

Service

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Management

Larry Chronister
Paola, Kans.

VOLUME 5 NO. 8

MAY
1956

TELEVISION

ELECTRONICS

RADIO

AUDIO

AIR-CONDITIONING

APPLIANCES



In This Issue—

*"Serving the Service Industry
with Management Ideas"*

Extended credit doesn't pay

Battling for ethics and efficiency

Make your shop a promotion center

Sundowner problem — how we licked it!



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Raytheon's pioneering in the research, development and production of Transistors has resulted in many important "firsts" — firsts that give Raytheon an unchallenged lead in the field. Here are some of these firsts:

FIRST in commercial production. Raytheon was the first company to commercially produce and sell junction transistors. These first transistors set high performance standards as they revolutionized the hearing aid industry.

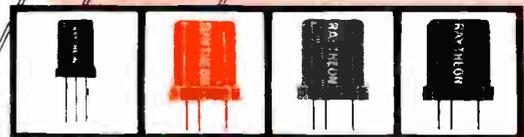
FIRST in RF Transistors. Raytheon scored another important first by leading the way in RF Transistors, too. The first commercially produced RF Transistors — Raytheons — are revolutionizing the portable radio industry, and are being used in computers and communication equipment. Many major manufacturers of portable radios use these Raytheon RF Transistors and all "hybrid" portables use either Raytheon Transistors, Raytheon Subminiature Tubes or a combination of both.

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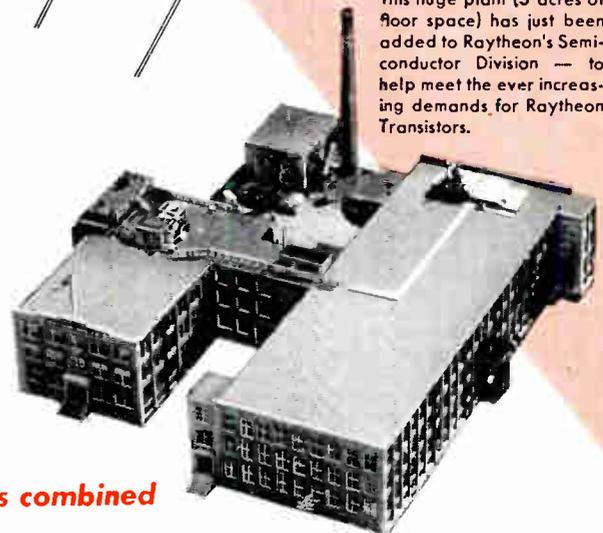
At Raytheon more than 100 engineers and scientists, plus nearly 1400 other employees are devoted to a single task — the design, development and production of the finest and best in transistors and diodes. To help them work more efficiently, and to meet increasing production schedules Raytheon recently added facilities totaling three acres of engineering and manufacturing space to its Semiconductor Division.

Raytheon Tube Distributors from coast to coast stock and recommend Raytheon Transistors.



ACTUAL SIZE

This huge plant (3 acres of floor space) has just been added to Raytheon's Semiconductor Division — to help meet the ever increasing demands for Raytheon Transistors.



RAYTHEON TRANSISTORS

more in use than all other makes combined



RAYTHEON MANUFACTURING COMPANY

Receiving and Cathode Ray Tube Operations

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Raytheon makes all these: / Receiving and Picture Tubes, Reliable Subminiature and Miniature Tubes, / Semiconductor Diodes and Transistors, Nucleonic Tubes, Microwave Tubes.

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**Letters
to the Editor**

Praises "Professional Stature"

In the past I have not had too much time to read the articles in your magazine. Today I had the time to read thru the March issue and I am very glad I did. The article by Charles Golenpaul, "Measure of Professional Stature" caught my eye and after reading it thru I came to the conclusion that perhaps there are some understanding people after all.

One point that he stressed about servicemen knocking each other is particularly interesting to me because our servicemen are told to never say anything about other servicemen unless they can say something good. It is just as easy to say you don't know the man in a professional way as it is to make snide remarks about him.

I have built my business from nothing to the point where I am adding two more men to the business as partners and will have a combined customer list numbering in the thousands. I can assure you that this was not done by knocking the other guy. We take pride in what we do and altho' I cannot say that we are a hundred per cent perfect, (and I do not think anyone is), we have a very enviable reputation even with other service companies.

I think too that the remarks about using first line products in our work is a very pertinent one and wish all the servicemen would follow it. Clean competition is good for the trade but the black eyes we get from men that use poor business tactics and poor parts is slowly bringing into the open shops that sooner or later drop away and leave the field to those trying to do a good job, and the sooner the better.

about the cover



The cool drink which young Davy is reaching for, and the air conditioner are both timely subjects for this month's cover — especially for service businesses which are

beating the TV slump by switching some of their staff to air conditioning installations. Photo is courtesy of Fridgidaire.

Letters

All the best to you and your staff in the future and hope you continue the good work.

J. W. Leland
Lion Radio TV Service
San Jose, California

What Should I Do?

I agree that we should not knock our competitors. But what should I do in this case?

My customer bought a set from another service dealer. Naturally he called this man for service. After paying out over a hundred dollars in one year for repairs, he decided to try me. I have been servicing the set ever since. Recently I had to pull this set twice with a resulting bill of almost sixty dollars. Both of these bills were directly attributable to work done by the former serviceman. When he could not find the trouble he completely redesigned the circuit so that it bore no resemblance to the manufacturer's design. The trouble, of course, was still present and in time got worse so that the circuit failed again. I corrected the trouble and then had to restore the manufacturer's original design.

Two months later I had to replace a capacitor which broke down. On examination I found that it was one already replaced by the former serviceman. He had used a 600V rating where the manufacturer called for 1000V.

Now should I tell the customer the truth or should I by keeping silent destroy the manufacturer's reputation? Incidentally, I sell the same brand of set.

The other service dealer is legitimately in business. He has a large store, sells legitimate merchandise and has a number of servicemen in his employ. He also had factory authorized service on this brand of set.

Name on request

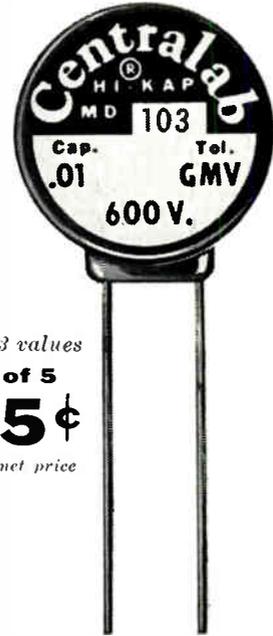
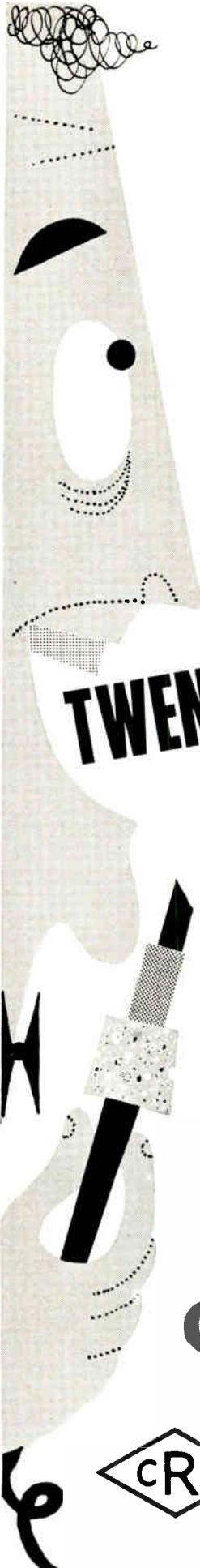
Requests Reprint Permission

May we have permission to reprint in the local paper your article "Don't Get Hooked" on page 7 of the March *Service Management*?

You have a fine publication and we always gain something worthwhile from it. Keep up the good work and more power to you.

Ellis W. Brake
Brake Radio & TV
Downs, Kansas

May, 1956



Available in 53 values

Package of 5

only **75¢**

suggested net price

TWENTY-FIVE YEARS!!!?

*For long life . . .
there's nothing like*

Centralab Type MD Molded Ceramic Disc Capacitor

The only completely insulated ceramic disc capacitor — 2500 V.D.C. breakdown to ground.

Life expectancy, 25 years in normal operation.

Nine ways better than ordinary discs.

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Send me free Centralab Catalog 29.

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Company

Address

City Zone State



My Invention Helps Installer

From time to time I have read articles in your magazine dealing with the problems of television installers and although the serviceman has more problems, the ones of the installers can be just as frustrating. With all due respect to the servie-man, I feel the installers deserve a little more credit for their work than most people are willing to give, for where an antenna is necessary, if it is not properly installed no set will work well. It is up to the installer to choose the right antenna and height for each location and be able to keep the antenna up in wind storms and give as much trouble-free service as possible.

I have been in the installation business for the past six years and have come to know most of the problems of the installers. One of the most annoying problems is working with guy wire which is forever kinking, coiling, tangling and getting caught on things. Also the problem of trying to figure length of guy wire needed and the waste that comes with each job when it is not measured correctly.

I have invented a tool which eliminates most of the problems in using guy wire. I call the tool Strato. The spool of guy wire rotates on a shaft between two brackets and the wire passes through free moving pulleys in such a way that it comes out straight, completely eliminating the kinking, coiling and tangling. I made up a number of them and sold them to the other installers in this locality and it was a big success. They all feel it is a very worthwhile tool. I was advised to take Strato to Parker Metal Goods Company, Worcester, Mass., which I did and they have nationwide distribution of it. In fact they thought it was good enough to give me room in their booth at the Chicago Parts Show and there we found the bug, for until a demonstration or talking with someone who had seen a demonstration, they couldn't believe it would work as well as it did. Upon demonstration the wholesalers saw the value of Strato and purchased it. My problem is that it must be either demonstrated or told of by someone who has actually seen a demonstration.

I have written you this letter in complete honesty and in hopes that you will feel, as in some of your articles in the past, that it is something worthwhile telling your readers about.

Harold A. Cline
106 Francis St.
Jamestown, New York

SERVICE MANAGEMENT

Costs only \$29.95 Slightly higher in West

QUICKLY PAYS FOR ITSELF MANY TIMES OVER!

"Hard to Find" TUBE FAULTS LOCATED FAST!

Truly Portable!
6½" x 6½" x 2½" — 4 lbs.
Carry in Tube Caddy.

MODEL GCT-5

SECO GRID CIRCUIT TUBE TESTER

NOW WITH EXPANDED TUBE LIST FOR UP-TO-DATE TV & INDUSTRIAL TUBE TESTING




The SECO GCT-5 TESTER is a specialized TV and industrial instrument that checks the critical "Control Grid" condition of vacuum tubes faster and more accurately than any other tester. Thousands of technicians have stopped guess-

ing and substitution checking . . . depending upon the SECO-EYE to indicate control grid emission, grid-to-cathode shorts, gaseous conditions, cathode-to-heater shorts AT A GLANCE!

IN TV SERVICING . . . the SECO GCT-5 TESTER quickly tracks down troubles like these:

- Poor picture contrast
- Grainy picture
- Twisting, bending or pulling of the picture
- AGC, RF, IF and Sync. group tube faults
- Vertical jitter or bounce
- Sync. buzz in the sound
- Sweep frequency drift
- Any or all symptoms caused by sync. plus compression.

You'll save service time, sell more tubes, improve customer relations! Join the thousands now using this indispensable SECO TESTER to do a better service job and to make bigger tube profits.

SECO serves the serviceman RIGHT with tested, indispensable instruments



SECO
Model FB-4 FLYBACK CIRCUIT AND INDUCTANCE ANALYZER
\$38.95
Slightly higher West

Requires no disconnecting, no charting; gives a fast, simple 'yes' or 'no' answer at a glance.



SECO
Model SL-10 MONITRON SIGNAL TRACER AND INTERMITTENT LOCALIZER
\$119.50

The solution to your troublesome INTERMITTENT problems . . . monitors circuits without attention!

SOLD THROUGH JOBBERS



The Original is spelled "S-E-C-O"
SECO MFG. CO.

Phone: WAInut 6-4545
5015 PENN AVENUE S.
MINNEAPOLIS, MINN

PRICE CUTTERS



"MY SON, never speak unkindly of price cutters. Never knock them, because God made them the same as He made crabs, hornets, lizards, roaches, ants, centipedes, fleas, lice, wasps, snakes, skunks and other unpleasant things. In His inscrutable wisdom He made them. Why He made them only He knows. Some day He may enlighten us but up to now I'll be DAMNED if I understand."

(AUTHOR UNKNOWN)

Additional copies available from Stein Craftsmen • 161 Luckie St., N. W., Atlanta, Georgia

WANTED

TV Technicians and Instructors

Admiral wants top grade men
able to apply their technical ability
to Field Engineering

WILL TRAIN FOR COLOR TV

Admiral needs men to hold training
meetings and investigate
product performance.

Considerable Travel
No Car Necessary
All Expenses Paid

MUST BE TOPS ON THEORY AND HAVE PRACTICAL EXP.

These positions present excellent
opportunity to broaden your electronics
background and also
move into design engineering
activities.

Retirement plan, free group insurance
and other benefits.

Write fully to Mr. Tom Clements,
covering your education, experience,
salary desired and personal data.
All replies held in strict confidence.

Admiral[®] CORPORATION

201 East North Water St., Chicago 11, Ill.

Shakespeare on Video

"The image of it gives me content
already; and I trust it will grow to a
most prosperous perfection."

— *Measure for Measure.*

"Why that's my dainty Ariel."

— *The Tempest*

"Shall we see this wrestling, cousin?"

— *As You Like It*

"A new channel, fair and evenly."

— *Henry IV*

(Compiled by Irving Genn,
New York Times)

Thousands are breaking the shackles

Things are really "popping" in the electronics service industry.

The city of Detroit followed the lead of Saint Paul, Minnesota, when the auto capital's city council recently passed a service licensing bill. Associations in many other areas are making earnest attempts to accomplish the hoped for results from municipal or state licensing by urging ethically operated and technically competent shops to identify themselves to the public by joining in voluntary licensing programs.

In the San Francisco area, associations are negotiating a labor-management contract with the International Brotherhood of Electrical Workers, Local 202. The contract under discussion was described as a "bombshell that will slaughter the sundowner and force the cut-rate service shops to raise both their service prices and their service standards."

Service associations are being formed in sections where previously there was little interest in co-operative effort among the established service shops. Older associations are stepping up their activities with aggressive plans for interesting all first-class shops and dealers in co-operating in self-help programs.

These developments are indicative of a vast industry of small businesses coming "of age." They are being brought about by the realization on the part of many thousands of shop owners that they must break out from the isolation of rugged individualism. They must work with their respected competitors to remove the cancerous parasites that keep the business of electronic servicing sick and wobbly.

These are healthy signs. They tend to show that the fraternity of legitimate service businesses is getting sick and tired of being the whipping boy for the mistakes of other elements of the electronics industry. They indicate a determination to rid the service activity of the festering sores caused by the unscrupulous business methods of the fast-dollar boys and the constant undermining of fair labor pricing by the come-and-go service-men, commonly known as sundowners.

Year after year, *Service Management* market research has shown the existence of a stable, established, legitimate service industry made up of full-time electronic service shops. This industry was forged on the anvil of rough and tumble competition. During the eras of boom and bust the weaklings perished; the good shops survived. What a tremendous force they would be if they all got together in a single national association!

This *established* service industry has been the *fall guy* for everything bad that happens to the public in connection with their TV sets. If a manufacturer produces a "dog," the independent service shops are criticized for the expense involved in keeping those dogs operating. When service gyms, fly-by-nights and incompetents clip the public, the legitimate independent service shops get castigated for being a bunch of crooks. When overhead- and tax-free sundowners undermine service in an area with two dollar service charges, the tax-paying legitimate shops are pilloried for asking for fair charges for their services.

Who is to blame for the continued existence of these troubles that keep the business of electronic servicing in a state of continual chaos?

The answer is simple. The blame rests squarely on the shoulders of the men who operate legitimate service businesses. They have gone on operating as rugged individualists, remained aloof from their competitors, and lived in a tight shell isolated from the rest of the electronic service business world. They refused to accept the responsibilities of businessmen in our highly organized and closely knit society.

Now a new day seems to be dawning. It appears that thousands of men who have stayed aloof from the problems of their industry are breaking loose from the shackles of rugged individualism. They are beginning to discover that the very survival of their businesses now hinges on their co-operation with their respected competitors. They are ready to fight to preserve their businesses.

More power to them.

PHW

Remember the service manager

A few words about a new department in *Service Management* that will be devoted to the activities of dealer service managers —

One of the toughest jobs any man can tackle is that of service manager in a TV-Appliance dealership that handles a full line of major and traffic appliances as well as radio and television sets.

Faced with the dual responsibility in handling a crew made up of mechanics who understand the functioning of automatic mechanical-electrical devices and technicians who are trained in the operation and servicing of electronic circuits, the service manager is apt to long for the day when he can retire and go fishing.

If the dealer is intent on providing long-range service on all of the products he sells as a means of maintaining customer contacts and good-will, the service department becomes a far more complex operation than either sales or financing. If salesmen engage in a little blue sky selling, the service manager has to keep the buyers happy without losing the dealer's shirt in no-charge service.

Servicemen are either good-will ambassadors for the dealership, paving the way to further sales, or a millstone around its neck. The responsibility for maintaining customer good-will through the servicemen rests on the shoulders of the service manager. He must be able to find men who not only are tech-

nically qualified to handle the service work but also personable and congenial in their dealings with people. And he must see to it that they receive constant indoctrination in good customer relations practices.

During a sizzling hot spell in the summertime, fly-back transformers may be popping out in customers' TV sets while the sales department is screaming to get room air conditioners installed as fast as they are sold. (The sales department knows that a sudden cool spell may result in some air conditioner order cancellations.) With pressure from customers and pressure from sales, the service manager may be hard-pressed to spread his staff over all of the work that piles in for immediate action. Often he is inclined to drop into the same frame of mind as the druggist who answered a customer with brutal frankness when she phoned to inquire how to use a rectal thermometer at a time when he was swamped with trouble and customers in his store.

The constant expansion in product lines in major dealerships has given their service managers an endless series of new problems. To help them find the answers to these problems, the editors of *Service Management* have arranged to start an entirely new department devoted to the activities that are the responsibility of dealer service managers.

Watch for it. You will find it interesting and packed with useful information and ideas.

New business horizons

It has long been recognized that the use of television in closed circuit installations would some day add up to a much bigger business dollar-wise than television for home entertainment. The business potential of closed circuit television, commonly referred to as ITV, staggers the imagination.

Since practically every ITV system will be tailored to meet the individual needs of each application in which it is employed, it offers a vast new field for business development for individuals and organizations technically qualified to handle it.

ITV provides a particularly attractive field for competent TV service dealers who are willing to invest in acquiring the know-how to carve a place for themselves in a development with unlimited opportunities.

Edward M. Noll, who pioneered

practical television training for radio servicemen in the early days of TV, has scored again with a book on industrial television for TV technicians.

The new book titled "Closed-Circuit and Industrial Television" follows the pattern of Mr. Noll's writing that has made his books so popular with practically trained electronic technicians. He covers the field of industrial television thoroughly even to providing the complete circuitry and construction details for a simple TV camera that can be used experimentally in many closed circuit applications.

"Closed-circuit and Industrial Television" has just been released by the publishers, The MacMillan Company, and sells for \$4.95 per copy. Information about it may be had by writing directly to the author: Edward M. Noll, Box 94, Hatboro, Pa.

"Spee" D. hits Yellow pages

SPEE D. SERVUS

Stands for
• Quality
• Service
• Dependability
Television Servicing. We're proud of our service and want nothing more than to be of service to you.
Call us soon for any TV service.



"FOR INFORMATION CALL"

To re-enforce the public's acceptance of "Spee" D. Servus as a brand name standing for quality, service and dependability in electronic servicing, the "Spee" D. Servus organization has arranged for listings in the yellow pages of telephone directories.

Shown here is a reproduction of the head under which will appear the names of "Spee" D. Servus members in each city where licensees are located. Permission to get listings under this head must be obtained from "Spee" D. Servus Headquarters, P. O. Box 1321, Indianapolis, Indiana.

Good News!

The Pacific Telephone & Telegraph Company recently announced that radio and TV service shop price advertising has been ruled out of the yellow pages of its directories. New telephone directories to be distributed in August in all California areas serviced by the PT&T will, for the first time, contain no mention of price in the TV service classification of the yellow pages.

The Company also moved to eliminate the practice of some shops that "smother" the TV service pages with three or four repeats of the same ad. They refused to accept more than one quarter-page insertion unless other insertions by the same service firm are different in both make-up and copy.

Calif. group incorporates

Associated Radio & Television Dealers of Sacramento, California has incorporated as a non profit organization.

The group elected Keith Anderson, Handy Andy Radio & Appliances, president; Earl Wilson, Wilson's TV repair, vice-president, and Darrell H. Petzwal, Petzwal's Radio & TV Service, secretary-treasurer.



Sell as you service

- **Doorknob hangers make advertising consistent and easy**

By A. E. ANDERSON, Pres.
New England Business Service, Inc.

One of the biggest problems facing the independent TV service operator is sales promotion.

Most service firms are forced to neglect advertising and sales promotion. Being busy and under pressure to keep their customers happy, it is difficult to devote the necessary time to planning and conducting a sales promotional program. Yet they realize that it is *absolutely essential* to be doing something to get new customers if they are to remain in business.

Now — how does advertising find a place in the operation of a medium-sized radio-TV service business?

Perhaps we might agree with Emerson that "If a man makes a better mousetrap than his neighbor — the world will make a beaten path to his door." However, he often finds that it takes a long time to translate his service superiority into increased business and cash receipts. The planned use of moderately priced advertising and promotional aids often provides the answer.

Simple Approach Is Best

Usually a simple and direct approach is the most effective. This is particularly true in selling. Probably that is the reason Form 27 Doorknob Hanger (illustrated on this page) has been so effective in helping TV Service firms all over the country increase their sales.

What is more logical than to try to develop more customers in the neighborhoods you are now covering? What is more logical than to do soliciting while you are in an area? You've paid money to drive to a particular address — it costs very little more to spend a few minutes placing an attractive doorknob hanger on a few doors on both sides of the residence you have just visited. In the case of an apartment dwelling — hang one on *every* door in the building!

As you will note, the wording on the doorknob hanger merely tells the prospect that you've done a job for their neighbor, that you're proud of it and would like to serve them when they are next in need of TV Service! A very simple message — yet very logical and effective.

What Has It Done?

Now, let's see what this simple little form has done for others:

1. After testing a small quantity, a successful Detroit service firm ordered 50,000 of these and did a real job of covering their area!
2. A small operator who tried 1,000 rather skeptically came right back for a larger quantity after being pleasantly surprised at the new calls he received from homes where the hangers were left.

We Did It!
AND WE'RE PROUD!

... WE HAVE JUST SERVICED YOUR NEIGHBOR'S TV OR RADIO SET... THE SAME HIGH QUALITY, ECONOMICAL, PROFESSIONAL SERVICE IS AVAILABLE TO YOU...

SIMPLY BY PHONING ...



FORM 27 - COPYRIGHT 1954 NEW ENGLAND BUSINESS SVC., TOWNSEND, MASS.

I will hang on doors on both sides of the residence you have just visited (actual size)

3. Progressive parts distributors have absorbed part of the cost of these forms to induce their customers to use them.

Some Service firms have a helper or boy go along to distribute hangers while Service man is taking care of his call.

The cost of these door knob hangers is as follows:

1000 — \$ 8.95
2500 — 17.75
5000 — 27.50

The phone and name are printed in red ink — the balance of copy in blue — making an attractive form.

This doorknob hanger is offered as one effective and simple sales aid. There are others.

We would be most pleased to receive ideas for other forms or promotional plans that we might develop as a standard form.

The main thought to keep uppermost in mind is that you *must* do something along promotional lines if you are to develop new accounts!

Extended credit doesn't pay

Every day an account goes beyond the date of payment, its possible collection is reduced.

An account six months old nets you only 67 cents on the dollar you deserve.

By HAROLD J. ASHE

Open account credit for parts and service continues to plague radio-TV service shop owners, particularly those located in smaller communities and in neighborhood locations. Not infrequently, accounts receivable may total to a large figure with many of the accounts long since uncollectible whether so recognized or not.

If the extension of credit is widespread with a large part of the volume being carried on the cuff, this situation may go far to explain both the difficulty of a shop owner to meet his own obligations on time and his inability to make a profit.

While acting as banker for his credit customers, such a shop owner must borrow money from his own bank and pay interest or pass up cash discounts, or both. At the same time, the moderate theoretical profit available to him on these credit accounts may be wiped out by a small number of bad debt losses.

Local practices and credit-conditioned consumers may make it well nigh impossible for a serviceman to get on a 100 per cent cash basis, regardless of the ease with which his city brother

may do so. So long as other local tradesmen are free in giving credit for groceries, drugs, gas and oil, plumbing repairs and other commodities and services, a shop owner may be obliged to bow to local tradition. It may not even occur to him to do otherwise. He can at least demand that timely payment be made on account and give these accounts receivable the time and effort they deserve.

Every Day Reduces Collection

Every month, every week and even every day an account receivable is allowed to go beyond date of payment, the likelihood of its ever being collected is reduced fractionally. This process of an account receivable becoming a bad debt accelerates with the passage of time. Accounts receivable should never be considered as like "money in the bank," as one optimistic radio-TV serviceman explained to this writer. These accounts are money in the bank only if, and when collected. Then they are no longer accounts receivable.

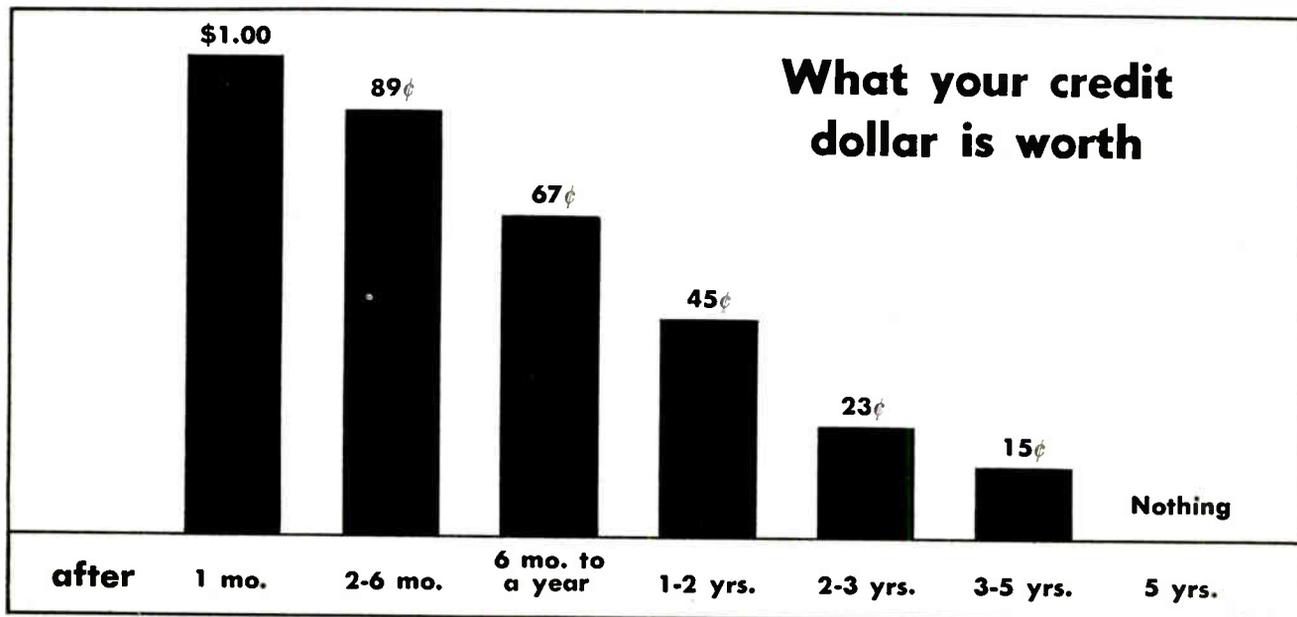
A shop owner's failure to press for collection, and his easy going attitude

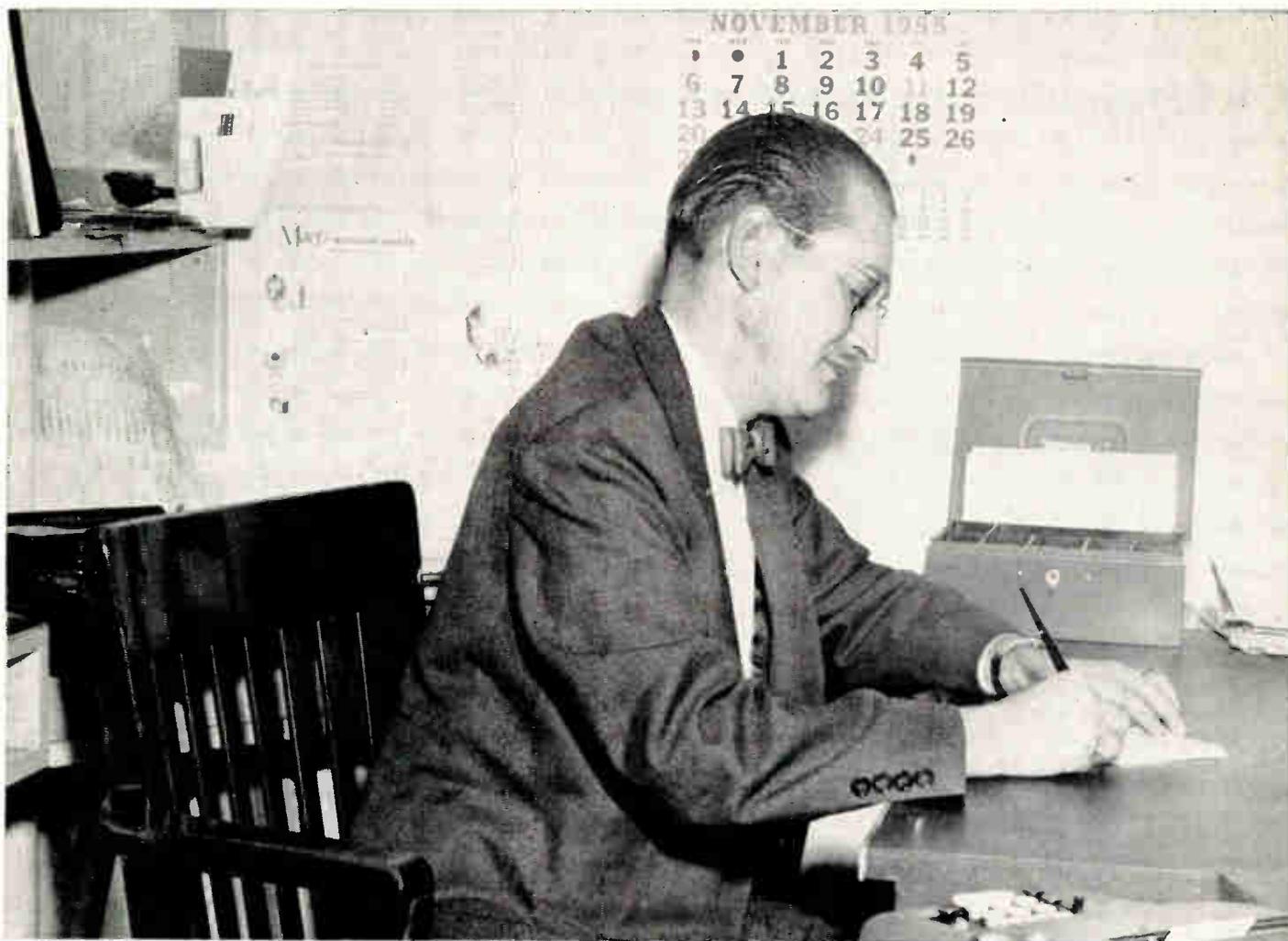
toward mounting receivables, is a contributing factor to his plight. He, in effect, is telling his credit customers there's no hurry, that they need the money more than he does, and to pay the bills of other creditors who are less considerate of debtors' sensitive feelings, over-extended obligations and manner of living. In short, a shop owner indifferent to collections is "asking for it." He won't be disappointed.

Yet, a shop owner in this bind wouldn't think of giving a discount for cash to his customers. He knows that any discount, however small, would wipe out a large part of his anticipated profit. Nevertheless, when credit is extended to customers they, collectively, are being given a hidden discount. This concealed discount is in the form of the bad debts which reduce overall collections from credit customers.

A bill for radio or TV service and parts after a lapse of only six or eight months may be worth as little as 65 cents to 90 cents on the dollar. This is

(Continued on page 21)





Rex Yeager works constantly to better his business, association, and industry.

By MAX BARBOUR

Battling for ethics and efficiency

● *story of one man, among many,
fighting for ethics in service industry.*

With a guiding hand, Rex Yeager, manager of PA Radio & Television, helped raise the battle standard for service ethics and efficiency in his shop and his city of San Francisco, heretofore plagued with shoddy work and shady practices.

Yeager's business, considered the largest and "fastest" servicing operation in the city, has acquired a deserved reputation in the community for its integrity, through his efforts. With similar efforts, and a seemingly innate talent for administration and organization, he entered the fight to rid his city of TV gyps by helping form the San Francisco Television Service Guild.

Yeager, a dedicated man to the field of TV servicing, works tirelessly for both the public and the trade to eliminate suspicion and bring harmony. With foresight he understands that if the servicemen do not voluntarily observe a code of ethics in their own interest, then, sooner or later, they will find themselves regulated in the public's interest.

A reputation, acquired over the years for understanding the repair business, and for insisting upon receiving and giving fair treatment to associates and customers, has placed him as one of the respected service leaders in the community. It is not surprising, then, that he was instrumental in the formation of the Guild, serves on the board,

(Continued on page 18)

The fight to rid city of TV gyps

how it happened

Newspaper calls public to battle —

In March 1955, the San Francisco Chronicle ran a series of articles exposing the TV repair racket which had reached disgraceful proportions. (It might be mentioned as an aside that the author of the exposé found it necessary to ask for police protection.) After selecting a home with a perfectly operating TV set, so certified by an engineer, a reporter had deliberately rendered the set defective by substituting a burned out tube for a good one. Then taking eight neighborhood repair services at random, the reporter called them in to examine and

repair the set. Except for one who replaced the one tube and made a fair charge, all gave various diagnoses and estimates that ranged from 8% to 96% in over charges, or an average of 32%. The bills ran from \$5.41 to \$10.95 for an average of \$8.25. The rate for the service call alone differed from the low of \$1.50 to the high of \$5.00. Thus, with seven out of eight repairmen proving to be unreliable and swindlers, The Chronicle created a sensation. The Better Business Bureau switchboard was swamped beyond capacity by telephoned complaints.

TV technicians take up arms —

When the expose' found support in the records of the Better Business Bureau, the ethical servicemen saw the opportunity to press for a self-regulating organization. They proposed a code of ethics to which the members would be bound. The San Francisco Television Service Guild emerged with the endorsement of the Better Business Bureau.

Being one who had long deplored the uncontrolled gouging in the industry, Yeager was among the leaders who formed the Guild. He claims he became convinced of the merits of an organization through Paul Wendel, editor of *Service Management*. Evidently in his travels

around the country, Mr. Wendel had persuaded Yeager of the necessity for the servicemen to protect themselves before government regulation would be the alternative. In the words of Yeager, "The entire industry owes Mr. Wendel a debt of gratitude and every co-operation."

The code of ethics drawn up by the San Francisco Television Service Guild sought to protect both the customer and the servicemen. With both knowing what to expect in advance, little cause for disagreement or complaint should result. The items of the service code could only lead to ethical practices, as can be seen from the list: (1)

The advertised price should allow for a reasonable profit, thus eliminating the selling of unnecessary parts. (2) An accurate estimate of the repairs should be given before work is authorized. (3) The minimum warranty should be thirty days. (4) Servicing agencies should protect themselves and customers with insurance. (5) Method of payment should be stipulated before work is begun. (6) Trips of set to shop should be reduced to a minimum. (7) Sets can be left in shops for ninety days without storage charge. (8) All advertising should carry the name and address of the service shop or retail store.

Victory draws near —

Yeager claims that an organization should educate the public. This matter of educating the public to recognize the seal became the first objective of the newly organized Guild. Each week the Guild carries an advertisement in the newspaper displaying the seal and listing some of the members. They also have a working arrangement with a local station, KOVR, in which the Guild seal, with audio accompaniment, flashes on the screens of viewers for twenty-two spots a week. In return, as the station lies in a fringe area, the servicemen agree to promote antennas for the station among

their customers. In addition, the servicemen have been conducting a survey for KOVR from actual and potential viewers of its programs. The station provides still another service for the trade by telecasting a test pattern as frequently and as long as possible. So interested is the station in having the support of the servicemen that it assigned a man to act as liaison with the Guild. Another station, KSAN-TV, gives the Guild a half-hour on the air in which they conduct a workshop, discuss prices, and explain technical problems.

Although the Guild does not boast

of a 100% representation on its rolls, neither does it want to blanket the city nor expect to do so. As the Guild issues memberships only by shops, its enrollment of fifty-five members conceals its true strength. The fifty-five shops account for 65% of the service available in the city. Being among the larger shops they employ approximately 236 servicemen. The Guild aims for a total of 75 members. Dues of \$10 a month are assessed each member. Every application must also be cleared with the Better Business Bureau, with whom the Guild closely cooperates.

Winning Personalities

of test instrument contest (group 1 – one or two man service business) tell about themselves.



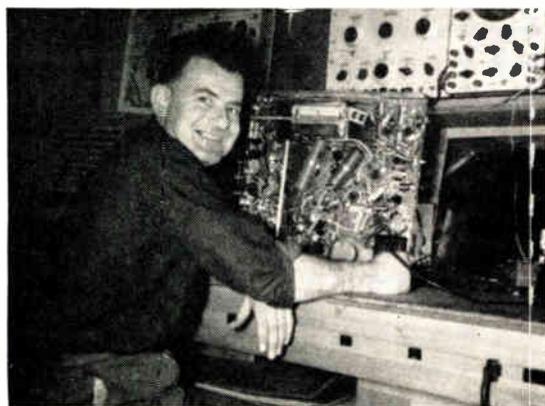
**Henry C. Cordes, Farmers Radio Sales & Serv
Aurora, North Carolina**

I have been in Radio, TV and electronics business since April 1924. Am in present location since 1946. I serve an area of about 200 square miles and have the satisfaction of being able to state that I have achieved the reputation of having the best and fastest service in this part of the state.



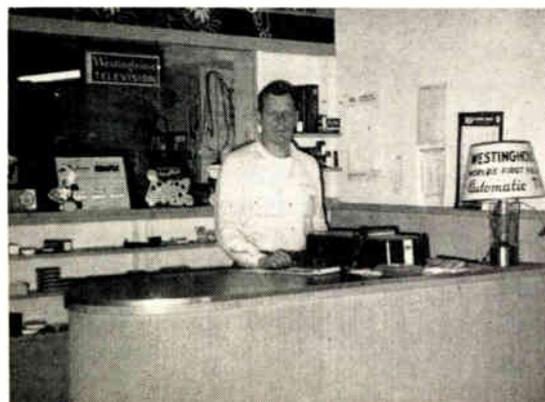
**Jim Kennedy, Kennedy Radio & TV Service
Phoenix, Arizona**

Age 35, married ten years, two kids. Three and a half years' college level radio engineering, prewar. Worked as high speed radio telegrapher, broadcast station engineer, radio serviceman, all prewar. Was a radar bombardier-navigator with 8th Air Force during war. Was retired from Air Force as a captain in 1947, after spending three years in various hospitals as a result of wounds incurred over Europe. Opened own business, which has been going for nearly five years. Hobbies are amateur radio, gardening, carpentry, and making payments on the mortgage.



**H. W. Gollinger, Bayside TV
Tacoma, Washington**

I am 40 years old, have been at the electrical and radio game for over 20 years. During the last war I held position of Ass't Electrical foreman in the big shipyard here. In '45 I went to work for Sears, Roebuck & Co. and eventually ran the radio & TV shop. After 7 years with Sears, I went into business for myself which has been in existence for 3 years. My shop is built into one end of my home and I do all the work myself. I may after considerable thought, build a new building to house the shop and possibly several other businesses.



**John A. Edwards, Styles Television and Radio
Oakland, California**

Born 35 years ago. In 1938 I joined the radio reserve, and in 1941 enlisted in the Navy. After receiving my discharge from the Navy in 1946, I tried various occupations, but ended back in California with my first love, electronics, working as radio repairman and then later as TV apprentice. In 1951 I was married, and before too long my wife and I began talking about the shop we hoped to own. It wasn't until last year that we purchased Styles Television and Radio, and struck out on our own. It is a modest shop, but there are bigger dreams for the future. My wife does much of the clerical work, and with our two boys, who are large and small Davy Crocketts, we are both pretty busy.

MANAGEMENT MANUAL

FOR ELECTRONIC SERVICE BUSINESSES

Service is big business. Service is your business. Are you prepared to get your share of this big business?

Packed in one compact, easy-to-read manual are all of the basic facts you need to help you get your share of this booming electronic service business.

Here are just a few of the vitally important chapters you will find in this indispensable book:

- 1. KEEPING CUSTOMER CONTACTS UP-TO-DATE.** Your best business asset is the customers you keep as regulars. Here is a wealth of down-to-earth information about how to hold customers after you get them.
- 2. THE CASH REGISTER IS YOUR TIME CLOCK.** The most important thing you have to sell is TIME. How you budget your time . . . make the minutes count . . . may spell the difference between success or failure. This section gives you time-saving tips that are money-making gems.
- 3. COLLECTIONS.** Those unpaid customers' bills on your books are tied-up capital. Here are some practical, proven ideas for you to collect them -- and still keep the customers.
- 4. INDUSTRIAL ELECTRONICS APPLICATIONS.** Looking for new sources of service volume? Look over this list of industrial electronics applications and you will spot many electronic devices that are being installed in business and factories in your town. These places need maintenance help. A call may get you some profitable maintenance contracts.
- 5. LEGAL PROBLEMS** involved in Dealing with Service Customers. Avoid the danger of lawsuits by knowing the law as it applies to your business. A top-flight lawyer advises you on what you can do and what you cannot do.
- 6. SUCCESSFUL SERVICE MANAGEMENT.** This is the most important series of articles ever published about the basics of television service management. Packed with facts based on practical experience with hundreds of TV service shops, the fundamentals covered in this series provide the basis on which every successful Color TV service business will be built.

Every service shop operator who hopes to grow and expand his income from Color TV will avoid the many pitfalls that lead to failure by studying and applying the practical ideas outlined in this group of articles.

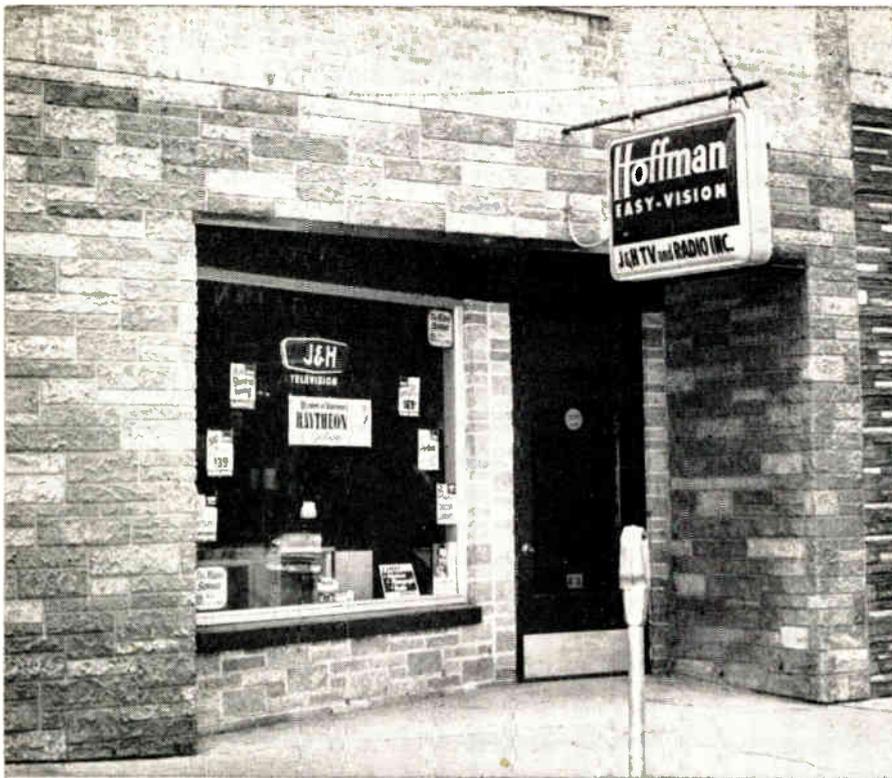
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But . . .

a copy of it is yours . . . free . . . with a 1-year subscription to SERVICE MANAGEMENT.

SEND THIS COUPON NOW!

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Within the walls of every shop exists sales potential which you can exploit by utilizing merchandise so the customer can see it in action.

By EDWARD M. NOLL

Electronics perform miracles in so many ways that numerous applications go begging for recognition and sales. Some of these electronic devices are very useful although they are not employed widely. But let's face it! How many service organizations now employ these special devices for their own convenience? The devices would pay for themselves in a short time and the continuous customer demonstrations they provide would sell to many who visit the store and observe the devices performing service for you.

A device, recently come to life after a slow start, is the tape recorder. Today there are people in many walks of life who could benefit from the services that can be rendered by a tape recorder. Inquire of anyone who has a tape recorder concerning its worth and he will reply, "I wouldn't be without it."

Since a tape recorder has so many uses in home, office and shop, the lack of its widespread use is an indication of little sales effort. Do you now employ a recorder of your own?

Intercom Is Versatile

Intercommunication systems, available in all prices from very low to high, have almost any degree of versatility. An intercom hook-up should be a part

of many homes to connect nursery to first floor, basement to first floor, first floor to second or house to shop or garage. When you have a few moments, sit down and figure out how many offices, stores, and other businesses in your town or business area could make good use of an intercom system.

Let's face it again. Many of us have our shop and store attached to or near-by our dwelling and we don't have an intercom of our own. Allowing our customers to see the equipment being used effectively convinces them much more easily than words.

Sell Citizens' Communication

Certainly a neglected phase of electronics has been citizens' band communication. Commercial units are available and, in most areas, customers are waiting to be sold. Any person over 18 is qualified to take out a license.

Frequency assignment is in the UHF band and range of operation is generally under ten miles. Nonetheless, many utilitarian functions can be served, such as communications between home and office, office and shop and store and warehouse. Such a system is ideal for retaining contact with a central location while traversing the route of a doctor, minister, businessman or salesman. A citizens' band communicator is ideal for an estate, ranch, farm and nursery. Be certain to demonstrate one of these units at your next local affair.

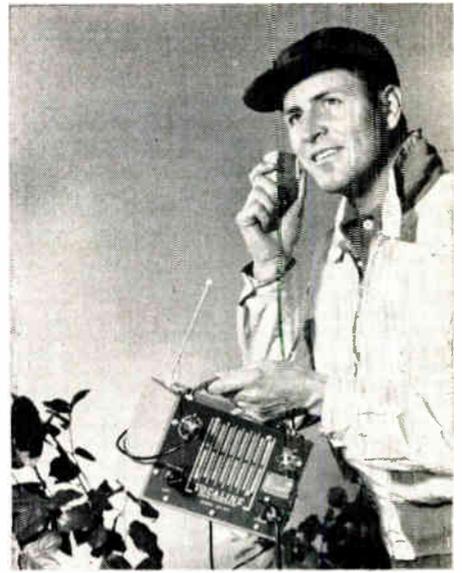


Do you use an intercom? The fact that you have one in operation is a good selling point.

Make you

● electronic devices u

Rancher uses Citizens' band communication to call home. You can keep a shop unit ready for quick demonstrations.



Shop a promotion center

Used in your shop create striking demonstrations and sales

Annunciators and intruder warning devices of low cost are now available for home, office and shop. What campaigns have you heard of to encourage sales of these units? They certainly could do much to reduce the rash of burglaries. A rather simple installation can flash lights, trigger a siren or ring a bell.

Annunciator Rings

An annunciator type can ring a chime when anyone enters the driveway or steps up to the door. Again a demonstrator helps to sell.

Modern intruder warning units are of two basic types, those that function on a photo-electric principle and those on a capacitive principle. When a photo-electric system is employed the intruder interrupts a beam of light that triggers the alarm system. Beam of light can be invisible ultra-violet or infra-red.

When a capacitive unit is used the presence of the intruder adds capacity to the tank circuit of a sensitive oscillator. Change in oscillator operating conditions triggers the warning system.

There is a number of photo-electric applications other than that of an intruder warning device. Photo-electric devices can be used to regulate house lighting so a lamp or lamps go "on" automatically at dusk and "off" at dawn. Photo-cells can also be used as a trigger for an automatic garage door opener.

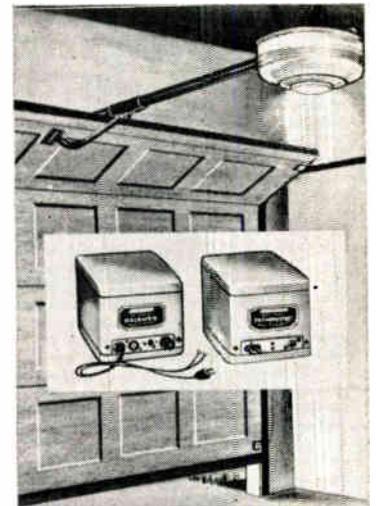
The garage door opener unit can be installed without difficulty by any organization having antenna installation experience. Door opener can be triggered with a headlamp-operated photo-cell, pneumatic type switch (hose roll-over) or radio control.

Radio Control Useful

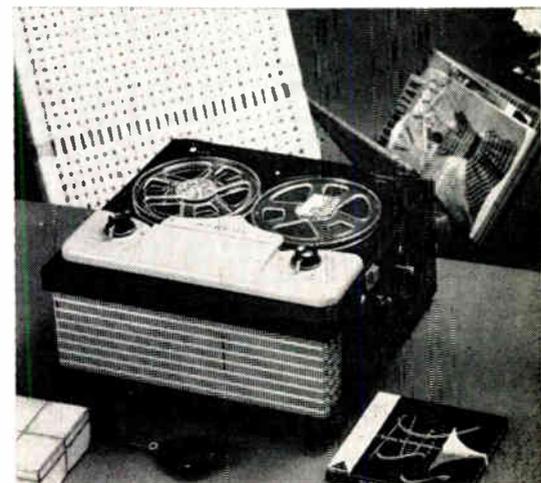
Radio control itself can render utilitarian functions or for remote control of model trains, cars and planes. Small transmitters and receivers are available as commercial products for this service. These units are crystal-controlled and operate on the 27 mc. remote control frequency.

Transistors permit the construction of most every electronic gadget you can think of. Many transistorized units can be purchased as commercial items or as kits. There is no reason why the service technician cannot custom build many of these devices and gadgets to augment his income. Many units are very easy to build and install. Thus they can be constructed according to customer's desires and preferred mounting position.

Use show space available in your shop or store to set up a special devices display. Perhaps have a few of them operating and performing trick functions to attract customers. Some local advertising and a few demonstrations at local events will start you in this more specialized and interesting phase of electronics.



Garage door opener is a consumer item of increasing popularity, which you should try to demonstrate.



An operating tape recorder would sell itself to many who visit the shop and observe the recorder serving you.

"LOWEST IN RETURNS"



"Tung-Sol Tubes are lowest of all in returns because they're made to deliver in excess of the requirements of leading independent set makers."

ts TUNG-SOL®
Magic Mirror Aluminized
PICTURE TUBES

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

Battling for ethics

(Continued from page 12)

and is vice-president of the state association. In discharging his duties, he drives himself unsparingly by attending meetings, working on committees, and studying regulations.

Guild Should Consolidate

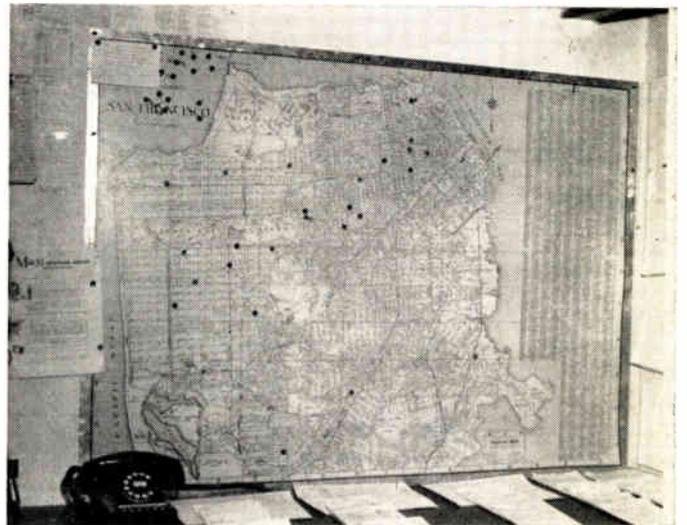
The Guild, organized sheerly out of self-defense by the bona fide servicemen, should consolidate its position in the community, Yeager believes. He foresees that it is necessary because, "Business is going downhill over the last five years. We are reaching saturation. Where once we were making six service calls per year per set, now we average only about three. Why? The sets are made better. Servicemen are more proficient today."

Yeager has won the respect of the Guild membership for his diligent work in the organization. His insistence upon a minimum fee and a ban upon any free services or estimates could be well understood by the legitimate operators. In all major decisions of administration, Yeager will be consulted for an opinion. Take the matter of licensing. Yeager at present opposes any such move. That does not mean he is unalterably obstinate about the proposal. He simply does not believe the Guild is powerful enough yet to enforce licensing. He rejects legislation as the alternative because it is subject to political pressures. He also serves as chairman of the State Apprentice Committee and helps to decide such matters as curriculum, facilities, attendance, and wages.

PA Owes Yeager

Much of the respected character and standing enjoyed by PA Radio & Television can be attributed to Yeager. The shop lays claim to being twice as large as its nearest independent in San Francisco. Considering the space it occupies, its number of employees, and its equipment, it easily outstrips any similar operation. As for its service, the Yeager touch makes itself apparent. Fees and reliability have earned the confidence of contractor and customer.

In the matter of rates, Yeager strikes an emphatic note in demanding a fair return for the work and skill involved as well as the time. PA Radio & Television charges a flat rate of \$5.50 for the first half-hour and \$5.50 for



The wall map of the San Francisco area with magnetic markers enables the dispatcher to control the movement of the servicemen. Indicated on the map are the customers rather than the servicemen, who check in by phone and can be sent to the nearest defective set.

each hour afterwards broken down into the quarter-hour. Yeager does not see how any qualified technician can work for less without chiseling. For chiselers, he expresses nothing but contempt. "The chiselers only cut their own throats. They can't make a living and eventually have to give up when the creditors and bills catch up with them."

Closely allied with the service is the speed upon which the community has come to depend when calling PA Radio & Television.

The essence of the speed is the system of communications and checks. By co-ordinating customer calls with servicemen's check-in calls, PA Radio & Television places the set in the serviceman's hands within a minimum time.

The heart of the compact procedure lies in a large area wall map and an accurately kept customer file on each set. For every call received from a customer, a magnetic marker indicates the location on the map. Then the customer file of the set is pulled for reference to the history of defects and repairs. When the serviceman calls in for instructions from his last job, he can be dispatched to the nearest house requiring his services. He will be informed of the probable trouble, whether the warranty still applies, and other pertinent facts.

System Demands Watching

The system does not just operate automatically. It demands constant vigilance at the phone, not only to receive the requests for service, but to co-ordinate the time of the serviceman with that of the customer. Yeager knew he could train his men to follow the routine. He was equally aware that he could not control the time of a housewife, a species notorious for indifference for appointments. Yet Yeager records only a one-half of one per cent not-at-home rate, which is practically nil. To avoid fruitless visits by his servicemen, the housewife is called in advance to determine if she will be at home for the next half-hour. Rather than risk being inconvenienced longer without an operating TV set, she will invariably stay for the serviceman. Yeager finds direct phoning by the men less cumbersome than radio communication which can be expensive and does not permit exclusive use of the channel. As for the serviceman's check-in call from the home of the customer, there will seldom be any objection raised by the customer about the use of her phone.

Yeager estimates that the lapse between call and service averages about two hours. This very fact partially explains the demand upon PA Radio & Television, as well as the size of the force. With fifteen men on the payroll, ten are outside servicemen. The balance divide up as shop foreman, parts man, two benchmen, and a clerk on the phone who can double up to repair sets, as he is basically a technician by trade. Having a technician at the phone helps transmit to the servicemen a more precise diagnosis from the customer's description.

Benefits Serviceman

From the serviceman's point of view, the system works to his benefit. He does not spend an undue share of his day in exhaustive chasing between shop and customer. He also likes the confidence placed in him by the management. He operates his route with an entirely free hand and checks in only for the next call. Yeager knows that each man will average about eight calls a day, although the time spent on each job may vary.

So Yeager, who supervises a shop and serves an organization is divided in function. One might say he works as a serviceman yet represents the public. Yeager, like any other bona fide businessman, knows he ultimately benefits by protecting his reputation.

"HIGHEST IN PROFITS"



"I can depend upon Tung-Sol Tubes to stay installed. Instead of wasting time and money on callbacks, I'm out servicing new business."

 **TUNG-SOL**[®]
Blue Chip Quality
RECEIVING TUBES

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

"Sundowner" problem — how we licked it!

The Harper Plan



Floyd A. Harper

The Harper brothers, operating an 18-man shop in Toledo, Ohio, devised a plan to keep "sundowner" hours. Here's how it works: The 18-man force is divided into two shifts. One shift works 12 hours a day — from 8 a.m. to 9 p.m. with two 30-minute "breaks" for lunch and supper — on Thursday, Friday and Saturday. The shift is off Sunday and then works 12 hours a day Monday, Tuesday and Wednesday. Then it is off duty for a whole week while the other shift takes over.

A little over a year ago, everyday at sundown, we locked the shop doors and went home. If someone's set went on the blink at night and he wanted it repaired right then, which he inevitably did, we never heard about it. The business probably went to a "sundowner." So what was our answer to competition from "sundowners?" We decided to keep the same hours as they did.

We figured it out this way. We knew we would have to lengthen the work day to keep from losing business to "sundowners." But at the same time we didn't want to lengthen the work week for our employees. Our father, Arthur W. Harper, had suggested our plan a couple of years ago. The first thing we decided to do in adopting the plan was to put it up to our employees who agreed to try it and now seem to like it.

How do our customers like it? We have had many customers comment on our operation, but the increase in volume and repeat customers is the true indication that the customers need and want the type service we give. Evening service calls from four to nine p.m. account for about half our service volume. Walk-in business is almost all after four.

Before our evening hours went into effect, we had many customers requesting evening or late afternoon service calls. In some families where the husband and wife both work, the late service call was a necessity. The rush period from four to six p.m., which this created can now be handled as routine.

In the evening when the man of the

house is home from work, he brings in his set to save a service call charge. We have a "while you wait" service in which we immediately test tubes and so forth. If it is possible to repair the set in half an hour the customer waits and takes the set home with him.

We eliminate annual vacations and payment of overtime for our employees. According to the plan we pay our men 40 hours' pay for 36 hours' work, and figure that the extra 208 hours' pay a year more than makes up for the 80 hours' pay that a two-week paid vacation would entail. If a worker wants two weeks off in a row, he can switch with someone on the other shift.

According to officials at the Cleveland office of the Wage and Hour Division of the U. S. Labor Department, our plan is legal under the Fair Labor Standards Act. Federal law only requires that overtime be paid after 40 hours a week. The work may be done in any consecutive seven-day period that the employer designates.

Our men earn from \$3,600 to \$5,000 a year which is equal to, if not better than, the average here in Toledo. Of course we have a strict rule against allowing our men to take another job during the weeks they have off, because such jobs will tend to reduce their efficiency.

This is the plan we have used to meet the competition from "sundowners." We are not trying to discourage any legitimate business attempt by anyone, regardless of the size or the number of hours they put in. They will be welcomed by us as long as they comply with the law and render a service to the community.



Robert C. Harper

Extended Credit

(Continued from page 11)

another way of saying that if there are several accounts outstanding for this length of time totaling \$100, a shop owner will be fortunate if he collects \$65 to \$90, writing off the remaining \$10 to \$35 as bad debts beyond recovery.

Study on Credit Losses

One study on credit losses by age of accounts receivable found that those which were under two months old were only 99½ per cent collected. This, of course, doesn't tell the whole story. Some accounts receivable presently under two months old become six months or a year old.

If a shop owner is making 5 per cent profit on his gross receipts, above a moderate salary for his personal services, a ½ of 1 per cent loss on accounts receivable reduces his profit on such accounts by 10 per cent.

How rapidly aging accounts receivable decline in value expressed in dollars is indicated by this study:

What to Do

Granted that customers are used to credit, a shop owner can reduce the granting of credit. He can bluntly demand cash from those in the community who he knows are poor credit risks; or, he can find an excuse not to answer a house call or take on the job. Employees can be educated to ask for payment, even while being prepared to charge it. A surprisingly large percentage of credit customers will pay if properly approached. "That will be \$8.95," has a

Lick that credit problem

1. reduce credit granting
2. get bills out promptly
3. get tough

way of picking up at least some cash when the question "Shall we charge it?" suggests postponement to those ready, willing and able to pay upon job completion. Every cash sale reduces the bad debt loss as well as billing expense and the loss of the use of these funds.

First-of-the-Month Billing

Get those first of the month bills out promptly. Many customers rely on these bills in determining who gets paid. If a shop owner's bill isn't among those received at that time he may be by-passed for the month. Bills should not be made up in advance in odd moments. This may result in failing to reflect charges the last few days on some accounts or payment on account. At best, such late charges will not be collected for another month and a customer may be perturbed in not finding credit for payment made immediately before the first of the month. At worst, there may be confusion and dissension. The bill dated the first should reflect all charges and credits up to and including the last day of the previous month.

What Price Delinquent Accounts?

Suppose a radio-TV serviceman has ten \$10 accounts which are between

six months and one year overdue for an average of nine months. What is his loss? (See foregoing table.) First of all he collects only \$67 and writes off \$33. In addition, however, he has lost the use of \$100 for nine months. On a cash discount basis of 2 per cent a month this is worth \$18. His overall loss is \$51 (\$33 plus \$18). This is an extremely high price to pay for allowing certain debtors to drag their heels and, in too many instances, never pay.

Relation to Volume

In the foregoing example, a serviceman has realized in fact only \$49 on each \$100 of volume. However, let's forget about the loss due to discounting bills. He still has a loss of \$33 on each \$100 on which a bad debt loss was his salary, is \$5 on each \$100, he has sustained a loss of \$28 in addition to losing his profit. This loss can be offset — without however a profit resulting — by making \$560 worth of sales plus the \$100 on which bad debt loss was sustained. And, the serviceman still doesn't have a bankable profit.

Get Tough

If a serviceman even hopes to survive in an area where accommodation credit is commonplace, he had better get reconciled to one elementary fact of business life; he must get tough about his collections. He must become even more exacting in determining to whom he extends credit. No matter how carefully he calculates credit risks the credit customers, in the aggregate, will pay off at something less than one hundred cents on the dollar. This return will decline with the aging of the account.

ARE YOU INTERESTED IN OTHER ELECTRONIC SERVICE OPPORTUNITIES?

The Service Management circulation list is now being completely classified to furnish interested manufacturers with the names and addresses of competent electronic service shops and equipment dealers in every city, town and hamlet in the country.

The rapidly expanding applications of electronic circuitry is resulting in the development of many new products which will mean more sales, installation and service opportunities.

Fill out the coupon on the next page. Carefully check the types of service you are equipped to handle. Mail it to the Service Management circulation department. 161 Luckie St., N. W., Atlanta 3, Ga. Do it today.

Television catches traffic violators

On city streets

Parking violators in Philadelphia are going to appear on television, according to a traffic proposal now before city officials.

The plan, submitted by the Jerrold Electronics Corporation of Philadelphia, a manufacturer of television distribution systems, would use a closed-circuit television system to spot peak-hour parking violators so that policemen can be dispatched immediately. The proposed system would be installed on Walnut and Chestnut Streets where buses will soon replace trolley cars. The city plans to reserve one lane during the morning rush hours for the buses. Illegal parking in these lanes would create traffic snarls.

Here's how Jerrold's TV traffic aid would work:

TV cameras would be mounted either on poles or on the sides of buildings at intersections three blocks apart. It would take about 12 cameras to police Walnut and Chestnut Streets between 24th and 7th Streets.

Pictures picked up by these cameras would be received on six TV monitor sets in City Hall — three to cover Chestnut and three for Walnut.

One monitor for each street would keep a continuous watch from one end of the street to the other. It would pick up the picture between 7th and 10th for, say, 15 seconds, then switch to the section between 10th and 13th for another 15 seconds, and so on down the six camera locations on each street.

Should one of these sets catch a motorist or a delivery truck pulling over to the curb to stop or park, thus tying up a lane of traffic, a second monitor would be tuned in to the scene of the infraction.

It would stay tuned to the spot until the operator contacts a tow truck by radio and the bottleneck is eliminated.

According to a recent story in the Philadelphia *Evening Bulletin*, city officials feel the system may make it possible for one man to keep an effective eye on an area now ineffectively covered — chiefly because of slow communications — by a number of foot-traffic patrolmen at intersections.

Before Philadelphia makes a decision, a pilot project will probably be set up with a single camera at Broad Street and either Chestnut or Walnut. Either intersection is one of most highly concentrated traffic areas of Philadelphia.

On the highway

An electronic "eye" to watch and control the flow of highway traffic was demonstrated to the Massachusetts Safety Conference in Boston.

From a window of the hotel, a television camera was aimed down onto one of Boston's busiest corners, while the conference delegates watched a picture of the traffic flow on the screen of a TV monitor installed in the meeting hall.

In actual operation the system, developed by Raytheon Manufacturing Company, is set up with a camera located at a number of critical traffic points on highways. The image picked up is transmitted back to a central receiving set, or "monitor," by means of microwave links, which require neither wires nor cables. There traffic observers can switch their receiver from one location to another and, by keeping a close watch on conditions, can be ready to dispatch a patrolman to the scene of any traffic jam the moment it threatens to occur.

Delegates were keenly interested in the demonstration because of the value of such a system in contributing to the element of safety on the highways.

**Circulation Department, SERVICE MANAGEMENT Magazine
161 Luckie Street, N. W., Atlanta 3, Georgia**

Here is the information you want to properly classify my business:

Business Name _____

Owner's Name _____

Street Address _____

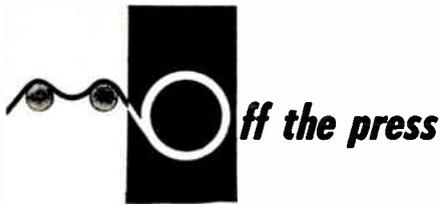
City _____ State _____

Type of Business:

Exclusively Service Basically Service, sell sets TV-Appliance Dealer

Please check the type of service you offer

1. TELEVISION
 - (a) Shop Service
 - (b) Home Service
 - (c) Antenna Installations
 - (d) Multiple Systems Installations
 - (e) Service Own Sales Only
2. AM/FM RADIO SERVICE
3. RECORD CHANGERS & PLAYERS
4. AUTO RADIO SERVICE
5. SOUND EQUIPMENT
6. 2-WAY COMMUNICATIONS SYSTEMS
7. INDUSTRIAL ELECTRONIC EQUIPMENT
8. OTHER HOME ELECTRONIC DEVICES
9. APPLIANCE REPAIRS
10. Other Equipment for which specialized service is provided (give details):



Window-sized Poster

Sprague Products Company, North Adams, Mass., has large window-sized blow-ups of its recent advertisement entitled "Sprague Salutes the Independent Service Dealer."

May be obtained by letter-head request or through distributors.

Pictorial Brochure

Markem Service Systems, 145 Hudson Street, New York 13, N. Y., has published a pictorial brochure on the company's paper control system, dramatizing a comparative study of a large service organization before and after the installation of the Markem Service Systems. The booklet covers the effect of rising labor costs, increased operating expenses and excessive record housings.

Tool Catalog

Featuring a wide variety of tools designed especially for the electronic industry, catalog #5 is now available from the R. N. Hunter Sales Company, P. O. Box 564, 6608 South Gretna Ave., Whittier, Calif. In addition to a wide variety of tool kits for field service technicians, alignment tools for every type of circuit adjustment, the Hunter catalog features many combination tools that appeal to hobbyists and do-it-yourself fans. Write the manufacturer for a copy.

"Multivibrators"

A new John F. Rider publication, "Multivibrators," has been organized to help crystallize important ideas pertaining to multivibrators and their circuit applications. Particular attention is given to the basic principles of the multivibrator and the major types, namely: the bi-stable, mono-stable, and the a-stable multivibrators. Paper bound edition is 90¢ and may be obtained from John F. Rider Publisher, Inc., 480 Canal Street, New York 13, N. Y.

Color TV

Due to the rapid advances made in color television, Rider has published a second edition of "Introduction of Color TV." The first chapter of this 158 page book deals with "How will color TV affect television activities," while the remainder explains the principles of operation. This book, paper bound, is \$2.70 and is completely illustrated.



Harold Chase, president of the Chase Television Service, Inc., of Detroit, has long been a leader in service associations. As president and chairman of the board of the Television Service Association of Michigan he led that group to national recognition for its many programs.

His own company is an outstanding electronic service business. In developing his service control system he created many methods of management that have been widely adopted by service companies.

Mr. Chase is a charter member of "Spee" D. Servus, Inc.



What they say!

The U. S. Census Bureau says that 1 out of every 6 Americans move to new homes every year. That means that each of us loses 17 of the old customers each year on whom we have spent considerable time and money to acquaint them with our business name.

When these 17 old customers move away, 17 new families move into our area. We have to start from scratch to tell them who we are, where we are located and why they should call us for TV and radio service. We hope they don't fall into the hands of the fast-dollar boys before they locate an honorable, competent service shop in our city.

The promotion of the "Spee" D. Servus symbol and brand name by legitimate service shops in every city, town and hamlet across the country will give set owners the insurance they need that these are the shops that give good service at fair prices. They will know that only the best service shops from coast to coast are authorized to use the "Spee" D. Servus name and symbol.

For Information, send this coupon now!

**T.T.L.B. SPECIAL SERVICES DEPT.
P. O. Box 1321, Indianapolis, Ind.**

Please send me complete information on how I may become a member of the "Spee" D. Servus National Service-Selling Program.

Name of Business _____
 Length of Time in Business _____
 Name _____
 Address _____
 City _____ State _____

Type of Business:

Service Dealer Set Dealer

YOUR SERVICE CHARGES

PRICE CHARTS

The cost of everything you need to live and to operate your business has gone steadily upward. The cost of operating your business has increased at least 15% in the last three years. What about your service charges?

No one respects a man who under-prices his knowledge, skill and time. Any man who is "worth his hire" will insist on making a decent wage from his work. You set the price for your time and knowledge. Don't belittle your profession by selling your time for menial wages.

The editors of SERVICE MANAGEMENT have prepared tables of average charges for television, radio, phonograph, and appliance service. These schedules are up to date, based upon the costs of operating in 1956.

They are available in the form of wall charts so you can hang them up. Three charts are available:

Chart TVL-3 — 1956 Average Charges for TV Service and Repairs;

Chart RPS-1—Average charges for Radio and Phono Service;

Chart APS-1—Average charges for Appliance Service.

NOW! All 3 charts are yours for only \$1.00.

Mail this coupon today and get these important labor charges charts.

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

Enclosed is one (\$1.00) dollar. Please send me the three labor charges charts — TVL-3, RPS-1, and APS-1.

Name _____

Address _____

City _____

State _____

Says stress is technical, not social

When choosing their service personnel, many dealers emphasize technical skill and disregard social proficiency, said Daniel Newman, CBS-Columbia director of product services.

Stressing that the serviceman represents the dealer in the home, Mr. Newman said, "No one in the dealer's organization establishes as intimate a contact with the customer as the serviceman." Mr. Newman continued, "His opinions are valued more highly because he is the one person the customer does not suspect of trying to sell her something. Thus, the impression he makes while in the home can either alienate the customer or furnish the dealer with a golden opportunity for repeat business."

Mr. Newman listed these "cardinal rules" to which the serviceman and dealer should adhere when selecting personnel:

1. "Cleanliness and neatness. Too many servicemen are sent into homes looking like they had just gotten off a freight train.

2. "Do not make promises you can-

not keep and keep all promises you make.

3. "Keep service personnel abreast of latest technical developments of all manufacturers. Major manufacturers spend thousands of dollars on literature, training courses and so forth but, unfortunately, most dealers are too apathetic to take advantage of these services.

4. "Keep abreast not only of electronic developments but also of mechanical advances (power tuning, remote control, etc.)

5. "Never, under any circumstances knock a competitive product the customer has in his home. It can only react negatively on the dealer.

6. "Follow up and cultivate your customers. For example, make a personal call a couple days after installation to see if the set is performing satisfactorily. Follow this up with a letter headed 'We are happy to have been able to serve you' with space for the customer to rate the technician who made the call."

Why the demand For blank discs?

Walter Jablon, general sales manager of Presto Recording, has been investigating the reasons behind a steady increase in the demand for blank discs. With each day supposedly bringing greater acceptance and expanded sales to tape, one would assume that there would be a substantial drop in the disc market. But on the contrary discs are selling better than ever.

Some salesmen in retail stores offer the suggestion that their customers may be using the discs for the cutting of material picked up off the air and at parties. A musical hobbyist, according to these men, may cut a high fidelity record from music played on an FM radio, TV or from rare or expensive records belonging to his friends. The hobbyist may then make several copies of the disc and give them to other music-lovers with tastes similar to his own.

Other salesmen insist just as earnestly that they know the real reason underlying the upswing in Presto's blank disc business. According to this group tape and hi-fi enthusiasts are using blank discs to cut masters of specific compositions that they receive on FM, TV or borrowed records — but the

music-fans use a record as insurance against loss or erasure of the tape as well as for cutting copies to sell.

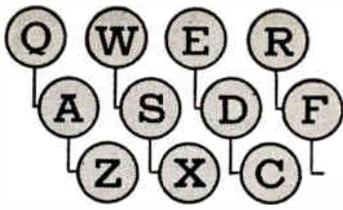
A dozen more reasons were advanced by twelve other salesmen. Among the most likely were that young performers who aspire to become cowboy singers, band vocalists or small orchestra combinations make discs to play for prospective employers; musical-minded record fans with large collections of 78 rpm records are transferring them to long-playing discs to improve the quality as well as to prolong the playing time; and radio stations are using discs for spot commercials.

Presto Recording, of course, will continue to supply blank discs just as fast as they can be made.

School's rooms All have TV

Television in classrooms? Certainly nothing unusual about that in this electronic age! Many schools throughout the United States have installed one or more TV sets to meet both educational and entertainment demands.

Freeburg, Illinois' elementary school is believed to be the first school in the Nation with television in every classroom.



Cleveland plans Promotion drive

The Cleveland Radio & Television Service Association, Inc., of Cleveland, Ohio, is planning an intensive drive to make the public aware of the Association and its membership of ethically operated, responsible service shops. Program plans include a series of newspaper ads tied in with the "Spee" D. Servus program and localized area promotions by the individual member shops.

Paul H. Wendel, editor of *Service Management*, recently talked to association members about the need for a better understanding of simple customer relations practices on the part of all association members. He also pointed out the need for every member shop to carry on continuing individual promotions to maintain the volume of business required for successful existence as a business.

Edward Wonk is chairman of the Cleveland Association; Ray Kacprzak is vice-president and George Cooper serves as treasurer. Eugene L. Kotrba, who operates Gene's TV in Garfield Heights, is the association's secretary.

Legal problems delay licensing

Consideration of the legal problems of a self-licensing program for Pennsylvania's television industry, has delayed acceptance, reported Bert A. Bregenzer, chairman of the Federation of Radio and Television Servicemen's Association of Pennsylvania, Inc.

The program, to be administered by the local chapters, was to have become effective on April 1. Mr. Bregenzer indicates that a definite report on the legal problems will be made soon.

In an attempt to resolve all problems existing between service dealers and jobbers, William Morrow, vice-chairman of the association, with a committee, will meet with Morris Green, chairman of the jobbers' technician liaison committee of the Keystone chapter, NEDA.

Primary problem to be considered

Shops propose to end sundowner

The proposal of a unique labor-management contract, in San Francisco, is described as "a bombshell that will slaughter the sundowner and force the cut-rate service shops to raise both their price and service standards."

Representatives of Bay Area TV service associations, whose members adhere to a \$4.50 minimum service charge, in co-operation with an electrical workers' union, has drawn up a preliminary contract. The contract is still in the tentative stage, but some details have been worked out and others are expected to be agreed upon soon.

The contract would mean that TV service shops would become union shops; the union would then picket non union shops which charge less than the \$4.50 minimum, and also picket homes of consumers who call the cut-rate shop or sundowner.

Major points of the proposed contract are: a \$4.50 minimum service charge; closing of shops at 7 p.m.; overtime, or premium pay, for week-end work, and the inclusion of one-man shops as well as large shops.

Since the goal of the proposal is to join the 1,000 Bay Area service shops in mutual protection, and overpower the sundowner, the servicemen will put additional pressure on sundowners by working for greater enforcement of city and county zoning regulations and State licensing laws.

The San Francisco TV Service Guild spokesmen said that adoption of the proposed contract would "bring an end to a price war that has harmed the industry and its workers."

Jack Webb to get Award from assn.

Jack Webb, television, radio and movie personality, was named at a directors' meeting of the California State Electronics Association, to receive an achievement award for his work in "exposing the practices of some TV servicemen who victimize the public." This award is presented from the Federation of Television Radio Service Associations of Pennsylvania.

"Mr. Webb's Television shows have shown some of these practices the public should know," said Keith Kirstein, CSEA president.

Mr. Webb has been invited to the CSEA State Meeting in Bakersfield on May 6th, to install the newly elected officers, and to receive his award at this time.

Keith Kirstein of Sacramento, said that over 500 members and their wives will attend the annual election meeting.

The CSEA is an association of the Radio and Television Servicemen and Dealers in the State of California.

Group launches magazine

North Bay Radio and Television Association in California, has launched an official magazine which it tags "your mouthpiece . . . to reflect your ideas, help solve your local problems and strengthen your association."

The magazine, conceived a few months ago, is considered a good step forward to improve the working relationship between distributors and dealers of the area.



Bert A. Bregenzer

A Buck does it!

**"MONEY-MAKING
ELECTRONIC DEVICES"**

by Edward M. Noll

There are many control and other electronic devices available with high profit potential. Still others can be shop constructed to make custom installations possible.

From this small publication you can learn what can be done, where units can be purchased, and how to establish a reputation for electronic specialties. For forty pages of the most helpful information you can't go wrong for \$1.00.

**"CLOSED-CIRCUIT AND
INDUSTRIAL TELEVISION"**

by Edward M. Noll

This book links your future to closed-circuit television. It details applications, transmission methods, scanning, camera circuits, pulse generators, commercial cameras, operation, installation, and maintenance. Published by Macmillan Company, it is \$4.95.

Edward M. Noll, Box 94, Hatboro, Pa.
Please Send:

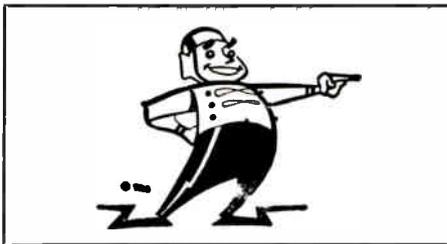
- Closed-Circuit and Industrial Television \$4.95
- Money-Making Electronic Devices \$1.00

Name _____

Address _____

City _____ State _____

ITTA booth high-lights promotion



Sponsorship of a booth at a city-wide show, high-lighted long range promotion plans to combat TV gyps, by the Indianapolis Television Technicians Association.

In an effort to win public confidence in the service industry, the association introduced booth visitors to the "Spee" D. Servus character and cheerfully pinned "Spee" D. Servus buttons on the collars of clustering children.

Simultaneously the servicemen explained that "Spee" D. Servus was a means of identifying the service shops that measured up to the high code of ethics of the technician's organization. The men also invited the public to ask questions and discuss with them service problems.

To cut credit losses

The old problem of how to cut down credit losses was discussed by the ARTSD of Columbus, Ohio, and it was concluded that a "Clearing House" sponsored by the association would be a good solution.

The plan would try to eliminate accounts past due, by encouraging members to investigate credit before they service. Each individual member would send in information on his delinquent accounts to the credit committee, which would report bad credit risks to the entire membership.



"You'll be glad to know, dear, that our TV service contract does cover adjusting the antenna."

ITTA members made their booth's acceptance more effective by running a series of newspaper ads to acquaint the readers with Spee D. Servus, previous to the show. Members plan to continue this chain of advertising after the show.

ITTA has decided to go along with the title which Indianapolis won for the "cleanest" city in the nation in its group, and make Indianapolis the "cleanest" city in the nation for television and radio sets and service.

NARDA five top Brand Names list

Five NARDA members took all honors in the appliance store category of the Brand Name Retailer-of-the-Year annual national competition.

After examining 570 finalists and deliberating three days, the judges awarded plaques and certificates for outstanding presentation of manufacturers' advertised brands to the public during 1955.

Highest honor in the appliance store category of the competition went to the Good Housekeeping Shop, Inc., Dallas, Texas. Certificates of distinction were awarded to Lederer, Inc., Bridgeport, Conn.; Stucky Bros., Fort Wayne, Ind.; Mechanical Engineering Corp., Norfolk, Va.; and Wilson's Electric Appliance Co., Gary, Ind.

Hear technical lecture

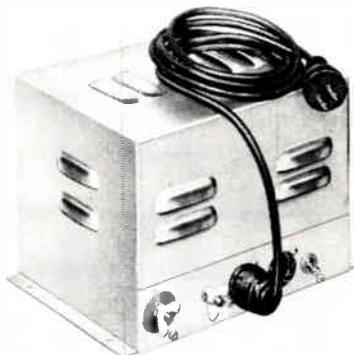
Vern Walker, engineer, Triplett Electrical Instruments Co., lectured to the Electronic Technicians Association of Toledo, Ohio. Mr. Walker demonstrated the proper use of oscilloscopes and the proper methods of servicing tube checkers.

Change name, officers

A change of name and a change of officers are the current events of the Mahoning Valley Television Service Dealers Association.

The old name, in which two words were reversed, read as the Mahoning Valley Television Dealers Service Association.

New officers-elect are W. S. Buzard, president; Vince Bellanca, vice-president; John Hanlon, secretary; Russ Hill, treasurer; Larry McLinn, Edward Ress, John Moore, John Woodruff, trustees.

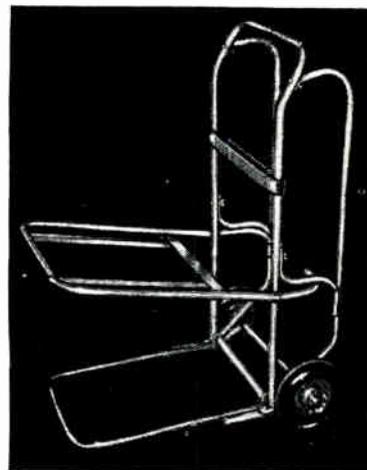


James offers new model

Model C-1450 is the first fixed-mobile design offered for amateur and commercial communications equipment. The model has complete control circuits for the mobile installation including a transmit-receive relay and eliminates the need for expensive primary relays. It has complete accessories and installation instructions, and is available at James Vibrapowr distributors.

QUALITY BUILT — STRONG —
LIGHT WEIGHT — COMPACT

Model TV-FS

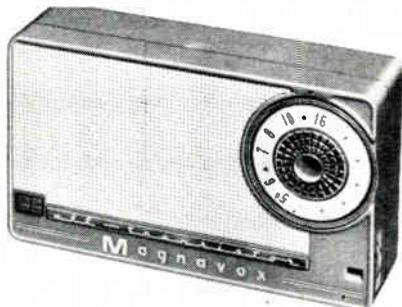


MAKES MOVING TV SETS EASY!

- Tray up—Console Models; Tray down—Table Models
- Protect against set damage
- One man does work of two

Pocket portable

With specially designed IF and RF circuits, the "Companion" personal portable model AM-2 gives super-sensitive long distance reception. Styled case in red, ivory, or black the radio can be carried in purse or pocket. One low-cost battery gives long life performance with a cost of approximately 1.2 cents per hour for operation and weighs only 1 pound 4 ounces including battery. The list price of the "Companion" transistor portable is \$64.50 with battery. Manufactured by the Magnavox Company, Fort Wayne 4, Indiana.



New Catalog!

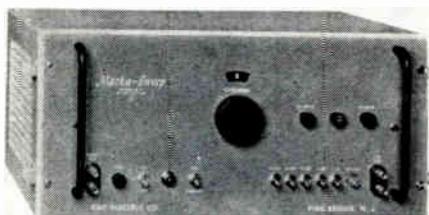
Prices
 Distributor

Name _____

Address _____

City-State _____

U. S. PRODUCTS, INC. • COLUMBUS, IND.

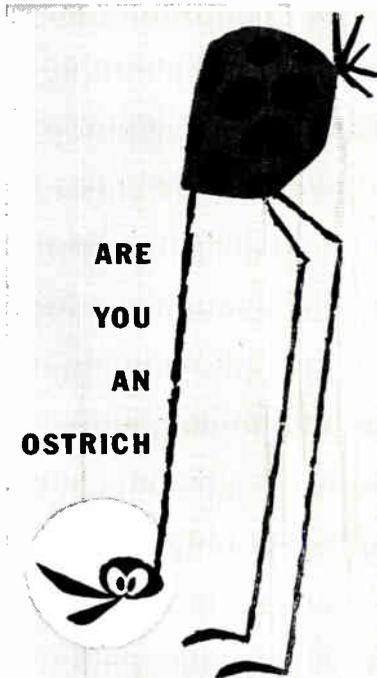


"Marka-Sweep"

The RF-P Marka-Sweep, an all-electronic sweeping oscillator with marks, provides high level- 1.0v — output automatically held constant over both frequency sweep and frequency range. The price is \$695.00 F. O. B. Plant. Literature and detailed specifications may be obtained from the manufacturer, Kay Electric Company, Pine Brook, New Jersey.

Visible filing cabinet

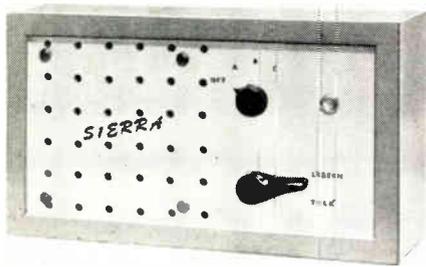
This new visible-filing cabinet keeps track of the hundreds of little parts needed in the shop. Durable, compact, and a time-saver, the crystal-clear cabinet also simplifies inventory. 32 drawer model sells for \$10.98. Also made in 12, 16, 20 and 24 drawer models to sell for \$4.98 to \$8.98. If more storage space is required, additional cabinets can be stacked together as cabinets are self nesting. Made by Akro-Mils, Inc., 820 East Market, Akron, Ohio.



... when it comes to cancer?

Do you bury your head in the sand and hope it won't attack you or someone close to you? Fight cancer with a check-up to protect yourself and a check to help others. Give to your Unit of the American Cancer Society, or mail your gift to CANCER, c/o your town's Postmaster.

AMERICAN CANCER SOCIETY



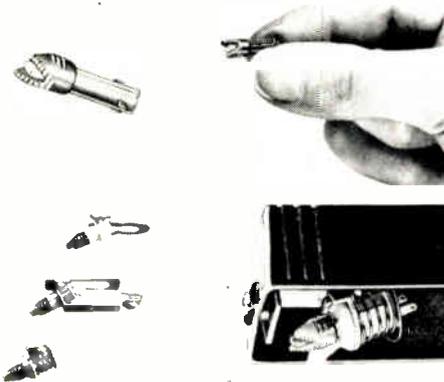
Intercommunication kit

An intercommunication do-it-yourself kit is now available at Sierra Scientific Company, 5415 York Boulevard, Los Angeles, California. Designed primarily for home use, this intercom comes complete with master and sub-station. Latest electronic advancements are included, such as, printed circuitry, 4" PM speakers, listen-talk switch. Also being used in offices and factories, it is priced to save at least \$20. This intercom will prove a boon to families and hobbyists. For more information and literature write the manufacturer.



Color containers

By adopting this all-color package with bold design and selling messages, Philco Corporation, has boosted product identity for its outdoor television antenna. With blue printing on solid yellow background, the box can be used for store display. One of the first all-color packages for such merchandise, the lightning flashes and angular patterns symbolize the "fast lock" feature of the aluminum antenna, while other description and identification appears prominently.



Tiny "Power Point"

Electro-Voice, Inc., recently introduced the new power point phonograph cartridge. Tiny in size, the power point integrates the cartridge and needles into one replaceable unit. Color coding of the entire 3/4" long nylon case allows quick identification of the unit. High output and low distortion, plus high compliance are benefits of the miniaturization. Promotion plans for the power point include a compelling point-of-purchase display featuring "Pete the Power Point," encouraging a greater use of record players. Manufactured by Electro-Voice, Inc., of Buchanan, Michigan.

Weather instrument

An electronic weather station designed primarily for home use has been perfected and will be placed on the market soon, it was announced by El-Tronics, Incorporated.

The new weather instrument gives accurate readings of wind velocity and direction, inside and outside temperatures, outside humidity, and barometric pressure. At a suggested retail price of \$149.95, it is expected to find a market among farmers, sportsmen, aircraft and boat owners, amateur meteorologists, and others.

GE "Desk Mate"

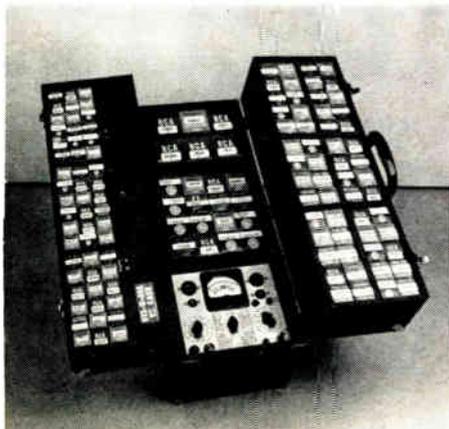


General Electric Company calls it "Desk-Mate." It's a two-way radio communication equipment cabinet for housing transmitter, receiver and power supply chassis at a fixed location.

3 speed portable



Fanon Electric Co., Inc., 150-09 South Road, Jamaica, N. Y., manufacturers of Fanfare intercoms for home and industry, and phonographs, is producing a new, three-speed automatic phonograph. The portable, known as the "Varsity" lists for \$59.50.



Self tester

The Vis-U-All model V10 is a self tester set into a leatherette covered cabinet with a built in fluorescent lamp. The storage compartment has slanted shelves for easy access and visibility. Having only five sockets including one for battery tubes, it is simple to operate. It weighs 46 pounds and measures 42 by 24 by 12 inches. Manufactured by Vis-U-All Corporation, 311 East 79th Street, Chicago 19, Illinois, the self-tester set is \$149.50.

Jensen Manufacturing Company appointed **John S. Reesor** to the position of credit manager for the loudspeaker firm . . . **Melvin E. Krumrey** has been named assistant manager of the Distributor Division of Quam-Nichols Company . . . **Howard W. Sams & Company, Inc.**, celebrates its tenth birthday this month, marking the growth of the company from a twelve-man nucleus to its present staff of over two hundred persons . . . **Fred P. Donati** has resigned as advertising manager of Aerovox Corporation in order to become the third principal and secretary of Lescaboura Advertising, Inc. . . . **Philip O. Waggoner** was promoted to the position of plant manager at the Capehart plant in Flora, Indiana . . . Electro-Voice, Inc., has expanded their sales division force with **Jay Carver** handling wood product sales, **Frank Stroempl**, assistant manager of the distributor sales division, and **Jim Johnson**, assistant manager of the manufacturers' sales division . . . Sponsors and operators of all **high fidelity** and **audio shows** are being invited to meet in Chicago late this month to set up uniform basic operating procedures for such shows; to work out non-conflict-

ing show dates and to confer with an all-industry committee of leading manufacturers, distributors, representatives and dealers to discuss the industry's needs and preferences . . . The greatest advertising and promotion campaign in the 70-year history of the **Westinghouse Electric Corporation** was launched in April . . . **Audiorama** depicting earth satellites of today and tomorrow, and featuring an actual satellite model fitted with electronic parts to simulate the devices that may be used in real satellites, is central display at the 10th national convention of the Armed Forces Communications and Electronics Association held in Boston late in this month . . . **W. Ropp Triplett**, general manager of the Triplett Electrical Instrument Company of Bluffton, Ohio, has been named president of the company . . . **James E. Herbert** has been appointed vice president in charge of sales for Hoffmann Electronics Corporation . . . **Dan R. Cavalier** has been appointed as Magnavox sales promotion manager . . . **Donald E. Smith** has been named central district manager, CBS-Hytron Sales Corporation . . . **John F. Gilbert, Jr.**, has been appointed mid-western district sales manager of CBS-Hytron Sales Corporation . . . **T. R. Hays**, formerly district sales manager for equipment sales of the RCA Tube Division, has been promoted to the post of general sales manager, RCA Semiconductor Division . . . **Harry B. Wilson** has been appointed district sales manager of equipment sales for RCA . . . A major expansion of the national sales structure of **Motorola Communications and Electronics, Inc.**, resulted in the establishment of four geographical sales divisions and the appointment of six vice presidents . . . **K. L. (Ken) Bishop** became president and general manager of Bell Sound Systems, Inc. in April . . . **Kenneth H. Brown** has been appointed service manager of the television-radio division, Westinghouse Electric Corporation . . . Sale of WHAM, WHFM, and WHAM-TV and the physical properties of the stations was made by **Stromberg-Carlson** to the Transcontinent Television Corporation . . . **C. T. Ferguson**, president and founder of Ferguson Radio Supply Company, an electronic distributor in the metropolitan Detroit area for more than twenty years, announced the acquisition of his company by Ferguson Electronic Supply Company . . . A nation-wide television and radio tune-up program is to provide new customer contacts for service dealers who sell General Electric tubes.



"... the hand of the princess in marriage, and half of all the JENSEN NEEDLES in my kingdom."

don't be vague...

insist
on
SPRAGUE

ATOMS®



SPRAGUE

NORTH ADAMS, MASS.

May, 1956

don't
be
vague...

insist on
SPRAGUE
BLACK
BEAUTY®



TELECAP®
tubulars

SPRAGUE

NORTH ADAMS, MASS.

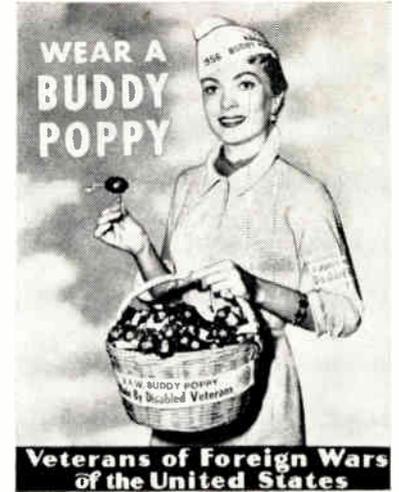


Philip O. Waggoner, new plant manager for Copehart-Farnsworth



Fred Donati joins Lescaboura Advertising

1956 Buddy Poppy Girl



Lori Nelson, the proud great grandniece of famed General John J. Pershing, has been selected as National Buddy Poppy Girl by the Veterans of Foreign Wars. Lori is currently one of the bright young stars on the lot of Warner Brothers motion pictures.

Salesmen meet



Pyramid Electric Company's sales executives and reps meet at the Park Lane Hotel.

At color TV school

S. Bruce Seafler, of Seafler Hardware and Appliance Company, Huntington, West Virginia, is shown at left as he received special instruction from R. J. Kanary at the week-long color TV school conducted in Chicago by the television and radio operations of the Raytheon Manufacturing Company. Seafler learned the latest developments in color television and specifically about Raytheon's new 21 inch color TV sets. The school is conducted by Raytheon each month for TV servicemen.



Donald E. Smith, central district manager, CBS-Hytron





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.

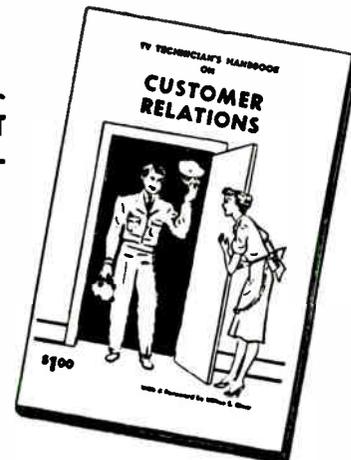
Cartoons and sketches make it entertaining as well.

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 _____



3447 N Oakland Ave.
Melrose, N. H.
Dec. 9, 1955

Dear Mr. Moore:

On your morning show you say that CBS tubes are the best and I'll buy that! We have always had tube troubles and no matter how expensive an instrument we owned its performance was mediocre. Maybe we were too critical but a television picture is either good or it is not. When our picture tube gave up the struggle our serviceman at the Ace Electric Co. installed a CBS picture tube. We are delighted with the ultra bright and shadow clear picture we are receiving.

I wanted you to know that we are glad we took your advice and believe me when the time comes to buy a new set it will be a CBS if they make them. (Do they?)

Sincerely
Mrs Ruth Svensson

CBS-HYTRON

Danvers, Massachusetts

A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

HERE'S PROOF

your customers want CBS tubes

Since Garry Moore has been selling CBS tubes over the CBS Television Network, most service technicians have had women customers ask them for CBS tubes. And not just once in awhile.

Every day more and more women are requesting CBS tubes. We hear stories like Mrs. Svensson's often.

It all adds up to these important facts. You build good will . . . cut call-backs . . . and profit more when you install CBS tubes . . . the tubes with the Good Housekeeping Guaranty Seal.

Is your caddy well stocked with CBS tubes?



Show her the CBS carton with the Good Housekeeping Guaranty Seal. See Garry Moore sell your expert service over the CBS Television Network.