn, who has been active in electronics manufacturing and national trade groups for many years, will serve without pay as the industry's arbiter and spokesman on policy matters. He accepted the assignment by long distance telephone recently in his home near Chicago. Temporary headquarters of the High Fidelity Institute will be at 1 North LaSalle Street, Chicago.

A six-man provisional Board of Governors was named at the organizational meeting, including Charles A. Hansen, of Jensen Manufacturing Co., Chicago; Leonard Carduner, British Industries Corp., New York; Emmanuel Berlant, Berlant Associates, Los Angeles; Gramer Yarbrough, American Microphone, Pasadena, Calif.; John H. Cashman, The Radio Craftsmen, Inc., Chicago; and Walter O. Stanton, of Pickering, Inc., Oceanside, N. Y.

radio program. Jack Duggan, of Port Washington, donated a TV and record player to the auction. The receipts from this auction were turned over to the CP fund to aid their work at the center.

The House of St. Giles the Cripple, Hempstead, and the Meadowbrook Hospital, Hempstead, have also received free TV service.

LIETA OFFICERS

Under the capable leadership of President William A. Carey, this organization is bound to grow by leaps and bounds. Assisting him are John P. Paone, Vice President; Philip Jannazzo, Recording Secretary; Jack Duggan, Treasurer; Harold F. MacFarland, Executive Secretary; James Seddon, S.A.A.; and A. MacFarland, Representative of Ladies' Auxiliary and Editor of *LIETA News*.

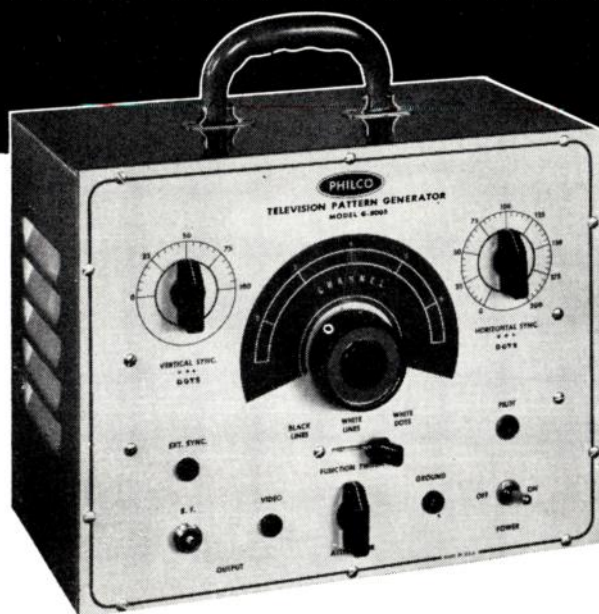
Your Own Portable "TV Station" For Receiver Adjustment

NEW!

PHILCO

TELEVISION PATTERN GENERATOR

**DEVELOPS BOTH RF
AND VIDEO OUTPUT**



A Must for Areas Where Continuous Station Broadcasts are Not Available

Now use the dot and line patterns from the new PHILCO Model G-8005 to check linearity, focus, astigmatism, blooming and high voltage regulation. Trouble shoot receivers on any channel, 2 through 6, or with video output. The PHILCO G-8005 Television Pattern Generator is an instrument especially adapted for service work . . . designed to save you time.

PHILCO MODEL S-8200 3" OSCILLOSCOPE

A sensitive, portable unit adaptable to either bench or field service. **VERTICAL AMPLIFIER:** DC coupled, Sensitivity—0.05V rms/inch. Frequency Response—0.1 mc/s within 6DB. DC coupled Vert. Amplifier circuits and low capacity probes facilitate video circuit trouble shooting. Built-in voltage calibrator permits use as high sensitivity vacuum tube voltmeter. **HORIZONTAL AMPLIFIER:** Sensitivity—0.5V rms/inch. Frequency Response—10 cps to 125 KC/s within 6DB. Sweep Circuit Frequency—Variable 15 to 30,000 cps . . . preset frequencies at vertical and horizontal sweep rates.



Look at These Philco Features . . .

1. Provides new white dot pattern and either white or black vertical lines for *all* cathode ray tube circuits.
2. Easy to operate: connect Pattern Generator output to TV set. Select proper test pattern. Accurately check both the vertical and horizontal sweep circuit performance.
3. External Sync. Jack improves stabilization in many special cases. Provides wide range operation.
4. A custom type instrument with new and novel circuits designed to reduce service time in both laboratories and service shops.

**AVAILABLE THROUGH YOUR PHILCO DISTRIBUTOR
ON A NEW SPECIAL PAYMENT PLAN**



Take advantage of the great
SHARE and PROFIT Program
on Philco Receiving Tubes
Parts and Accessories
NOW AT YOUR PHILCO DISTRIBUTOR



Now... SOLDERING MADE TWICE AS EASY!

FIRST, the Soldering Aid.
Now, the **NEW CBS-HYTRON
SOLDER DISPENSER**
makes soldering *twice as easy*.

No more tangling with haywire coils of solder. Your thumb on knurled control wheel of unique Solder Dispenser feeds solder . . . retracts it neatly when job is done . . . without waste. A one-hand tool, Dispenser eliminates time out to unroll and straighten solder. Holds 72 inches of solder . . . a month's supply. It's compact . . . light . . . convenient . . . pencil-like . . . with handy pocket clip. Soldering becomes a pleasure with this time-and-money saver. Servicemen say, "Wouldn't be without it."



FREE . . . **APRIL 15
THROUGH MAY 31**

You can get this complete package free from April 15 through May 31. Your CBS-Hytron distributor will give you a free Solder Dispenser (loaded with 20 Refills) . . . and a plastic tube of 80 additional Refills. Enough to last 5 months.



HOW TO USE. Your CBS-Hytron Solder Dispenser comes ready to use . . . with 20 lengths of 0.050-inch, 40/60 activated rosin core solder.

To start: Point Dispenser vertically downward. Shake a length of solder into position . . . at the same time rotating the knurled wheel toward you to begin the feed. Roll out an inch of solder and go ahead with the job. Need more solder? Just rotate the wheel with your thumb. When through, turn wheel away from you to draw unused solder back into Dispenser.

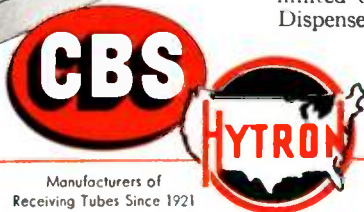
Knurled cap of Dispenser unscrews for refilling. Your package of 80 specially cut and sealed Refills gives you four months' supply. Plus the month's supply already loaded in the Dispenser.

Your new Solder Dispenser is fun to use . . . a natural companion to your Soldering Aid. And your Dispenser saves you time and money, too. Get yours today!

**WITH YOUR ORDER FOR CBS-HYTRON TUBES . . .
ONLY 75 RECEIVING OR 3 PICTURE TUBES**

Just order 75 CBS-Hytron receiving tubes . . . or 3 CBS-Hytron picture tubes. Your CBS-Hytron distributor will give you this valuable, time-and-money saver . . . *free*. Remember, offer is limited to April 15 through May 31. And the unique Solder Dispenser and Refills are available *only* on this special offer.

ACT NOW!



CBS-HYTRON Main Office: Danvers, Mass.

Manufacturers of
Receiving Tubes Since 1921

A Division of Columbia Broadcasting System, Inc.

A member of the CBS family: CBS Radio • CBS Television
Columbia Records, Inc. • CBS Laboratories • CBS-Columbia • and CBS-Hytron

RECEIVING • TRANSMITTING • SPECIAL-PURPOSE • TV PICTURE TUBES • CRYSTAL DIODES AND TRANSISTORS