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Volume 3 Number 12

September 1954

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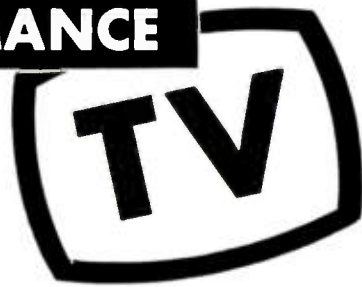
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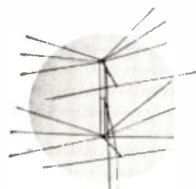


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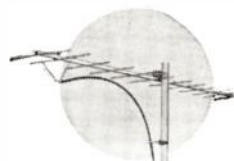
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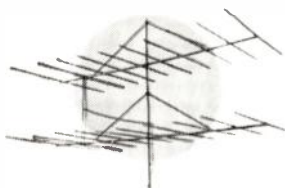
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FIRST COLOR TV FOLDER

the RCA Model CT-100

OVER 40 FACT-PACKED PAGES

It's a terrific **FIRST**—complete data based on actual analysis of the production model...full schematics, block diagrams, parts lists, tube placement, alignment, wave forms, set-up adjustments—*everything* you want to know about this actual color set—information you want and need to get out in front on Color TV!

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1 Included with Photofact Folder Set No. 252 —out Sept. 1st. You get it in *addition* to over 100 pages of regular Photofact TV-Radio coverage. Get the Color TV Folder at the regular price of the complete Set...Only \$1.75!

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**GET IT EITHER WAY FROM
YOUR PARTS DISTRIBUTOR**

HOWARD W. SAMS & CO., INC.

**2211 East 46th Street
Indianapolis 5, Ind.**

Editorial

"OUR OPINION"

DURING THE FIRST years of television your editor was one of those optimistic individuals who felt that the average television set owner would



be constantly concerned about the quality of the pictures on his TV set. It was felt that eyes would not tolerate picture deficiencies as hearing had accepted audio distortions in radio

sets that were crying for service attention.

However, we are about to change that opinion. It looks as if the average TV set owner, either through ignorance or in trying to stall off paying a few dollars for service, will put up with video distortions that are almost as bad as the audio distortions on a badly cooked set.

This change in opinion started to take form as we sat shudderingly through TV-sessions in the homes of friends who avidly watched wormy and washed out pictures on their TV sets. A kindly word about how an outside antenna and a few set adjustments would greatly improve the quality of the pictures died on the cold slab of stony indifference.

Not long ago a group of broadcast engineers working in connection with their station's program to expand its viewing audience, reported in three out of every five homes they checked for antenna installations the TV sets were in need of repairs. Just think of that —3 out of every 5 needed TV service! They could not understand how most of these people got any pleasure from watching the low quality pictures their sets produced.

This condition leads directly to the query — Will the television industry as a whole allow the public to drift into acceptance of inferior pictures on TV screens as they did low-quality audio from the run-of-the-mill radio sets?

It would seem that one segment of the industry alone — the TV Broadcast stations — would be constantly concerned about picture quality on the average viewer's set. TV-viewers are the foundation upon which a broadcast

station's income rests. And the success of many television programs will hinge on picture quality as much as program content.

Because of the importance of set performance to insure a loyal, consistent viewing audience, any TV broadcast station would build its following by carrying out a regular public information and education program about the high quality pictures that are possible from properly installed and adjusted TV sets.

It should not be left to service business operators to educate the public about the quality of the pictures they should be getting on their TV sets. The immediate, pressing need of the independent service industry is to educate set owners in the matter of competent service and what they should expect to pay for it. This is being done in a few cities where associations made up of the best service companies have teamed up with their militant Better Business Bureaus to inform set owners on the subject of honest, reliable service and the charges they should expect to pay. But these few, isolated campaigns are not a drop in the bucket to what is needed in a national program on this one phase of service customer relations.

There is, of course, a definite relationship between good pictures and good service. If set owners were sufficiently sold on the fact that picture quality is a vital factor in program enjoyment, this would facilitate the program of indoctrinating the public with the fact that they cannot get competent service for free.

The service industry is now entering a period of briskly increasing business that probably will carry through well into 1955. There is a good possibility that television service will reach the proportions of a miniature boom as we move into the Fall and Winter seasons.

Television-viewing hit a new low during the summer season just passed. Perhaps that will prove to be a part of the normal television cycle — a mass summer-long vacation from TV-viewing. But the many interesting events that occur during the fall and the return to the air of regular TV programs will combine to recapture the television audience as the season moves on.

(Continued on page 21)

Letters to the Editor

Opening Service Department

I am in need of some information to assist me in the operation of a TV service organization. Answers to the following questions would be helpful.

1. Can you supply curves showing life expectancy on TV receiving and picture tubes? The last curve on kinescopes I recall seeing showed a mean of 3.7 years. In any event, copies of the latest ones available would be appreciated.

2. What are the latest prices charged for service contracts, 17 inch, 21 inch, parts and labor separately if possible.

3. How much do manufacturers allow in purchase price for the 90-day parts warranty (percentage-wise?)

4. How much do manufacturers charge in percentage of purchase price for the one-year parts warranty?

I believe that there should be a difference in the answers to No. 2 and No. 4: No. 2 should be calculated on factory selling price and No. 4 on dealer selling price.

Thank you for a top-notch magazine. It is of considerable assistance.

Stuart A. Robinson, Manager
Electronic Enterprises, Inc.

Blacksburg, Va.

* * *

Your TVL Charts #1 and #2 are wonderful! Don't believe we could operate without them. Enclosed is \$1.00 for another pair.

Roy E. Kruse,
Kruse TV Service

Valparaiso, Indiana

* * *

Servicing and Customer-Relations

In our firm, we have a number of individuals performing service work for restaurants, hotels and institutions on coffee making equipment.

We are looking for some training material on the customer relations end of such service calls. I understand you have booklets or training manuals on this general subject; although I realize they may be on the specific kinds of appliances such as Television Sets or Washing Machines, etc., the principle of how to deal with the customer would be the same.

J. S. McManus, Gen. Supt.
Continental Coffee Co.

Chicago, Illinois.

Service Management

PAUL H. WENDEL, Editor and Publisher

VOLUME 3, NUMBER 12

SEPTEMBER, 1954

COVER PICTURE

TRUETT KIMZEY, President
Texas Electronics Association

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the cash register

IS YOUR TIME CLOCK

THE BELL JINGLES as the customer leaves the shop. You jab a few fingers at the cash register, ringing up the sale. You've just sold a radio tube. *No, you haven't!* (At least, that's not all you've been selling.) The fact that the item involved included a tube is incidental to the more important commodity concerned. You've just sold so *much time*.

The tubes brought to your shop for test might have all turned out good. No matter. You've still consumed as much of that valuable commodity: *Time*. Perhaps you charge a set fee for checking tubes—possibly you consider tube testing a good-will builder. In any event a transaction has taken place involving *your time*.

Maybe your case is unique. Business may be a little slow at times. When there is no trade, *what then?* Of what use is time when there is no market for it? That, friend, is one of the more important considerations in this business; *sale of available time*. You must make so much for your time when there is a market for it to cover your lean time. Use it well.

Operation of a Radio Service Shop from the standpoint of a money-making business can be roughly broken up into two stages: The first part consists in luring the elusive customer (with his equipment for service) into the shop. The second stage can be briefly described as getting the equipment and the customer (less his service payment) out of the shop. The former element comes under the heading of display and advertising.

It is the latter and very significant element of actual technical work of completing the service job that concerns us here.

To go back to the opening paragraph: Were you called from the back of the shop when the bell's jingle brought you out in the first place? Were you chasing down an *intermittent*? Where is it now? Go back to the upside-down chassis, friend. Track down that elusive intermittent, if you can. In that time the set has warmed up and stabilized itself. It will have to be turned off and permitted to cool again before the failure will once more show itself. *Time wasted? Time spent? It's always time.*

Nor is it significant that the sale of a vacuum tube was selected for an example. It might well have been the clumsy job of putting a chassis back in the console cabinet. After a period of time sweating, first behind, then in front (both for console and man) you concede: It's a two-man job. Call Joe, the other serviceman. Let him carefully set down the television chassis he's working on, then come to help you tighten a few bolts to hold the chassis in. Now, it's not only *your* time, it's Joe's as well. Will it show in the bill? It should! The shop is selling service—parts and *Time*.

Perhaps Joe's labor is classified at about five dollars an hour to the shop. He's an expert serviceman. When he helped set that chassis into the console he was employed temporarily at less than his maximum skill. No matter. It comes under the category of conservation and utilization of time.

You say your shop is too small to be helped by a review of saleable time? You don't hire anybody, because you can't afford to pay a salary. You put in twelve hours, working constantly, but barely eke out a living thereby. *Brother, you need help.* Even if you're charging list prices for your replacement parts you're not selling your more valuable ingredient—yes, time.

Excuse it, sir; you say you feel this can't concern you. You say you operate a large chain-store service detail. Your efficiency experts make certain your service staff is busy every moment. You're not wasting working time. Fact is, you haven't the time to discuss *time*. Well; possibly you have learned the secret of successful utilization of that element. However, don't be fooled by the sight of constant occupation. Remember the little shop in the paragraph preceding. He works even longer than your staff. Yet he *knows* he's not getting the best out of his time.

Finally, consider the oft-berated and little-appreciated radio apprentice. He may be taking a correspondence or evening course in radio service. Lacking the dignity of professional experience he cautiously takes on a set for repair, carting it down to his basement, or hauling it up to his attic in his improvised part-time workshop. What if he keeps it for *weeks*? Look at all the *experience* he's getting! Does that help the industry?

Even the student needs better understanding of the principle of time than that shown in this example. Summarily it can be reasoned that properly utilized, the student could have utilized that same time in servicing say, three sets! Thus, with the same time he could have obtained *three times as much experience*.

Certainly history has shown that mere passage of time at any effort is no guarantee of expert accomplishment developed *prima facie* as the result of the passage of that time. On the contrary, years spent at a profession without achieving moderate success may well be considered substantial proof as a form of *failure* in that undertaking.

Yet it might have been for no other reason than the lack of realization of the proper utilization and evaluation of professional time.

Of necessity, any discussion of time expenditure and sale brings to light the use of time in indirect methods, (Continued on page 18)

JOBBER BUY PROTECTION

— for their service accounts

... customer identification is a problem facing electronic wholesalers. Here's how Radio Distributing Co. of Indianapolis worked out a solution!



NINETY-NINE and 44/100% pure!
That phrase applies to many electronic jobber sales shops as well as Ivory soap! Because of a lack of proper sales control, distributors find themselves selling to consumers at wholesale prices — even though they are trying their best to keep on the level with the service dealers.

Most forward looking distributors have recognized the need for checking over-the-counter sales to unknown persons and are working out systems of

customer identification. Take, for example, Sterling Radio-Products Co., of Houston: If a customer sends an individual for a purchase, Sterling will not price the invoice until that person leaves the counter so that they (Sterling) can fully check on him.

An even more practical method and an outstanding job of customer control is being accomplished by Jack Bannon, President of Radio Distributing Co. of Indianapolis. For a year, Jack considered and worked on a proposal pre-

sented to him by the Addressograph-Multigraph Corp. of Cleveland, Ohio.

Under this system, a series of small metal plates, similar in appearance to department stores' charge-plates, have been made for all of the Radio & TV dealers, servicemen (both full time and part time), experimenters, record dealers and industrial accounts that are customers of Radio Distributing Co.

These plates are stamped with the account's correct name, address and certain numbers which identify the category of that account. Thus when a new customer comes in and the counterman finds no plate on file for him . . . he asks him if he would like to see one of the executives to open an account with the firm.

For a legitimate service operator, this is not in the least embarrassing and causes no hard feelings. He merely provides the executive with adequate identification and opens the account. If the operator is too new to be listed in the phone directory, he is asked to make his purchase at retail prices at "this time," then, "Later," the executive tells him, "when our salesman calls on you to verify your service activities, he will reimburse you with the difference between the amount of your payment and our wholesale prices."

Sharpies who would bluff their way through the interview by supplying logical, but false, information are repeatedly tripped up by Mr. Bannon's technical questions. He will pick out a part of a television chassis, ask a question about it and give the masquerader two possible answers — both of which are wrong.

The pseudo-serviceman, thinking he has a 50-50 chance of being right, picks one of the wrong answers — showing he is not in the servicing business. Whereas, any trained technician invariably says, "You darned fool, it's neither one."

(Continued on page 15)

Radio Distributing Company

Wholesale Only

Phone, PLaza 8311

INDIANAPOLIS 4, INDIANA

1013 North Capital Avenue

April 8, 1954

AN IMPORTANT STATEMENT OF POLICY

For the twenty years we have been in business in Indianapolis, we have prospered because of our pleasant business relationships with Radio & TV dealers, Servicemen (both full time and part time), Experimenters, Record dealers, and Industrial accounts.

All during this period we have tried to cultivate the above accounts only. WE DO NOT DESIRE RETAIL BUSINESS, as we feel that this business belongs to you. We have at times in the past violated this trust with you...in most cases because of a lack of proper sales controls.

For the past year we have been working on a system to give you, Mr. Dealer, the protection you need. Believe me, it has been no simple job, although at first glance it may seem none too difficult.

Effective immediately, every one who receives this letter will have been identified and classified as a customer eligible to buy from us at wholesale prices. Addressograph plates have been made to be used not only for identification purposes but for billing, mailings, etc. Any prospective new customer will be carefully screened before having an identification plate made.

Please check the address on the envelope and if it is incorrect in any way, notify us so that proper steps can be taken to correct it.

We take this opportunity to thank each and every one of you for the business you have given us in the past, and we sincerely hope that with this change in policy we can serve you even more efficiently in the future.

Yours very truly,

RADIO DISTRIBUTING CO.

L. M. Bannon

LMB/ds

SELLING SERVICE By HAROLD CHASE

THOSE OF us now in television service who were in radio service — BT — (before television) well remember how



low radio service sank by lack of business ability, connivery, and pure stupidity.

An old timer in the radio service field had this to say about the decline of radio service over the years, "Originally radio calls were \$5 to \$6 plus parts. Then the depression came along with a general business slide, so some radio shops thought of advertising calls at \$4 to help bolster business. After a short time with business still sliding because of general business conditions, others met the price. The original price-cutters, thinking they were losing business because the others met the price, went down to \$3, which was met by the rest of the radio shops. This kept up until home calls were \$.50 and \$1, which, of course, even in depression times was so low they began to cover labor in the price of the parts by adding to the price on each part or by charging for parts never installed. However, it didn't stop 'here, the next step was the 'Free Home Call,' 'No labor charge' and Any set repaired in the home \$2.95 complete."

"These free home calls and no labor charges were, of course, covered by fictitious parts prices and by charging for parts not replaced. The complete home repair, \$2.95, was the forerunner of 'no fix, no pay' of the TV era. The gimmick was a door opener to get the set to the shop where charges were made that would make most TV shop bills of today look like pikers."

He continued, "The straw that really broke the radio service back was the 'Free Home Estimate.' Why I remember the last free home estimate call I made. The call was on the third floor of an old flat building. First the long climb up the stairs, then after spending time to check the set I gave her an estimate of \$9.65 (should have been \$9.00, but I added the \$.65 to pay for the supper I missed at home). She said, 'That's fine. You are the lowest of three estimates, but now I have two more shops I want to call before I give out the job.'"

The old timer added, "You know I was so - - - mad I went home talking to myself. However, it woke me up, I went back up to \$4 for home radio

service and a minimum of \$1.50 for bench service, deciding if I was going to starve, I might as well do it comfortably. I did lose some business, but I ended the week with more net profit because I was being paid for the work I did; and I wasn't wasting time or gasoline on free estimates or \$.50 calls."

With the advent of television, most everyone in the know said, "No more screwdriver mechanics, no more consumers tinkering with their own sets. The knowledge necessary to repair television will certainly make a profession of TV service."

Do we have screwdriver mechanics? Do they repair their own? Is the service industry conducted in a professional way? You know it isn't. Why? Who is to blame? **Nobody**, but **ourselves**. We have not acted as a profession. Webster gives the definition of a profession as a calling or vocation, especially one that requires a learned education.

With a professional person, as one distinguished from an amateur, we find this definition certainly entitles the industry to be classed as a profession; but business-wise the industry is still as a whole very amateurish, otherwise as other industries do, we would look at the record and not fall in the same pitfalls that radio service experienced. Is it the lack of cost-of-doing business information? Lack of proper records? Or just poor business judgment?

If it is lack of a standardized method of pricing or estimating charges send to SERVICE MANAGEMENT for a TV Flat Rate Chart. It's been proven successful all over the country. Price cutting isn't the way to get business. It established a precedent that can't be overcome. We need more salesmanship, better business methods, and at the risk of prosecution for price fixing, a fair standardized rate for our service.

JOE TV

*For a gosh-long time, Joe went to school
And learned his Ohm's and Lenz's rule.
All night long he'd read and study,
And work his slide-rule like a fuddy.
At graduation — Joe headed the class—
(Quite some credit in that great mass.)
So Joe became a technician de luxe,
But found, however, he couldn't make bucks.
For Joe you see — like the proverbial mice —
Had no backbone when quoting the price.*

— HAL CHASE

START XMAS MAIL PROMOTIONS NOW!

There is one source of maintenance business that will always supply service income when it is needed. The product that needs this maintenance is the record player — one or more of which will be found in every home.

Record players are the entertainment stand-bys of the average family. They are the teen-agers' delight in recreation rooms and the unfailing friend of adults when they cannot find entertainment to fit a mood on either radio or TV.

While record players are used without particular regard to season, they do reach a peak of interest during the month of December. That is the month of music and only with a record player can a music lover always enjoy the assortment of numbers he wants to hear.

The days and weeks have a habit of slipping swiftly by during the Fall months. To be effective, promotions intended to stimulate December business must get started early in October and continue to the end of November.

Here is the copy for a "service selling" flyer that you can put to good use during the next three months. You can use it as a mailer — or you can use it as a give-away piece to be delivered with every service job.

Any printer who has the facilities to handle "off-set" printing can reproduce this promotional piece for you with your name, address and telephone number printed in the spaces that are indicated for them. This will make it **your** individual promotion advertising **your** business.

If you want to make a mailing of these service selling messengers to householders in your community, your printer can make a "self-mailer" out of it by rearranging the copy on the center section of the back side. If you do not have a mailing list, Uncle Sam has a new mailing service that will put one of these promotion pieces in every letterbox in any area of your city you select. This new postal delivery service is almost as effective as having someone canvass homes to solicit business for you.

You can get complete information on how to make a mailing to "Postal Patrons" from your local postmaster. This new postal mailing plan is a very economical way for you to get the name of your business and the services you can provide, before all of the householders in your section. Use it as a way to build your business.

Is Your Mate Music-Mad?

Here's your Christmas check-list of items that are bound to delight your record-collecting husband. While he's putting his money into more records, you can protect his investment by giving him a gift that means longer wear for his prized recordings.



Record Cleaners

For cleaner, sharper sounds try a record cleaner. It's a simple little brush which precedes the needle, and a sure way of keeping a record's grooves dust-free . . . and will the man of the house be pleased with this step toward sound perfection!



Record Albums

Dust collects on your records even when they're sitting unused in your record cabinet. Record albums are your best bet for combating surface-scratching dirt . . . will add years to records. Record albums are not only useful . . . they'll look mighty handsome under the tree.



Needle Pressure Gauges

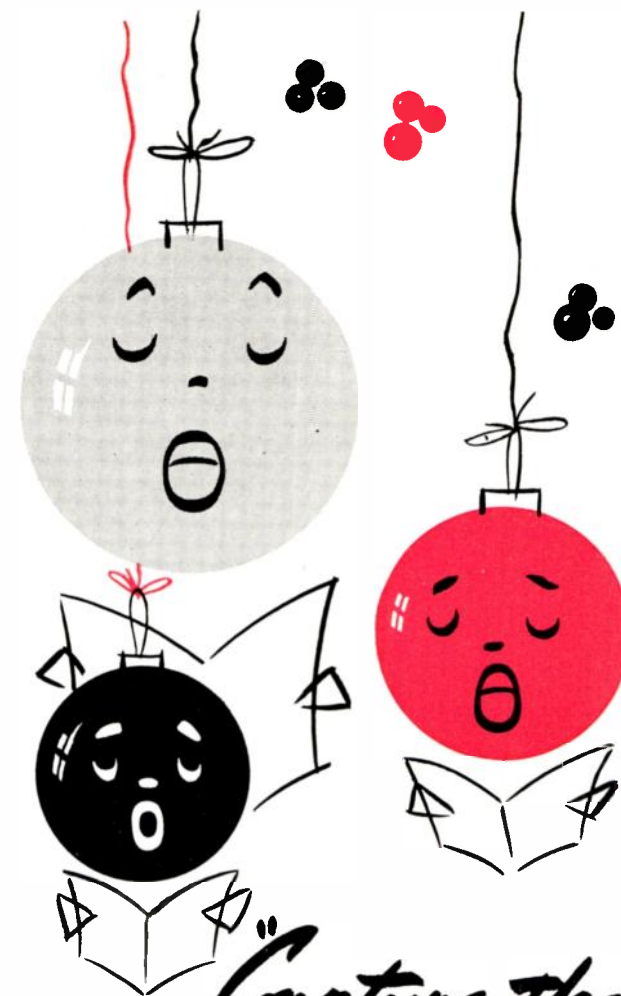
If you give him this, he'll be tickled that you're the technical type. Just explain casually that this needle pressure gauge will protect his records by checking the amount of pressure applied by the tone arm!

Come in and look at these items — and more — at The Blank Service Company, 600 Main St. We've got a bag full of Christmas-giving ideas.

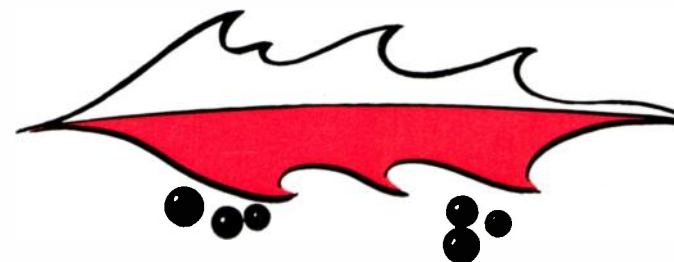
AT YOUR SERVICE

for . . .

- **Television Sets**
- **Radios**
- **Record Players**
- **Wire & Tape Recorders**



*"Capture the
Spirit of Christmas
with Music"*



THE BLANK SERVICE CO.
600 Main Street
PATTERSON, OHIO
SERVICE 0-0000

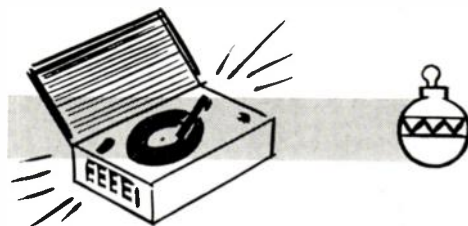
Make His Holiday a Musical Hit!

Less than 100 years ago, any monarch in the world would have given a king's ransom for *your* record player. Chances are, though, they never even envisioned today's music-reproducing systems . . . electronic achievements that give us hours of taken-for-granted pleasure.

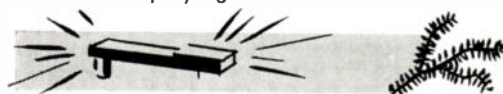
Just think what it means to pick out a record, put it on your recorder, and sit back to listen and enjoy it. Picture how contented your spouse looks when he plays the music he loves.

But what happens when the sound sounds fuzzy? When there are signs that worn-out parts are becoming sound-resistant?

Wouldn't it be right in the Christmas spirit to give the family's record player a new lease on life? All it would take is a thorough check-up by your service specialist . . . and you could start the new year confident that you have a hard-working, healthy record-playing system.



YOUR PHONOGRAPH has to be tuned up just like any musical instrument. It is full of many remarkable devices that must work well — and together — in order to reproduce the sounds you like best with the greatest degree of accuracy. Whether you're hi-fi fans or not, you want your phonograph in perfect-playing order.



THE TONE ARM is one of the most delicate mechanisms in the whole machine. It must be adjusted correctly in order to hit the starting groove on the record. An off-balance tone arm throws your whole playing operation out of gear.



THE CARTRIDGE is a tricky piece . . . subject to a double-check regularly just like any other part of any electronic system. You undoubtedly have the right cartridge . . . one that plays both standard and microgroove records. But maybe there's room for improvement!



NO NEEDLE lasts forever. Don't forget that an osmium needle lasts only 30 playing hours and a sapphire one is good for 60 hours. You're on safer ground with a diamond stylus because it will give you up to 2000 playing hours . . . but sooner or later you'll have to reckon on a replacement. Maybe Christmas time is the perfect time to have your needle checked . . . to make sure that it's not wearing itself out, along with some of your favorite records!

We Can Be of Service . . .

Because that's our business. Our job is to service your record player — or any other electronic device in your home — in time for Christmas listening and for year 'round enjoyment.

We've listed some component parts here just to give you an idea of what is involved in good music-reproduction systems. Maybe they sound like just so many big words to you . . . but they're music to our ears. We're familiar with these parts . . . with the entire operation of any record player. So if you want more details or some good sound advice, just drop in or call us.

And remember, if you think the time has come to give your record player a thorough going-over, we have the facilities and the manpower to do a top-notch, reliable job. We think the time has come . . . because it's a merry Christmas when it's a musical one.

THE BLANK SERVICE CO.

600 Main Street

PATTERSON, OHIO

PHONE SERVICE 0-0000

Supporting Records Will Beat Your

EVERY YEAR a large number of radio-TV service shop owners complain bitterly at difficulties they experience with the Bureau of Internal Revenue. More often than not such taxpayers are obliged to pay additional income taxes and sometimes heavy penalties as well.

While the more sensational cases against taxpayers usually involve fraudulent returns, the majority of cases in which servicemen find themselves in a bind are traceable to honest mistakes in which no suspicion of fraud is implied.

These servicemen usually get into difficulties for one or more of six reasons. These are: (a) errors of arithmetic which show up in the most superficial audit; (b) misinterpretation of the law in respect to deductibility of a certain item; (c) inability to support certain deductions with evidence which, on its face, shows the expense was incurred; (d) inaccurate inventory tally; (e) incorrect treatment of bad debts, and (f) charging as a current expense the cost of acquiring depreciable assets, or using too short a life for recovery of such cost.

Errors of arithmetic are not subject to argument. There is nothing a shop owner can do except pay the deficiency if he has made an error in his favor in computing the tax.

In the case of misinterpretation of the law the taxpayer must also pay the deficiency. This assumes that misinterpretation is a demonstrable fact. This does not mean the Bureau never errs. In complex cases, the Bureau may honestly interpret the law one way and to a taxpayer's disadvantage. The taxpayer or his counsel may take a contrary view. Such disputes may wind up in Tax Court. Not all such cases, by any means, are resolved in favor of the government. Nevertheless, tax litigation is expensive. It may involve far greater cost than the additional tax involved.

However, among service shop owners, and those in lower tax brackets, probably more hassles with the Bureau are over *unsupported deductions* than from other causes. There is considerable evidence indicating the Bureau will be

more skeptical in the future of deductions not supported by proof.

For years tax counselors have been advising clients to keep adequate records to support all business expenses and personal deductions; to pay by check and/or get receipts for every outlay of a deductible nature. Tax writers, including this one, have harped on the subject almost to the point of boredom. It is still sound and timely counsel. Without taking such elementary precautions, a serviceman cannot support certain business expense items and deductions in his income tax return. It is not enough that, in fact, he has made such outlays. He must be prepared to prove it if called upon.

And, even though a serviceman keeps adequate records on his business, he may err in not keeping similar records on the expenses incident to non-business income. Example: rental properties where net income may not total more than half of gross receipts.

Contrary to "guardhouse attorneys," it is not necessary for the government to prove a certain expense was not incurred. The burden of proof rests on the taxpayer. He is expected to keep sufficient records to truly reflect the real net income from all sources — and not merely make an approximation based on his "guesstimating."

Failure to keep records does not circumvent the government, as some overly-sharp taxpayers erroneously assume. Such a policy only handicaps the taxpayer and exposes him to additional tax assessments because he cannot substantiate certain deductible items in his tax return, or the stated amount of his gross receipts. Understating gross receipts is one of the oldest dodges among dishonest taxpayers and is a device far more easily detected than most suppose. Tax Courts and Federal judges share with the Bureau a dim view of absence of records.

A good many servicemen in tax difficulties this year for the first time express puzzlement because the same expense items they have reported in past returns are now open to question in current returns. Some shop owners, allergic to record keeping, have per-

TAX TROUBLES

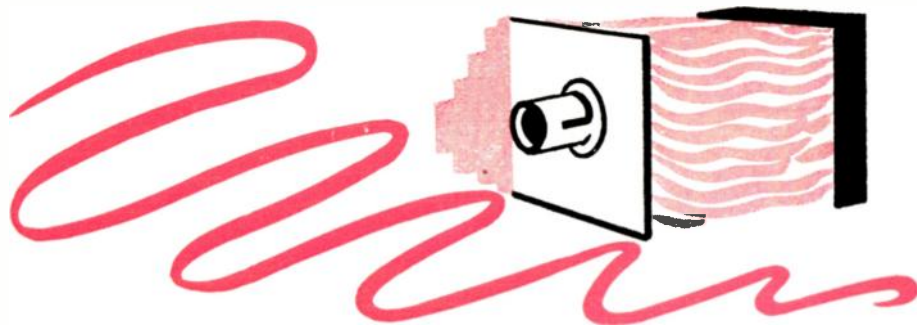
By

HAROLD J. ASHE

sisted in guesstimating certain expenses year after year, and against the advice of professional counsel. Usual justification is that past returns have gone unchallenged and that, therefore, such returns have proved acceptable. This is a dangerous conclusion. All in fact it may mean is that past returns have escaped careful scrutiny. If a current return attracts attention, it is a foregone conclusion past returns will be pulled out of the files and get equally careful audit.

Inventories not supported by carefully prepared inventory records may be suspect. One taxpayer, to this writer's knowledge, has been making a practice of estimating inventory every year-end. Even the most credulous would be hard put to believe his closing inventory each year is within a few dollars of the previous year's closing inventory. Without correct opening and closing inventories, together with purchases during the year, it is impossible

(Continued on page 18)



RCA's unexpected reduction in the price of their 15" color television receivers to \$495.00 last month may be a straw in the wind of swiftly moving color TV developments in the months ahead. . . . **Motorola's** aggressive promotion of their 19" color television receiver is reported to be meeting with unusual success. . . . **William R. Sears** has been promoted to the position of Pacific Coast Manager of Sales Promotion and Publicity for **Sylvania Electric Product, Inc.** . . . **Edward C. Tudor**, president of Industrial Development Engineering Associates, Inc. (I.D.E.A.), is now the new chairman of the credit committee of R.E.T.M.A. . . . Honors go to **Leon Podolsky**, technical asst. to the president of the **Sprague Electric Co.**, who has been appointed chairman of a new group to review all military electronic component part specifications with a view toward improving the performance of these components in the light of equipment requirements for

new, very high reliability applications. . . . **Bendix-Radio** has created the new post of automotive products manager which is to be filled by **Lawrence W. Jones**, former sales administration manager. . . . **NARDA** has officially requested the retention of open-end mortgage financing in current housing legislation under consideration by House and Senate conference committees. . . . National sales and advertising manager for Collaro products is **Ed Straw**, announces Rockbar Corp. . . . More than

year business with commercial and industrial installations mounting to 1.5 billion and by the same time year-round air conditioning of homes will have become the largest single part of the entire business. . . . Assistant general sales manager of **Westinghouse Electronic Tube Div.**, a new position, is being filled by **E. R. Sliger**. . . . **NARDA** is supporting efforts of the auto industry in securing anti-bootlegging legislation by letters sent to all members of the Senate by **Vergal Bourland**, president of the organization. . . .



BLAKE to follow E. V. Sundt in presidency.

The Board of Directors of **Littelfuse, Inc.**, have appointed **Thomas M. Blake** president of the corporation. . . . At **Raytheon**, **William W. Wexler** takes over the position of advertising and sales promotion manager. . . . Sales manager's shoes for **National Electric Products Corp.** are being filled by **Albert J. Borelli**. . . . **Hi-Fi in color** will be demonstrated by **Revere Camera Co.** at the 1954 High Fidelity Show at Chicago, Sept. 30, Oct. 1 and 2. The Indicator, a Revere development, which demonstrates their line of tape recorders, will flash bands of vivid color on a screen as notes of different frequencies are sounded. . . . A new division of **Aerovox Corp.**, the Special Products Division, is to be headed by **Stanley W. Horrocks**, its general manager. This new division will develop and produce new materials and products, not only for the established radio-electronic markets, but also related products for entirely new fields of application. . . . **John E. Rider, Publisher, Inc.**, has just released a Color TV Dictionary illustrating all terms used in color TV. It

(Continued on page 25)



STRAW fills Collaro position

1,800 service dealers have qualified in **RCA's** current promotion of their color television training course. Continuing until Nov. 15, this home-study course is available on basis of purchases of RCA receiving tubes from RCA distributors. . . . **Reeves C. McMahon**, Concord Television Service Co., has been elected vice-president in charge of Television Service in the **Washington Appliance & Radio-TV Dealers Association**. . . . As reported in **Newsweek**: by 1960 air-conditioning will be a four-billion-a-



E. C. TUDOR gets congratulatory handshake from Leslie F. Muter (right), one of RETMA's first members.



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.
- Foreword 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 _____

T.E.A. TIME IN TEXAS



M. L. FINNEBURGH, SR., Vice-President of the Finney Company, looks over the impressive program schedule in the hands of T.E.A.'s prexy, Truett Kimzey. Mr. Finneburgh's inspiring keynote address was one of the brilliant highlights of the Texas Electronic Association's annual convention and clinic. About 500 persons attended the meeting.



OFFICERS OF THE TEXAS ELECTRONIC ASSOCIATION confer with Al Robertson, noted Oklahoma City servicing dealer and lecturer. Seated, left to right: W. J. Inman, Dallas, clinic chairman and Al Robertson. Standing, left to right: Truett Kimzey, Ft. Worth, president; R. L. MacDonald, Ft. Worth, vice-president and Ben F. Caldwell, Dallas, Managing Director of North Texas Appliance Dealers Association.

Miniature Television Antennae Claims Questioned

DURING RECENT months, a number of so-called miniature television antennae have been advertised as devices claimed to outperform and eliminate the need for conventional indoor antennae and outdoor antennae. It has been claimed for some of these devices that they eliminate "snow" and "ghosts," improve reception in fringe areas, reduce static and get clearer, sharper pictures.

Eight Feet of Copper, Plus

Because of the questionable claims made, National Better Business Bureau has had three of these devices tested by an independent laboratory. These antennae consisted essentially of about eight feet of copper wire with a connecting lug attached to one end and a plastic box, disc or capacitor to the other. One of the plastic boxes contained a radio frequency choke embedded in wax. The other contained about one square inch of copper screening embedded in modeling clay.

Each of the miniature antennae was tested for performance in comparison with a conventional indoor "V" dipole configuration and with an outdoor dipole roof antenna.

The laboratory reported that its tests did not support unqualified claims that the devices tested eliminate "snow" or "ghosts," reduce static or provide clearer, sharper pictures than either indoor "V" antennae, or outdoor dipole antennae. The devices tested picked up television signals with an increase in "snow" over both conventional indoor and outdoor antennae. The laboratory found that the pictures received on the tested devices were not as clear as those received with the indoor "V" antenna or the outside antenna. None of the three antennae was significantly effective in elimination of "ghosts" although slight reduction of moderate ghost interference could be achieved with each of the miniature antennae by varying the position of the wire relative to the receiver. None of the antennae tested reduced static interference.

Laboratory Conclusions

The laboratory found that none of the devices tested was any more useful or effective as a television re-

ceiver antenna than an equal length of plain stranded copper wire. Testing with and without the end attachment showed that in no case was the end attachment of any use or value in improving reception.

Although the miniature antennae tested picked up television signals, they did not outperform nor perform as well as either the outdoor roof antennae or the "V" type indoor antennae used in the tests.

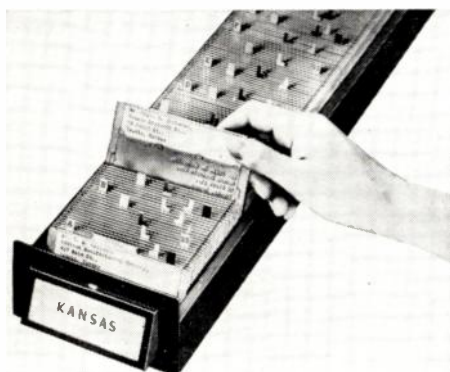
NBBB recommends to the manufacturers and advertisers of these devices that claims made for the performance of their products be limited to the provable facts.

NBBB recommends to media that scientific proof of performance claims for such devices be required of advertisers prior to the acceptance of such copy.

(This article is published in cooperation with the Committee on National-Local Advertising of the Association of Better Business Bureaus, Inc.)

Jobber's Protection

(Continued from page 7)



SMALL addressograph plates are the basis of a smart customer identification and handling system.

Advantages of this system go even further than eliminating customers buying on discount without being entitled to it. This addressograph plate identification procedure has created better relations for Radio Distributing Co. with their present customers by allowing the counterman to quickly stamp their correct names and addresses on invoices and statements in a second. No more waste of customer's or salesman's time is involved in the long-hand method of writing out the information.

Customer mailing-lists are also very neat and are printed with a pre-determined accuracy. Everybody's hats are always off to the men who accomplished such reliable and considerate measures in business.

SHURE NEW

crystal pickup cartridges replace 210!

AT A TOTAL COST OF ONLY \$18.00 LIST



The MODEL W68 replaces 41 Crystal Cartridges made by the five leading manufacturers.

The W68 is a "Muted Stylus" type, Dual-Weight Cartridge. The dual weight makes it possible to replace either aluminum or steel case cartridges—without adjusting tone-arm balance. With weight slug net weight is 25 grams; without weight slug net weight is 12 grams. The W68 is equipped with the famous A62A silent-tracking, "Muted Stylus" needle.

STANDARD CARTRIDGE FOR 78 RPM RECORDS

MODEL NO.	TYPE	LIST PRICE	OUTPUT LEVEL	MIN. NEEDLE FORCE	RESPONSE TO	NET WT.	SHURE NEEDLE NO.
W68	Crystal	7.50	1.6V	1 oz.	4,500 c.p.s.	Dual Weight 25 grams or 12 grams	A62A



The MODEL W78 replaces 149 Cartridges made by the five leading manufacturers.

Model W78 is a Dual-Volt, Dual-Weight Cartridge—so versatile it replaces 149 other cartridges! This cartridge alone will become a sensation overnight—because it replaces steel or aluminum case cartridges, of either high or low output! The W78 provides the broadest coverage at the lowest investment—only \$5.55 list.

General Information: With weight slug, net weight is 25 grams; without weight slug, net weight is 12 grams. In addition, Model W78 has a capacitor, furnished as an accessory. Without capacitor, output is 4.0 volts; with capacitor, output is 2.0 volts.

STANDARD CARTRIDGE FOR 78 RPM RECORDS

MODEL NO.	TYPE	LIST PRICE	OUTPUT LEVEL	MIN. NEEDLE FORCE	RESPONSE TO	NET WT.	SHURE NEEDLE NO.
W78	Crystal	5.55	4.0V or 2.0V	1 oz.	6,000 c.p.s.	Dual Weight 25 grams or 12 grams	None



The MODEL W70 replaces 20 "Special" Cartridges.

Model W70 is a completely new cartridge in the Shure line. It replaces all the Webster "CX" and "C" Series Cartridges, comes equipped with all the necessary accessories. The W70 is more than an adequate replacement: it is an improvement, because it uses pin jacks—doing away with laborious "threading" of leads through the tone-arm.

ALL PURPOSE SINGLE NEEDLE CARTRIDGE FOR 33 1/3, 45, 78 RPM RECORDS

MODEL NO.	TYPE	LIST PRICE	OUTPUT LEVEL	MIN. NEEDLE FORCE	RESPONSE TO	NET WT.	SHURE NEEDLE NO.
W70	Crystal	4.95	3.0V 3.8V	10-15 grams	5,000 c.p.s.	16 grams	None

SHURE The Mark of Quality

A black and white caricature of a man with a wide-eyed, smiling expression, wearing a suit and tie. A large, dark, rectangular object, possibly a book or a folder, is positioned in the foreground, partially obscuring the lower part of his face and neck.

TUNG-SOL®
dependable
PICTURE TUBES



Start Selling — While Business Is Good

Part I — Receipts

DATE, DETAIL, REFUND, MISC., FONO., RADIO, AP-
PLI., TV, RETAIL, WHSLE., and TOTAL.

1925		1926				1927			
DATE	NAME	REDS	W/26	YF	FORN	2000	RETS	W/26	2000
1	Francisco					1230	16		
2	Chase					700	100		
3	John					930	18		
4	John		50				200		
5	John					900	20		
6	John		60			1010	33		
7	John					500	25		
8	John					600	60		
9	John					250	28		
10	John					900	100		
11	John					1000	100		
12	John					700	20		
13	John		35			770	26		
14	John		25				28		
15	John						100		
16	John		1-			6000	130		
17	John		15			2500			
18	John					1200			
19	John					100			
20	John		25			850			
21	John					900			
22	John					200			
23	John					200			
24	John					600			
25	John					900			
26	John					200			
27	John					200			
28	John					200			
29	John					200			
30	John					200			

SERVICE MANAGEMENT

service shop

You will observe one heading above titled wholesale. It may happen that the shop does business with other shops or firms which are given a discount for work done or a sale made. You want to know the volume of this type of business, and also you may not want to pay sales tax in a state where the tax is on retail sales only.

Another heading which calls for a brief word is that of refund. Most shops do a cash and carry business and it can happen that a customer may have a complaint or make some sort of exchange where they have money coming to them. In this column then is entered the amount of the cash refund as a matter of record, and we will refer to it again when the time comes to consider proper handling.

The sales are recorded as they take place on sales slips. Sales slips may be as simple or complicated as anyone may desire. For our purpose, we will use a simple cash slip book, which has fifty double pages with the carbon paper to make the duplicate. Each sale is written up either to

(Continued on page 21)

BUSINESS SERVICE RECORD **INCOME AND CASH RECEIPTS** **FACSIMILE PAGE**
NUMBER OF THE BOOK 100-112
DATE WHEN FIRST USED 10-1-54
NAME OF BUSINESS TUNG-SOL

DATE	DESCRIPTION	AMOUNT	TOTAL	TOTAL CASH	TOTAL CREDIT	TOTAL RECEIPTS
10-1-54	100-112	10.00	10.00	10.00		10.00
10-2-54	100-112	10.00	20.00	20.00		20.00
10-3-54	100-112	10.00	30.00	30.00		30.00
10-4-54	100-112	10.00	40.00	40.00		40.00
10-5-54	100-112	10.00	50.00	50.00		50.00

BUSINESS SERVICE RECORD **PAYMENTS-ALL CASH AND CHECKS PAID OUT** **FACSIMILE PAGE**
NUMBER OF THE BOOK 100-112
DATE WHEN FIRST USED 10-1-54
NAME OF BUSINESS TUNG-SOL

DATE	DESCRIPTION	AMOUNT	TOTAL	TOTAL CASH	TOTAL CREDIT	TOTAL PAID OUT
10-1-54	100-112	10.00	10.00	10.00		10.00
10-2-54	100-112	10.00	20.00	20.00		20.00
10-3-54	100-112	10.00	30.00	30.00		30.00
10-4-54	100-112	10.00	40.00	40.00		40.00
10-5-54	100-112	10.00	50.00	50.00		50.00

BUSINESS SERVICE RECORD **DISTRIBUTION OF EXPENSES** **FACSIMILE PAGE**
NUMBER OF THE BOOK 100-112
DATE WHEN FIRST USED 10-1-54
NAME OF BUSINESS TUNG-SOL

DATE	DESCRIPTION	AMOUNT	TOTAL	TOTAL CASH	TOTAL CREDIT	TOTAL PAID OUT
10-1-54	100-112	10.00	10.00	10.00		10.00
10-2-54	100-112	10.00	20.00	20.00		20.00
10-3-54	100-112	10.00	30.00	30.00		30.00
10-4-54	100-112	10.00	40.00	40.00		40.00
10-5-54	100-112	10.00	50.00	50.00		50.00

FACSIMILE PAGES illustrating the use of bookkeeping forms adaptable to the system used by the author. (Courtesy: The Ideal System Co., 340-346 S. Flower St., Los Angeles 17, California. Price of complete book in loose leaf form with sufficient sheets for average sized business, including a five-tab marginal index in a durable loose leaf binder — \$3.85.)



Customer confidence in local servicemen is due in large measure to the dependability of the products they use. Tung-Sol maintains quality standards that build up the local serviceman in his community.

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.



Tax Troubles

(Continued from page 11)

to determine or even closely approximate net earnings of a business. The Bureau is not unaware of this elementary accounting fact. Thus, net earnings may be understated by hundreds of dollars even in a relatively small service shop.

A good many business bad debts are disallowed every year by the Bureau on audit of returns. Such bad debts are not deductible if a taxpayer is on a cash receipts and disbursements basis. This is because the loss through a bad debt is already reflected in the receipts that have been decreased by the exact amount of the uncollected debt. The debt is deductible if the taxpayer is on an accrual basis and has reported it in a current or previous return as income. Even if it passes this test, it may be disallowed if it is deducted in any return except that of the year in which the debt is determined to be worthless. Non-business debts must also pass this latter test. In addition, a non-business debt may be disallowed if it is a debt of a relative and was made by the taxpayer with no expectation it would be repaid. That is, a gift, even if having certain superficial characteristics of a debt, will be disallowed, if such is only a subterfuge to gain a tax advantage.

Depreciation

A good many shop owners acquire capital assets and persist in charging such assets off as a business cost in the year of acquisition. If such assets have a normal useful life of more than one year, these must be capitalized and be depreciated over the normal useful life. And, where a depreciation schedule is set up, the rate of depreciation should conform to that normal useful life test. Thus, if a certain asset has a normal useful life of ten years it may be questioned if a five-year life is used — unless there are extraordinary circumstances justifying quicker depreciation.

Unknown to most taxpayers is the Bureau policy of making spot checks of tax returns. That is, a certain arbitrary percentage of returns are carefully re-examined for honest errors of fact, or for outright fraud. The percentage of tax returns so processed rises in the higher income tax brackets. In addition, spot checks are made in certain trades and professions where there is evidence that fraudulent or inaccurate returns are excessive. Thus, a certain trade in a certain city may become suspect with the Bureau. The result: every taxpayer in that category

in the city will have his tax return carefully audited. This procedure has been going on for years and, starting about three years ago, was sharply intensified. No taxpayer is too small to escape the possible close scrutiny of his tax return. If he is in upper tax brackets it is almost certain his return will get the full treatment.

Out of the Pocket

A good many service shop owners persist in paying minor business expenses out of pocket and then forget such outlays. At tax filing time they suddenly remember such expenditures and try to estimate them. This is not good enough for the Bureau. It is immaterial that a serviceman, in fact, made such expenditures. The burden of proof is on the taxpayer. A Tax Court, if a case gets that far, may be inclined to compromise such items if it appears some money was so expended, but only a fraction of the expense is usually allowed at best. The entire item may be disallowed.

No business expense should be too insignificant to warrant demanding a receipt or paying by check. In the aggregate, and over a year's time, such petty outlays may amount to hundreds of dollars.

In the matter of expenses incident to earning non-business income, a serviceman should also keep adequate records which not only indicate total gross receipts but every dime of expense. In the case of rental property these may not only include major repair and maintenance bills, but sums paid out to itinerant handmen and casual gar-

deners. Material suppliers and building trades contractors should be required to give receipts indicating job location of properties so that such expenses are clearly chargeable to the rental properties in question.

Receipts should be demanded for all transactions which involve personal income tax deductions. Where purchases are being made on time, a serviceman should insist that interest be shown separately from payment on principal.

An increasing number of wary taxpayers are even making weekly church contributions by check to provide support for such deductions. With good cause, the Bureau is suspicious of large contributions to religious, charitable and other tax deductible organizations. This personal deduction has been used for fraudulent purposes perhaps more than any other by individual taxpayers. A church tither, because of the very size of his church contribution, should build supporting evidence of such contribution and tax deduction.

Drug Deductions

While it may be easy for a taxpayer to establish outlays for hospital and doctor bills, he should use care in supporting deductions for drugs and sick-room supplies. Even though he pays a druggist by check, this is not evidence such payment was for deductible drugs as distinguished from other non-deductible purchases. Neither is a cash register receipt. Drug receipts should be itemized.

While it may not help servicemen presently in tax difficulties, this is still sound advice for others: keep complete records of your business and in sufficient detail to truly reflect gross receipts, all business costs and deductions, non-business income and expenses incident thereto, and all personal items of a deductible nature. Only in this way may a serviceman's tax return pass inspection, and without the risk of additional tax assessment. So long as there are a few tax dodgers, the overwhelming majority of taxpayers who are honest must stand ready to prove their tax integrity.

"MISS MANAGEMENT"



"You mean my group insurance plan doesn't cover a broken fingernail?"

Time Clock

(Continued from page 27)

such as, time spent in advertising, creating good-will, improving personal skill through instruction and study, and systematizing service procedures by developing assembly-line methods, where applicable, to both small personal and large group type service centers. In this last regard the utilization of

radio service aids, such as are put out by the large technical publication companies is of great assistance in conserving shop time. With the advent of air conditioning these will become of increasing importance to the serviceman.

Low-Priced Mess

The current rash (and the word *rash* is used here advisedly) of low-priced TV and radio receivers has spawned a mass (or is it *mess*?) of quick-acting Service-Joes who spurn organized service procedure, rather depending on recognizing typical symptoms with quick replacement and disposition. On the face of it this is the ideal condition, since little time has been wasted.

This type of procedure can be further stoutly defended on the grounds that the low cost of the sets makes it imperative that only a low service charge may be issued. Therefore, the repair must be quick and not involved. Therefore, there can be no bothering with alignment and/or quality check. *If it works it is repaired. And the customer is generally satisfied with that.*

New Complexness

Just as the bulk of the simple AC/DC sets were comparatively easy to repair without the use of schematics or good test equipment, since all that was required was the mechanics of getting the set back in operation, so have the new FM and TV sets, with the accompanying high fidelity sound reproducing systems and their complex switching and circuit integrating arrangements on combination assemblies, placed a great burden and responsibility on the head of the radio serviceman to accommodate himself to this newer, more modern comprehensive approach to real utilization of radio service time by gearing his set-up to handle this service.

Among the various requirements to this new approach is organized service data and information. Consider:

It is humanly impossible for any technician to remember the essential information on the thousands and thousands of circuits that have been employed in TV and radio receivers. Yet, it is a truism that out of these thousands he will need one—and that one must be exact, for the service job currently on his bench; for without circuit and servicing data the technician will waste a lot of time probing aimlessly for the cause of the failure. Then, of course, once given the data he must be taught *how to use it*, lest each new sheet calls for a new approach to the subject. He cannot use shop time to *learn*. The service aid

must instantly be useable without recourse to anything like *service-aid on the use of service-aid*. In other words, all time charged to that particular service-job should be utilized for the direct effort of completing that job.

How that time can be minimized as to permit more service jobs adequately completed to pass through the shop in a given period, how to use that minimum time to best servicing advantage (through the means of time savers, efficiency helps, training and service aids and space arrangements), should be carefully considered and regularly reviewed by your shop management to make certain your shop is getting the most out of its most valuable commodity—*TIME*.



DOUG CARPENTER (left) Chief Antenna Engineer of JFD, shows expanded electronic penthouse-laboratory in Brooklyn to Sam Percy, Eastern Advertising Manager of *SERVICE MANAGEMENT*.

Diamond Stylus Sales Increased 400% last year* *Are you getting your share?*

"High fidelity phonographs, once limited to an exclusive fraternity of enthusiasts, are close becoming standard home appliances. One indication is the sky-rocketing sales of diamond needles. One company reports a 400% jump for part of 1953."

POPULAR SCIENCE

* Figures released by the General Electric Company

Every one of your customers has been impressed by feature editorials in such leading periodicals as *Fortune*, *Life*, *Saturday Review*, *New York Times*, *Esquire*, *Popular Mechanics*, *High Fidelity*, *Popular Science*, *House & Garden*, *Good Housekeeping*, and *Time*—editorials which have stressed the "must" value of a diamond stylus for the ultimate in hi-fi performance. These are pre-sold customers who are "naturals" for your sales pitch.

To cash in on these potential sales, contact the leading nationally advertised brand manufacturers. Ask for their dealer selling aids—envelope stuffers, counter display cards, etc.—all designed to make sales for you. Most important, though, is for you to point out to your customers

that they may be ruining their valued record collection with a worn out phonograph needle.

Be sure to get your share of the huge profits being made in this field by other service organizations such as Haynes-Griffin, New York; Lyon & Healy, Chicago; Paul Schmitt, Minneapolis; Sherman Clay, San Francisco; Ernststrom's, Dallas; J. G. Bradburn, Houston; Disc Shop, Washington, D.C.; Thearle's, Los Angeles; who are actively promoting the sales of diamond styli.

Don't wait any longer. 1954 will definitely see an even greater sales increase. Take advantage of this "big ticket" profit market—take advantage of all the pre-selling which has been done on the part of the nation's leading authorities.

TETRAD

62 St. Mary Street, Yonkers 2, New York

World's Largest Producer of Diamond Styli

Supplier to Manufacturers

YOUR LETTERHEAD

your calling card delivered in the mail is your letter — does it back your business up?

IN AN EFFORT to bring the servicing trade an awareness of their mailbox impressions we have selected several striking letterheads to review from the heavy correspondence that comes into our editorial offices.

Many businesses operated by technicians don't even bother to use a good piece of paper when they send off a hurried note to a customer or a prospect . . . much less letterhead-stationery with a neatly typed message.

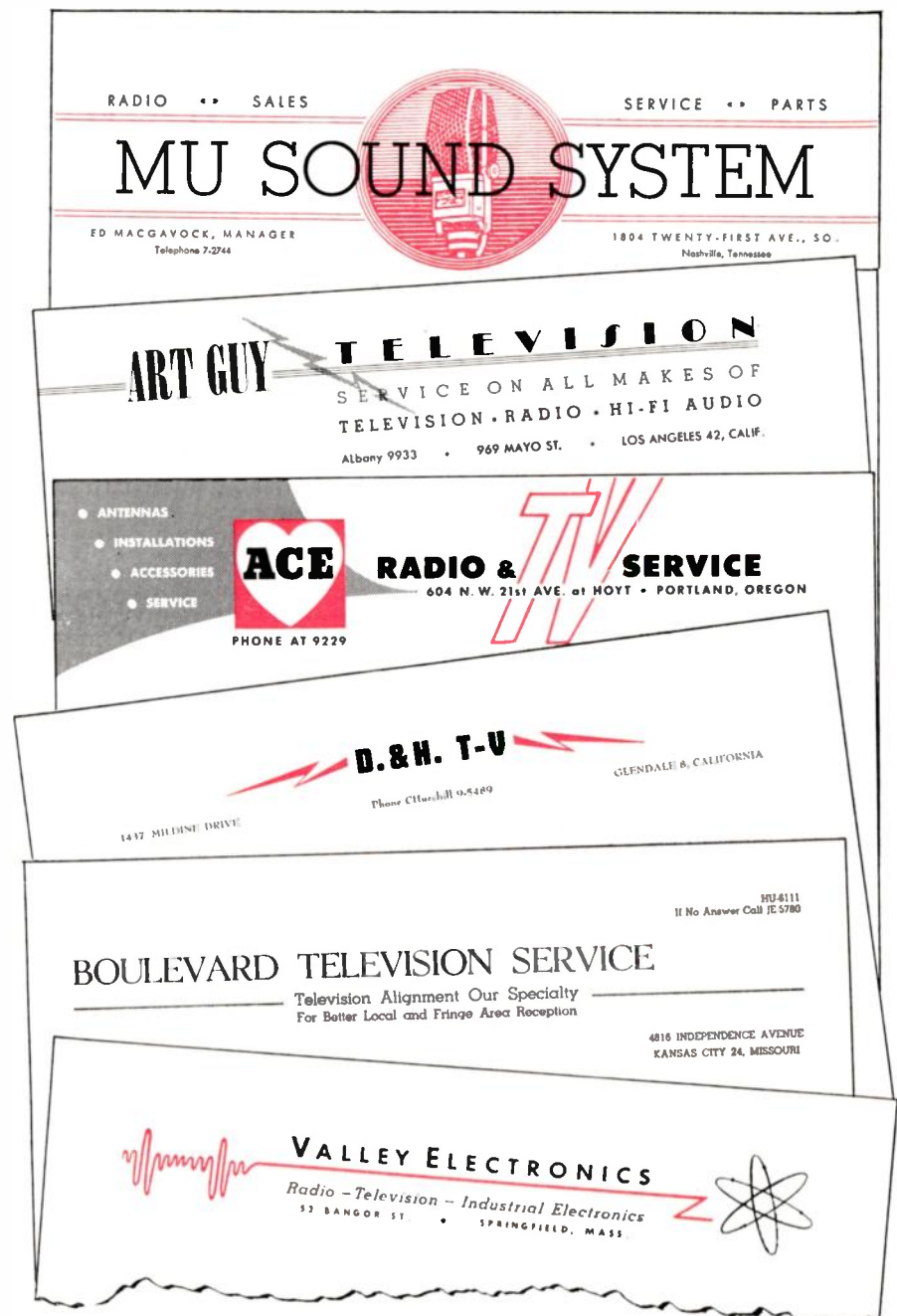
But, a business is judged very often by the correspondence it carries on, especially by people who have never set foot within the shop—and those are the very people the serviceman wants to impress.

Here are several important ideas that you may incorporate when you are designing or choosing the letterhead to identify your place of business. Some of them are:

1. Back up your sales with advertising, trademarks, phone number, guarantees and — of course — your address.
2. Show your engineering know-how by expressing the design style of your products and/or services.
3. Identify the length of your services to the public . . . how long you have been in business.
4. List your services for those who don't know them or for those who do as a reminder.

MU Sound System uses an effective microphone illustration with its company's name. Its services are clearly defined above this line to catch the attention next and information on how to reach the owner is blocked in neatly below. An interesting electric motif is used by Art Guy's Television shop to lead the eye down to the message carried by this sheet. Ace Radio & TV Service shop capitalizes on a well known theme which has very good customer psychology in associating the ace quality with its brand of service.

(Continued on next page)



LETTERHEADS received through correspondence with this magazine and discussed in the accompanying text.

D. & H. T-V have developed a simplified method of presenting their name. Its message is short and direct, neat and easily read. Same goes for the sturdy, reliable look given to Boulevard Television Service by its letterhead.

Readers are urged to send their letterheads (flat and without typing on them) for review to the editorial offices of **SERVICE MANAGEMENT**. Address them to Letterhead Department."

— Editor

Popular symbols with many servicing businesses are the ones incorporated by Valley Electronics—a technical sign presented in a form the public understands.

The Gun Is Loaded

Naturally you're not sending a blank—that is to say, your letter has a message, which we hope is a good one. It

will look better and more likely be read if it is typed neatly and signed legibly. The pencil scrawl went out with the caveman's hieroglyphics and the flourishing penmanship died with valentines left on the doormat.

So bring your business correspondence as up to date as your sales and service. The most important thing being, always, to send letters, mailing pieces and reminder postcards often—in order to keep *your* name out in front of the public.

Our Opinion (Continued from page 4)

Set owners neglected TV service this summer. This will present a heavy "back-log" of service jobs. Their sets will demand service when they go back to their regular schedules of TV-viewing. This back-log added to the normal service work-load will place quite a strain on the currently available per-

sonnel in the service industry to handle it.

These will be busy months. But they are the months that independent service business operators should **take** time to do some important work for the service industry. These are the months that programs intended to stabilize service as a business activity should be thoroughly planned and started. You can accomplish more concrete results when business is good than you can when business is bad.

In this department during the next three months we will present the basic patterns for three separate actions that should be taken by independent service business men **this year** all of which are in the best interests of their individual businesses. Now is the time to start those programs that will stabilize independent service as a dependable, long-range business activity.

Watch for these important editorials. You will like the results they can accomplish for **you**.

PHW

Record Keeping (Continued from page 17)

cash, or with the name and address of the customer when they give that information. The original goes to the customer, and the duplicate is filed in the cash drawer or on a spindle until the end of the week when they will be entered in the record.

Our weekly record sheet is made up on a standard ledger sheet 8½ x 11", which is ruled as illustrated, has ten columns with date and detail space. It is referred to as form 10-10 columnar sheet.

The average small shop may have from fifty to a hundred or more transactions in a week and it is possible to record the entire week's business on one sheet, and have at a glance all the sales information as taken from the sales slips day by day through the week. As you will observe from the illustration the week of January 9th, with all items entered, footed by column, and cross-footed for a total week's business of \$247.10.

You will observe there is a \$2.00 refund to a customer. Also, that there are two wholesale items as well. These will be handled properly later and will be referred to again.

We indicated that most shops do business on a cash basis. It does happen that some business may be done on credit to charge customers. There may be many or few. In either case, the general handling is the same. In this week's report there are two charge customers, May Jewelers charged for \$4.10, \$1.42 and \$1.85; and Macy's charged for \$9.97. How the record is kept on these will be described later, but your attention is called to them now as being of a credit nature.

As a matter of compactness in the retail columns those entries are on the same lines with others in other columns. The only reason being to conserve space rather than use up two or three sheets which is wasteful and needless. Many times the retail sales far outnumber the service sales and if this should be the case, it is only necessary to head up another retail column, alongside the first, for the week and make use of it.

There are times when two sheets must be used. In that case, the columns are footed and carried forward to the next page under the same columns, and the totals made and footed as before.

The next discussion will cover the recording of business expenses and purchases.



Tops in Everything
ONVENIENT

Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District . . . Preferred, always by experienced travelers because of its outstanding advantages— Every room with combination tub and shower . . . and circulating ice water.
Delicious food . . . cheerful service.

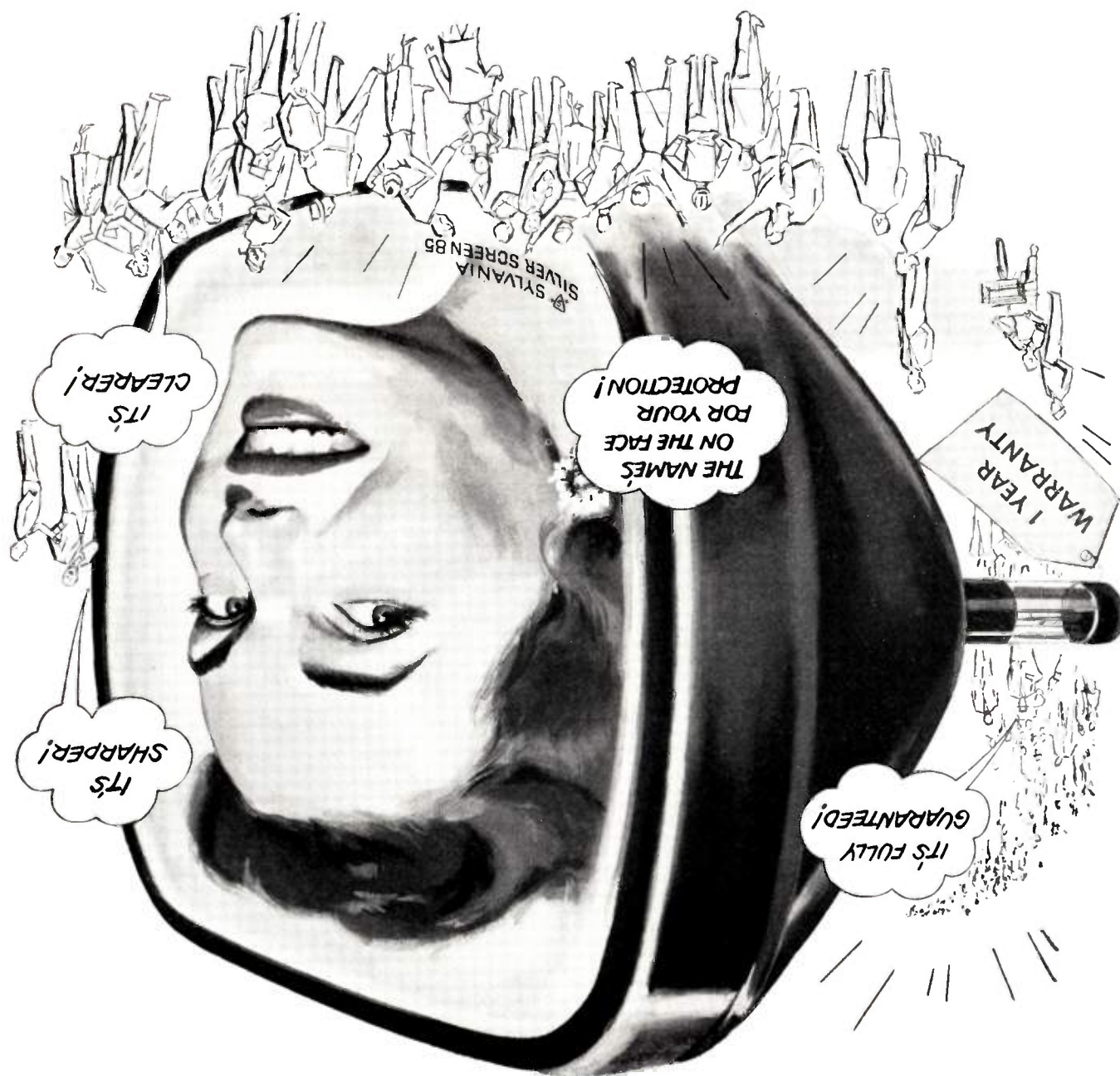
AIR-CONDITIONED ROOMS

350 rooms from **\$3.50**

HOTEL LARIDGE

LOCUST ST. AT EIGHTEENTH
Free Parking
ST. LOUIS

ERNIE SIMONS
General Manager



IT'S SYLVANIA'S SCREEN 85"

The Picture Tube with three amazing design features!

**SILVER-ACTIVATED SCREEN...SUPER ALUMINIZED REFLECTOR
PRECISION-FOCUS ELECTRON GUN**

**YOU CAN BE PART OF THE
BIGGEST PICTURE TUBE
CAMPAIGN IN THE INDUSTRY!**

**All this promotion material
is yours FREE
—All you have to do is ask for it!**

- attractive window streamers . . .
- colorful counter and window displays . . .
- radio and TV commercials for you to use on your local stations . . .
- newspaper mats . . .
- publicity releases . . .
- postcards . . .
- envelope stuffers . . .
- a brand new booklet to describe the revolutionary "Silver Screen 85" to your customers . . .

Here is a truly great achievement in television picture tubes! Sylvania's "SILVER SCREEN 85" is the last word in design and engineering perfection. It's the picture tube with the SILVER-ACTIVATED SCREEN, to produce television's sharpest, clearest pictures; the SUPER ALUMINIZED REFLECTOR to catch and use all available light, giving pictures more depth, more dimension than ever before; the PRECISION-FOCUS ELECTRON GUN that scans every inch of the screen, making images stand out in pinpoint detail.

From foreground to background, pictures are razor-sharp, crystal clear! Blacks are *really* black—whites are *true* white. Only professional movies can duplicate

the "Silver Screen 85" picture. It's a SUPER ALUMINIZED PICTURE TUBE, designed to give top performance, made to the highest quality standards, and backed by the world's most experienced manufacturer of picture tubes!



**YOUR SYLVANIA
DISTRIBUTOR HAS THE
"SILVER SCREEN 85" NOW!
MAKE SURE YOU ARE PART
OF THIS PROFIT-PACKED
PROMOTION—CALL HIM,
WRITE HIM, SEE HIM TODAY!**



24 MILLION PEOPLE—including YOUR CUSTOMERS—WILL HEAR ABOUT THE "SILVER SCREEN 85" EVERY WEEK ON "BEAT THE CLOCK"! 80 STATIONS NOW REACH 93% OF THE TV HOMES IN THE COUNTRY.

Right in your own town! That's where Sylvania will help you sell the "Silver Screen 85"! Hard-selling commercials will tell millions of people every week that you're the man to see for a new "SILVER SCREEN 85."

SYLVANIA



Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

In Canada: Sylvania Electric (Canada) Ltd., University Tower Building, St. Catherine Street, Montreal, P. Q.

LIGHTING • RADIO • ELECTRONICS • TELEVISION

OUACHITA SERVICE PHILOSOPHER



*Talks About Snow-blindness, Wives,
Women in General, Neuro-psychiatry, and Golf*

By JACK DARR

Y'KNOW, there's an occupational disease amongst writers known as "snow-blindness." This dreadful affliction is caused by settin' in front of a type-writer and glarin' at a great big expanse of white paper, with no words on it! This happens mostly when you got a deadline to meet, or the baby needs new shoes, or something like that. Now I'd be the last one to claim that I was a writer, and I know both of my readers would agree with me, but it strikes even me, once in a while.

Jist got to thinkin' about this affliction this mornin', and it occurred to me that it ain't confined exclusively to writers, but can also strike radiomen, too. Kind of a different set of symptoms there, but I suffer from that one, too, bein' more or less occupied in the radio-TV business. Basic symptom of this thing is the inability to do anything about an observed condition: with the writer, he can see all that nice smooth paper, but he can't put any words on it; with the radioman, he can see something he needs to do, around the shop, usually, but he just can't seem to do anything about it.

'Laissez-Faire'

Most of th' time this shows up in the form of slightly used-up paintwork around the shop itself, dingy- fly-specked window displays, dirty trucks, ragged and dirty work-clothes, scarred up test equipment, and a general attitude of what Henri calls "Laissez-Faire," and I would too if I knew fer sure jist what I meant. Means, I think, the observation of certain easily-correctable conditions, and the inability to do anything about 'em!

You know, and I know, that it don't take much trouble to keep your shop lookin' neat and clean, and yourself likewise. Y' don't have to work in a Tux—wear khakis if you want to—I do, but m' wife sees to it that I git a clean set every mornin'. ('Course,

sometimes, if I'm a mite late gittin' up, or too sleepy, I git off with yesterday's britches, but I hear about it when I git home.) (Don't laugh: you do too!)

Wouldn't take but about ten minutes before you go home this evenin' to sling a few brushes-full of paint at that front door and the woodwork around it, an' wash the front window, and put in some fresh display material. Next mornin', it'll be all dry, and you can sweep out good, and take a swipe at th' test equipment. Incidentally, have you ever tried Windex, or any of them glass-cleanin' compounds, for reddin' up the testers? Jist dampen a cloth in it, and take after it. Works fine.

No, sir, what I'm thinkin' about right now is that, "Aw, I'm tired; let it go, and I'll do it tomorrow" attitude that so many of us have about our shops. Believe it or not, the customers notice these things, even the men-folks. Right about now with th' hot weather and all it's hard to work up any enthusiasm for sweepin' and moppin' and dustin', but it'll help you out if you do it. I know th' last time I give my little electronic Goat's Nest uptown a good reddin' up, it helped me out considerable. (Of course, if I was pinned down, I will admit that it was my wife's idea in th' first place. She come marchin' in one mornin' all laden down with cleanin' rags, mops, brooms, Bon Ami and stuff and shoosed us all out. Dern place sure looked better when she got through with it, too!)

Don't Do as I Do

This is definitely a case of "don't do as I do; do as I say," 'cause I'll be the first to admit that I don't keep the place up as well as I could, but then, I been awful busy the last few weeks. (Voice from the kitchen, "Oh, yeah?") On second thought, I believe I'll get right into town tomorrow morning and give the joint a good cleanin' up, before I go to work. Then I'll git some paint

and touch up the front, and wash up the old truck. Sure will make it look better. Sign needs a mite of refurbishin', too. (Voice again: "I'll believe it when I see it!")

Y'know, I was talkin' about snow-blindness a while ago, I've noted that that particular affliction can set in electronics men in general, as well as writers. Technically, I mean, not as to things around the shop. You've had it, too; we all have. You git a set in, the first thing you know, you've checked everything in it, and there you set, starin' at it. Every part and every voltage in the frazzzzlin' thing is right on th' button, but there's one little difficulty: it don't work! A condition for which, right then, you can see no reason whatsoever! That, feller, is a bad case of electronic snow-blindness! There ain't too much you can do about it, either. Best thing I've ever found is to push the thing gently but firmly to the back of the bench and go gitta cuppa cawfee. Take your mind completely off of it for a while, and the chances are you can come back and fix it right up.

Brain Exposed?

When you're really physically snow-blind, it is caused from actual overwork of the eyes; when you git electronically snow-blind, chances are it's th' same thing; your brain has been exposed to so much "light" that it won't work either.

You've gotten to the point where the deductive, the reasoning faculty of your forebrain simply refuses to function. As the feller said, you've got a corticothalamic block. (I gotta stop readin' that science-fiction!) No joke, though, that's what happens. Your grid resistor's open; your brain is blocked. Let that excess charge leak off, and you'll git back to the point where you've got some mental gain once more.

Same thing you do to your body when you take a vacation, only you don't have to go so far away as the mountains or the seashore. Just run around the corner for a while, shoot a few games on the pinball machine, tell the gang a few lies about that last big fish you caught, and so on. Of course, on very difficult problems, you might even have to go out and shoot eighteen holes of golf.

There's another thing I meant to mention. It's kinda tied up with this same trouble, in fact it's probably the main cause of it: nervous tension. We live in a high-pressure world now, and everyone's kinda high-strung, so don't feel too proud if you got it; everyone else's got it, too. Thing is, we gotta live with it, so we got to find out what
(Continued on page 30)



UNITED MOTORS SERVICE, in a campaign to broaden and strengthen its sales activities, has added two new sales regions and three new classifications of product lines. To handle this expansion they have made announcement of the following appointments: (left to right) E. L. Anderson, sales promotion manager; H. P. Schaller, Thomas F. Plant and E. L. Lape, all new assistant general sales managers. Also appointed are: three new merchandising managers, six new regional managers and nine new zone managers.

Service Shops Welcomed to T.E.A.

The Texas Electronics Association has opened the doors of membership to individual service shops in its aggressive campaign to make this organization a fully representative, forceful state-wide association.

Initially organized as a State Association comprised of local service associations, membership in T. E. A. was limited to service shop operators who were members of local organizations. In view of the large number of towns in the state in which local associations could not function effectively, T. E. A. board members felt that the State organization can provide practically all of the benefits of a local association to these widely scattered members of the service business fraternity.

With independent electronic service standing at the door of another period of rapid expansion, present officers of T. E. A. are of the opinion that unhealthy developments can be throttled at birth through the alert action of an effective and fully representative state-wide association.

Information about the new membership plan of the Texas Electronics Association can be obtained by writing to: Will A. Shaw, Executive Secretary, Texas Electronics Association, 1610 8th Ave., Fort Worth, Texas.



when service needs indicate a trade-in. (4) It arms the price-cutter with a strong service argument without his having made the investment in manpower, facilities and components the service operation has.

NATESA ANNUAL SERVICE CONVENTION

THE NATIONAL Alliance of Television and Electronic Service Associations will hold its fifth annual "TV-Radio Service Industry Convention & Show" at the Hotel Morrison in Chicago, Illinois, on September 24, 25 and 26.

In addition to the displays of latest products and equipment that will be made by many set, tube and parts manufacturers, the NATESA convention committee has arranged a series of seminars which will cover all aspects of industry products that are of current interest to operators of Radio-TV service businesses.

NATESA has invited all service people to attend this convention. Representative delegations are expected from all of the NATESA affiliates. Several associations in cities within convenient driving distance of Chicago have announced their entire memberships are planning to attend the convention en masse.

Information about the convention program may be obtained by contacting Frank J. Moch, President NATESA, 5908 South Troy Street, Chicago 29, Ill.

Kaleidoscope

(Continued from page 12)

retails at \$1.25. . . NARDA members sight four reasons for their opposition to the new plans of free service by the distributor or other factory authorized

agent for 90 days after the purchase of a radio: (1) Central service keeps the consumer away from the retailer, injures the independent service business. (2) It educates the consumer to have his out-of-warranty service done by the distributor, too. (3) It keeps the retailer from access to prospective buyers



HORROCKS — master of specialized experience.

HERE'S WHAT



WILL DO FOR YOU

1. Reduce the number of telephone operators required to service a given number of accounts.
2. Give service technicians a complete case history on each receiver being repaired.
3. Give your telephone operator a complete case history enabling her to speak authoritatively to customer requesting service.
4. Eliminate the possibility of sending a service technician to a wrong address.
5. Enable you to set up all the required service records at one typing or writing merely by inserting the proper number of units.
6. Reduce paper work and papers and require less space.
7. Eliminate individual customers' folders and files.
8. Reduce the time required to route service calls by any pre-designated areas.
9. 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.

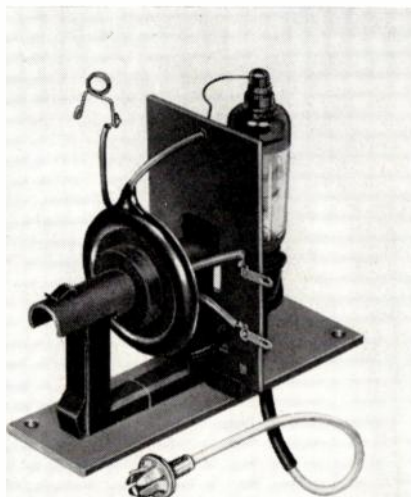
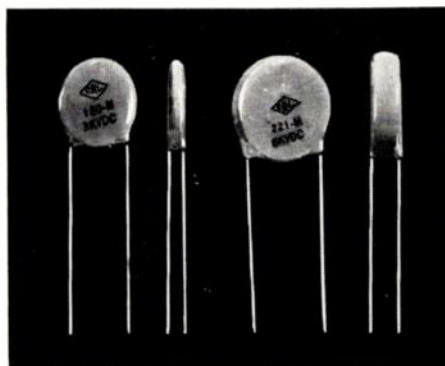
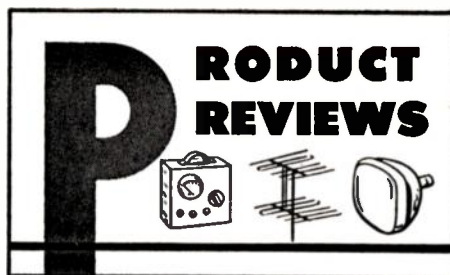
Yes . . . for only 25¢ you can learn how you can transform your service business into an efficient, smoothly-running operation.

**EFFICIENCY MEANS MARKEM
MARKEM MEANS PROFITS**

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

**MARKEM
SERVICE SYSTEMS**

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



New 3000 & 6000 VDCW Disc Ceramic Capacitors

A complete line of 3000 and 6000 VDCW disc capacitors have been added to the Centralab Distributor ceramic listing. Designed for use in high voltage circuits and television applications, these capacitors are 100% flash tested at twice rated working voltage for maximum safety factor. The units also can be used for industrial electrical and electronic apparatus such as motor buffers, ignition quieting and computers.

Centralab high voltage disc capacitors are packaged five per envelope, 25 per carton, and can be purchased from regular Centralab distributors. Complete details are found in Bulletin 28-2 available by writing Centralab, 900 East Keefe Avenue, Dept. H-9, Milwaukee 1, Wisconsin.

A Diamond Chest To Help Sell — Free

Recoton Corp., New York, announces a new dealer aid that helps sell more diamond styli to the retail customer. It's a beautiful veneer chest that holds 28 Recoton diamond styli and is equipped with a sturdy lock for safe-keeping. Breakaway hinges permit the top to be separated from the bottom tray for counter or window display. This chest is free with either Recoton diamond needle assortment No. 106 or 112.

Other free dealer aids provided with these assortments include a high powered jeweler's eye loupe, forceps, screw driver, wrenches, and assorted nuts, all contained in a durable vinylite bag, plus an up-to-the-minute revised 1954-55 Reference Guide and cross reference sheet.

Halldorson Announces Flyback Replacement

Halldorson Transformer Division, Gramer Transformer Corporation, offers a new specific flyback replacement designed for the vertical chassis 17 TV sets now being built by Crosley and Hallicrafters.

The new unit, Halldorson FB417, is a specific replacement assembly incorporating the H. V. Rectifier socket and mounting to replace Crosley Part No. 15720-5-1 and Hallicrafters Part No. 550251.

Bulletin No. 118, giving complete application data of Halldorson FB417, is available at Halldorson distributors or by writing to the new Halldorson headquarters at 2734 N. Pulaski Road, Chicago, Ill.

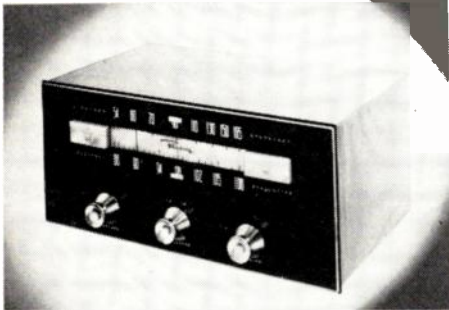
**Tung-Sol's New Edition
Tube Characteristics Manual**



The ever popular Tung-Sol Tube Characteristics Manual continues to grow in size, scope and importance to radio and television service dealers. The 20th edition, now being distributed, contains 200 pages which include a brand new section on Cathode Ray tube substitutions.

This edition is 34 pages larger than the preceding issue and contains data on 600 receiving tubes, 110 premium types, 170 Cathode Ray tubes, 85 Diodes plus tube base diagrams, color codes, dial lamps and numbering codes. Use of different colored paper for each section makes for fast reference.

The Characteristics Book may be obtained through any Tung-Sol tube wholesaler.



**FM-AM Professional Tuner
Regency's Model AF-250**

A new FM-AM professional tuner, Model AF-250, is now being manufactured by Regency, a division of Industrial Development Engineering Associates, Inc. (I.D.E.A.) as an important unit in the firm's line of quality high fidelity equipment.

The new FM-AM tuner utilizes a genuine Armstrong circuit with two limiters, and has separate FM and AM circuits from antenna to output. AFC on FM provides maximum fidelity at all times.

The audiophile net price of the Regency FM-AM professional tuner, Model AF-250, is \$250.00.

For more information on this unit, see your Regency dealer or write directly to Regency, a division of I.D.E.A., Inc., 7900 Pendleton Pike, Indianapolis 26, Indiana.

**Webster Electric
Universal Cartridge**

The Webster Electric Company, Racine, Wisconsin, has announced the addition of a new universal cartridge to their Featheride line. Known as the WX, this cartridge is a single-needle, dual voltage model for either 78 rpm or three-speed use.

For high voltage applications it develops 5 volts at 78 rpm or 2 volts at 33 $\frac{1}{3}$ - 45 rpm. Using the shunting capacitor which is furnished with the cartridge for low voltage use, the WX develops .75 volt at 33 $\frac{1}{3}$ rpm or 1.5 volts at 78 rpm.

For further information, write to the Sound Sales Division of the Webster Electric Company, 1900 Clark Street, Racine, Wisconsin, and ask for Bulletin Y-F4.

**Wireless Intercom System
Talk-A-Phone Product**

A six-station wireless selective master intercommunications system, requiring no cables or installation, is being introduced by Talk-A-Phone Co., 1512 S. Pulaski, Chicago.

Claimed to be the first completely selective wireless intercom system, the Talk-A-Phone LCM-8806 offers many features of the Talk-A-Phone conventional line, including a six-channel selector, which enables each unit in the system to transmit to any of the six separate channels and receive calls on any channel it selects to use.

As many as three separate conversations can be carried on simultaneously over the six-station system.



"FREE"

PERMO DIAMOND NEEDLES

**for DEALERS and
DEALER Personnel**



Sell 4 Permo Diamond Needles and get one "free." Send postal card for complete details.

**Special promotion for September,
October and November**



PERMO, INC.
6415 Ravenswood Avenue
Chicago 26, Illinois

MERIT

Since 1947 has made

MERIT

TV flybacks

MERIT

For exact replacement

MERIT



MERIT COIL & TRANSFORMER CORP.
4427 N. Clark Street
Chicago 40, Illinois



ASSOCIATION NEWS

BY PENNY MARTIN

NARDA MEMBERS can be mighty proud of their association these days. As soon as President Vergal Borgland



read about the flood in Des Moines, he telephoned Al Bernsohn, Managing Director, in Chicago. He wanted Al to be sure to offer the total of his experience with a near-disastrous flood to the dealers in Des Moines and to

make a special presentation to them on such things as the 3% money available in disaster areas, the names of the companies that would cooperate and to what extent, the best way to recover payments on merchandise damaged, etc. Fortunately, the dealers didn't need it, Bob O'Callaghan reported, but nonetheless they're very grateful for that sort of generous concern.

* * *

At the request of some NARDA members, Al Bernsohn wrote to W. L. Parkinson of G-E and asked for a full explanation of their 90-Day Free Radio Service policy. He got back a 3-page reply that presents their case ably from their standpoint, but doesn't justify the damage this program does to the independent serviceman and self-servicing dealer. Best bet would be to get appointed a factory-authorized service agency, it seems.

* * *

Summer Is Fun Time

All work and no play makes Jack a dull boy . . . so many organizations took time out for play.

The Electric Appliance Dealers Association, 627 Plymouth Building, Minneapolis 3, Minnesota, sponsored their second annual All Industry Golf Stag at the Minnesota Valley Country Club August 3, 1954.

As in the past, their distributors came forth with a spectacular array of prizes

worth hundreds of dollars. They had golf, cards, contests, refreshments, and topped it off with a steak dinner in the evening.

Last year their special guests were members of the Laker Basketball Team. In keeping with the theme of inviting sports notoriety, special guests this year were Wes Fesler, former football coach, U. of M., presently Vice-President WDG; Murray Warmath, present U. of M. football coach; and Clipper Smith, ex-coach Los Angeles Rams, presently Director of Sports and Public Relations, WTCN-TV.

* * *

The Utah Association of Radio-Television Servicemen held their annual family picnic up Spruce Canyon in July. The relaxation afforded members an opportunity to become better acquainted while participating in softball, horseshoe pitching, fishing and mountain climbing. No wonder this annual affair is anticipated by so many.

The Radio-Television Servicemen's Association of Pittsburgh, Penna., held their annual picnic at Westview Amusement Park . . . complete with contests and prizes.

Newest addition to local association publications is the VIDEO SCOPE published by RTSA. Editor B. A. Bregenzler is doing a good job.

* * *

RSDA-Kansas Picnics

A very successful picnic was held by the Radio Service-Dealers' Association of Kansas with the Wichita Chapter acting as host. Lavish servings of soft drinks and ice cream were augmented by many fine prizes. Short talks given by top personnel of Station KEDD, including President North.

NATESA President, Frank J. Moch, spoke on new problems and the need for cooperative action to assure independent services' position.

The group visited the brand new plant of Radio Supply Company which held open house. Many special displays and demonstrations.

RTSA Utilizes

Joe Driscoll, President of the Radio-Television Service Association, sent in a tear sheet from the TV section of the St. Paul, Minnesota Pioneer Press which carried an excellent large, institutional-type ad which shows what an effective association can do to police licensing ordinances. The ad calls the public's attention to the fact that licensing of TV shops is mandatory in the city, and that by doing business with licensed shops, they are protected. All RTSA members are licensed. The ad is reinforced by many smaller, individual ads, each boldly displaying the association emblem.

* * *

"Let's Face Facts," Says Oklahoma RTSA

Speaking of effective ads, the Tulsa Radio-Television Service Association, Tulsa, Oklahoma, ran the following ad:

"Let's Face Facts . . . no qualified television service man can make '\$1.98 or \$2.95' or similar cut-rate service calls without losing money. This means the company or individual who advertises such cut-rate service is either foolish or dishonest. If he's foolish enough not to realize he's losing money, or values his time so low that he can't make a living wage, he's probably a poorly-trained technician who won't last long in the complex field of television. If he's dishonest, he intends to make up the difference between his advertised 'cut-rate' and his profit by needlessly replacing parts. You have a considerable investment in your television set. If you want it worked on by a qualified technician—a man who tells you honestly, in advance, how much his service call will actually cost and who will replace only those parts that need replacement . . . then call a member of the Oklahoma Television & Radio Service Association.

"P. S. — We overlooked one possibility. The cut-rate artist might just be in business for his health. If you can be sure of this, by all means take advantage of his generosity."

In an electronic service business



IT IS “KNOW-HOW” THAT PAYS OFF

*Management know-how,
that is . . .*

A man may study diligently to become the best TV technician in his community. He may read every textbook and article he can find on the subject of electronic circuitry and acquire a mental warehouse of interesting and sometimes useful information.

But to run a service business successfully, it is “management know how” that will pay off.

SERVICE MANAGEMENT is the “management know how” magazine for the electronic service industry. It is the one

magazine that is considered *must reading* by the managers of the industry’s leading successful service businesses.

SERVICE MANAGEMENT is written for you by men who know the problems of managing a service business. It boils down service management problems to their essentials.

And for added income . . .

SERVICE MANAGEMENT keeps you informed about products that will produce profitable income without increasing your business investment.

HERE’S MORE HELP!

A pair of the popular Radio-Phono and TV Service Standard Labor Charges Wall Charts will be sent to you

FREE!

AS A BONUS WITH YOUR SUBSCRIPTION
TO **SERVICE MANAGEMENT** MAGAZINE

**FILL IN THIS COUPON AND
MAIL YOUR SUBSCRIPTION NOW**

LECTURE BUREAU PUBLISHING CO.
161 Luckie Street, N. W.
Atlanta, Georgia

TVL-2
RPS-1
F
R
E
E

GENTLEMEN: PLEASE ENTER MY ORDER FOR A SUBSCRIPTION TO
“SERVICE MANAGEMENT” AT \$3.00 A YEAR. (TWO YEARS, \$5.00)

☐ CHECK ☐ MONEY ORDER ☐ CASH

NAME _____ 152
(Please Print)

ADDRESS _____

CITY _____ STATE _____

SIGNED BY _____ POSITION _____

Type of Business: (Check Which)

- ☐ Exclusively Service
- ☐ Basically Service but Sell Sets
- ☐ TV Dealer with General Service Department
- ☐ Receiver Sales & Customer Service Only
- ☐ Other

New Television Tubes Produced by Tung-Sol May Cut Cost of Sets

THE AVERAGE family now may be able to purchase that second television set or replace its old small-screen receiver as a result of a new series of TV tubes on which Tung-Sol Electric, Inc., has launched volume production.

The electronics firm said its engineers, in an effort to help produce lower-cost receivers, had developed 26 tube types for sets using a series string circuit. Such a circuit eliminates the weight, bulk and costs of a transformer which, in the usual 21-inch set, weighs from three to five pounds.

"Now that brand new television receivers will be available at lower prices, more families will probably decide to purchase a second set for recreation room, children's room or other parts of the home," said John D. van der Veer, sales manager of electron tubes.

"Tung-Sol expects to supply these tubes to many leading set manufacturers, all of whom have been working earnestly for a receiver which could be produced at lower cost without sacrificing quality," he added.

The 26 tube types will provide sufficient variety and versatility to meet the requirements of practically any circuit a manufacturer can devise, the company said. Thermal characteristics of the tubes are controlled so that the voltage surge is minimized during the receiver's warm-up cycle.

Development of the tubes required intensive engineering study by the entire industry, with Tung-Sol's research and engineering staff contributing to essential new techniques. Among the problems solved was development of a new testing method for evaluating the heat characteristics of the tubes in order to give them ultra-long life.

Engineering studies also brought about new methods of manufacturing control which reduce costs and insure uniform quality, van der Veer said.

Quachita

(Continued from page 24)

to do about it. You find yourself wound up like a yo-yo, and snappin' at everybody, or wantin' to and not darin' to, which is worse; you can git repressions that way. You're tight; every nerve in your body feels like it was wound up tighter'n a hillbilly fiddler's E string and you feel like you

might bust and fly all to pieces if anybody said "boo" to you. Well, sir, that's just nervous exhaustion, and it's the same thing you'd git physically if you spent the whole day runnin' up and down ladders puttin' up a 75-foot TV tower. If more people could recognize it as such and take the same steps they take when their bodies are tired, we'd have a lot less family fights and everybody would git along a whole lot better.

Don't claim to be no qualified neuro-psychiatrist; in fact, I had a hard time even spellin' it, but I will say this about myself: I have at last learned to recognize the symptoms of that tired nervous feelin' when I git it, and I usually do something about it, and you can, too. My remedy is very simple: take off! It may be for only five minutes, but those short rest periods can do you a world of good, if you'll apply 'em right.

Anything that will take your brain out of the rut it's been in and give it a breath of fresh air, so to speak, will do the work. I ain't recommendin' that you stop thinkin' entirely: even though your customers may think you already have, that ain't possible. Rest and relaxation is merely doin' something different from what you do all the time. If you're a muscle-worker, you take some mental exercise; if you're a brain-worker, you take physical exercise. Anything just so long as you change around your regular pattern of life.

You'd fix up one of your test-instruments if it showed signs of trouble, right away. Therefore, it is only good common sense to take care of the most important test instrument in your whole shop: your brains! Take care of them and they'll take care of you!

Heard a small story t'other day. Radio salesman says to the dealer: "Every time you sell one of these Super-Whooperdynes, you know that you're going to make some one awfully happy. ME!" With that, I reckon we'd better close up th' clinic and git back to work. Take it easy, and I mean exactly that. Y'all come see us. We'll probably be settin' out in the back yard, takin' it easy. Go thou and do likewise.

Pocket-Size Manual Aids Retail Sales

A handy, pocket-size manual for retail salesmen, incorporating all types of vital sales information on virtually every brand of television, radio and appliance has been introduced by I Want to Know Publications, 923 Kings Highway, Brooklyn 23, N. Y.

Called "The Salesman's Confidential Manual," the leather-bound book fits into the pocket and list concise information on such things as list price, cost

price, specifications, capacities, etc. The book is indexed by product types, so that salesman may locate information by merely glancing at the book.

Products included by brand are: air conditioners, dish-washers, disposals, dryers, electric ranges, freezers, gas ranges, ironers, radios, refrigerators, television and washing machines.

The manual is immediately available at the special introductory price of \$18.75 from publisher.

Silcloth for Use As Tube Cleaner

That versatile genius, the TV serviceman, has come up with a brand new use for Silcloth, the new Jensen anti-static cloth for phono records.

Servicemen writing to Jensen Industries, Inc., tell the Silcloth maker that the cloth makes a wonderful cleaner for the TV picture tube face.

Mike Remund, jobber sales manager of Jensen, said the field reports from servicemen are enthusiastic about the new use for Silcloth. "Once the tube is de-charged of its surface static by rubbing with Silcloth, the tube will remain free from dust much longer," he said.

Automatic Coin-Meter Timer

Master Electronics of Libertyville, Ill., recently announced the development of a new automatic mechanism designed to "entice" hotel and motel guests to deposit a coin in the TV set to see a half hour program.

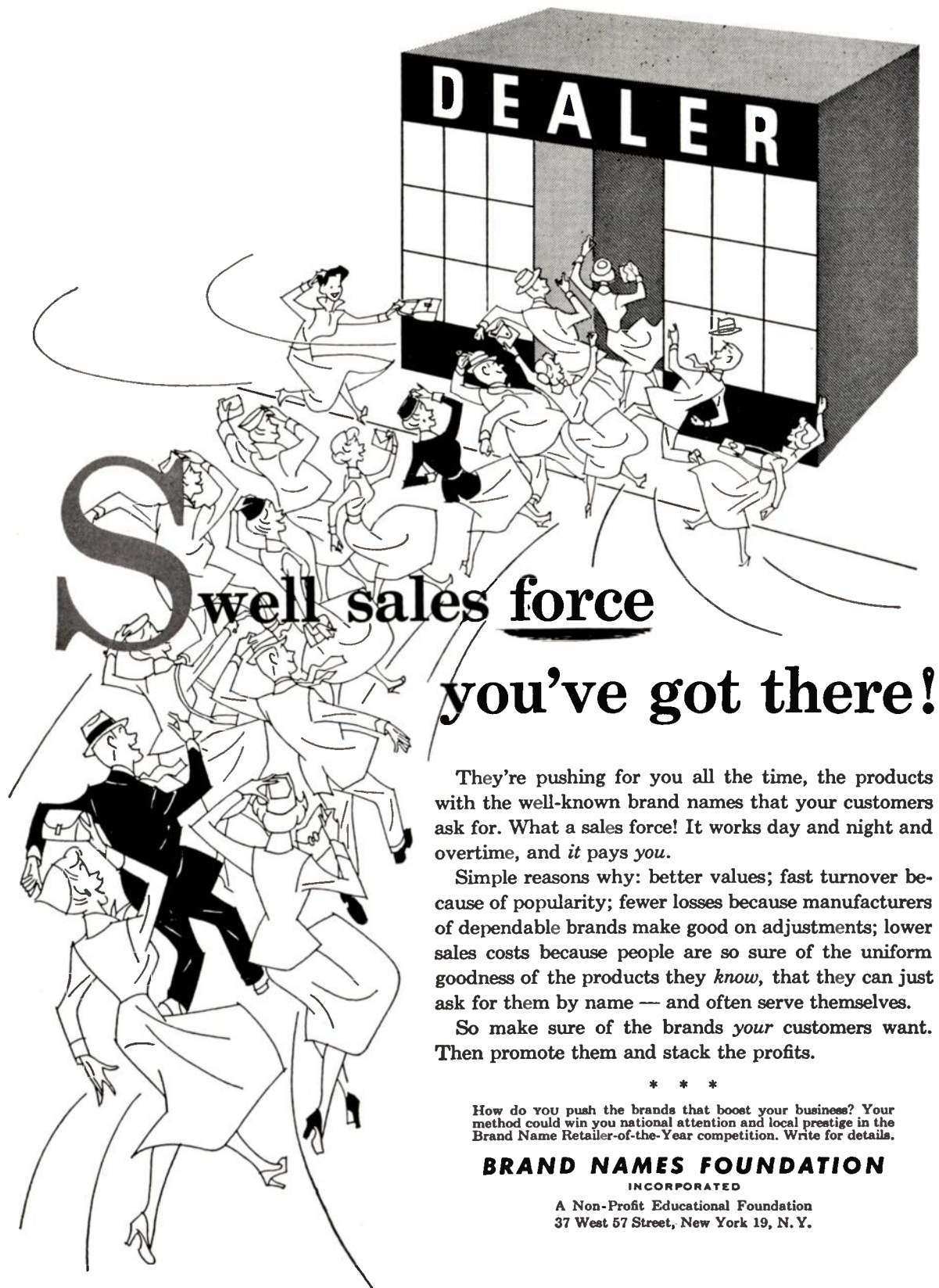
Called the "Entiser," it is an automatic coin-meter mechanism with a built-in-timer. Originally intended for use of TV sets, it is said to be easily adaptable to radios, juke boxes, air conditioners, etc.

The "Entiser" attracts attention to itself by automatically turning on the TV set for a 4-minute "teaser" period every half hour. At the same time it lights up a sign to inform the viewer of the feature. Insertion of the proper coin will operate the set for half an hour. The operation cycle may be present during installation, and may be changed at any time.

For further details contact Felleisen Associates, 5839 West Montrose Ave., Chicago, Ill.

Central Valley TV Service Association

Jim Wakefield of Cardinal TV was elected president of the newly organized Central Valley TV Service Association in San Joaquin Valley, California. Already they have 80 members and a laudable program set up. Hope to hear more from them in the future.



Swell sales force **you've got there!**

They're pushing for you all the time, the products with the well-known brand names that your customers ask for. What a sales force! It works day and night and overtime, and *it pays you*.

Simple reasons why: better values; fast turnover because of popularity; fewer losses because manufacturers of dependable brands make good on adjustments; lower sales costs because people are so sure of the uniform goodness of the products they *know*, that they can just ask for them by name — and often serve themselves.

So make sure of the brands *your* customers want. Then promote them and stack the profits.

* * *

How do you push the brands that boost your business? Your method could win you national attention and local prestige in the Brand Name Retailer-of-the-Year competition. Write for details.

BRAND NAMES FOUNDATION

INCORPORATED

A Non-Profit Educational Foundation
37 West 57 Street, New York 19, N. Y.

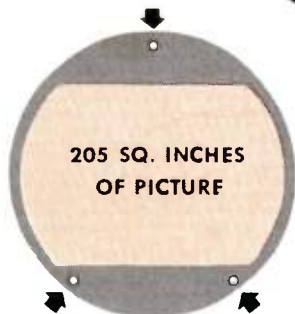
FOR THE BUSINESS YOU WANT, PROMOTE THE BRANDS THEY WANT



**LEADING TV
SET MAKERS PICK**

"205"

CBS-COLORTRON



HOW "205" ACHIEVES BIGGEST PICTURE

As its name implies, picture area of "205" is a big 205 square inches. The "205" achieves this maximum utilization of screen area: 1. By photographic printing of tricolor screen directly on inside of curved face. 2. By using a simple, light-weight shadow mask. 3. By positioning the three mask supports above and below the desired screen area . . . where the screen is masked off anyway by the set maker to obtain the desired 4 x 3 aspect ratio. This permits full lateral use of screen.



**IT'S CBS-HYTRON FOR NEW
COLOR RECEIVING TUBES TOO**

TYPE	DESCRIPTION
CBS-Hytron 3A3	Half-wave, high-voltage rectifier
CBS-Hytron 6AM8	Diode, sharp-cutoff pentode
CBS-Hytron 6AN8	Medium-mu triode, sharp-cutoff pentode
CBS-Hytron 6BD4A	Sharp-cutoff beam triode, high-voltage regulator
CBS-Hytron 6BD6	Sharp-cutoff r-f pentode color demodulator
CBS-Hytron 6BJ7	Triple-diode d-c restorer

LEADING BIG-SCREEN COLOR TUBE

. . . for Biggest Picture
. . . for Superior Performance
. . . for Delivery NOW!

The CBS-Colortron "205" is *today* traveling in freight cars and trucks to the nation's leading TV set manufacturers. It was chosen by them, because of: The "205's" larger 205-square-inch screen. The "205's" over-all superior performance. The "205's" easier circuit adjustments. The "205's" absence of "pincushioning" and other distortion. And the "205's" availability in production quantities now!

BIG-SCREEN COLOR TV IS HERE . . . today . . . at CBS-Hytron. Original . . . simple . . . functional . . . advanced design of the "205" made this possible: 1. With its curved screen-mask construction. 2. With its maximum use of the screen area. 3. With its electromagnetically converged three-beam electron-gun assembly. And CBS-Hytron's huge, new Kalamazoo plant stands ready to step up the "205's" availability when needed. Yes, you can look to CBS-Hytron as the leader . . . and major producer of big-screen color picture tubes.

NEW . . . FREE "205" DATA

Keep abreast of big-screen color TV. Four-page sheet on CBS-Colortron "205," RETMA type 19VP22, contains complete data on: Construction . . . operation . . . application . . . installation . . . adjustment . . . electrical and mechanical characteristics. Write for Bulletin E-227 today!



CBS-HYTRON Main Office: Danvers, Massachusetts

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CBS-Columbia • CBS International • CBS-Hytron

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