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# MANAGEMENT

TELEVISION • ELECTRONICS • RADIO • AUDIO • AIR-CONDITIONING • APPLIANCES

Volume 4 Number 1

October 1954

HOBBYIST,  
OPPORTUNIST,  
TINKER

SKY-HIGH  
BUSINESS

ANTENNA  
MAILER

TRAINING  
EMPLOYEES

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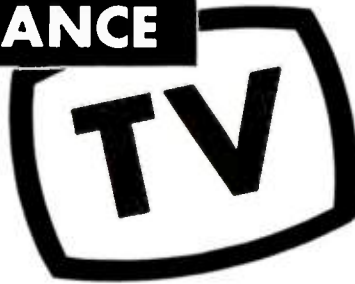
# See For Yourself!



## *New!*

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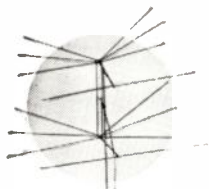


# **ANTENNAS**



# GUARANTEED TO OUTPERFORM ANY EQUIVALENT TYPE ANTENNA OR YOUR MONEY and LABOR COSTS BACK!

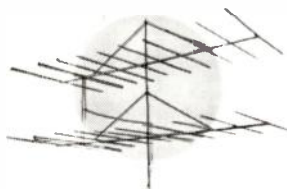
**T**here's been enough words written about TV antenna performance. Now . . . *see the facts for yourself!* Compare any of the new PHILCO Super-Performance TV Antennas with any equivalent type on the market. If the new PHILCO does not give you the finest picture possible, your money back for the antenna *plus* your labor costs up to \$10.00. Ask your PHILCO Distributor for complete details on this amazing offer!



**PHILCO VHF  
SUPER CONICAL**

## **PHILCO TWO-BAY SUPER CONICAL ALL-CHANNEL ANTENNA**

Strong signal pickup on VHF channels 2 through 13 . . . UHF channels 14 through 83 . . . ideal for fringe area reception . . . all-aluminum construction with dowelled elements: Part No. 45-3096-2. Rugged single bay design: Part No. 45-3096.



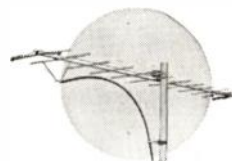
**PHILCO VHF  
LOW BAND YAGI**

## **PHILCO TWO-BAY VHF LOW BAND YAGI ANTENNA**

10 elements . . . all-aluminum . . . factory pre-assembled. Top performance on channels 2 through 6 . . . 13 db to 15 db gain on various channels. Single bay Part No. 45-3112-2 through 6. Stacked version harness Part No. 45-3267.

## **PHILCO GOLDEN YAGI UHF ANTENNA**

Designed for 300 ohm operation . . . all metal construction . . . 11 db to 12 db gain on various channels. "Cronak" coated components resist salt air . . . humidity. Six models cover entire UHF spectrum: Basic Part No. 45-1996.



**PHILCO UHF  
GOLDEN YAGI**

## **PHILCO PARAFLECTOR ALL-CHANNEL UHF ANTENNA**

Pre-assembled, all-aluminum . . . 8 to 10 db gain . . . outstanding fringe area performance . . . immediate mounting on existing masts. Part No. 45-3071. Bow Tie, Part No. 45-3069 and Bow Tie with reflector, Part No. 45-3070 give top quality pictures in many UHF areas.



**PHILCO UHF  
PARAFLECTOR**

**PHILCO CORPORATION ACCESSORY DIVISION**

"A" AND ALLEGHENY AVE. • PHILADELPHIA 34, PA.



# Service Management

PAUL H. WENDEL, Editor and Publisher

VOLUME 4, NUMBER 1

OCTOBER, 1954

## COVER PICTURE

ED REICH, Owner  
Wholesale Television Service Corp.

## Features

**HOBBYIST, OPPORTUNIST, TINKER** 7  
— By Edward A. Stanley

**SKY-HIGH BUSINESS** 8  
— By Paul H. Wendel

**ANTENNA EXPERTS SAY:** 10

**A CHRISTMAS STORY** 10  
— by Ann Karch

**ANTENNA MAILING PIECE** 11

**RECORD KEEPING (Part II)** 14  
— By Howard Wolfson

**TRAINING EMPLOYEES THROUGH TECHNICAL SESSIONS** 16  
— by Penny Martin

**INDEX OF SERVICE MANAGEMENT ARTICLES** 24

## Departments

<b>LETTERS</b>	<b>4</b>	<b>ASSOCIATION NEWS</b>	<b>20</b>
<b>OUR OPINION</b>	<b>6</b>	<b>KALEIDOSCOPE</b>	<b>22</b>
<b>OPPORTUNITIES</b>	<b>23</b>		

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## Letters to the Editor

For the conscientious service technician labor charges can often become an enigma if he desires to be honest both with himself and his customer. This is especially true in areas where TV is newly introduced, and many servicemen are laboriously coordinating theory with practical bench procedure. Until we become fully proficient technicians, a flat hourly rate is obviously not always fair to the customer.

You are, therefore, to be congratulated for the work you are doing, which aside from other benefits, helps the service industry keep itself from undesirable stigma.

I would greatly appreciate copies of all TV, radio and radio-phonograph labor charges charts you may be circulating.

John J. Bovitz

Chisholm, Minn.

\* \* \*

Please place my firm on your mailing list for the various bulletins and other important servicing information as it is released.

Your two books on Color Television have proven of inestimable value to us as a background, that is, behind-the-scenes reference material in our work.

John R. Keefe, Jr., Res. Eng.,  
Keefe Experimental Labs

Huron, Ohio

\* \* \*

Frantic! Have not received September issue of **SERVICE MANAGEMENT** Magazine. Could it be the result of having sent in a change of address during August?

I have just gone through every issue of two leading electronics magazines, dating back to January 1949, looking for ideas in regard to business promotion advertising and found less information than there is in my five little issues of **SERVICE MANAGEMENT**. Please don't let any of my copies go astray.

Nelson H. Dormer

Ottawa, Ontario

Promote An Antenna Boom In Your Town

SERVICE MANAGEMENT

# *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  
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LECTURE BUREAU PUBLISHING CO.  
161 Luckie Street, N. W.  
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GENTLEMEN: PLEASE ENTER MY ORDER FOR A SUBSCRIPTION TO  
“SERVICE MANAGEMENT” AT \$3.00 A YEAR. (TWO YEARS, \$5.00)

☐ CHECK ☐ MONEY ORDER ☐ CASH

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(Please Print)

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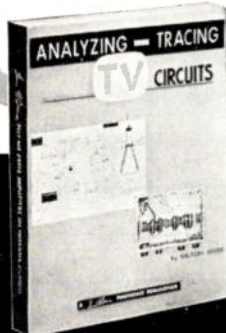
Type of Business: (Check Which)

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

# A NEW KIND OF BOOK FOR TV SERVICEMEN

by MILTON S. KIVER

## "Analyzing and Tracing TV Circuits"



**YOU'LL  
MASTER  
ANY TV  
CIRCUIT**

the book that gives you all  
the knowledge you need and  
shows you HOW TO APPLY IT

**A BASIC  
BOOK**

**for EXPERTS  
or  
BEGINNERS**

Written by an authority who gives you *all* the facts about every TV circuit and then actually tells you how to apply the knowledge for everyday Service **SUCCESS** and **PROFITS**. This book spells out in simple, easy-to-understand language the rules a technician must follow to become top-notch in his work—the rules you need for assured Service **SUCCESS**. It's the *one* "must" book for every Service Technician.

**CONTENTS:** Chapt. 1: Things You Should Know About Every Circuit. Chapt. 2: From the General to the Specific. Chapt. 3: Differences Between Schematics and Actual Sets. Chapt. 4: Following the D.C. Power Lines of a Set. Chapt. 5: Where the Boost B-Fits In. Chapt. 6: The A. G. C. System—From Beginning to End. Chapt. 7: In and Around the Deflection Systems. Chapt. 8: First Things First. Chapt. 9: What To Do When You Meet an Unfamiliar TV Circuit. Chapt. 10: Summary.

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**HOWARD W. SAMS & CO., INC.**

Order from your Parts Jobber today, or write to Howard W. Sams & Co., Inc., 2211 East 46th St., Indianapolis 5, Ind.

My (check) (money order) for \$..... enclosed. Send ..... copy(ies) of "Analyzing & Tracing TV Circuits" (JA-1, \$3.00).

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## Editorial

# "OUR OPINION"

### An Open Letter To

### Television Broadcast Station Managers

You no longer can depend on the novelty of television to attract and hold your viewing audience. The chips are down in the entertainment field and the degree of your success will be determined by many factors other than the type of programs that you telecast.



We members of the independent television servicing industry constitute a potent force that can help you build your viewing audience and entrench your business against the competition of the many other entertainment services that will be vying for the public's attention. But we need your help and you need our help. Here is why we must work together.

In the first place, we still do not *know* whether television will become *the* basic medium of entertainment. We do know it has not displaced radio as the main avenue for information and diversion in the average home. We know, too, that despite the continual TV set "give away" sales promotions there are millions of families that still do not own TV sets.

You were handed a viewing audience rapidly when your station first went on the air because of the novelty of the medium and because of the terrific drive of our country's radio and appliance dealers when they are given a new product to sell. They sold television sets and created an audience for you. Your only cost was your station investment.

From now on, however, the speed of the forward progress of television will be largely in your hands. Since you will be carrying the ball for the entire television industry we of the service industry want to draw your attention to one particular factor that will influence the progress of the medium as much as the caliber of the programs you telecast.

That one factor, Mr. TV Broadcast Station Manager, is the quality of the picture that appears on the viewer's set.

A receiver manufacturer and his dealer fulfill their function when they deliver a set to a consumer's home and he pays for it. The purchaser must have been satisfied with the set or he would not have bought and paid for it. But the manufacturer and the dealer are not married to their customers to the extent that they have to pay the freight to keep them sold on proper maintenance to insure top set performance—and good pictures—year after year.

Set owners are *your* customers. You must have them as viewers to sell your station's time. It is in your own best interests that you use the facilities of your station to sell proper receiver maintenance—and quality pictures.

You have available to you complete facilities and seasoned "know how" to keep your customers television sets in top viewing conditions. You possess the most valuable tool of all for providing set owners with a measuring device to gauge the relative pictorial quality of their sets. You also have the vehicle that can best be used to sell them on the importance of set maintenance. These are combined in your telecast facilities.

As an important part of your regular program use your facilities to sell the idea of good set performance and picture quality. Invite the good independent service businesses in your area to set up a code of service business ethics. When they have done that cooperate with them by giving them free air time to reach your customers with their story of proper maintenance of TV sets. With their help you can build a solid, enthusiastic audience for your station's programs.

Do not leave your future in television to chance.

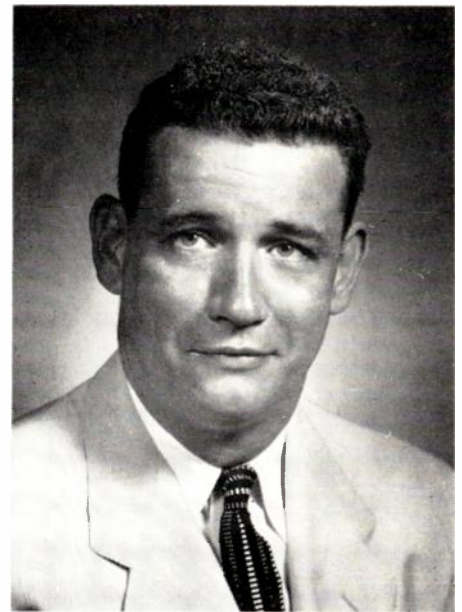
The Independent Television Service Industry.



# HOBBYIST, OPPORTUNIST, TINKER

*Cut-Throat Competitors to Legitimate Business*

By **EDWARD A. STANLEY, President**  
**Centronics, Inc.**



THE PROBLEM of illegitimate competition within the area of radio and television installation and service trades is the most serious of all those which confront the already harassed service-dealer. Competition which comes from others engaged in the same type of business helps to keep Mr. Service-Dealer on his toes and active—but that which comes from the following three cut-throats is the most vicious and the most difficult to meet:

1. *The Hobbyist*—This fellow fiddles with electronics because of his sheer love of the art. He refuses to make a business of his hobby because he is having too much fun.

In many cases he is technically well founded, although he may lack the experience and case-history education which is possessed by a full-time operator. Generally regarded by his friends and neighbors as a genius, he may assume the role of a Crusader, with flaming sword, dedicating himself to the cause of the consumer against the nefarious depredations of that unscrupulous and felonious member of society, the Service-Dealer.

In varying degrees, depending upon the amount of hobby money he has to spend, he will possess equipment which ranges from a minimum or less to that

of laboratory standards. However, in most cases, he is highly disdainful of testing procedures; he differs in opinion with the original engineering of the TV sets and often adds, alters, or eliminates original circuits to the extent that after two or three trips to his basement the set no longer is anything like its original specifications at the factory.



Since his ministrations are a labor of love he cannot be vulgar and accept compensation over the price of the materials used; so he charges a fraction of the cost required to keep a legitimate shop in operation. He is in his glory when he has a TV set up-ended on his coffee table and is going at it hammer and tongs with an ohm meter, a pair of pliers and a soldering gun.

By charging only what the materials

cost him, the hobbyist does an excellent job of indoctrinating the consumer in the knowledge of the wholesale price of everything in the book.

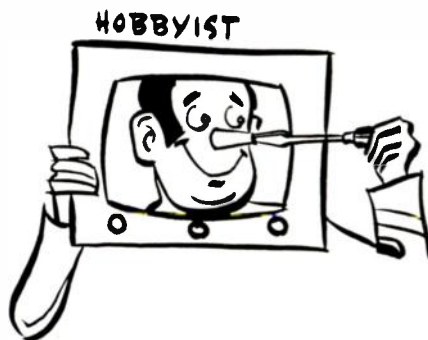
2. *The Opportunist*—This gimlet-eyed parasite is typical of his crew in any new industry. He stands on the corner waiting for the Gravy Train.

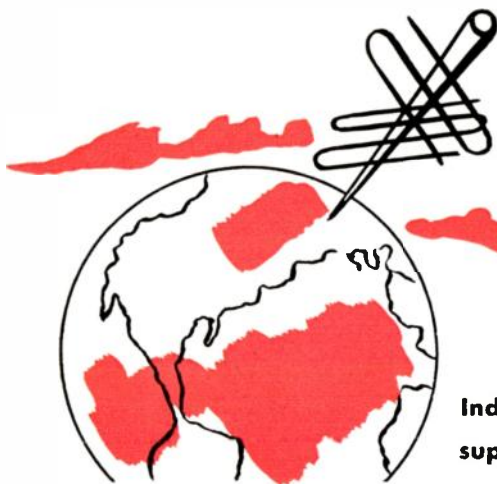
When the train comes by he grabs on and climbs aboard, scooping up the gravy by the bucket-full, peddling it at any kind of a price along the track and at the whistle-stops. By the time the train arrives at the place where the consignees are waiting for their cargo, this hi-jacker has left them with an empty wagon.

In the television business, you see this character dashing madly about the place installing antennas and peddling cheap sets; he collects his money and runs like H - -, praying that a big wind doesn't come up before he gets out of sight. When the installation boom is over he sets up a bargain service business and collects in ailing TV sets from the consumer with the same razzle-dazzle approach of offering pie-in-the-sky deals.

When he gets through replacing picture tubes with rebuilt and all the 6SN7s have been jerked and new ones

(Continued on page 28)





## SKY-HIGH BUSINESS

**Indianapolis service contractor sits on-top-of-the-world . . . supported by 12,000 antenna installations in three months.**

THE TURBULENT progress of the television industry again demonstrates the wisdom that underlies the truism, said to have been fathered by Henry Ford, that, "The only thing we can be sure of about American industry is change." Experience has already shown that no element of the industry can safely plan to settle down into a smug pattern of operation without serious danger of having its business appreciably upset by aggressive competitors.

During the time that TV service contract business was in its heyday, many of the more successful companies confidently planned wide expansion of their activities by establishing branch

**WTTV Engineers, in checking special antenna installations, discover that 2 out of every 5 TV sets need service.**

operations in new TV areas. The plan held a lot of promise—on paper. But it did not prove out very well in practice. In the end, the branch operations that were established by some of the more successful service companies were sold to the local managers who continued them as individual businesses.

An ambitious plan for a regional service company was projected by the Wholesale Television Service Corporation of Columbus, Ohio. It anticipated the establishment of branches in metropolitan centers throughout the middle west. The first step in their expansion program took place in December, 1950, when they purchased the reputable and respected service company that had been set up in Indianapolis, Indiana, by the Indianapolis Electronic School to train TV servicing students.

The Wholesale Television Service Corporation of Indianapolis was operated as a branch of the parent Ohio company for about 18 months. In August, 1952, the company was purchased

by its local manager, Ed Reich, who has managed the business as a complete local entity since that time.

Parenthetically, it is interesting to note that the weakness in the theory of branch service companies is in the impracticability of an overall operational plan to meet the purely local needs of the branches. Every major television area has a marketing and manpower situation that is distinctly individual to its section. The constantly shifting pattern of selling and of service competition makes it necessary for the service company management to be "opportunists" with complete authority to move rapidly to take advantage of every break local conditions may create for added business.

For several years, Indianapolis was a one-station city. Early in 1952 station WTTV in Bloomington, sixty miles away, boosted its power on channel 10 and telecasting from a high-gain antenna, put a good signal into the city of Indianapolis. For a short time there was a flurry of interest among set owners in antenna installations to receive programs from WTTV. No concerted drive was made by Indianapolis set dealers or service companies to sell channel 10 so sales of antenna installations dwindled down to those initiated

by the set owners themselves.

Early in 1954 WTTV made their authorized switch from channel 10 to channel 4. Determined to broaden their coverage of the Indianapolis market, WTTV management approached parts distributors and service operators about offering a channel 4 antenna installation at a realistic price based on volume installations. Unable to excite any interest, the station decided to make their own drive to sell and install antennas capable of receiving their station.

They set a price of \$12.95 for the complete installation of an all-channel antenna and proceeded to promote it aggressively through full-page newspaper ads, radio spots and their own station. At the outset, WTTV personnel handled all of the installations. In the course of their work they discovered that 2 out of every 5 receivers they checked in making installations needed service! This created a miniature service boom in the city.

Once they had their programs underway, they invited some of the leading service dealers to a meeting to explain to them how they could take over the installations at \$12.95 and make money at it. Wholesale Television Service went along with the deal and by following the pattern recommended by WTTV the company has been able to make money out of the promotion.

For a time, WTTV furnished all of the antennas and accessories for the installations at the special price they were able to get them for by buying in substantial quantities. Recently one of the local parts distributors took over the handling of the antennas and accessories through a quantity purchasing arrangement with the manufacturer who was supplying them. Now any Indianapolis service operator can promote the \$12.95 all channel antenna deal and, if he can develop the re-

(Continued on page 19)

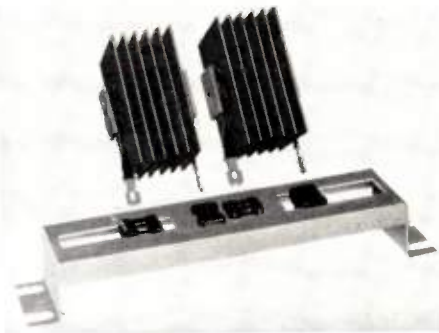


A DOWNTOWN location is headquarters for the shop that made a high percentage of the 12,000 antenna installations.

Promote An Antenna Boom In Your Town

SERVICE MANAGEMENT





### Conversion Chassis for Plug-In Rectifiers

Now available to Authorized Sarkes Tarzian Distributors — a simple conversion chassis that, when incorporated into old television receivers, will allow the use of Sarkes Tarzian Plug-In Selenium Rectifiers.

This low-cost conversion will simplify future replacement of rectifiers and eliminate removing the chassis and soldering.

Write for complete information. Sarkes Tarzian, Inc., 415 No. College Ave., Bloomington, Indiana.



### Vis-U-All Tube Checker

A new multi-purpose emission tube tester designed for a quick and accurate test of over 300 television and radio tubes, including battery tubes. Weighing only 10 pounds and measuring 15" x 12" x 6", it is built into a sturdy attractive brown leatherette carrying case.

Its simplicity of operation makes it ideal for testing by clerical help of tubes brought in "over the counter" and its critical analysis makes it ideal for use by bench technicians as well as field servicemen.

For more information write: Television Engineers, Inc., 311 E. 79th St., Chicago 19, Ill.

### TELE-PLEX TV Couplers

Join any 2 TV sets to 1 antenna.

No.	List
RA2	\$1.65
TT2	\$5.95

(for 72 or 300 ohm sets)



### FREE display

Model RA2 shipped in eye-catching, self-selling colorful display carton that stops traffic—starts sales.

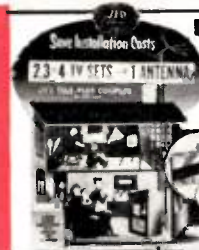


## CHECK LIST of FAST MONEY MAKERS!

**CHECK FOR HIGH TURNOVER!**

**CHECK FOR HIGH CUSTOMER APPEAL!**

Here are the items to stock for steady sales. Feature them... promote them... for plus profits. See your JFD distributor today.



### FREE Flash-A-Light 3D 6-color Tele-Plex TV Coupler

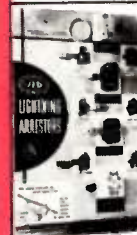
Display is yours for the asking. Steps up sales wherever demonstrated.

### Lightning Arresters

Patented strain-relief lips and saw-toothed contact washer design.

No.	List
AT105	\$1.25
AT110	\$1.50

U.S. Pat. Nos. D-159-330, 2,654,857, Canadian Pat. No. 504,067



**FREE 3-color giant display boosts lightning arrester sales.**

No. LAD11

### Antenna Couplers

Join any combination of antennas into a single VHF or UHF-VHF system.

Model	Ter. Freq.	List
AC10	6 VHF-VHF 2-6 7-13	\$3.50
AC20	6 VHF-UHF 2-13 14-83	3.75
AC30	8 VHF-VHF-UHF 2-6 7-13 14-83	4.50



### "TUNE-A-SCOPE" VHF-UHF Indoor Antenna

Features unique 6-position electronic phasing switch.

No.	List
TA145	\$9.95



### "PANORAMA" VHF Indoor Antenna

Exclusive tip-proof design. 7,000,000 sold.

No.	List
TA135	\$6.95
TA136	5.95
TA138	5.50

### MAST Stand-Offs

World headquarters for the widest assortment available.

No.	List
NUT350	19c
SPT125	10c



### SCREW EYE Stand-Offs

Your largest single source of supply.

No.	List
PAL213	9c
X18TL3	5c



Look to JFD for Engineering Leadership!



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**JFD MFG. CO., INC.**  
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### 3-WAY Antenna Switch

Provides instant selection and connection of any one of three arrays to TV set.

No.	List
AS1	\$3.75

## ANTENNA Experts Say:

"The TV picture is only as good as the antenna on the roof. A \$1,000 set with a \$2 antenna installation delivers cut-rate performance.

"The result is customer dissatisfaction and profit-cutting call-backs. A quality installation assures top TV pictures and customer good-will that pays off for years to come."

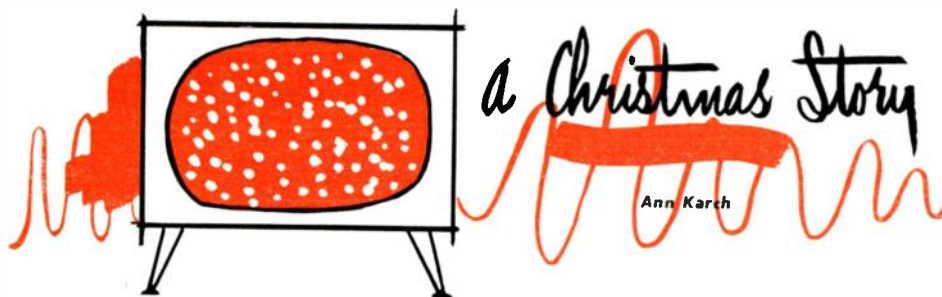
James C. Sarayiotos,  
Advertising Manager,  
JFD Manufacturing Co., Inc.

\* \* \*

"Service is a business. Your customer is entitled to the feeling of satisfaction he gets when you treat his equipment respectfully. Regardless of your personal feelings with respect to the set your customer has selected, he takes exactly the same pride in ownership as you do in your children—'there ain't none better.'

"When you praise his set you are praising his judgment and that is all important and he is bound to have more confidence in you. Go a little more than half way. Do the job you are being paid to do and render that additional service such as recommending other work or other equipment to improve his television enjoyment and you are building a substantial service business."

F. R. Voorhaar,  
Sales Promotion Manager,  
Technical Appliance Corp.



THIS IS A STORY about a story that wasn't.

Well, as a matter of fact, the story was, but not for the people who mattered . . . and this is how it happened:

In a little snow-covered community there lived a family who liked to do things together. It was Christmas Eve; and they had *planned* to do something, together.

As a matter of fact, (and this is a coincidence to the television serviceman who is reading this story), they had planned to watch television.

A special Christmas story was to be presented that night over a channel from another city . . . a not-too-far away city, either.

Their local serviceman had just recently worked on their set and it was in good order, but *he* (villain that he is, in this story), had forgotten (horrible man) to inform them about the importance of their TV antenna!

He had not told them (and they did not know) that antennas grow old, deteriorate and eventually wear out—especially in winter weather. His service company should have given that family's antenna a thorough check.

He could easily have mentioned it while he worked on their set, but he forgot. He could easily have sent an informative mailer to them, but he forgot to have one made and sent out! What a shameful character this guy was.

Well, do *you* get the picture???

No? Well, neither did the little family in the snow-covered community who liked to do things together.

And whom did the family blame when they tuned in the channel and saw wiggles and waggles and spots and blots all over the screen? Why their technician, naturally! . . . Said he hadn't done a good job and they were going to patronize another shop in the future . . . so there!

Now, if you like a happy ending every time—take our advice:

Clip out the consumer mailing piece (directly opposite) that we have had designed and written especially for *you*. Take it to your printer NOW—before the Christmas season with all of its irresistible TV programs arrives.

Have it reproduced with your name on it where it now says "The Blank Service Company." Order it in large enough quantities that you can send it to all of your present customers, all of your potential customers and still have enough left over to hand out a copy with every set you service.

Christmas will be here soon! Will the public know that you can bestow this happy present on any family that needs their antenna serviced or repaired?

Let them have the glad tidings then, and give to all a good night—of TV entertainment.

## MUSIC FOR INDUSTRY RECORDED ON TAPE

A set of master tapes of industrial background music, to accompany eight individual work shifts of eight hours each without repeating a tune, has been completed by RCA Victor and delivered to Magnecord, Inc., a pioneer manufacturer of magnetic tape equipment, it was announced recently by Wm. L. Dunn, Magnecord president.

This is the second delivery within 60 days to Magnecord of master-taped professional programs from the RCA Victor library of planned music. The

first delivery, made in mid-May, consisted of lunch, dinner and cocktail music appropriately blended for hotels, restaurants and similar establishments.

Magnecord has been transcribing the RCA music, at the rate of five million linear feet monthly, on individual reels of magnetic tape each containing eight hours of continuous music, Dunn said. Additional programs, which are made and blended by Ben Selvin, RCA Music Program Director, will cover such categories as churches and mortuaries, department stores, and offices.

The RCA Victor master tapes of background musical selections are fur-

nished to Magnecord for use with the Magnecord high fidelity magnetic tape music reproducer, an instrument that will automatically play eight hours of pre-recorded music, continuously or intermittently, from a single reel. Magnecord has U. S. and Canadian distribution rights to the RCA Victor library of recorded music, for commercial lease and non-broadcast purposes, by the terms of an agreement between the two companies, announced May 12. Through this exclusive arrangement, Magnecord distributes the music reels on a lease basis. The Magnecord music reproducer is sold through music operators and dealers.



## The Time to test your Antenna is **RIGHT NOW!**

Sure, S.C. is a V.I.P. at Christmas-time. But he's not the only one who can land on your roof with a whole bag-full of Christmas cheer.

Look what your serviceman can do. He can go up there and check your antenna weeks before Santa even hitches up the reindeer. And he can give you a modern antenna system that will enable you to enjoy fully those famous, fabulous Christmas programs . . . and fine telecasts all year 'round.

**At Your Service**  
for

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

**CALL Service 0-0000**

**THE BLANK SERVICE CO.**  
600 Main Street  
PATTERSON, OHIO





## TV TROUBLE?



Picture yourself when the picture goes wrong . . . when your television set isn't turning in a perfect performance. You're irritated—and with good cause. You're probably turning all the controls constantly . . . examining the tubes . . . looking for a solution. But chances are, your antenna will give you the answer.

Here are some of the reasons why you may have antenna trouble:

- There are many kinds of antennas on the market. You need an antenna tailor-made to give you the best possible reception. Your present antenna may just not be right for your location.
- Incorrect installation, improper fastening of the antenna can have unfavorable effects on the picture your set picks up.
- No antenna is immune to weather—or old age. You've got to reckon on rust . . . on loosened bolts . . . on dirt deposits.
- The weather is also an important factor in the smooth operation of your transmission. That vital wire can become water-logged—and deteriorate.



## YOUR ANTENNA . . .

Let's briefly consider that antenna on your roof. It's an influential instrument: the picture on your TV screen depends on its power to pick up the signal. And it's a busy one . . . clearing up and stabilizing the various elements in the picture . . . chasing ghosts . . . screening noises.

A lot of good antennas perform these important functions—and perform them well. Antenna manufacturers are constantly improving their products. And as the antenna—and its inherent parts—are improved, so is the quality of the picture on your set.

That's why a *periodic* check-up of your antenna is necessary. An antenna can't go it alone for all-time. It needs help. It needs maintenance. Often it needs those new and improved parts to replace worn out, weather-beaten ones.

Sometimes, a whole new antenna system is in order. Your present one may be outmoded . . . or it may have outlived its usefulness. You may need a different type of antenna. Or your serviceman may recommend a rotator . . . which improves picture quality wherever there are problems of interference and reflections.

## WE'LL CLEAR THE WAY FOR CLEAR TELEVIEWING!

Your television serviceman holds the key to your TV. He can give you a better, clearer picture . . . increase your television enjoyment-time tremendously. How? By attacking your antenna problems with all the facilities that are always at his finger-tips.

There's no trick to picking the right antenna for a given area. Nor to installing it perfectly. Nor to making sure that it will give an all-weather performance. It just takes talent . . . and a seasoned staff . . . and plenty of know-how.

When our Service Company puts all these things together, you've got a perfect picture. Why not let us put our equipment and experience to work on your antenna? Whatever your antenna needs, you need expert advice. Take that advice now—and make sure that you're all set to see TV's sparkling Christmas shows.

**THE BLANK SERVICE COMPANY**  
600 MAIN STREET  
**PATTERSON, OHIO**  
SERVICE 0-0000

# Now, TV set owners can understand benefits of Aluminized Tubes!

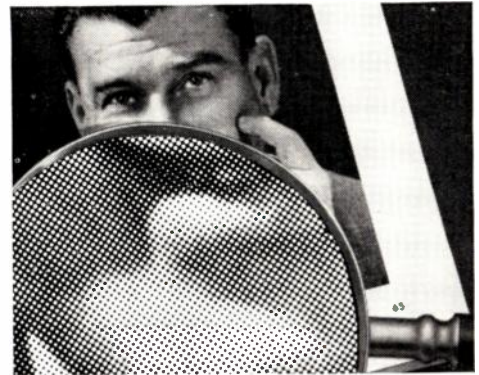


These three advertisements will appear in **Post** this fall.

## THESE ADVERTISEMENTS IN **POST** EXPLAIN THAT:

1. **IN MAGAZINES**, the pictures you see (when magnified) are made by a series of tiny dots applied to the paper mechanically.

**ON YOUR TV SCREEN**, the pictures are also made by a series of dots (which appear as lines) applied *electronically*. These dots, in both cases, create a variety of tones including black, a range of grays, and white. BUT, it is the **LENGTH** of this "Black-to-White Range" (the gray scale) that makes the picture excellent, good, fair, or poor.



ARTHUR GODFREY famous CBS star



2. **ORDINARY PICTURE TUBES** used in most TV sets made before 1953 produce a *short* "Black-to-White Range." While the picture is good, the picture tube cannot develop enough *light output* for a *long* "Black-to-White Range."

**TALK LONG "BLACK-TO-WHITE RANGE" PICTURES**  
**...SELL BIGGER-PROFIT**

## CBS-HYTRON MIRROR-BACK PICTURE TUBES

Talk . . . demonstrate . . . and sell "Long-Black-to-White-Range" clearer, sharper, brighter pictures. It's easier to sell premium-grade, brand-new CBS-Hytron Mirror-Backs . . . with their controlled quality and dependable full-year guarantee. Profit more. Tie in with POST. Get this Mirror-Back Promotion Kit . . . from your CBS-Hytron distributor, or mail coupon.



**CBS-HYTRON** Main Office: Danvers, Massachusetts

A Division of Columbia Broadcasting System, Inc.

A member of the CBS family: CBS Radio

CBS Television • Columbia Records, Inc.

CBS Laboratories • CBS-Columbia • CBS International • and CBS-Hytron



3. **CBS-HYTRON MIRROR-BACK TUBES** produce up to *twice* the *light output* of ordinary picture tubes. Like the silver backing on a mirror, the *shiny* aluminum backing on a Mirror-Back tube reflects to the viewer *all the light* on the screen. The resulting increased brightness and reduced halation (unwanted spreading of light from one dot to another) is *essential* to give you a *long* "Black-to-White Range." The full range you *must* have for the clearest, sharpest, brightest pictures that are a joy to watch.



**CBS-HYTRON**, Danvers, Mass.

I want all the material to identify me as a *Certified Quality Service* dealer who sells Mirror-Back tubes. Please rush me CBS-Hytron Mirror-Back Promotion Kit containing:

1. 22 x 28-inch Advertised-in-POST window poster.
  2. 25 consumer self-mailers, "How You Can Have Clearer, Sharper, Brighter TV Pictures."
  3. *Certified Quality Service* decalcomania.
- I enclose 25¢ for postage and handling.  
I want . . . more consumer self-mailers at 1¢ each, for which I enclose an additional \$ . . . . .

Name . . . . . (please print)

Street . . . . .

City . . . . . State . . . . .



## for the small service shop

### Part II — Recording Expenses

FOLLOWING THE previous article in which was described a simple manner for recording the receipts of sales of the service shop, we come to the next important step in record keeping: that of entering the running expenses of the shop as they occur.

The reverse side of the same bookkeeping form No. 10-10 is used and is placed in the record binder with the left side facing up for entering expenses. When the binder is opened up flat, the two sheets facing up, the expenses are on your left and the receipts are on your right. The physical operation follows the practice of recording income on the right side and out-go on the left side.

This sheet is headed or titled "Disbursements or Expenses" and the following columns are labeled: "Date, Detail, General Expense, Travel — Freight & Auto, Miscellaneous, Supplies" and "Purchases—Tubes, Merchandise."

As far as any record is concerned, all expenses could be entered in one column and totaled as a lump sum, but a business man should keep his records in such a fashion that they will tell him some very important facts. Therefore, the different expenses should be separated and recorded in such a manner that over a period of time they will indicate how much is being spent in each category. This way steps may be taken to reduce the budget allowance on any particular item which is costing too much.

Under General Expense enter amounts which are paid out to light, rent, phone, postage, printing, advertising and other such expenses that come due only once or twice in a month's period. The other columns are reserved for those expenses which occur often enough to justify their special headings. As we will see, this is quite a time saver.

As an example: the "Freight—travel & auto" column provides the place to put those expenses regularly paid for gas, oil, carfare, express charges, and

the like.

The "Miscellaneous" column is just that. A catch-all for little items such as a mop or broom, nails, small store repairs, light bulbs—which in reality add up to big expenses when they are totaled together.

"Supplies" column provides for the purchase of parts used for repairs; eg.: condensers, resistors, wire, radio hardware.

Now "Purchases" is divided into two columns. Tubes are a very important item in the shop, and it is well to know what they represent in dollar volume. Over a period of time this record can indicate that they are bought in large enough quantities to justify buying more at one time thereby securing savings at a greater discount. Merchandise provides for other items like needles, cartridges, batteries, small appliances, radios and other resale items.

As you will observe from the record illustration, you have at a glance the entire expense incurred for the week . . . sundry outlays for different types

of items and the amounts spent for tubes and merchandise, whether for cash or credit.

At this point we should mention the matter of credit. Usually credit is extended to businesses for purchases which are made as well as credit being extended by the same businesses to their customers. These credit items are recorded right here along with cash recordings. In our illustration two items, Avis-Rent-A-Car (\$25.75) and National Radio (\$7.02), are on credit. There will be a follow-up description of this procedure in a later part of this article.

When your bookkeeping sheets are opened out flat, expenses on the left and receipts on the right, the entire week's business operation is open to you at a glance. Bear in mind, however, that this does not mean that by adding up all the disbursements and the purchases which have been made for this period and deducting them from the receipts, that you will know the net profit you are making from their difference. One week's in-

1954		General Expense		Freight Auto Travel		Misc. Supplies		Purchases Tubes Merch.	
DATE	DETAIL	AMOUNT							
1	1	Amalgamated Bank	Interest	7.00					
2		Avis-Rent-A-Car	Car Rental		25.75				
3		Cash	Carfare		.40				
4		Faithorn Co.	Stationary	.75					
5		Radio Warehouse	Needles						3.25
6		National Radio	Batteries						7.02
7	5	Wabash Electric	Pittings		1.47				
8		Cash	Carfare		.40				
9		RCA - Victor Dis.	Condensers			5.96		3.70	4.44
10									
11	6	R.S. Henshaw	Paper delivery		1.85				
12									
13	7	Joe Reahman	Used Radio					3.00	7.00
14									
15		Cash	Paper towels		1.00				
16		Post Office	Stamps	2.50					
17		Zenith Radio Dis.	Cartridges					6.21	5.10
18		Cash	Carfare		.60				
19									
20	8	Yellow Cab Co.			.75				
21		Railway Express Co.			2.00				
22		Cash	Carfare		.40				
23									
24	9	Sears Roebuck Co.	Hardware		.97				
25		Cash	Checker Cab		.95				
26		March of Dimes	Charity	2.00					
27		Mail	Errands		2.00				
28		Utility Press	Printing	7.25					
29									
30		Totals		19.50	31.25	7.29	5.96	12.91	26.80

A CUT-DOWN METHOD of recording disbursements or expenses is illustrated on this reproduced page from the author's bookkeeping records.



don't be vague...

insist  
on  
SPRAGUE

**ATOMS®**



**SPRAGUE**

NORTH ADAMS, MASS.

don't be vague...

insist on  
SPRAGUE

**Twist-Lok\***  
'lytics



\*Trademark

**SPRAGUE**

NORTH ADAMS, MASS.



MOORE PORTABLE REGISTER is a small, light and rugged register which is ideal for on-the-spot record keeping in most every type of business. It is a fast, accurate and economical method of preparing reliable records for every business transaction. (For more information write: Moore Business Forms, Inc., Niagara Falls, N. Y.)

formation is not enough to give this figure. However, after a period of time, maintaining such a record will bear the fruit of averages which you can use to get a pretty good idea of what your business is doing.

In a subsequent article I will describe the 52-53 week year, and how it permits the comparison of business operations week by week and quarter by quarter. There will be illustrations of where the weekly totals go, and a complete record of the first quarter year of 13 weeks on two ledger sheets for study and comparison. This quarter year record begins to form the basis of a yardstick on the business operation.

### Florida Jobbers Form State-Wide Group

Florida electronic distributors have banded together in a state-wide group, now tentatively known as the Florida Electronic Distributors' Association.

Until by-laws are adopted, the group elected their pro tem officers as follows: Harvey Herman of Herman Radio Supply Co., Miami, Chairman; Sidney Lucker of Radio Parts, Inc., Miami, Treasurer, and Theodore J. Sharaf of Certified Radio & TV, Fort Lauderdale, Secretary.

Many jobbers throughout the state attended the embryo meeting where they slated their program. Subjects which are to be the future topics for discussion include: relations between distributors' reps' and suppliers. Also: cooperative buying, West Coast prices, dealer part shows and cost of operating.

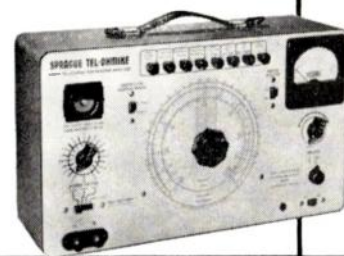
FEDA is an individual group—not associated with any other organization in the country.

don't be vague...

insist on  
SPRAGUE

**TEL-OHMIKE®**

CAPACITOR-  
RESISTOR  
ANALYZER



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vague...

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on

**SPRAGUE**

NORTH ADAMS, MASS.

I'D RATHER USE TUNG-SOL TUBES



There's every reason why servicemen feel this way. Tubes they need they can get. Quality is always uniform—always up to set manufacturers' specs. Callbacks are rare. It's more profitable for servicemen to use Tung-Sol Tubes.

## **TUNG-SOL®** dependable **PICTURE TUBES**



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

## Training E Through Tec

American business and industry pay a gigantic but unrecognized bill for training and education each year . . . but few appreciate its magnitude. This bill covers the cost of correcting customer dissatisfaction, unnecessary recalls, waste, loss, damage, loss of time in diagnosing trouble, absenteeism, high turnover of personnel, adverse community attitudes, and many other troubles. The underlying cause in all cases is a lack of training on the part of some employee responsible for meeting the public, making decisions, giving directions, or doing the work.

Every shop could compile a long list of cases where a sale is lost by a poor approach, a customer is inconvenienced by a defective product, or antagonized by a poor public relations policy.

Employee training is another important field in which your trade association can render great assistance. Many television service and/or dealer associations have effected substantial savings in the costs of employee training through technical and business management sessions.

The technical sessions of these association meetings in themselves furnish splendid training opportunities, which should be more fully appreciated and made more widely available to the rank and file. The benefits of such training are shared by members, and the cost is nominal when financed cooperatively.

The question often raised by association members: "Is it worth while?" has behind it, as a rule, serious doubt as to whether the persons upon whose training the association's funds have been spent will actually contribute the results of that training to the industry. This objection obviously applies only to employee-training programs conducted by individual enterprises, since programs instituted by an association train the employee on the supposition, not that he will work for a particular concern, but in the industry as a whole. In this respect, then, it can be shown that an association program is well worth while, since it tends to reduce the gigantic, concealed and intangible costs incurred by training deficiencies, and at the same time tends to keep the great proportion of trainees in the television industry.

Not a few manufacturers have spent a lot of time and money providing training programs for dealers and servicemen. It is an unnecessary expense to train a few men through distributors when the same amount of money spent could train several hundred through association meetings.

*The Radio - Electronics - Television Manufacturers' Association* offers an industry-approved course designed to upgrade servicemen and develop better recognition for their services within their community that is being actively



# Employees Technical Sessions

Penny Martin

pursued in several major cities. In Washington, D. C., the *Electric Institute* has recently announced the availability of this course beginning with the fall semester. There are many indications that the RETMA course and its suggested program of local accreditation will be adopted in an increasing number of communities within the next year.

## Aims of the RETMA Course

These are the aims of the advanced TV Technicians' Course . . .

- To increase the technical skill and proficiency of practicing servicemen by instruction in advanced servicing techniques, using the most modern test equipment and working on the latest model receivers.
- To train practicing servicemen in the handling of new developments such as current circuit practices, UHF, etc.
- To teach servicemen the principles and practices of the benefits gained from good customer relations.
- To teach sound, approved business practices in the maintenance and conduct of their shops.
- To inculcate the serviceman with the principles and ideals of the ethics of the industry and his profession.

## Why More and Better Technicians Are Needed

Although most men who were in their 'teens when radio began to grow can remember making their own simple crystal sets—winding their own coils on oatmeal boxes—they will remember that the home radio receiver, even in those early days, was a delicate and carefully adjusted scientific miracle—and servicing it was a job for a man who knew his business. It still is, because radio receivers, especially in these days of rising demand for high-fidelity reproduction, are complex instruments.

But any good service technician looks on a radio receiver nowadays as child's play, compared with the complexity of television.

Yet the radio-television industry is constantly trying to make these receivers not only better but even greater scientific miracles. Much of the engineering development among manufacturers has been aimed at making them less complex—with simpler circuits and fewer tubes. But engineering progress also works in the other direction, and every time a new improvement is added to a television receiver, the service technicians who must service that type of receiver must somehow learn all there is to know about it. They must, in a sense, "go back to school"—if they can find a way of doing so. Manufacturers help as much as

(Continued on page 18)

I'D RATHER YOU WOULD



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<sup>®</sup>**  
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.





## Training Employees

(Continued from page 17)

possible with manuals and diagrams, but there is no substitute for actual training and experience.

In short, the whole field of service is constantly upgrading its requirements—its demands for knowledge, experience and skill among service technicians. Apart from the new skills, this demand means a corresponding increase in general educational requirements.

Today, a man working in a service shop is in an almost hopeless position in the face of this continuing development. Even if he can hope to learn, slowly, by working with such new developments—even if he can grasp the engineering progress involved with help from the busy men around him—he cannot hope to keep up with this progress and his own work at the same time.

Meanwhile his chances of growth are small, and his chances of keeping his position in a rapidly moving field may themselves be equally small.

The industry alone cannot hope to operate enough schools to keep these technicians abreast of progress. The problem must be attacked on the community level, if there is to be any hope of improvement. It must be attacked by local dealers and servicemen—and through local schools.

The industry as a whole stands ready to help community attacks on the problem. The industry is already doing something about it.

### What the Industry Is Doing About It

Realizing that the necessary educational programs—the training to produce the better technicians needed and the know-how and ability to grow—could not spring from nothing, the radio-electronics industry has already begun to act.

With the cooperation of the New York Trade School, the Service Committee of the Radio-Electronics-Television Manufacturers' Association set up in 1953 a pilot operation—a study course for radio-TV servicemen.

In September, 1953, the first pilot class of 60 technicians began the first course. This first class completed the course in January, 1954, and was graduated on February 1. The 60 men of this class had blazed a new trail in technician training, and proved the worth of the idea.

To test this method, RETMA member companies donated more than \$80,000 in money, test equipment, sets and parts, enough for 15 benches of equipment.

The test proved the method successful. The RETMA Service Committee pushed on with plans to extend this plan into other parts of the nation, through other trade and vocational schools in other communities. This was made possible by the pioneering work of the first pilot course, which had developed the methods, curriculum, manuals of instruction, special equipment for training, and teaching methods of tested and proved efficacy.

In extending this plan to other schools and other communities, two problems offer themselves for solution at once:

First: the obtaining of equipment. Radio-TV service technicians studying in such advanced courses to upgrade their technical knowledge must have, for best results, the latest equipment, embodying all the latest developments in the radio-television field.

And second, the obtaining of competent teachers, familiar with the industry and its recommended practices, familiar with new developments, and trained in the best methods and techniques of teaching the subject.

These problems are the first and most difficult ones to face any community or school planning to set up such a course of study for technicians.

The RETMA is prepared to help solve both these problems.

It is proposed, first of all, that each community help itself, and help the RETMA to help with the solving of these problems.

### How to Do It in Your Community

The first step toward establishing such a radio-TV training and upgrading course for service technicians in your community is perhaps the most important step of all. The effective carrying out of this first step will assure the effective operation of the program throughout.

This first step is the setting up of an industry advisory committee, or board. This group is important because its functions are permanent, extending far beyond the initial work of establishing, equipping and staffing the school course.

The advisory board would: 1. Assist local schools in adopting the RETMA course of service technician training; 2. Assist with material procurement; 3. Keep the school acquainted, afterward, with current practices within the service field; 4. Act as program coordinator, to guide training so that it will be best fitted to the current needs of service technicians of the community.

This advisory group should be composed of local men who know the community situation, the school problems, and the service field. Represented on the group should be educators, dealers, distributors and service technicians themselves—the best available.

This advisory group will have available all possible assistance from the RETMA Service Committee in the establishment and maintenance of the course in local school.

First, RETMA is establishing and offering to such schools a special teacher-training course, especially designed to produce the kind of teachers needed. This is a long step toward the solution of one of the knottiest problems such schools face.

Servicemen successfully completing courses in these schools will be accredited by the industry as technically competent by industry standards. As new developments make new upgrading necessary, advanced instruction will be added, to make sure that service technicians have every opportunity to maintain their industry accreditation.

### Success Depends on Your Community Effort

The problem is as big as the nation, but for that very reason it is too big to be solved nationally. Every community's view of the service upgrading task will, necessarily, be a different view. Needs vary from city to city, from area to area. A solution that works in one community may need some revision for another.

That is why your specialized local needs must be met locally. No national organization can do the job for you. It must be tackled by local associations with the full backing of the industry. RETMA stands ready to help with advice in every way possible. In the end, your solution of the problem in many communities will mean a national solution.

The RETMA Service Committee feels that local organizations are ideally suited to sponsor this program for the benefit of the servicemen and the entire TV receiver industry in your area. If you are of the opinion that this program merits further consideration by your Association, further details can be had by writing: A. Coumont, Service Coordinator, Radio-Electronics-Television Manufacturers' Association, 777 Fourteenth Street, N. W., Washington 5, D. C.

## Sky-High Business

(Continued from page 8)

quired volume to keep antenna crews busy, he can do as well with it as Wholesale Television Service.

It is reported that approximately 12,000 antenna installations were made during the first three months of the special promotion. The goal of WTTV is to add another thirty to forty thousand set owners to their viewing audience in the city of Indianapolis during the balance of this year. The station foots the bill for the full-page newspaper ads, the radio spots on Indianapolis stations and, of course, the spot announcements made regularly over WTTV. The management feels that it is an excellent promotional campaign for the station. They also feel that television stations will have to give serious consideration to the problem of picture quality on viewers' sets to maintain their audiences.

Wholesale Television Service and other major service operators that handle a volume of installation business are of the opinion that it is the promotional campaign and not the price that has sold so many WTTV antenna installations. It is felt that the same volume could have been accomplished with a price tag of \$15.95 per installation with the same aggressive promotion back of it.

The marked increase in calls for television service that went hand-in-hand with the WTTV promotion indicated both a greater use of TV sets and a customer recognition of inferior performance. Mr. Reich said that user interest in good set performance could be maintained at a high level if television broadcast stations would devote some of their promotional funds

to sell set owners on picture quality.

When television viewing interest tapered off early in the summer, Wholesale Television Service was projected into the room air conditioner installation business by urgent requests from their regular dealer accounts. Here again operational planning must be directly geared to the erratic peaks of this business and the necessity for fast action when a sizzling heat wave zooms the demand for room air conditioners. Operational flexibility was accomplished by employing summer vacationing college men on a per installation basis and using rental trucks during periods of peak work loads.

When the heat is on, air conditioner sales often hinge on the speed of the installations. College students interested in making as much money as possible during the brief summer vacation do not work by the clock, Mr. Reich said. Consequently, when the pressure is on for a lot of installations in a hurry, they will work as long as air conditioner buyers will allow them to get into their homes.

The vital importance and value of accurate cost accounting records is revealed in the manner in which the information is helpful in cementing dealer relations. The continued improvement in the quality of TV sets is reflected in the gradual decrease in the average number of calls required for sets handled under warranty contracts. This enables Wholesale Television to pass the savings in servicing costs along to their dealer accounts.

The major problem that confronts Wholesale Television Service is one common to all major service businesses. That is the balancing of types of business they handle to afford the uninterrupted maintenance of a skilled and experienced basic staff.

## SURVEY SHOWS COOLING UNIT SALES MOUNT

More and more homemakers seem to be favoring window-type room units to air condition their homes instead of heavier equipment, it was disclosed in a recent survey conducted by Frigidaire division of General Motors.

W. F. Switzer, the company's air conditioning sales manager, said the survey revealed that 38 out of every hundred Frigidaire users interviewed had more than one unit in their home. Almost 30% of these users live in homes valued at \$15,000.00 or less.

"Of this number," Switzer declared, "35 said they intended to buy one or two additional units."

The survey also disclosed that 62 out of every hundred Frigidaire users interviewed have just one unit. However, 40 per cent of this number indicated they were planning to purchase additional units in the future.

Switzer explained that this trend is apparent, especially in existing homes where circumstances are not favorable to the installation of a large central system. This also allows the homemaker to "zone-cool" his house by operating only the unit in the room that is being occupied. He can save himself financial burden by buying one room unit a year until he has the amount of air conditioning desired.

He went on to say, "in the 25 years that Frigidaire has been producing room air conditioners, there has never been a greater concentrated demand than we have experienced this year and last. About every household window in the country is a potential resting place for a room air conditioner."



SERVICE AREA provides ample room for performance testing and the handling of all sets pulled for in-shop service.

## CBS-Hytron Miniature Tube Reference Guide

CBS-Hytron, a division of Columbia Broadcasting System, Inc., has just announced the seventh edition of its popular favorite, the CBS-Hytron Reference Guide for Miniature Electron Tubes.

This original Miniature Guide is complete, accurate, and contains *all* miniature tubes, regardless of make. Twelve pages of data include 329 miniature types of which 79 are new, and 134 basing diagrams of which 27 are new. Larger prototypes are also listed.

The new Miniature Guide is available free from CBS-Hytron distributors.





# ASSOCIATION NEWS

BY PENNY MARTIN

## Food for Thought on Licensing

At a meeting of the NATIONAL ELECTRONIC TECHNICIANS' SERVICE DEALERS ASSOCIATIONS in the Essex Hotel, Philadelphia, among other problems discussed was the possibility of acquiring a Federal License for Radio and TV Technicians. Exploration of the reasons for desiring such a license to be issued, resulted in the following statement:

"Since it is the duty of the Federal Communications Commission to supervise the use and service of devices which cause interference with radio communication in interstate and international service, which embraces AM, FM and TV due to their network connections, we believe that a license should be issued by the FCC to all qualified service technicians to help enforce the regulations.

"There are millions of TV receivers which can be used for jamming Conelrad civil defense emergency signals and do at present interfere with AM reception to such extent that the public is forced in many cases to purchase FM receivers leaving them without benefit and protection of Conelrad.

"There are also many cases of interference by electronic devices which could be corrected by qualified licensed technicians directly resulting to broadcasters and the general public."

Further business of the meeting covered suggestions toward publishing a NETSDA bulletin, and advanced plans for an award to be issued to the manufacturer who produces the best equipment service-wise, each year.

Comment from all service associations is invited on all phases of Licensing, either for or against, and any group desiring copies of license bills now pending, address their requests to: John Wheaton, President, Radio Television Guild of Long Island, Box 87, Bethpage, N. Y.

\* \* \*

## Guild Starts PRP

The RADIO TELEVISION GUILD OF LONG ISLAND has a lot to be proud of looking back over the past

year . . . the first Service Association in the country to start a regularly scheduled series of Color Lectures; February saw the birth of the "Guild News" which well might be envied by other Associations; in March they embarked on a program which stirred up a tremendous amount of interest . . . the Guild Distributor Shopping Program. More important, this program is still active and accomplishing their purpose.

But an Association that stands still goes backwards, so the Guild is initiating a new program that for the sake of simplicity, they call "PRP."

A business group will be set up within the Guild composed of Guild members who are shop owners or self-employed servicemen. It will be the purpose of this group to embark on an extensive (and incidentally, expensive) *Public Relations Program*. To be eligible to participate in this program, members would have to meet certain minimum requirements . . . such as full time employment in the service industry, and a good reputa-

tion (this is important, since their work will be guaranteed by the group). Excluded would be shops that offer "free service," "free estimates," "dollar service," or other gimmicks that are used in "bait" advertising.

To finance the extensive advertising program it is proposed that the Guild ads (in addition to publicizing the Guild) will list the business address of all participating members. Ads will ask the public to call the nearest Guild member for dependable service. The cost of the ads will be covered by the increased dues paid by the members. Effectiveness of this type of advertising and its cost should be compared with what could be bought on an individual basis. The Business Group will have as its objective the following goals:

1) Public Relations Program. Cooperative advertising handled by a public relations specialist through an advertising agency. Tie in the Guild emblem with ARTS'NY's—explaining the relationship.

2) Guarantee each member's work. Complaints would be referred to the Guild by the Better Business Bureau, the local Chamber of Commerce, or directly to the Guild as a result of the advertising campaign.

3) Guild will "LICENSE" members who meet the minimum requirements (as set up by a special committee) as in other professional groups. This license would be publicized. (The Guild feels it is not unreasonable to believe that this might eventually work out as the basis for licensing in the TV profession).

4) Acquaint local BBB and Chambers of Commerce with this program and encourage them to call the Guild on complaints.

5) Contact local banks on the possibility of financing repairs for Guild members.

6) Draw up a standard invoice to be supplied to members for customer billing (most operations performed in the shop are to be printed on the form, requiring just a check mark.) This would acquaint the public with the

## "MISS MANAGEMENT"



"It makes filing much more interesting. . ."



items that make up the total labor charge.

7) Investigate the possibility of setting up a "customer credit clearing bureau" on a local basis.

8) Set up a group health insurance program.

9) Set up a Service Clinic on a weekly basis, where the stymied technician can bring a particularly troublesome chassis . . . where the trouble could be diagnosed and discussed with a group of technicians.

10) Award plaques to the "most co-operative distributors, manufacturers, etc." Publicize these events.

11) Invite distributors and manufacturers to "discussion clinics" with the Business Group.

Briefly, that is "PRP" . . . a worthy program for any association.

\* \* \*

#### Penn. Federation Preparing Price Charts

At the monthly meeting of the FEDERATION OF RADIO SERVICEMEN'S ASSOCIATIONS OF PENNSYLVANIA in Altoon, Pa., Federation delegates from LUZERNE COUNTY RADIO & TELEVISION TECHNICIANS ASSOCIATION submitted a complete report of the pricing of service in the Wilkes-Barre area. Printed copies of the reports were given to delegates from the state chapters for further study in their areas.

Upon complete reports from each chapter, the Federation plans to make up a questionnaire for distribution to all member chapters throughout the state concerning the charges involved in radio-television servicing for the purpose of preparing a standard price rate sheet.

(Maybe someone should tell them this work has already been done for them by SERVICE MANAGEMENT!)

Art Guild of Williamsport, chairman of the FRSMAP educational committee, supplied all delegates with an outline of a service course to be followed by member chapters for the purpose of upgrading technicians.

The Federation's committee on the investigation of unethical service practices supplied an investigative form for members to follow when they suspect a firm of malpractices. Each group was asked to follow the investigative outline and submit monthly reports on their findings to the committee. A copy of the Federations' anti-bait advertising bill was also submitted to delegates for possible action by local civic officials.

FRSMAP representatives plan to visit many cities through the state helping technicians and shop owners in forming service associations and to

aid existing groups with their problems. Among these cities scheduled are Lancaster, York, Johnstown, Erie, Sunbury, Allentown, Bethlehem and Hazelton.

The third reprint of the "FRSMAP History" is now being made in order to supply new membership and the many out-of-state groups that requested them.

\* \* \*

#### Competition Versus Discrimination

"LIETA News," house organ of the LONG ISLAND ELECTRONIC TECHNICIANS' ASSOCIATION, 88 Fourth Street, Oceanside, N. Y., has come up this month with a very thought-provoking item:

On thinking about joining any technicians' organization, examine each of these things in your own mind:

Is it constructive? Does it help me? Can I sell it to my customers? Does it discriminate against some other part of the industry and inadvertently against my making a living? Does it

use compulsion instead of suasion? And who does it hurt?

LIETA believes strongly that the solution to the electronic technicians' problem lies through competition and not discrimination. The construction of a comprehensive program should be an Association's first duty to its members and to the community where it exists. You can only succeed in influencing others in your industry by becoming more competent business men, more skilled technicians and by working together in unison.

\* \* \*

#### RTSA of Minneapolis Amends

RTSA amended their by-laws to end the fiscal year on July 1st. At the same time, the following were elected to office for terms of a full year: Harold Simonson, President; John Farmer, Vice President; Rad Williams, Secretary; Einar Duoos, Treasurer.

The action taken was necessary since the officers previously served on an  
(Continued on page 30)

## "YOU, TOO, CAN SAVE MAN-HOURS AND MONEY

LIKE WE DID —

USE

### USP TV TRUCKS"

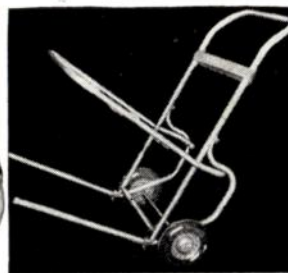


MODEL TV-A

R AND E TV SERVICE, INDIANAPOLIS,  
USES USP TV TRUCKS . . .

"Here's a money and time saving new tool for servicemen and dealers," says Ralph Stack of R and E. "We find USP TV Trucks a big help in our growing television service business."

Equipped with semi-pneumatic ball-bearing wheels and skids, these sturdy USP TV Trucks can speed up deliveries, reduce set and cabinet damage. Mail the coupon today.



MODEL TV-FS

**USP**  
SUPERIOR

*hand trucks*

ORDER TODAY

U. S. Products, Inc.  
Columbus, Ind.  
Please send prices ☐ new catalog ☐ name of my nearest TV Truck distributor ☐  
Name.....  
Address.....  
City and State.....

U S PRODUCTS INCORPORATED • COLUMBUS, INDIANA

## 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.

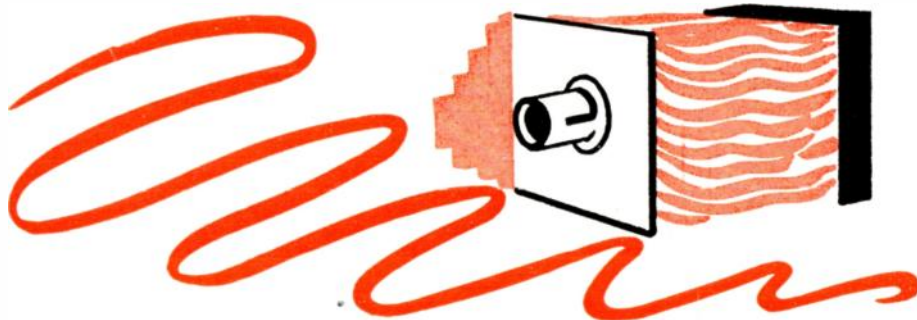
### EFFICIENCY MEANS MARKEM MARKEM MEANS PROFITS

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

## MARKEM SERVICE SYSTEMS

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

## K A L E I D O S C O P E



CBS-Hytron recently announced a four-way tool for TV technicians that will solve every problem in removing TV receivers' back covers. . . . **Leader Electronics** of Cleveland, Ohio, has just given Michigan distributors a sneak preview of their new rotator. . . . **Minnesota Mining and Manufacturing Co.** recently announced a new magnetic tape that automatically increases the recording time of any tape recorder by 50%. . . . **Stancor Division of Chicago Standard Transformer Corp.** has announced the addition of six new flybacks for **Muntz, RCA, Airline and Sentinel**. . . . **Channel Master** says that its complete line of preassembled antennas will incorporate an entirely new preassembly feature—"snap-lock" action. . . . **RCA** has introduced a hobby kit to teach youngsters basic electronics. . . . The new 1955 TV Bluebook is

now available from **National Appliance Trade-In Guide Co.**, 2132 Fordem Ave., Madison 1, Wis. . . . **Ward Products Corp.** of Cleveland, Ohio, has just completed a new antenna research laboratory in Ashtabula, Ohio. . . . **Allen D. Cardwell Electronics Productions Corp.** has just been licensed by **Hogan Laboratories, Inc.**, to manufacture facsimile equipment of radically new design, greatly extending the range of business uses for this electronic communication medium. . . . **Bendix** 2-way radio played an important part in the recent harvesting of crops by the **Gibbs Food Co.** . . . **Howard W. Sams** has just announced a new book by **Milton S. Kiver** "analyzing and tracing TV circuits." Sams also announced the publication of their new audio amplifier manual. . . . **Capehart** employees had a farewell dinner hon-



**NEWLY ELECTED** officers of the 1955 Electronics Parts Show receive congratulations of outgoing President after annual Board meeting in Carmel, Calif. (Left to right), **Leon B. Ungar**, of **Ungar Electric Tools, Inc.**, Venice, Calif., the new president; **Elliott Wilkinson**, of **Wilkinson Bros.**, Dallas, vice president; **Karl Jensen**, **Jensen Industries**, Chicago, Secretary and **Bernard L. Cahn**, **Insuline Corp. of America**, Manchester, New Hampshire, re-elected Treasurer.





AT REGENCY MEETING — (left to right) Verne L. Roberts, Regency distributor sales manager; James Grantland, Warren Radio Co., Indianapolis, Ind.; Merle Jones, Warren Radio Co., Paducah, Ky.; Newell White, Warren Radio Co., Ft. Wayne, Ind., and Quinn Cunningham, Regency rep in Indiana and Kentucky.



REV. JAMES W. KENNEDY (standing), director of radio, television and film activities for the 2nd Assembly, World Council of Churches, listens in during recording by Magnecord tape equipment of the proceedings at the 17-day meeting of church leaders from 48 countries and 161 denominations held in Evanston, Ill.



ROSSMAN . . . chairman of trade group made up of 118 electronics firms in Midwest.

oring retiring Capehart president **Fred D. Wilson** and Mrs. Wilson. Mr. Wilson is the new Vice President for Industrial Relations of the International Telephone and Telegraph Corp. . . . **Joseph F. Hards**, president of the **Magnetic Recording Industry Ass'n.**, announces the appointment of **Robert Leon** of Brush Development as Chairman of the Standards and Engineering Committee. . . . **Richard T. Orth** is the new Vice President of the Tube Division of **Westinghouse Electric Corp.** . . . **Julian K. Sprague**, President of Sprague Electric Co., has been named chairman of the Advisory Group on Electronic Parts of the Dept. of Defense. . . . **TACO** celebrated its 20th anniversary by honoring its two co-founders, **Carl Goudy** and **Herbert Brown**, at annual clam-bake and field day. . . . **Blonder-Tongue** has added a new plant nearby its first

at Westfield, N. J. . . . The complete high fidelity line of **Regency**, a division of I.D.E.A., Inc., as well as the firm's new two-step distribution program for merchandising it, was introduced to officers of the Warren Radio Company of Toledo, Ohio, and store managers of the company's branch outlets. . . . **Theodore Rossman**, of **Pentron Corp.**, has been elected Chairman of the Association of Electronic Parts & Equipment Manufacturers at the group's annual meeting. **Magnecord** will distribute their background music service through nine distributors who are the first of a series of approximately 100 territorial sales organizations which will be selected by Oct. 1 to introduce the new music service. . . . **Edward C. Tudor**, president of I.D.E.A., Inc., has announced the appointment of **Mr. B. V. K. French** as Service Manager.

## OPPORTUNITIES

### SERVICE BUSINESS FOR SALE

Well established Radio-TV sales and service business for sale or lease to capable, energetic man. 12 years same neighborhood shopping area. Terms to right party. Write: B-1, P. O. Box 1321, Indianapolis, Ind.

### WANTED:

Mechanic to represent world's finest sewing machine. Can you sell yourself? Is your wife willing to help? Want to be your own boss? Very few dollars needed to set yourself up in a going business. We'll back right man. See 3-page advertisement in September 27 LIFE as example of the advertising support you'll get.

*In East*, write: **PFAFF AMERICAN SALES CORP.**, Dept. SV, 373 Fifth Avenue, New York 16, New York.

*In West*, write: **A. C. WEBER & CO., Inc.**, Dept. SV, 216 North Canal Street, Chicago 6, Illinois.

### ADVERTISING RATES

(Special Introductory Rates  
for

"Opportunities" Column Only)

1 inch = \$10.00

½ inch = \$ 5.00



### U. S. Products, Inc., Designed Hand Truck

Designed specifically for one-man handling of home air-conditioning units, this hand truck is made for window type units and is constructed to a normal window height for ease of installation. It folds compactly when not in use.

The truck is made of tubular steel and finished in grey enamel. For more information write: U. S. Products, Inc., Columbus, Ind.

## INFORMATION on how to build this closed-circuit TELEVISION CAMERA

**Cost of Parts**

**\$150**

**\$200**



**Technical Information You Have  
Missed in Current Issues of Noll's  
ELECTRONIC STUDY GUIDE:**

### CONSTRUCTION DETAILS FOR

1. Closed-Circuit Television Camera
2. Transistor Probe
3. One Megacycle and One-Half Megacycle Marker Generators for IF and VHF Ranges

**Sequential Studies of transistors,  
color television, antennas, and  
circuit mathematics**

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

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

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## INDEX OF SERVICE MANAGEMENT ARTICLES

### ACCIDENT PREVENTION

1. "Are You Damage Proof?"—Harold J. Ashe—Jan., 1953.

### ACCOUNTING

1. "Accounting for the Television Service Contractor"—Benjamin Handler—Oct. 1951.
2. "You Are Your Own Best Collector"—Howard G. Chilton—Nov., 1953.
3. "Budget Your Personal Drawing Account"—Harold J. Ashe—Dec., 1953.

### ADVERTISING

1. "An Approach to Antenna Advertising"—June, 1952.
2. "Advertising That Sells Service"—H. G. Kronewetter—Oct., 1953.
3. "Ad-Venturing For Sales"—Ernest W. Fair—April, 1954.

### AIR-CONDITIONING

1. "Service Business Control"—Lawrence Kanover—March, 1953.
2. "Air-Conditioning Service Business Control"—Lawrence Kanover—Dec., 1953.
3. "It's A Breeze"—Lawrence Kanover—June, 1954.
4. "Room Air-Conditioners"—June, 1954.

### AMPLIFIER

1. "I-F Amplifier Unit For Television Sets"—R. T. Ortho—Oct., 1953.

### ANTENNA INSTALLATION AND MAINTENANCE

1. "Antenna Inspection Means More Business"—Ed Noll—June, 1952.
2. "Antenna Package Merchandising"—Edward Finkel—Dec., 1952.
3. "Antenna Package Beats Summer Slump"—Vincent Falcon—July, 1953.
4. "Technical Topics"—Ed Noll—Oct., 1953.
5. "TV Antenna Maintenance"—Ann Karch—March, 1954.
6. Antenna Mailer—March, 1954.

### ANTENNA SYSTEMS

1. "Master TV Antennas"—I. J. Kaluzna—Sept., 1952.
2. "Master Antenna Systems"—Joseph H. Kerner—Nov., 1952.
3. "How Community Antenna Systems Benefit Servicemen"—Milton J. Shapp—Aug., 1954.

### APPLIANCES

1. "Appliance Repair"—Tom Michael—July, 1954.

### ASSOCIATIONS

1. "Report From Michigan"—April, 1952.
2. "Smoother Association Meetings"—Ernest W. Fair—March, 1953.
3. "NARDA The Dynamic Trade Association"—Paul H. Wendel—April, 1953.
4. "Why So Many Service Associations?"—Paul H. Wendel—Aug., 1953.
5. "Texas Adds Stature to Electronic Servicing"—Paul H. Wendel—Oct., 1953.
6. "NATESA Shows Power of Cooperative Service Efforts"—Paul H. Wendel—Nov., 1953.
7. "Michigan Television Service Association"—Paul H. Wendel—Dec., 1953.
8. "Service Must Stand On Its Own Feet"—Harold B. Rhodes—Feb., 1954.
9. "Modern Minute Men ARTSD"—Paul H. Wendel—April, 1954.
10. List of Active Associations—May, 1954.

### AUDIO MARKET

1. "The Audio Market"—Nov., 1951.

2. "Forecast For Audio"—H. S. Morris—Jan., 1952.

3. "How to Make Money In High Fidelity"—Robert S. Reiss—March, 1952.

4. "Profitable Audio For All"—Martin Wellman—May, 1952.

5. "Industrial Audio Applications"—Lawrence J. Epstein—March, 1953; April, 1953, and May, 1953.

### BOOKKEEPING—SYSTEM OF ACCOUNTS FOR TV SERVICE COMPANIES

1. "Accounting For the Television Service Contractor"—Benjamin Handler—Oct., 1951.
2. "Records Are Important"—Harold J. Ashe—June, 1953.
3. "Budget Your Personal Drawing Account"—Harold J. Ashe—Dec., 1953.
4. "Take Time to Budget Your Cash"—Harold J. Ashe—April, 1954.

### BRAND NAME SELLING

1. "Stand Responsible and Accountable With Brand Names"—E. C. Thompson—May, 1952.
2. "Brand Selling Boosts Sales"—E. C. Thompson—May, 1952.
3. "Brand Selling Is 'Like A Cow'"—Adrian S. Price—Aug., 1952.
4. "You, Too, Are Mr. Standard Brand"—Harry Kalker—May, 1953.
5. "Sell The Brand Name"—L. S. Thees—May, 1953.
6. "What's In a Name . . ."—May, 1954.
7. "The Priceless Ingredient"—Ernest W. Fair—May, 1954.
8. "Phantom Profits"—Harold J. Ashe—May, 1954.

### BURGLARY PREVENTION

1. "Foil The Shop Burglar"—Ernest W. Fair—May, 1953.

### BUSINESS MANAGEMENT

1. "Be Prepared For The Unexpected"—Ernest W. Fair—March, 1952.
2. "Ethics Versus Solvency"—Matthew Mandl—July, 1952.
3. "TV Service Business Control"—Lawrence Kanover—Oct., 1952; Nov. 1952; Dec., 1952, and Jan., 1953.
4. "Good Business Practices"—H. B. Price, Jr., Feb., 1953.
5. "Service Business Control"—Lawrence Kanover—March, 1953.
6. "Business Systems vs. Service Forms"—Paul Wendel—May, 1953.
7. "Report On Business Control"—Lawrence Kanover—May, 1953.
8. "TV Service Business Planning"—D. R. Creato—June, 1953.
9. "Management Opportunity In 1953"—Henry E. Ford—June, 1953.
10. "TV Service Business Planning"—D. R. Creato—July, 1953.
11. "The Need For More Executives"—Crawford H. Greenewalt—July, 1953.
12. "You Are Your Own Best Collector"—Howard G. Chilton—Nov., 1953.
13. "Are You Training Your Competitor?"—Dr. J. H. Hazlehurst—Dec., 1953.
14. "Service Management"—Russell C. Hansen, Dec., 1953; Jan., 1954; Feb., 1954; March, 1954, and May, 1954.
15. "Bad Check-Good Will"—David C. Finley—Aug., 1954.
16. "Living Library"—(with literature reference list)—Aug., 1954.
17. "Choose Your Partner"—Ernest W. Fair—Aug., 1954.



### CHARGES—LABOR RATES

1. "Customer Relations, An Analysis"—E. C. Tompson—Oct., 1951.
2. "Service Charges And Customer Relations"—Paul H. Wendel—May, 1952.
3. Television Flat Rate Labor Charges (Chart)—May, 1952.
4. "Ethics Versus Solvency" — Matthew Mandl—July, 1952.
5. Service Management, Standard Labor Charges For Television Service And Repair (Chart)—May, 1953.
6. "Estimating TV Service Charges"—William Leonard—Oct., 1953.
7. Service Management, Standard Labor Charges For Television Service And Repair (Chart)—Oct., 1953.
8. "Standard Radio-Phono Price Charts"—William Leonard—March, 1954.
9. Service Management, Standard Labor Charges For Radio And Phono Service (Chart)—March, 1954.

### COLOR TV

1. "Surgical Operation Viewed By Color TV"—July, 1952.
2. "The Three-Way Challenge"—J. M. Lang—Feb., 1953.
3. "The CBS Colortron"—Charles F. Stromeier—Nov., 1953.
4. "Technical Topics"—Ed Noll—Dec., 1953; April, 1954, and May, 1954.
5. "The NIESA Story"—Paul H. Wendel—Jan., 1954.
6. "Color Service Problems" — Harold J. Schulman—June, 1954.

### CUSTOMER RELATIONS

1. "Customer Relations, An Analysis"—E. C. Tompson—Oct., 1951; Nov., 1951; Dec., 1951; Feb., 1952, and March, 1952.
2. "Service Charges And Customer Relations"—Paul H. Wendel—May, 1952.
3. "General Electric Public Relations Program"—G. A. Bradford—June, 1953.

### CUTTING COSTS

1. "New Orleans, La., Service Center"—David Markstein—June, 1952.

### EDUCATIONAL TELEVISION

1. "Surgical Operation Viewed By Color TV"—July, 1952.
2. "Educational Television" — Paul V. Forte—Aug., 1952.
3. "Educational Television" — Martha Gable—Sept., 1952.
4. "Proposed Allocations Of Educational TV Channels"—Sept., 1952.

### EMPLOYEES

1. "How To Develop And Keep Good Employees"—Harold J. Ashe—July, 1954.

### FIELD INTENSITY METER

1. "Technical Topics"—Ed Noll—June, 1952.

### FINANCING

1. "Financial Requirements For Successful Operation Of A Television Business"—Benjamin Handler—Nov., 1951.
2. "Essentials Of Sound Financial Structure"—Harold J. Ashe—Nov., 1953.

### FREQUENCY MODULATION

1. "Technical Topics"—Ed Noll, July, 1952.

### FRINGE AREA RECEPTION

1. "Technical Topics"—Ed Noll—March, 1952.
2. "Fringe Area Story"—Paul Wendel—March, 1952.
3. "Fringe Area Installation And Service"—Arnold I. Kother—Aug., 1952.

### HI-FI

1. "Forecast For Audio"—H. S. Morris—Jan., 1952.
2. "How To Make Money In High Fidelity"—Robert S. Reiss—March, 1952.
3. "Sell Hi-Fi In The Home"—Lawrence J. Epstein—Sept., 1953.

4. "Sales Tips"—Robert G. Walcutt—Jan., 1954.

5. "\$ And ¢ In High-Fidelity Sales"—Mor-ton Kronegold—Feb., 1954.

6. "Hi-Fi Equipment"—Ann Karch—April, 1954.

7. Hi-Fi Mailer—April, 1954.

### INDUSTRIAL ELECTRONICS

1. "Industrial Electronics Maintenance"—I. J. Kaluzna—July, 1952; Oct., 1952; Nov., 1952; Dec., 1952, and Jan., 1953.

### INDUSTRIAL TELEVISION

1. "Technical Topics"—Ed Noll—Oct., 1951; Aug., 1952; Oct., 1952; July, 1953; June, 1954, and Aug., 1954.
2. "New Vidicon Camera Tube For Industrial TV"—Sept., 1952.

### INSURANCE

1. "Profit—Through Preventive Maintenance"—E. C. Tompson—June, 1952.
2. "Income Insurance"—Robert G. Horr—July, 1954.

### INTERCOMMUNICATION

1. "Technical Topics"—Ed Noll—Jan., 1954.

### INTERFERENCE—TV

1. "Television Interference"—P. S. Rand—Aug., 1952; Sept., 1952, and Oct., 1952.

### INVENTORY

1. "Year-End Inventory And Income Tax"—Harold J. Ashe—Dec., 1952.

### LEGAL ASPECTS

1. "Legal Action vs. Service Fraud"—Hon. Howard M. Fender—Oct., 1953.
2. "Legal Aspects"—Hon. Howard M. Fender—Jan., 1954.

### LICENSING

1. "TV Service Licensing Report"—A. W. Bernsohn—Dec., 1952.

### MAGNETIC RECORDERS

1. "Magnetic Recorder Servicing"—William Leonard—Aug., 1954.
2. "Magnetic Recording Head Replacement Chart"—Aug., 1954.

### MAILING PIECES (and the stories about them)

1. "Uncle Sam—Your Partner In Selling Service"—Ann Karch—Jan., 1954.
2. Needle Mailer—Jan., 1954.
3. "The Postman Knocks Once Everyday"—Ann Karch—Feb., 1954.
4. Portable Radio Mailer—Feb., 1954.
5. "TV Antenna Maintenance"—Ann Karch—March, 1954.
6. Antenna Mailer—March, 1954.
7. "Selling Hi-Fi Equipment"—Ann Karch—April, 1954.
8. Hi-Fi Mailer—April, 1954.
9. "The Romance Of Electronics" — Ann Karch—Aug., 1954.
10. Vacuum Tube Mailer—Aug., 1954.
11. Phonograph and Accessories Christmas Mailer — Sept., 1954.

### MANUFACTURER - DISTRIBUTOR - SERVICE OPERATOR COORDINATION

1. "The Philadelphia Service Story"—Paul H. Wendel—Nov., 1951.
2. "Profitable Audio For All—Manufacturer, Distributor, Dealer"—Martin Wellman—May, 1952.
3. "Industry Public Relations" — J. T. Thompson—Nov., 1952.
4. "The Three-Way Challenge"—J. M. Lang—Feb., 1953.

### MANUFACTURERS

1. "Let The Manufacturer Help You"—Robert A. Penfield—Aug., 1952.
2. "Dual Responsibility Of Parts Manufacturers"—Victor Mucher—Feb., 1953.



**MERIT**

Since 1947 has made


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TV flybacks

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For exact replacement

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**MERIT COIL & TRANSFORMER CORP.**  
4427 N. Clark Street  
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# GET THESE STANDARD TV LABOR CHARGES CHARTS

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

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

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

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

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

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

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

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

3. "Quality Capacitor Manufacturing"—May, 1953.

## MARKET RESEARCH

1. "Survey Your Market"—E. C. Tompson—April, 1952.

2. "Indianapolis Set Owner Study"—Ed Tompson—May, 1953.

## MULTI-OUTLET METHODS

1. "Technical Topics"—Ed Noll—May, 1952.

## NEW FIELDS—(HOW TO ENTER)

1. "Technical Topics"—Ed Noll—Aug., 1952.

## OFFICE MANAGEMENT

1. "TV Service Business Control"—Lawrence Kanover—Oct., 1952; Nov., 1952; Dec., 1952; Jan., 1953 and March, 1953.

2. "Report On Business Control"—Lawrence Kanover—May, 1953.

3. "Business Systems vs. Service Forms"—Paul Wendel—May, 1953.

## PARTS DISTRIBUTORS

1. "You And I"—Al Steinberg—Oct., 1951.

2. "Outlook For Parts Distributors For 1952"—George Wedemeyer.

3. "Better Distributor Selling"—Albert M. Haas—Nov., 1952.

4. "Arkansas Parts Center"—Jack Darr—Aug., 1953.

5. "Qualified Service Dealers"—Paul H. Wendel—May, 1954.

## PARTS WARRANTY

1. "NATESA Outlines Objections To Parts warranty"—Nov., 1951.

2. "Picture Tube Warranty Study"—Feb., 1952.

## PHONOGRAPH (NEEDLES, ACCESSORIES & RECORD CHANGERS)

1. "Your Market From The Needle To The Changer"—Paul H. Wendel—April, 1952.

2. "Sales Tips"—Karl Jensen—Dec., 1953.

3. "Your Own Diamond Mine In Increased Phonograph Needle Sales"—E. J. Marcus—Jan., 1954.

4. Mailing Piece—Jan., 1954.

5. "March Sales Tips"—Karl Jensen—March, 1954.

6. Mailing Piece—Sept., 1954.

## PICTURE QUALITY

1. "Technical Topics"—Ed Noll—Nov., 1951.

## PICTURE TUBE

1. "The Rebuilt Picture Tube Story"—Paul H. Wendel—Feb., 1952.

2. "Picture Tube Warranty Study"—Feb., 1952.

3. "Quality TV Picture Tube Manufacturing"—(Sylvania Picture Story)—Dec., 1952.

## PORTABLE RADIO SALES & SERVICE

1. "Boost Sales With Portable Radio Batteries"—Harry J. Miller—June, 1952.

2. "Portable Radios Are A Year 'Round Business"—A. D. Buren—July, 1953.

3. "1953 Battery Merchandising"—Dwight Schoeffler—Aug., 1953.

4. Portable Radio Mailer—Feb., 1954.

## PREDICTIONS FOR THE INDUSTRY

1. "1952 As I See It"—Robert C. Sprague—Jan., 1952.

2. "Outlook For Radio And Television Service Business"—Frank W. Mansfield—Jan., 1952.

3. "Radio-TV Service Field Faces Peak Year In '52"—H. F. Bersche—Jan., 1952.

4. "Outlook For Parts Distributors For 1952"—George Wedemeyer—Jan., 1952.

5. "Forecast For Audio"—H. S. Morris—Jan., 1952.

6. "Service Industry Leaders Forecast 1952"—Jan., 1952.

7. "Service Trends And Statistics"—Frank W. Mansfield—June, 1953; July, 1953 and Aug. 1953.

## PROBES

1. "Technical Topics"—Ed Noll—Feb., 1952.

## REFERENCE FILES

1. "TV Service Reference Files"—E. C. Tompson—Aug., 1953.

2. "Reference Files"—E. C. Tompson—Sept., 1953.

## REPLACEMENT PARTS

1. "A Sound Replacement Part Program"—Herbert Sachs—June, 1953.

## ROUTING

1. "Mobile Service"—Joseph G. Werner, Jr.—Dec., 1951.

## SALES & SERVICE

1. "Television, The Common Denominator"—Martin Wellman—Nov., 1951.

2. "Good Service Means More Business"—Ernest W. Fair—Feb., 1951.

3. "Norfolk TV Service Center"—Carl Cahill—April, 1952.

4. "Lowell Mass. Service Center"—Charles G. Sampas—May, 1952.

5. "Personalized TV Merchandising"—Paul H. Wendel—Jan., 1953.

6. "How To Inspire A Sales Force"—H. B. Price—Sept., 1953.

7. "Selling—A Job For All Retailing"—J. T. Meek—Sept., 1953.

8. "What Is Service?"—R. H. Schneberger—July, 1954.

## SELLING SERVICE

1. "I'm A Little Scared Of You"—Harold Cook—Oct., 1951.

2. "The Man With The Foot In The Door"—James Lawrence—Oct., 1951.

3. "The Odyssey Of Mr. Happy Soul"—Martin Wellman—Dec., 1951.

4. "Service To Sell"—Martin Wellman—March, 1952.

5. "Brand Selling Boosts Sales"—E. C. Tompson—May, 1952.

6. "Service—As A Sales Gimmick"—Hal Chase—June, 1952.

7. "Let The Manufacturer Help You!"—Robert A. Penfield—Aug., 1952.

8. "Selling TV Service"—Paul H. Wendel—Oct., 1952.

9. "Changes In Our Living Habits"—Thomas B. Haire—Feb., 1953.

10. "TV Service Business Planning"—D. R. Createo—July, 1953.

11. "Service Salesmanship"—John T. Thompson—Sept., 1953.

12. "Selling A Job for All Retailing"—J. T. Meek—Sept., 1953.

13. "Advertising That Sells Service"—H. G. Kronenwetter—Oct., 1953.

14. "What Is Service?"—R. H. Schneberger—July, 1954.

## SERVICE BUSINESSES

1. "Norfolk TV Service Center"—Carl Cahill—April, 1952.

2. "Lowell Mass. Service Center"—Charles G. Sampas—May, 1952.

3. "New Orleans, La., Service Center"—David Markstein—June, 1952.

4. "Wichita, Kansas, Service Center"—Ernest W. Fair—July, 1952.

5. "Pittsburgh, Pa., Service Center"—Penny Martin—July, 1952.

6. "Springfield, Ill., Service Center"—Ernest W. Fair—Aug., 1952.

7. "Selling TV Service"—Paul H. Wendel—Oct., 1952.

8. "TICO Beats The Summer Slump"—Penny Martin—March, 1953.

9. "Springfield, Mo., Service Center"—Ernest W. Fair—April, 1953.

10. "TV Service Business Planning"—D. R. Createo—June, 1953.

11. "Iowa Service Center"—Paul H. Wendel—Sept., 1953.

12. "Al Haas . . . The TCA Story"—Paul H. Wendel—March, 1954.

13. "Ft. Worth Service Center"—Harry J. Foster—March, 1954.

14. "Hits And Mrs."—Mrs. Theodore Suman—June, 1954.



15. "Appliance Repair" — Tom Michael — July, 1954.

#### SERVICE FORMS

1. Job Ticket—page 13—Feb., 1952.
2. Service Order—page 10—March, 1952.
3. Landlord's Permission—page 18—March, 1952.
4. Market Survey Card—page 11—April, 1952.
5. Job Sheets—page 16—April, 1952.
6. Customer File Card—page 16—April, 1952.
7. Job Ticket—page 13—August, 1952.
8. Record System—page 17—May, 1953.
9. Installation Order Form—page 11—Sept., 1953.

#### SERVICE SHOP LAYOUT & WORK ROUTINE

1. "A Modern TV Service Shop"—A. C. W. Saunders—Dec., 1951.

#### STATISTICS

1. "Estimated TV Set Ownership (Chart)"—Oct., 1951.
2. "1952 As I See It"—Robert C. Sprague, Jan., 1952.
3. "Outlook For Radio And Television Service Business"—Frank W. Mansfield—Jan., 1952.
4. "Forecast For Audio"—H. S. Morris—Jan., 1952.
5. "Estimated TV Set Installations" (chart)—Nov., 1952.
6. "Service Trends And Statistics"—Frank W. Mansfield—June, 1953; July, 1953 and Aug., 1953.

#### TAPE RECORDERS

1. "Can You Fix My Recorder?" — Faith Yeager—April, 1952.
2. "Technical Topics"—Ed Noll—Jan., 1954.

#### TAXES

1. "Your Silent Partner"—Benjamin Handler—Dec., 1951.
2. "Year-End Inventory And Income Tax"—Harold J. Ashe—Dec., 1952.
3. "Beware Of Tax Experts" — Ernest W. Fair—Jan., 1953.
4. "Do You Have A Tax Reserve?"—Harold J. Ashe—March, 1953.

#### TEST INSTRUMENTS

1. "Technical Topics"—Ed Noll—Sept., 1952.

#### TELEPHONE TECHNIQUES

1. "Customer Relations—an analysis"—E. C. Thompson—Dec., 1951.

#### TRAINING PROGRAMS

1. "RTMA Educational Program Moves Forward"—E. W. Merriam—Feb., 1952.
2. "Better Training"—G. L. Van Deusen—July, 1952.
3. "In-Shop Training"—Paul H. Wendel—Sept., 1952.
4. "The NIESA Story"—Paul H. Wendel—Jan., 1953.

#### TRANSISTORS

1. "Report On Transistors"—Feb., 1953.
2. "Technical Topics"—Ed Noll—Sept., 1953.
3. "Transistor Notes"—Oct., 1953; Nov., 1953 and Dec., 1953.

#### T.T.L.B.

1. "TV Parts Manufacturers To Sponsor Lecture Bureau"—Nov., 1951.
2. "Television Technicians Lecture Bureau On Tour"—Feb., 1953.
3. "TTLB Electronics Service Directory"—Paul H. Wendel—Nov., 1953.
4. "The TTLB National Electronics Service Directory"—William Leonard—Feb., 1954.

#### TUBES

1. "Tube Inventory And Stock Check List"—H. E. Ruble Oct., 1953.
2. "Controlling — Tube Inventory" — H. J. Wolfson—Feb., 1954.

#### TWO-WAY RADIO

1. "Mobile Service"—Joseph G. Werner, Jr.—Dec., 1951.

2. "Two-Way Communications" — Joseph A. White—July, 1954.

#### UHF-VHF

1. "Technical Topics"—Ed Noll—Jan., 1952; Nov., 1952; Dec., 1952; Jan., 1953; March, 1953; April, 1953; May, 1953; June, 1953; Aug., 1953 and Feb., 1954.
2. "1952 As I See It"—Robert C. Sprague—Jan., 1952.
3. "VHF AND UHF TV Expands With End Of Freeze"—May, 1952.
4. "Proposed Allocations By States And Cities: VHF-UHF"—May, 1952.
5. "In-Shop Training"—Paul H. Wendel—Sept., 1952.
6. "First UHF-TV Station On Air"—Oct., 1952.
7. "The Three-Way Challenge"—J. M. Lang—Feb., 1953.
8. "Quality UHF Converter Manufacturing" (picture story)—March, 1953.



**GOLD PLATED MODEL** of the 5-millionth indoor antenna is presented to Julius Finkel, president and founder of JFD Manufacturing Co. by pretty Miss Joan Adler. Mr. Finkel is approaching his 25th year in business.

# "FREE"

## PERMO DIAMOND NEEDLES

### for DEALERS and DEALER Personnel

**PERMO** 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

## Here's What I Would Do!

The following letter was written in answer to an article appearing in our July issue, "What Would You Do?"

"Gentlemen:

"The similarity between Mr. Hodge's problem and one I myself had, prompted me to write. In his letter he states that he has a TV service man who is 21 years old, but appears much younger. Although Mr. Hodge knows this man to be well qualified, he feels that the customers would prefer an older man.



"I, too, had this same problem. When I first started in the TV service business as an apprentice, I was 19 years old, but looked much younger. My employer received some complaints from the customers that did not see how a boy so young could be qualified to work on their set.

"Thank goodness, I had a considerate and patient boss! We discussed the problem and tried to find a solution. And I soon found that my being courteous and efficient, made the customers feel confident that I could satisfactorily service their set. And we discovered that

many of our customers preferred a younger serviceman if he appeared to be qualified to do the work.

"I am now 25 and have owned my own shop for the past two and a half years. Although I employ both young and older men, I find that the most important qualifications in outside TV servicemen is the ability to deal with the customer—making them feel he is both efficient and conscientious.

Sincerely yours,  
**HARRY F. ARNSTAM**, Owner  
Gold Coast Television Service Co."

## Hobbyist

(Continued from page 7)

slapped in, he is through and checks it to the Service-Dealers.

After it's all over, Mr. Opportunist is riding away from the scene of action, First Class, on the same train that is hauling out the dead bodies of the bankrupt Service-Dealers who missed out on the deal.

Now we take up the third cut-throat, your friend and mine:

3. *The Tinker*—When this character was a little boy, he fixed the handle on the coal bucket, and ever since that day he has been fixing something from mouse-traps to mass spectrometers. For some reason this guy has a lot of time, and never seems to be pressed in the matter of making a buck this week or next.

He will sit for hours and look at the action of a clock, and then fix it. He will cautiously approach the mechanical mysteries, and the electrical mysteries of any gadget on this green earth and with all of the time in the world determine their operation.

But, when it comes to electronic circuits, he has as much knowledge of the existence of a sawtooth waveform as you or I would have of the metaphysical study progress of the inhabitants of Orion. This fellow is dangerous. He can really louse up a set and how he does it, no one knows . . . but when he introduces trouble into a circuit with his screwdriver, the Service-Dealer has a long way to hoe to isolate his troubles.

Then, within the group of respectability, exists one more cut-throat, which we will call the HOT. He is named by the first letters of each of the three aforementioned cut-throats, and is a combination of all of them.

4. *The Hot*—(H for Hobbyist, O for Opportunist, T for Tinker). This fellow combines all of the failings of the three which make up his personality.

The HOT is most generally a dealer who is continually doing favors for his friends. Maybe he sells them an air-conditioner wholesale in order to get their alfalfa seed business; he might give them a TV set wholesale tied in with some other commodity.

But, whatever his gimmick, he does a good job of lousing things up in general for every legitimate dealer in the area and up to the next state where his buddies have carried the gospel of "I can get it wholesale."

The HOT makes a hobby of doing favors for friends, creditors and kin-folks. He is an opportunist to make a fast buck on one item and at the expense of prostituting a whole indus-

try by a give-away on a tie-in item. He is a tinker in businesses because he cannot leave well enough alone, but must experiment in revolutionary sales approaches and closings all at the expense of the legitimate operator.

There are several ways to combat these Musketeers. There is no way of controlling their activities to the point where they are completely nullified, but their machinations can be rendered to a much lower degree of effectiveness if the right approaches are taken to the problem.

Any one of the following recommended steps will not halt the progress of these people, but each approach, explored and acted upon, and added to all of the other approaches, will certainly help to lower the percentage of lost business to the cut-throats and shove up the percentage of volume and profits for the fulltime legitimate dealers.

### General

1. There is one ailment which is common to any new industry. Business engineers would describe this ailment as "the period of initial adjustment." In everyday English this ailment is referred to as "growing pains."

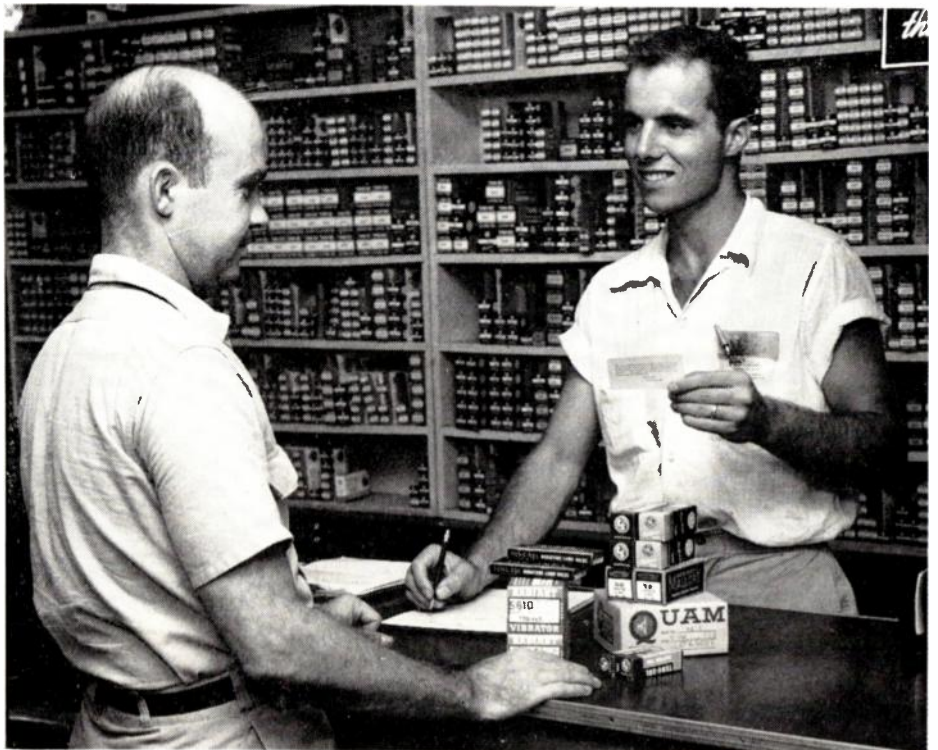
The Electronic Service Industry is experiencing these growing pains very sharply at this time. In the short span of six or seven years this industry has had to move from the job of ordinary a-m radio service into the much expanded and still growing field of

FM, AM, TV, 2-way communications, industrial and commercial electronics, and medical electronic equipment—to say nothing of the myriad of luxury items which use electronic controls and equipment. Mr. Modern Electronic Technician faces several problems, some of which are:

- a. Capital limitation on his business.
- b. Limitations of operating space.
- c. Technical limitations on himself and his personnel.
- d. Limitations of operating equipment.
- e. Limitations as to personnel quality.
- f. Illegitimate competition.

Although the field of clinical observation and correction in the service industry is broad and lush for persons interested in an overall reform, it is not the purpose of this discussion to go into the problems which concern themselves with the individual abilities and potentials of the Service Dealers. Rather, we will take up the one problem which seems to have no remedy: that of the Illegitimate Competitor.

It would be foolish to infer that there is any possible way in which illegitimate competition might be completely wiped out of the service areas. However, it is the contention of the writer that this type of interference with legitimate business can be so minimized that the ill effects noticed from that source would put only a noticeable dent into the receipts of the legitimate dealers.



*FRONT COUNTER WORK is speeded along by the use of customer identification cards which protect the customers entitled to discount. Shown here is Ray Kreuger of Centronics, Inc., as he writes a parts purchase order for James Kellar.*





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?"

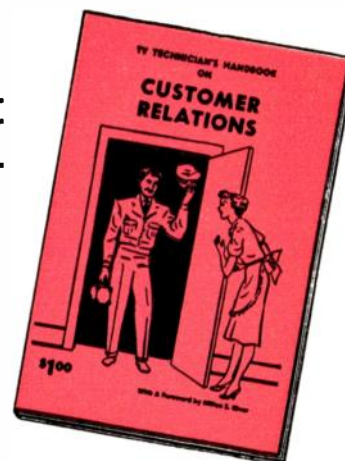
Customer asks you how much money you make.

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 .....

## The Base of Operations

2. In order to eliminate the ill effects of unfair and illegitimate competition, it is necessary that those service dealers who represent the fair and legitimate bloc of the industry be brought together into a well organized association dedicated to this purpose.

Since the problem is so complex, the work so intense, in the matter of reducing illegitimate competition, it becomes the problem and obligation of the entire fraternity of legitimate operators. Therefore, there must be a Service-Dealers Association.

No	498	Date	August 20 '54
This will identify:			
Mr.	PAUL H. WENDELL		
Co.	SERVICE MANAGEMENT		
City	INDIANAPOLIS	State	INDIANA
who is an authorized dealer entitled to purchase at our regular discounts.			
Approved:	<i>Calvin P. Himmelshein</i>		
Sole Manager			
CENTRONICS, INC.			
PHONE 3-6727 600 W. 2nd ST. OWENSBORO, KY.		PHONE 679 1508 N. 2nd ST. VINCENTS, IND.	

SAMPLE Identification card

## Purpose of the Dealer Association

3. The Dealer Association has a primary purpose of existence. This purpose is one of mutual protection of its members against any and all encroachments upon its industry which would deter, demean, and/or prejudice the standing of members and their investments in the community where they operate their business.

There are, of course, secondary aims of this association. In the problem of overcoming illegitimate competition they are:

- To raise the membership to professional status in the area of operation.
- To build confidence and good-will through an active public relations program.
- To improve and consolidate the operating code of ethics, and to present this code forcefully to the consumer.
- To identify the members with the Association by accepted and publicized insignia.
- To demean illegitimate competition by promoting legitimate service dealer members.
- To invoke the existing ordinances which control the operation of the legitimate business and protect it against illegal and illegitimate operators.
- To continually strive for better ordinances to protect the legitimate operator.
- To continually improve the technical advancement of its members through study groups, lectures and clinics.

Properly established, and properly conducted, the Dealer Association can, through good public relations and through applications of the use of good committees, do an effective job of discrediting illegal and/or illegitimate competition in their field.

It would be impossible to go into the details of setting up a parliamentary organization in detail on paper at this time. It is felt that once a dealer group has gotten started this will be a simple matter which will be flexible enough to fit each group in its own community and its own peculiar problems.

In addition to the Dealer Association, there is one other step which is very important and which must be handled outside of the dealer group, but as an industry problem, and must be done quickly. This is the matter of controlling the source of repair and service parts at the manufacturer and the jobber level.

## Effective Control of Material Source

4. It is the Industry obligation of the manufacturing and distribution group to control the flow of materials used in service and maintenance, so that these materials flow through the established channels of supply. Unless they do, the flow is diverted in such a manner as to work a hardship on one of the points of distribution. The normal flow of materials in the electronic service industry is as follows:

- Manufacturer to distributor via representation.
- Distributor to service-dealer.
- Service-dealer to consumer.

In some cases we find the manufacturer shipping direct to the consumer and/or service dealer, by-passing the distributor. In other cases we find the distributor by-passing the representative in his purchasing or the dealer in his selling.

In some specific cases, in order that the material be moved at all there must be applied the rule of exceptions. This would occur in the case of a distributor:

- Servicing an industrial account.
- Servicing a communications account.

And it would occur in the case of a manufacturer, engaged in the production of special order and custom equipment headed to an end user at a cost of production and engineering which prohibits the use of the standard routine.

But, and here there can be no exceptions:

To effectively control the problem of illegitimate competition which preys upon the radio and television service dealers, the sale of material for the

repair and maintenance of this portion of the industry must, with no exceptions, be confined within the narrow sphere of the service dealer groups.

It is this point of control which is one of the most important in the erasing of illegitimate competition to the legitimate service dealer. It is the primary means of handling the Hobbyist, the Opportunist and the Tinker.

## Association News

(Continued from page 21)

interim basis while the by-laws and organization were in process of change.

\* \* \*

## What TV Repairmen Go Through

The OKLAHOMA TELEVISION AND RADIO SERVICE ASSOCIATION has reported some amusing situations TV repairmen go through . . . "all in a day's work" . . . that I'd like to pass along for laughs:

"Look, I've got a TV set that's crazy," a customer told repairman Walt Durham one day. "If I raise my foot while I'm sitting on the couch, the picture goes off the air."

That may sound zany, but the man was right. Durham discovered the man's house was in a "critical area" and needed an outside antenna to keep little things from throwing the picture off the screen.

Roy Allen had a particularly troublesome set that kept having trouble until he finally found the cause . . . a loose metal plate on a crystal chandelier. Every time someone jarred the chandelier, the plate touched the metal of the chandelier and caused interference. He put paper between the metal and the chandelier.

Bob Dunsmore had an unusual happening right in his own home—it's in a "critical" signal area. His wife moved the furniture and put the TV set in a new place. As long as the front door was open, the TV set would work. When she closed the door, the picture went off. "We moved that set six inches and the trouble stopped," Bob reports.

But Eales has the topper—the one that can't be explained logically by any natural means. And it still has him puzzled.

Not long ago, a woman called Eales. "My set's acting peculiar," she complained. "It's gone off the air and the only way we can get it to come back on is for my mother to get down on her knees beside it and pray. It goes off again the minute she gets up."

Eales, thoroughly mystified, went out and replaced a burned-out tube.



# WAR DECLARED ON DEALER CALL-BACKS!



## NEW TUBE TYPES FROM SYLVANIA SPEARHEAD ATTACK!

The most important step in a concentrated campaign to eliminate dealer call-backs has been taken by Sylvania with the release of a group of new tube types. Sylvania's new 5U4GB leads the group.

**The 5U4GB attacks the call-back enemy on many different fronts:**

1. The tube has been re-designed. Now, plates are longer and heavier with twin wings for better heat dissipation, Sylvania's 5U4GB carries increased ratings of 275 ma at 44 volts drop with 1.0 amp peak plate current.
2. Wafer Stem Construction—originally developed by Sylvania for the lock-in tube—has been adapted to the 5U4GB. The wafer stem eliminates electrolysis, provides stronger mount construction, permits better spacing.
3. A new T-12 bulb provides greater heat dissipation, gives added strength, more rigidity because of its straight construction.
4. Bottom mica has been added to make the tube stronger, improve filament alignment and eliminate arcing.

Other Sylvania types are vastly improved, too! All have Sylvania's famous wafer stem construction, plus these additional design features:

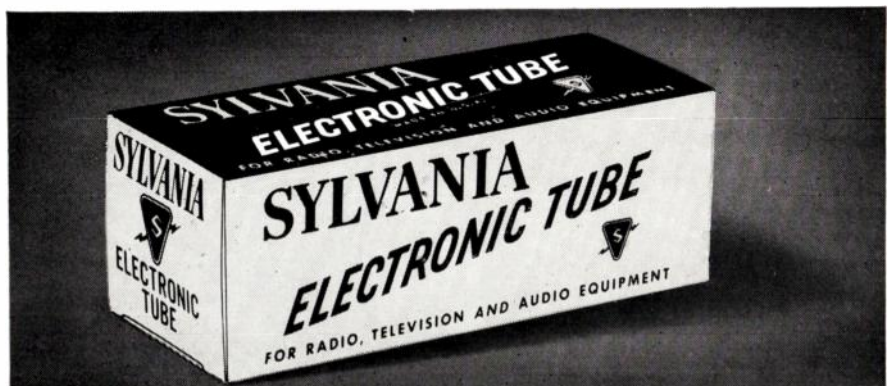
- Better Lead Spacing
- Stronger Mount Supports
- Stronger Micas
- Firmer Filament and Plates
- Greater Protection Against Shock and Vibration
- Better Heat Dissipation
- Low Glass Electrolysis
- Fewer Burnouts
- Stronger, More Rugged Overall Construction

### NO MINOR SKIRMISH

The Sylvania war on dealer call-backs is not a minor skirmish. It will continue until dealer call-backs on these and other receiving tube types are completely eliminated. The dealer's

biggest profit-robbing enemy can look forward only to an incessant, continuing effort on the part of Sylvania to make his existence a thing of the past. These quality tubes are now at your Sylvania distributor's.

**TO IDENTIFY SYLVANIA'S NEW RECEIVING TUBES LOOK FOR THE NEW CARTON!**



This new tube carton identifies Sylvania's new high quality, improved receiving tubes. It's assurance to dealers everywhere that inside is one of the finest receiving tubes made—unsurpassed for quality and performance. For further information write to Dept. 4R-4110 at Sylvania.

# SYLVANIA

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

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

**LIGHTING • RADIO • ELECTRONICS • TELEVISION**

*You see it once . . .*



*They view it day after day!*



**BE SMART . . . install an RCA picture tube . . .  
and be certain of a satisfied customer**

RCA takes no chances with its reputation for quality — its picture tubes are quality-controlled throughout production. And you take no chances when you install RCA picture tubes. Your customers will recognize the familiar RCA emblem — what it stands for: Top materials, top workmanship . . . top product! Build your reputation for fine service with the finest picture tubes made — RCA. See your local RCA Tube Distributor for your RCA Picture Tube needs — sizes from 3" to 27". There's an RCA Picture Tube for virtually every set, regardless of make, in RCA's "Balanced Line."



**RADIO CORPORATION of AMERICA**  
**ELECTRON TUBES**

**HARRISON, N.J.**