

# What's New in TELEVISION

COMBINING TELEVISION SERVICING MANAGEMENT

Published for the management  
men of the new type organiza-  
tions which now control the bulk  
of all installation and servicing.

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SEPTEMBER, 1951

## Just Between Ourselves

by Mal Parks

Quite recently, within the past three weeks in fact, I had the very great pleasure of lunching with Major General George I. Back. General Back is Chief, U.S. Army Signal Corps, and his is the responsibility for maintaining our vast and far-flung network of Communications.

During our luncheon conversation, the General told me that the average layman, and even those within our industry, don't always realize what tremendous changes are taking place in the industry's development. As an example, he cited the fact that, out of the 254 items now being manufactured for the Signal Corps, only 24 were in use during World War II. This means that within the short space of a very few years developments have not only obsoleted all except 24 of the tremendous number of items used by the Signal Corps in the last war, but that our industry's ingenuity and the needs of the Corps itself have developed 250 entirely new items!

It seems to me that this is cause for long-range optimism on the industry's part. It can be safely said that the last war accelerated the development of Television and certainly speeded up mobile and two-way radio. Many of the items which are new to the Signal Corps today will also be applicable to civilian use as time goes on and their impact on us, and on the country, may be as great as either TV or similar developments.

General Back also told me that much of the development now taking place in cooperation with the Signal Corps and the industry's manufacturers revolves around what they call "ruggedization" and "miniaturization." If you could see, as I did, the way walkie-talkies, handy-talkies, field phones, wire and similar items have been cut down in size and weight, stepped up in effectiveness and range, you would get some idea of the civilian developments which these advances in our industry's science will make.

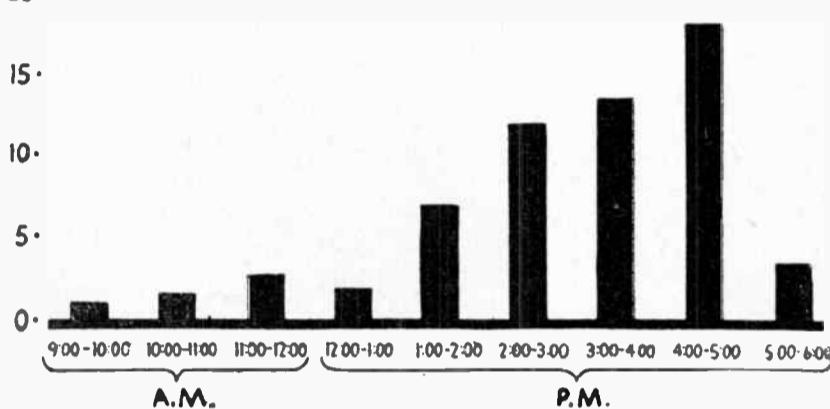
It has always seemed to me that our own segment of the industry really should more or less "adopt" the Signal Corps as their favorite branch of the service. Hundreds of the technicians now employed by the executives who read your "What's New in Television" magazine received their initial training in the Signal Corps during the last war. In a broader sense, the manufacturing segment of our industry is largely dependent on Signal Corps orders for much of its production during periods such as that which we are now undergoing.

But, more than this the Signal Corps is a branch we can all be proud of and we can be mighty happy that a sensitive, sympathetic, capable and carefully-trained executive like General Back is at the head of the Corps during these critical times. One thing that shines through any talk with

(Continued on page 2)

## LOWER DEALER DISCOUNTS PORTEND INCREASED BUSINESS FOR CONTRACTORS, SERVICE COMPANY EXECUTIVES STATE

PER CENT  
TV MOTHERS



The above graph illustrates the TV viewing habits of women. Note that the hours between 4:00 and 5:00—when most service companies won't accept calls for immediate service—are the hours when viewing is greatest and the time during which the set is most likely to experience failure.

### DO SERVICE COMPANIES CLOSE TOO EARLY?

The majority of service companies recently surveyed by "What's New in Television" magazine close at 5 o'clock in the afternoon. Another large percentage remain open until 5:30 and a relatively small number remain open until 6 p.m. However, very few companies interviewed did any service work much later than 4:30 unless the man was already on the job. Many of the companies stated that they expected the men to check in by 5 or 5:30.

A recent study by the Federal Advertising Agency in New York would tend to prove that service companies are losing business by this early closing. The greatest number of women use their TV

sets between 4 and 5 in the afternoon. This peak is reached after several hours of viewing. The chart above shows the viewing habits of housewives but it does not take into consideration the fact that children's viewing starts from 5 to 6 and reaches its peak between 6 and 7.

According to many service company executives, the early closing hours are costing individual companies a lot of repair business which they might get if they stayed open. One service company executive who stays open until 10 p.m. told your "What's New in Television" reporter that 35% of his entire day's business is done between the hours of 6 and closing.

### RCA Service Company Adds New Plans To Standard Contract

E. C. Cahill, President of the RCA Service Company, recently announced the company's plans to add two entirely new low-cost protection plans to its present standard service contract.

"While the full coverage contract fills the need of most television customers, and will continue to do so," Mr. Cahill said, "we are rounding out our service program to meet the requirements of all types of set owners. All plans, new and old, are, of course, optional with the customer."

The first of the new plans, which guarantees the TV set's picture tube for one year from date of purchase, provides protection on the tube alone. Cost of the plan varies with the tube size; price for a 17" tube is \$5.00.

The second new contract is the preferred rate plan which features complete installation, customer instructions and full tube (includ-

ing CRT) and parts coverage for one year. This plan also provides one service call during the year. Complete cost for the contract is \$24.50 for a 17" set with a built-in antenna. Additional service during the year will be charged at a flat rate of \$3.95 per job if set is brought to a company branch or \$5.95 per house call, regardless of time spent, instead of an hourly charge for labor. With standard outdoor antenna installation, the cost of the plan is \$49.50 for a 17" set.

RCA's regular service contract, which is priced at \$59.95 for a 17" set and which includes installation, complete parts protection and guarantees unlimited service calls, will remain unchanged. The two new plans are intended to supplement the standard contract, and are being offered to consumers who want budget protection at low initial cost.

In a recent closed meeting, your "What's New in Television" magazine learned that an announcement will shortly be made by major set manufacturers to the effect that dealer discounts will be lowered from the present 28% to a flat 21%. According to industry authorities present at the meeting, this move is designed to ease the terrific burden imposed on dealers by price-cutters, chiselers and others.

"Frankly," one well-known receiver sales manager said, "I think that this new move means the end of discount houses, fringe operators and others who should not be in the business. It will mean more sales for legitimate dealers who hold the line on prices."

"Dealers are just giving the extra 7% away in cut prices" another sales manager stated, "so it seems logical to us to shorten the discount to the point where it will be impossible for illegitimate operators to skim the cream from legitimate dealers' business."

Dealer opinion was divided. "I'll wait until the formal announcement" one large Eastern dealer told your "What's New in Television" magazine over the long distance phone, "but, if what you say is true, it looks like another attempt to make the dealer carry the whole burden. Let the factories stop distributors from dumping and transshipping, make the distributors honor franchises, let the factories themselves clean up some of their own practices before blaming everything on the dealers' "price cutting."

"Looks to me," another dealer in a southern city said, "as though the manufacturers are trying to

kill off a lot of dealers. It is all right to say that only the fringe operators will be hurt, but I can't operate on 21% and give the kind of service I'm expected to, and still stay in business. For one thing, it means I'll have to close out my service department and go back to selling contracts."

This opinion was concurred in by another dealer. "The way sets are coming through from the factory today is a disgrace!" he reported, hotly. "I'm expected to practically overhaul sets before putting them on the floor. Then, I'm supposed to live up to the ridiculous advertising statements made by the manufacturer. My service department has been losing money but we've been making it up on sales. With 7% less to work on, the manufacturers will just have to figure out some other way to get their sets properly serviced. I for one, won't do it!"

"It's going to be a good thing for independent servicing companies," was the general consensus of opinion among 43 executives "What's New in Television" magazine surveyed in 17 TV cities. While none of them had heard any rumors regarding the lower discount, most of them felt that it was a logical move on the part of the receiver manufacturers to stabilize the industry sales practices.

"It is going to be good for our business, too," one midwestern executive of a large service company stated. "No dealer in his right mind will attempt to service sets on a 21% margin. I predict it will mean the rebirth of the contract business. On a sale of, let's say, \$200 the dealer makes \$42 gross. If he can sell a contract and make another \$5, or \$10, from the sale of the contract he is going to do it. He'll eliminate all his service worries if he deals with a reliable contractor and make up most of the discount the manufacturers have taken away from him."

"We've heard rumors about this lowered discount" a West Coast service company executive told us, "and we've also heard that manufacturers are going to revert to the old R.M.A. 90-day warranty which the dealer will have to assume. The only salvation for dealers, as I see it, is to sell contracts for one year and add enough to the contract price so they can safely assume the 90-day warranty. Either that, or make the contract attractive enough so that service companies will resume taking contracts from dealers."

"I think it means hard sledding for self-servicing dealers" the president of a large Regional Association

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## JUST BETWEEN OURSELVES

(Continued from page 1)

the General is his deep pride in the men who comprise the Signal Corps. From the lowliest yardbird to highly-rated specialists, the General is proud of every one of them and he shows it every minute.

As he said when we parted: "Mal, other branches get much of the glory and perhaps that is as it should be. But always remember this, when an attacking wave goes in, the Signal Corps men are always the first on the beach to set up Communications. And, when a withdrawal is in order, the Signal Corps men are the last to leave. I'm proud of our men and the country can be proud of them too."

Backing up the General's pride is the fact that the first soldier wounded by direct action of the enemy in Korea was a Signal Corps man!

## LOWER DEALER DISCOUNTS PORTEND INCREASED BUSINESS FOR CONTRACTORS, SERVICE COMPANY EXECUTIVES STATE

(Continued from preceding page)

ciation stated. "A lot of our former dealer customers started their own service department and we know that they have been losing money on this department and expecting the sales profit to make it up. With lowered discounts I don't see how they can continue to do this. In fact, several of my former customers have approached me to make a deal to take over their test equipment, personnel and facilities, etc., in recent weeks which is indicative of a trend."

It can also mean a resurgence of chiseling practices which caused us to stop taking contracts," an East Coast Association Secretary told your "What's New in Television" reporter. "If dealers

start making a drive to sell contracts under the impetus of these lowered discounts, they're also going to start shopping around for the best "deals" they can get. I certainly hope that the industry has learned enough in the past couple of years to come up with a plan that will eliminate this because we can't stand many more public black eyes."

Summed up, general opinion among those contacted by "What's New in Television" magazine is that the new discount policies of the receiver manufacturers should be carefully studied, in the light of service as well as sales, before they are formalized as industry policy and practice.

# BOOKS

Reviews of recent books of interest to all those in the television servicing field

## TV Tube Location Guide

Howard W. Sams & Co., Inc., 2201 E. 46th St., Indianapolis 5, Ind., 208 pages, \$2.00.

This is the second in the Sams' Tube Location Guide Series, and has been undertaken to satisfy the demand for continuous provision of TV receiver tube complement layout charts.

With this book at hand, tube identification is available immediately. Arduous and time-consuming chassis removals are held to a minimum, and expensive transfer of the receiver to the shop is frequently forestalled.

A new feature of the present volume is its complete index to models covered in both Volumes 1 and 2. In addition, references are shown to the specific Photofact Folders covering each model; in the event complete servicing data is required, it is a simple matter to secure and refer to the proper Photofact Folder.

**Servicemen can cover 94% of fuse replacements with this kit**

One-Call Kit Contains 45 TV fuses (6 most in demand types) and 6 TV snap on fuse holders in a clear plastic hinged-cover bench box. Another **LITTELFUSE** first. Call your jobber today. Littelfuse, Inc., 4757 Ravenswood, Chicago 40. LOngbeach 1-4970.

**LITTELFUSE**

BURTON BROWNE ADVERTISING



The Round Table

Each month the Round Table will bring you the authoritative opinions of other installers and service executives on current problems of the day. We'll welcome your suggestions as to subjects you'd like to see discussed.

Should Service Companies Enter Into the Business of Retailing Television Receivers?

The subject of this month's Round Table Discussion is particularly timely due to many factors which the recent summer slump introduced into the TV servicing industry. Chief among these was the growing trend toward self-servicing dealers. Sparked by many receiver manufacturers themselves who insisted that their dealers install service departments, and aided by the nationwide Certified Television Installation Service plan of the National Radio and Appliance Dealers Association, this move has gained great momentum. Estimates from the NARDA headquarters are to the effect that approximately 80% of their members now have their own service departments.

This move was also prompted by the natural anxiety, on the part of many dealers, to find some method of maintaining their gross annual volume. As set sales slumped lower and lower they turned to servicing to make up lost revenue. While many admitted they operated at a loss, most of them felt that this was money well-invested in gaining experience and goodwill which would come in handy when sales started to increase this Fall.

Occurrent with this move has been the almost unnoticed trend toward retailing of sets by large service companies. Many articles which have appeared in "What's New in Television" have covered this but the movement has been growing perceptibly during the past few months. In commenting on this, the Chairman of this month's Round Table Discussion Panel said:

"It seems to me that this is a logical development in our industry's growth. If dealers can manage to operate their own service departments, and we all know how hazardous that can be in terms of losses, then it is just as logical for us to use our own resources and ability to retail sets. After all, it must be remembered that we are the only group whose men are invited into the customer's home. This gives us a tremendous advantage and I can report that my own company has been retailing sets for almost four months and, despite the slump, we are showing a profit on that part of our operation."

He was interrupted by another Panel Member who asked: "Don't you think it is dangerous for us to retail sets, particularly in times like these? The kind of selling you have to do to get rid of sets today is high-pressure specialty selling and I don't think we are equipped to do it. It is alright to say our men are invited into the customers' homes, but can they sell when they get there?"

"I'd like to answer that," another Panel Member interrupted. "I don't think we have to engage in any competitive, price-cutting at all. If our service has been good, we have built up a tremendous reservoir of goodwill in the community. The customer naturally has confidence in us. We employ no specialty salesmen at all, yet our own set sales have shown a consistent rise since we started retailing them about 6 months ago."

"What about location when you go into retailing?" another Panel Member asked. "I can answer that one," the Chairman rejoined, "it all depends on circumstances. Our own company has been selling in considerable volume from our regular location. We have virtually no display. All our leads come from our technicians who are trained to secure them from every customer. Once we get the lead, our one salesman calls on the customer. For every completed sale the technician receives a \$10.00 bonus. On the other hand, one of my friendly competitors opened a retail location in a high-rent district and he reports that it not only helps him sell sets, but that it has also helped his service business."

"There's another angle that enters into set retailing" a Panel Member interjected, "and that concerns distributor relationships. I can tell you, that since I've started selling TV sets, my men have had no trouble with any local distributor in securing in-warranty parts. Instead of treating me like a poor relation, some of the distributors' salesmen even buy my lunch now. Our sales have been unusually good, we are prompt in paying our bills and that may be one of the reasons for our preferential treatment. But, I know that when I approach a distributor as one of his good dealers I get a lot better treatment than when I used to approach him as an independent service company."

"What about the money necessary to stock sets, doesn't this cut down on your necessary working capital?" another Panel Member asked.

"Not necessarily," the Chairman answered. "For one

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"SERVICE IS THE BACKBONE OF OUR ORGANIZATION" SAYS THIS MARYLAND DEALER

Prompt, accurate service has helped this Baltimore dealer to build a volume of 4 million dollars in little over four years. Learn how he does it.

From a capital investment of \$8,000 to a volume of over 4 million dollars in four-and-one-half years is the record of a group of ex-GI's who started the Television Company of Maryland, Inc. This fantastic business enterprise got its start in late 1946 in one room on the second floor of a group of row houses on Charles Street, a night club district of Baltimore.

With a store front scarcely more than 20 feet wide and with no rear exit the company began operations with one salesman, two servicemen and only one truck — at the end of the third week, they acquired their second truck. Three fourths of the floor space in this combination display-service room was given to the service department with the balance of space for the three or four sets they had for display.

Since their idea was to build up an exclusive agency for selling TV sets they were quick to realize the importance of selling service with each set they sold. Although most of their friends did not believe their enterprise could survive for more than a few months, Milton Rabowsky and his associates were determined their company would endure the hardships that normally beset most young firms launched on a venture of selling one item exclusively. It was therefore essential that to do so they must also give their customers the assurance of top servicing and repairs at all times.

In the early days of their venture most of the sales — up to 98 percent of them — were large screen sets sold to taverns. This was the beginning of their venture in exclusiveness. These sets, which sold for as high as \$2495, represented an output of capital, by the tavern owners, too large to be made without some caution. And when the boys could assure their customers they could expect high quality in servicing these sets to maintain them at top flight operation at all times, their sales to taverns mounted steadily.

With an emphasis on service above all else the original two-man service staff has today grown to a total of 45 technicians, including installation and benchmen, all of them fully trained and equipped to service up to 16 types of manufacturers' television sets. However, at present only 10 different manufacturers' sets are sold by the company.

The service department is open the year-around, giving 24 hour service on Sundays and holidays as well. From a two-truck operation in their first month the fleet has grown to a total of 26 service trucks all equipped to handle the type of work that must be done in the home.

Jobs requiring more complete service or the replacement or repair of a picture tube or other parts too large to adjust in the home are brought to their shop. A total of 6 benches equipped to handle up to four sets simultaneously help to give the assurance to a customer who brings his set to the Television Co., of Md. Inc., that it will be returned to him within 24 to no longer than 48 hours.

"It was prompt, accurate service which has aided materially in the success of our company," said young Mr. Page, manager of the Waverly store on Greenmount Avenue. Incidentally, the entire organization is comprised of young men in their thirties.

All the trucks operate in a specially allocated territory which enables each technician to make as high as 12 to 14 calls daily and still not exceed a distance of 250 miles weekly. The trucks

are company owned and operated and the technicians who service the homes are paid on a salary basis with overtime pay for hours beyond the regular work week. When they turn in leads to the outside salesmen which results in a



MILTON RABOWSKY

set being sold, these technicians are given a bonus.

House calls are limited to approximately 40 minutes — if the "trouble shooter" finds more extensive work is required he brings the set back to the shop. Only about 18 percent of all house calls require shop service. "Maintaining top quality technicians has helped us limit shop jobs," Mr. Galvin of the advertising department explained.

"Originally our service calls were on a contract basis, but at present we also have many C.O.D. calls, the majority of which are adjustments to be made in the homes. We still maintain a high percentage of our service contracts on renewal but can give no warranties except for parts furnished and service on such jobs."

An approximate 200 phone calls are received daily in the service department and these calls are then relayed to the outside technicians at varying intervals

throughout the day; the technicians check back periodically.

"We do not believe in setting a limit of calls to serve as a base requirement for earning a bonus for extra house calls," Mr. Campbell, the sales manager stated, "since hurried calls could result in a poorer quality of service given to the customer. Service has always been the backbone of our organization and it must be maintained at a high level at all times." Incidentally, Mr. Campbell reported that the service department was the only part of the company which has never shown a profit.

"Our profits are a direct result of sales and our sales are contingent upon the type of service which is given by our service department. We have established and maintained our business on the principle of selling only those sets which we ourselves can service and therefore select our technicians with the utmost care to insure the continuation of prompt, efficient service of the ten different manufacturers' sets we are presently selling."

Contracts are accepted on a 90 day basis, but the majority of their service contracts are for one year. "We stress the second year contracts, for the continuation of good servicing means the continuation of the good will of our customers," Mr. Campbell declared. Charges for service are made on an hourly basis and for parts replaced.

Advertising for new service contracts is featured three times weekly in the regular TV section of the local papers. The company's phone number is given a position of importance in each ad, whether it be newspaper or direct mail.

Pre-holiday sales are vitally important and have netted the company many last minute sales solely on the strength of their reputation to give prompt delivery and installation.

The company's total personnel at a seasonal peak mounts to 125 members including officials, sales and service personnel, office and custodial employees.

Currently, servicing for sales made at their six stores is done completely from the Sherwood Avenue address, a build-

(Continued on page 6)

A more complete view of the photograph featured on this month's cover, showing the company's building and part of its fleet of 26 service trucks. (Bottom) Company personnel at the presentation of a new Cadillac for being First Prize Winner in a recent DuMont sales contest. Mr. Milton Rabowsky is third from right and Mr. Joe Hoffman is second from right.



# A PLAN FOR "HOUSE CLEANING" THE TV-RADIO SERVICE INDUSTRY

*Here's a practical, carefully-thought out program for self-policing of the industry which should solve many of the problems which are becoming more acute each day.*

In buying a radio or TV set, a consumer *DOES NOT* buy so many tubes, condensers, resistors and other parts. Actually, he is buying entertainment. To maintain good consumer relations, the *ENTIRE* TV-RADIO industry assumes certain responsibilities. In the past, these responsibilities were brushed off very easily by many segments of the industry. We believe the industry has now come of age and must assume the responsibilities attendant upon its stature. In the scheme of things in our industry as well as any other industry, service is exposed to more condemnation and criticism than the other segments of the industry simply because it is in more intimate contact with the consumer. Service is only remembered when TROUBLE occurs. Needless to say when a break-down occurs, the customer vents his displeasure and rage

upon the service company. Sometimes this may be justifiable, often it is due to component break-down, set design failure, telecast trouble or advertising exaggeration. Because of his peculiar position in the industry, the service operator must "carry the ball" for the rest of the industry. This places all service operators in a very precarious position. They cannot justify their position in the eyes of the customer who usually resents having to pay for "fixing the set." Anything else can break-down and the customer expects to pay for it. Radio and TV are the apparent exceptions. We feel this is due to a basic failure of the industry to accord service proper recognition as a necessary and *VALUABLE* phase of the business. The auto industry recognizes service's value and profits by this recognition. Radio-TV industry should do likewise.

By far the greatest percentage of service companies are honest. It cannot be expected that all service operators be recognized. Only the ethical and business-like companies who qualify should be recognized. Once recognition is given, they should then be "boosted" by the entire industry. This would assure proper, honest and ethical handling of the set owner with consequent benefits to set producers, set distributors, set dealers, component manufacturers, parts jobbers, telecasters, better business bureaus, and other interested groups. This plan will give the set owner the opportunity to decide if they want to buy service from reputable companies, well equipped with good equipment, good men and proper methods or with the chiseling, get-rich-quick harpy.

Suggestions for the plan are as follows:

**MAJOR GOVERNING BODY . . .** Representation from National groups such as RTMA, EPMA, NEDA, NTDA, SET DIST. ASS'N, BBB, PUBLISHERS and NATESA. (Other National groups to be considered if found desirable.)

**ENFORCEMENT BODY . . .** Regional Associations or affiliates of National Associations under direction of Governing Body.

**QUALIFICATIONS FOR "ACCEPTED CONTRACTOR" . . .** Contractor must provide:

1. Certified financial statement.
2. Certificate of insurance.
3. Certified statement of test equipment owned.
4. Certified statement of manpower (by classification).
5. Certified statement of technical data on sets.
6. References from at least two parts jobbers.
7. References from at least two set distributors.

**QUALIFICATION OF "ACCEPTED TECHNICIAN" . . .** Technicians must pass a technical quiz, both on theory and practice. The quiz could be based on the questionnaires which accompany such courses as the GE, RCA, Philco and other courses.

**PUBLICITY . . .** The plan must be publicized to be of any value. We suggest all consumer ads bear some slug, such as, "When you need service, we recommend you call an **INDUSTRY ACCEPTED** contractor," plus an emblem. Telecasters and broadcasters should regularly insert the same slug. The investment made in this advertising will pay dividends in more sets sold and bigger broadcast audiences.

**TIME OF INAUGURATION . . .** NOW, before the new fall season commences.

**PARTICIPATION . . .** Any contractor may volunteer for examination of qualifications. No restrictions except as apply to ethical operation.

**WHO PROFITS? . . .** Everyone.

- a. The customer because he gets better service at honest rates.
- b. The set producer because his prestige is assured.
- c. The set distributor because he will make more sales.
- d. The dealer because he will sell more sets.
- e. The component manufacturer because more set sales mean more part sales.
- f. The parts jobber because more set sales mean more part sales.
- g. The Better Business Bureaus because of less complaints.
- h. The telecaster and broadcaster which in turn means more advertising revenue.
- i. The Accepted Contractor because greater prestige will mean more business.

## SERVICE SHOPS ELIGIBLE TO ISSUE PRIORITIES

In the National Production Authority, Department of Commerce bulletin CMP Regulation 7, issued on July 6, 1951, rules for issuing priority orders are listed for those firms performing maintenance and repair work.

Both radio and television shops fall into the repair category and are thus able to issue priorities for tubes and other components. These parts and materials can be used in repairing home radio and television receivers.

Tube orders placed subsequent to July 1, 1951, are eligible for a priority extension.

Two ratings are used in obtaining parts and materials—the DO-RE and DO-MRO. The DO-RE rating is used only when the parts involved are to be used for repair and maintenance work for which the serviceman has not received a purchase order bearing a DO-MRO rating. The DO-MRO priority should be used for parts in repairing a piece of electronic equipment for an industrial concern eligible to use a DO-MRO rating.

The statement, "DO-RE CERTIFIED UNDER CMP REGULATION No. 7" should be placed on all orders for parts and materials, with the certification signed by the person placing the order or another authorized person in the firm.

According to the regulation, a repairman may not receive or accept delivery of any item of un-controlled material if his inventory is more than a "practicable minimum working inventory."

Copies of the regulation are available from the Department of Commerce or the local NPA office.

## \$155,000 SUIT FILED AGAINST SERVICE FIRM

Department Store Service, Inc. of Long Island, New York, is being charged with breach of contract by Concourse Music Co. of the Bronx, New York.

George Sokoloff, operator of the Concourse Music Co., is suing the service firm for \$155,000, \$5,000 of which is claimed to be due on a promissory note of last July 20.

Terms of the contract had provided for servicing of existing contracts which Concourse had with its customers for television sets and for installations and maintenance of television receivers purchased by Concourse customers. It is alleged that improper installations and maintenance, failure to keep appointments on service calls and use of inadequate parts and tools were violations of the contract agreement.

## Association Activities

### Texas Electronic Association Formed

Recently, representatives of the following local associations met in Austin, Texas, to complete the formation of a State Organization of Associations. Delegates were present from the DALLAS RADIO SALES & SERVICE ASS'N, INC. of Dallas, Texas, TEXAS ELECTRONIC TECHNICIANS ASS'N of Houston, Texas, SAN ANTONIO RADIO & TELEVISION ASS'N of San Antonio, Texas, and the TEXAS RADIO SERVICE ASS'N of Austin, Texas. This meeting followed two earlier meetings where the proposed set-up had been thoroughly discussed. Also present at this meeting were representatives from Ft. Worth, Texas, Galveston, Texas, and Lockhart, Texas. At this time the TEXAS ELECTRONIC ASSOCIATION was organized as a State Ass'n of the local associations. Its purpose is to unify and bring together the programs of the local groups into a co-operative effort, to advance the cause of the radio and television technicians of Texas, and to provide a means for watching for any proposed legislation that would affect the welfare of these technical men. The State Association is supported by the initiation fee paid by each local association upon joining and regular dues assessments.

The following permanent officers were elected at this time. Mr. Frank J. Humpola, 2502 W. Alabama, Houston, Texas, was elected President, Mr. Forrest Baker, 320 North Drive, San Antonio, Texas, Vice-President. Mr. Luther Bradley, 914 N. Peak St., Dallas, Texas, Secretary. Mr. J. D. Huff, 600 Harris Ave., Austin, Texas, Treasurer. Mr. T. P. Robinson, 1905 McMillan Ave., Dallas, Texas, Public Relations Officer. All correspondence should be directed to the Secretary, Mr. Luther Bradley.

The Secretary has been informed by the Ft. Worth, Texas, group of their completion of their own local organization and of the fact that it is their intention to make application for membership in the TEXAS ELECTRONIC ASSOCIATION. The next meeting will be held in Austin, Texas, in September.

### NATESA NEWS NOTES . . . by Frank J. Moch, Pres.

**FTC INVESTIGATION . . .** The investigation is proceeding at a good pace. Evidence is being compiled but more is needed. Failure to cooperate will end this project. *Now* is the time to really put an end to many abuses; this is the best way possible.

**WESTERN UNION SERVICE CO . . .** This octopus is spreading its tentacles. It has invaded new areas and has taken on all sets. We believe its charter as a monopoly in "wire services" does not permit it to service TV sets. Write your Congressman before it is too late.

**SHORTAGES . . .** All indications are that real shortages will occur in copper, steel, aluminum, selenium, tungsten, phenolics, mica and test equipment. Have you given these shortages proper thought?

**FACTORY SERVICE COMPANIES . . .** We understand that two more set manufacturers are about to launch their own nation-wide service companies. If this is true, you can look for progressively tougher competition. Are you in the position to face this situation?

**END OF FREEZE . . .** Chairman Coy of the FCC hints that the TV freeze may be lifted, possibly late in September. The expectations are for 1500 TV stations within 5 years with possibly 1000 more in the following 5 years. More stations mean more sets and more TV service.

**NBC-DRAGNET . . .** The packager of this show, which slandered TV operators recently, is trying the "soft soap" technique. Further action will follow as soon as the recordings are fully analyzed. NBC officially refuses to give us a transcript but a tape recording is being obtained through the cooperation of the Association of Television Service Dealers of Los Angeles, Glenn Ketchum, President.

**EAST COAST NATESA MEETING . . .** Your president will meet with the east coast NATESA member delegates in New York on September 19. A second meeting will take place with the western segment later in September.

**NATESA SERVICE SHOW . . .** After protracted discussions with other segments of the industry it has been definitely decided to hold the NATESA show in APRIL, 1952, at Chicago with a second show in September or October on the east coast. NATESA offered to jointly sponsor a show with the rest of the industry, unfortunately it is not yet realized or appreciated that the service operators buy the parts. Again service will have no representation at the May Show. Stupid, isn't it, to keep your customer from seeing the things you want him to buy?

**RTMA MEETING . . .** Your Association will again be represented before the RTMA Service Committee. We will present our new "house cleaning" plan and discuss further the ideas presented at the last RTMA meeting. Many of the ideas are already in force by many companies, we are informed by Chairman Merriam.

**LAST MINUTE SPECIAL . . .** Are you interested in group medical, hospital, life or pension insurance for your members? NATESA is working on a special schedule to make available at group rates any combination of coverages for NATESA service operators. Let's have your comments.

### NEWARK ASSOCIATION OKAYS HOLDING MONEY IN ESCROW

Gus Friedman, president of the Television Contractors Association in Newark, N. J., met recently to make recom-

(Continued on page 10)



**HICKOK**

**NEW TELEVISION Videometer**

MODEL 650

**VISUALLY IDENTIFIES TROUBLE IN ANY SECTION OF A TV RECEIVER**

The HICKOK Model 650 Videometer is the first instrument of its kind to accurately and rapidly solve your servicing problems with the necessary tests to visually identify trouble in any section of a TV receiver.

**FEATURES:**

- An all-purpose video generator. Provides an electronically accurate bar or dot pattern on the screen of any TV receiver— independent of station operation.
- Can be used as a TV transmitter to simultaneously transfer a program to any number of TV receivers—on any desired channel.
- RF output, directly calibrated in microvolts for sensitivity measurements.
- Substitute Video Amplifier with gain of 0 to 10.
- Crystal controlled timer for greater accuracy.
- Fast, accurate, the ideal instrument for all area servicing.
- Increases TV maintenance profits—allows you to trouble shoot many more installations per day.
- Built only by HICKOK. Contains highest quality components throughout for lasting accuracy and dependability.

Write for the new, complete Hickok Test Instrument Catalog today.

**THE HICKOK ELECTRICAL INSTRUMENT COMPANY**  
10529 Dupont Avenue • Cleveland 8, Ohio

*What's New in*  
**TELEVISION**

COMBINING TELEVISION SERVICING MANAGEMENT

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Mal Parks, Jr.  
Publisher

Mal Parks  
Editor

D. di Bartolomeo  
Managing Editor

EASTERN MANAGER: Norris H. Evans, 92 Lorraine Ave.,  
Upper Montclair, N. J. Phone Montclair 2-6951;  
N.Y. Phone: PLaza 5-1127.



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## EDITORIAL

### An Industry Opportunity

The television industry is missing a tremendous opportunity to secure the rights to spectacular sporting events such as the recent Robinson-Turpin fight. In all the discussions regarding theater television and the fabulous sums it was reputed to have earned for the International Boxing Club, we have seen no careful analysis as to just what this amount was.

Our New York office made a careful investigation and we find that the amount received by the International Boxing Club from the theaters in the closed circuit TV which televiewed the Robinson-Turpin fight was only \$25,000. That's right . . . only \$25,000. The 14 movie houses sold 33,000 tickets for which the IBC received 75 cents each. You undoubtedly heard and read that the IBC received \$225,000, but the fact is that the other \$200,000 was for the movie rights. Since Pabst is to be reputed to have paid \$100,000 for other championship fights, it is apparent that the IBC is taking a loss on theater TV revenue.

What can the industry do?

This industry has the brains, the facilities, and the money to carry the fight to the movie interests. If the movies can pay \$200,000 for movie rights let this industry's manufacturers set up a pool to finance the securing of movie and telecasting rights. If the movie interests can pay \$200,000 for the movie rights and sell them to exhibitors at a high profit then there is nothing to stop our industry's manufacturers from doing the same thing.

It seems to me that our industry's manufacturers should get together and work out an arrangement with the IBC and the officials of other organizations controlling such sports as college football, etc. and make arrangements for both the telecasting and the movie rights. There is no reason why this industry's manufacturers cannot pay \$300,000 or \$400,000 for a major sporting event for both the movies and telecasting rights and then re-sell the telecasting rights to an outside sponsor, if necessary, or pro-rata the cost among the industry manufacturers. They can also sell their movie rights to a film distributing company or they can distribute the films of these major sporting events themselves.

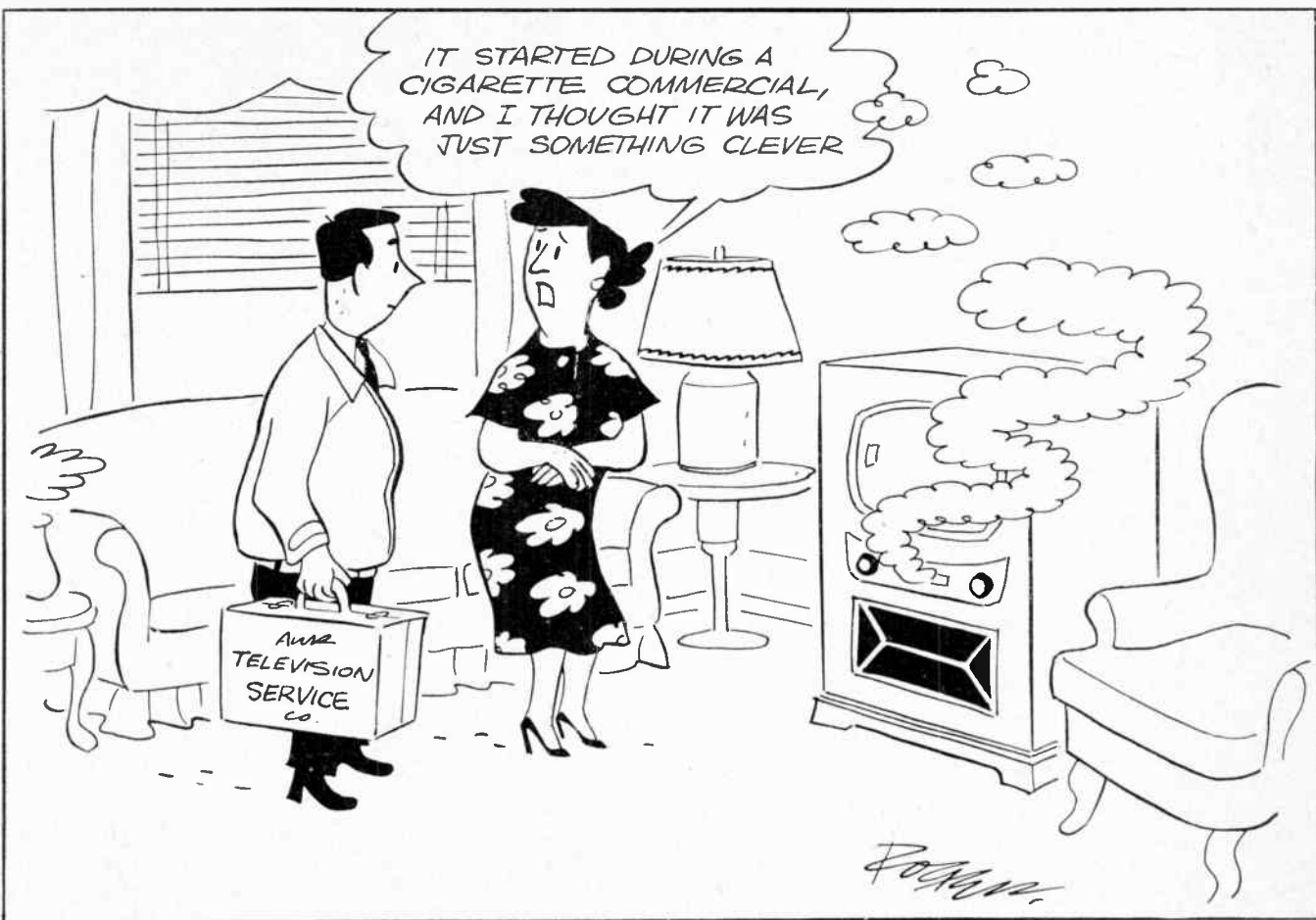
The point here is that our industry seems to have been stunned by the large revenue figures noted in the press and heard on the radio. When you analyze these figures you find that the theater television at the present time does not have the capacity to return anything like the revenue which our industry could give for all rights to major sporting events.

### Dealers Should Be Careful

We have talked to many consumers who have told us of the very unsatisfactory experience they have had with television repair service secured through the dealers from whom they bought their sets. We have talked to many dealers and it is unfortunate that a large majority of them are still short-sighted where television servicing of the sets they sell is concerned.

Dealers are still trying to get a kick-back or they are trying to make a "deal" for service for their customers. When a dealer recommends service for a set he sells, he should be very sure that the company or the individual he recommends is not only trustworthy but is capable of performing good service. We know of case after case where dealers have lost customers for appliances, both heavy and traffic, and for other items they sell solely due to the fact that the customer was so exasperated with the poor service from a screw-driver mechanic recommended by the dealer that the customer vowed never to patronize that dealer again.

Admittedly, we are in favor of well-organized, efficiently-managed and capably-staffed service companies. We are in favor of them because, up to this point, they are the only type of organization the industry has developed which can adequately handle the complexities of television servicing. Dealers who take a chance on screw-driver mechanics to do the servicing for the television sets they sell are gambling their future sales from those customers.



# For Protection

of  
**Electrical Circuits**  
and  
**Your Reputation**

**Every BUSS FUSE is Electronically Tested**

To assure and maintain top quality and performance each individual BUSS fuse is tested in a highly sensitive electronic device. Fuses that are not correctly calibrated or not properly soldered or whose dimensions are not right are automatically rejected.

That is why a user can depend upon every BUSS fuse to operate properly under all service conditions—and the manufacturer or service man can rely on them to protect against complaints often caused by use of poor quality fuses.

### When electrical protection is your problem turn first to BUSS

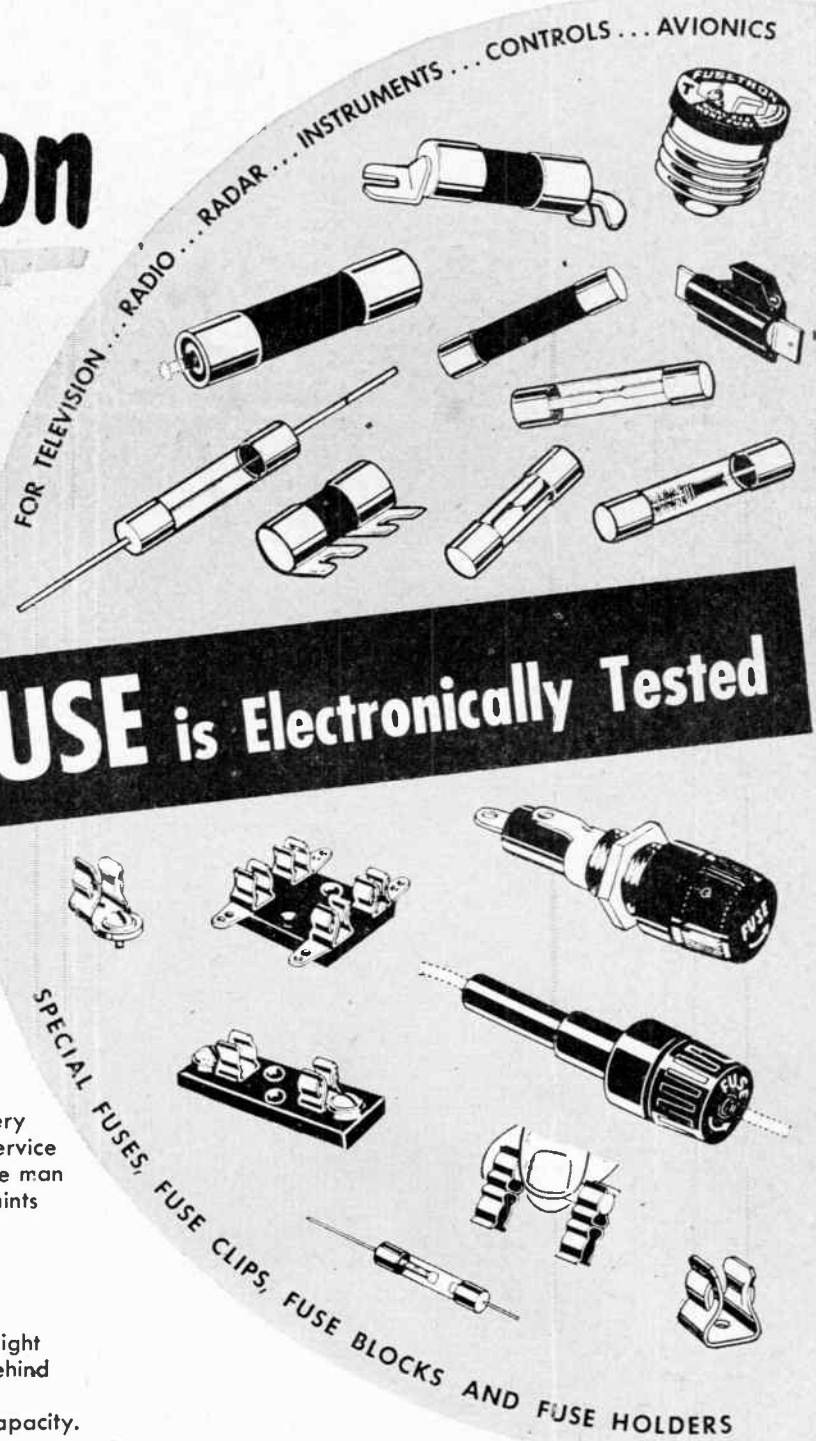
It is easy to select a fuse to do the job right for BUSS makes a complete line — and behind each BUSS fuse is the world's largest fuse research laboratory and fuse production capacity.

Fuses of Dual-Element (Fusetron slow blowing fuses), Renewable and One-Time types are available in many standard sizes — and many special designs are also obtainable to fit unusual protection needs.

### It's "profit wise" to use BUSS fuses for Sales and Service

People everywhere accept BUSS fuses with confidence. So whether it is Sales or Service they know you are furnishing the best obtainable because in the past 37 years the millions and millions of fuses used in homes, stores, buildings and in industry as well as in electronic equipment, have firmly established the BUSS trademark as standing for fuses of unquestioned quality. Since BUSS Fuses are the "known" brand you will never be bothered with kicks and comebacks that occur when people, rightly or wrongly, blame troubles they have on the fuses you furnished them. Thus the BUSS trademark protects your profits and goodwill as surely as it protects the user.

BUSSMANN MFG. CO., UNIVERSITY AT JEFFERSON, ST. LOUIS 7, MO.  
DIVISION MCGRAW ELECTRIC COMPANY



### USE THIS COUPON — Get All The Facts

Bussmann Mfg. Co., University of Jefferson  
St. Louis 7, Mo. (Division McGraw Electric Co.)

Please send me Bulletin SFB containing complete facts on BUSS Small Dimension Fuses and Fuse Holders.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## "SERVICE IS THE BACKBONE OF OUR ORGANIZATION" SAYS THIS MARYLAND DEALER

(Continued from page 3)

ing with 6,000 sq. ft. of space housing not only the service department but also serving as a warehouse and the main office of the company.

Another large factor in the success of the Television Company of Maryland, Inc., has been their consistency in advertising. Keeping their name before the public has been the keynote of the new organization from its inception. All through the first year of operation the majority of their profits were turned back into advertising and when that year had come to a close their operations had outgrown the Charles Street one room second floor store.

The second store they opened at 115 Fayette Street is today their main store and is located in downtown Baltimore. With the opening of this store as with each succeeding opening of a new store since then, their principles of advertising have not varied. A full page ad is placed in local newspapers announcing the new location as an addition to their swiftly growing chain.

Upon moving to the Fayette store, a former combination restaurant and tavern, considerable remodeling was essential to put the building in condition for the operation of a modern and attractive salesroom. But hard work and long hours meant little to these determined young men. To eliminate the cost of remodeling, a cost which could have cut deeply into their funds for advertising, they all contributed generously of their time and energy in after hours work to aid in the completion of the preparations for their newest store.

They had ten service trucks operating from the basement of their Fayette store—service operations in a downtown district where there was no parking space available.

After six months on Fayette street they had reaped the benefits of another intensive advertising campaign in which they employed full page ads in the daily papers for 28 consecutive days. So effective was this campaign that soon they outgrew their second location and another move was in the offing. But by this time instead of moving again to a larger and new location they launched upon a program of expansion by branching out to various areas of the city.

"Most of our success from then on," Mr. Page, the manager of the Waverly store indicated, "came about as a result of the confidence we had been able to build among our distributors."

Another method or principle which the company employed and from which they have not deviated—friends as well as regular customers included—they gave no discounts. As manager Paul Page put it "When we sold a set, we made a profit on it and backed up our sale with service."

At the close of their second year of business, still concentrating heavily on intensive advertising, by newspaper, radio, TV and direct mail, these young men were convinced of the merit of keeping their name constantly before the public as exclusive sellers of TV sets and service. Their sales continued to mount without the benefit of selling at discount rates. All their ads carried, at the top of each page, the slogan "service is of first importance."

As their business grew and more and more stores were added to the chain, the company's reputation became more widely known throughout the area as Maryland's largest exclusive TV dealers. And at the end of their second year they were offering for sale the largest selection of TV sets in the city of Baltimore and 98 percent of these sales were still made *only* on sets which they could service from their shop.

Promotion is another big asset for the company and no one is more fully convinced of the success of novel methods of selling his merchandise than is Mr. Rabowsky, the company president. One forceful promotion used by the company when it began to branch out was the demonstration mobile unit. This very large busmobile could carry up to 25 TV sets and was employed in various sections of the city to aid the outdoor salesmen in making their home demonstrations.

Mr. Rabowsky is well known throughout the area for his promotional flair. Not long ago he was awarded a Cadillac car by the Dumont Corporation as winner of first place in a top flight promotion of the Dumont Hanover TV model.

When Friendship International Airport opened last year, the first cargo brought in the airport by Eastern Airlines was two Hanover model TV sets presented to the Kernans Hospital for crippled children. The presentation was made by Mr. Rabowsky in the name of the Television Company of Maryland, Inc.

A local TV program which aids worthy needy people and organizations in obtaining assistance in various matters or forms can always rely on the TV Company of Maryland, Inc., to supply them with used TV sets, or many other more essential items when the occasion demands.

Today the company has launched on another program of expansion. Since May they have added a new line of merchandise and once again are gaining the reputation of exclusiveness in large appliance selling. Items included in their new field are refrigerators, washing machines, gas or electric ranges, home freezers, vacuum cleaners, automatic ironers, and air conditioner units.

A recent promotion for their new appliance sales department went out in the form of a piece of direct mailing, a letter which contained a check for \$100—to be used by their regular customers as a trade-in allowance on an old appliance. The mailing was sent only to regular customers and the net results of the letter and check were well ahead of expectations.

Like their method employed in offering home demonstrations with TV sets the company is looking forward to similar promotions with similar results in selling appliances. At present each store maintains a sufficiently large supply of merchandise from which any customer

(Continued on opposite page)

## New Developments

Each month this Department will publish information, analysis and information of new developments and trends which will have an important effect on your business and on the future of TV.

**Miniature Piezoelectric Accelerometer:** The National Bureau of Standards has recently developed a miniature piezoelectric accelerometer which measures high-frequency vibrations directly and also checks the frequency response of vibration generators. Although the device is extremely small, it is many ways superior to instruments now used to measure mechanical vibration and shock.

The piezoelectric compressive pickup is designed to detect a variety of vibratory movements. As an example, the unit responds to the characteristic vibration frequencies generated by faulty bearings in an electric motor.

Although piezoelectric crystals have been used in the past as sensing elements, practical difficulties have prevented their wide adoption. Recent developments, however, in the field of ceramics, have made available materials that are both sensitive and easily fabricated.

A typical pickup is composed of a ceramic disk 1/16

READY NOW FOR YOU: THE NEW



# ADVANCED COURSE

in

# Television Servicing

inch thick and  $\frac{3}{8}$  inch in diameter, stacked between a suitable base and a block of metal used for mass-loading the disk. The complete unit weighs less than 1/10 of an ounce. The voltage generated is proportional to the acceleration of the device being measured and is independent of its characteristic frequency up to the mechanical resonance of the accelerometer, which has been extended up to above 20,000 cycles per second.

**New Tube for Mobile and Aircraft:** General Electric's Tube Divisions have come up with an electronic tube designed mainly for mobile and aircraft applications where shock and vibration are encountered.

The new tube (6005) is a miniature beam-power amplifier for medium-power audio-frequency service specially manufactured to assure dependable life and reliable service. G-E engineers report that the 6005 is designed to withstand peak impact acceleration up to 600 g and vibrational accelerations up to 2.5 g. The heater cathode construction is designed to withstand many thousand cycles of intermittent operation.

Maximum ratings of the 6005 include: plate dissipation, 12 watts; screen dissipation, 2 watts. Under typical operating conditions the power output is 4.5 watts.

**R-F Dielectric Standards:** To aid in determining the properties of dielectrics and their dependence on frequency, (Continued on page 11)

**"SERVICE IS THE BACKBONE OF OUR ORGANIZATION"**  
(Continued from preceding page)

can readily make a most satisfactory selection. However, in the neighborhood stores "we must go out after our customers," said Mr. Page, manager of the store on Greenmount Ave., "while in our downtown stores the customers come in to us."

With continued consistency in advertising their merchandise, all the company's officials are looking forward to continued success. During 1950 their advertising space in newspapers totaled more than 800,000 lines, certainly a record for any TV company; the bulk of their advertising is generally the full page ads.

The weekly plan of direct mailing is a constant source of new leads for their salesmen and with their continuation of quality service and consistent advertising the company is looking forward to even bigger business in the months which lie ahead.

**TRAVELING WAVE TUBE REDUCES COST OF COAST-TO-COAST TV**

"Within a decade" a new tube will be completed and in production that will take the place of the tubes now used on the coast-to-coast relay TV system.

According to Dr. Lester M. Field, professor of electrical engineering at Stanford University, the developing of this tube will reduce the cost of television programs over the micro-wave relay system and will enable simultaneous programs to be relayed without switching telephone channels.

It is believed that this new tube will create a greater market for television sets, especially in the West, because of cheaper transmission costs and the ad-

vent of more network programs.

Relay towers in the present micro-wave link system are 20 or 30 miles apart at the present. The traveling-wave tube will permit greater separation of these relay stations, thus cutting down cost of operation and maintenance.

Dr. J. R. Pierce, together with Dr. Field, played an important role in the development of the new tube at the Bell Telephone Laboratories in New York. Information about the tube was made at the Western convention of the Institute of Radio Engineers before 200 engineers and scientists.

Mr. Russel H. Varian of Varian Associates, San Carlos, reported on the Klystron tube at the meeting. It was said that the 4-ft., 200-lb. Klystron tube, developed for General Electric Co., will be in full production by the end of 1952. The tube will make possible the opening of some seventy ultra-high frequency television channels, and with its use "virtually every inch of the country could be covered by one or more television beams in the future."

**NO NEW STATIONS UNTIL SEPTEMBER, 1952, SAYS SENATOR BENTON**

Sen. William Benton (D., Conn.) has predicted that even though the FCC should lift its "freeze" of new TV stations in the near future, there would be no new stations on the air before September, 1952.

The Senator, in collaboration with other sponsors, has dropped the plan to seek a continuation of the present "freeze," pending development of recommendations on how more educational programs could be put on the air.

"In view of the fact that a third of the nation's population now gets no home television service at all, and a substantial proportion of the rest gets only one choice, or perhaps two choices of programs," said the senator, "and in view of the mounting pressure for more, even if not better, service, we have withdrawn our request for extension of the freeze."

**"EXTRAS PACKAGE" INCLUDES LIMIT ON REPAIR CHARGE**

American Television, Inc. of Chicago is offering a "lifetime" maximum-service charge guarantee on its DeForest television sets. This guarantee provides that "no repair bill shall ever exceed \$5 and no big tube replacement shall ever exceed \$10" while set is in hands of original purchaser.

An "extras package" (delivery, warranties, installation) is included with the set at a \$49.90 additional cost and a 30-day free home service and two-year in-shop service is provided with the package.

It is reported that after the in-shop service period has elapsed, the set owner is charged for shop service, which may exceed \$5 or \$10 if the in-shop service warranty has not been renewed.

**DUN & BRADSTREET REPORTS OVER 900,000 SETS IN INVENTORY**

According to a national survey of sample retail outlets, Dun & Bradstreet, Inc., report that there are between 900,000 and 1,150,000 new television sets in dealers' inventory, as of August 1.

This total includes 350,000 and 450,000 table models and between 550,000 and 700,000 other types of TV sets.

**GIVES YOU THE PRACTICAL KNOW-HOW FOR PROFITS!**

- ... How to locate and correct troubles.
- ... How to get the most out of your test equipment.
- ... How to make TV-set conversions.

Post-graduate throughout—with actual TV-service problems discussed and solved for your guidance—this home-study course by G.E. is both an aid to better repairwork, and an income-booster.

**Trouble-shooting.** By means of photographs, drawings, and text, you're shown the common faults you will encounter in TV operation ... their causes ... how to find and eliminate them.

**Test equipment.** Your test apparatus can, and should, pay dividends. G.E.'s Advanced Course explains in detail how to use test equipment for efficient and profitable TV servicing.

**Conversions.** You're told how to convert TV sets to larger screen sizes—how to estimate costs on this remunerative work. You're also shown how conversions can be used as a means to make additional sales of tubes and parts.

G.E.'s original service course laid a solid foundation of TV principles. This new Advanced Course helps you turn your knowledge into dollars. Register today through your G-E tube distributor! *Electronics Department, General Electric Company, Schenectady 5, New York*

**EARN THIS STERLING-SILVER EMBLEM—** along with a distinctive wall-plaque that bears your name—by completing G.E.'s Advanced Course! These are the symbols of the television expert!



SEE YOUR G-E TUBE DISTRIBUTOR FOR FULL DETAILS!

**GENERAL  ELECTRIC**

# HERE'S THE LATEST INFORMATION ON ULTRA HIGH FREQUENCY TELECASTING

"Tomorrow and tomorrow and tomorrow . . ." and every day brings the problem of UHF conversion closer and closer, as the FCC gets ready to take more TV stations out of the "deep-freeze."

Ever since September 30, 1948, the handwriting on the wall has been developing from a "now you see it, now you don't" situation to the point where manufacturers as a whole believe that the FCC proposal to open 52 new channels in the Ultra High Frequency band and to assign channels to 1,807 new TV stations will bring an entirely new field of entertainment to the public sometime in late 1952. Most of these new stations will be in the UHF band, recent events seem to indicate.

But a problem that faces many manufacturers is the "how to" in UHF reception for old and new sets. Recently, Standard Coil Products Co., Inc. of Chicago held a demonstration which would affect over 4,500,000 owners of receivers. The tests proved that sets equipped with the Standard tuner, about 40% of the total now in use, will receive UHF programs by means of an adjustment within the tuner. Robert E. Peterson, vice president of Standard Coil Products Co., Inc., noted that although the process would require, in the majority of cases, a call to the local service company, the combined cost of time and labor plus that of the UHF coils themselves would probably be lower than the price of a separate converting instrument. He also said that when one or more channels of the Standard tuner are adapted to UHF reception, the set owner is not required to switch continuously from one piece of equipment to another as is the case when a converter is used.

On the other hand, RCA Victor, a division of Radio Corporation of America, carried on experiments in conjunction with the National Broadcasting Company, and according to W. A. Buck, vice-president and general manager of the RCA Victor Division, said, "Our experiments at Bridgeport and in the laboratory have conclusively proved to us that the best way of accomplishing UHF reception on existing receivers, when UHF arrives, is by means of a converter."

General Electric, too, has a UHF translator for TV receivers, and it resembles a small table radio. It provides continuous tuning, covering the UHF band from 475 to 890 megacycles and

will enable reception of proposed UHF stations in owner's particular area. The translator is housed in a wood cabinet, with a dial scale in a semi-circular design. Below the megacycle numerals is a logging scale for tuning. All General Electric TV receivers using the 14, 16, 17, 19, 20 and 24-in. picture tubes have a UHF power outlet on the back of the receiver. Other manufacturers also have sets on the market with this power outlet for UHF.

Zenith Radio Corporation based all of its efforts on providing for UHF to be built into the set. According to H. C. Bonfig, vice-president, some TV converters have a tendency to "drift," which would require frequent retuning of the converter. It is also Zenith's contention that converters make good reception, difficult, and the sets lose sensitivity. Also, converters must be housed in a separate cabinet, with additional tuning a "must."

In November, 1948, Zenith introduced its first line of commercial TV receivers with the turret tuner. In these sets, as well as in the present sets, there is built-in provision for thirteen individual channel tuning strips. Any one of the channels can be changed over for UHF reception by removing VHF strip and inserting the UHF strip, which can be done in a few minutes. This system eliminates converters, wires and additional dials or knobs. Mr. Bonfig also mentioned that interference from electrical equipment is not as apt to trouble UHF reception as much as it does reception in the VHF channels.

Eight manufacturers demonstrated their UHF converters at Bridgeport, Conn., as a result of the interest shown by Wayne Coy of the FCC. Capehart-Farnsworth Corp. accomplished UHF reception by inserting UHF channel strips in the Standard Coil tuner, already part of the regular Capehart CX-33 television chassis. The Crosley division, AVCO Manufacturing Corp. showed its Crosley Ultratuner, which can be used with any Crosley set. General Electric Co. showed its Translator. Hallicrafters Co. had two types of UHF conversions, one a regular box-type converter and the other is conversion through insertion of a UHF coil strip in the company's "Dynamic Tuner." The external converter, which can be attached to any set, was demonstrated by Philco Corp., and other models of external converters were shown by RCA Victor and Stromberg-Carlson Co. Zenith Radio Corporation

demonstrated its turret tuner.

Although the ideal UHF state would be one of operational and financial success immediately after the freeze is lifted, there is still doubt that UHF will be able to compete with existing VHF stations right away. The basic reason, of course, is the fact that sets in the hands of the TV audience are not able to pick up UHF without being converted. UHF broadcasters thus would not be able to have a "ready made" audience of 12 million sets immediately. It might be necessary for UHF broadcasters to build their own TV audience. VHF stations would thus have several years' advantage.

Glen McDaniel, president of Radio Television Manufacturers Association, reported that "Any extensive development of UHF telecasting will take considerable time to achieve—even after the FCC opens the UHF channels for commercial operation—and it may be a long time before UHF stations are erected in cities now well served by VHF outlets."

In those cities that have television available for the first time, VHF and UHF will be on an equal competing plane, provided that sets are available which could pick up both VHF and UHF. Those areas which will be restricted to UHF are expected to receive television with the same success that VHF had been received.

Television transmitter manufacturers have a tremendous positive outlook, restricted only by FCC judgment and decision. Although the UHF transmitter power may not meet maximum power allowed by the FCC at the beginning, there will be greater power to come.

"It's only the beginning" of the tremendous potential of UHF telecasting.

## National Competitive TV Seen With New UHF Channels, Says Coy

According to Wayne Coy, chairman of the Federal Communications Commission, "when new stations are assigned, two-thirds to three-quarters of them must be in the UHF." "If I can convince radio station representatives that here is real value in ultra-high frequencies, it would be only a short time before there will be a national system of competitive television in the country," added Mr. Coy.

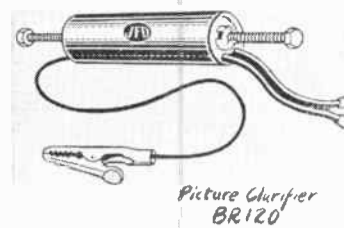
During the UHF seminar in the Hotel Barnum in Bridgeport, Connecticut, Wayne Coy spoke before more than 100 broadcast consultants and engineers from all parts of the nation, Canada and Mexico. The group had gathered to study the NBC-RCA experimental UHF station in operation at Success Hill.

Mr. Coy also said that the use of all UHF frequencies, from 470 to 890 megacycles, would mean a total of 3,000 TV stations in the country. The inexpensive manufacture of UHF receivers, plus the opening of new TV channels, would create entirely new markets for receiver sales.

In his talk before the group, Mr. Coy explained the necessity of recognizing the CBS color system, as it was necessary to reserve space in the TV spectrum for color.

Frank M. Folsom, RCA president, and Dr. C. B. Jolliffe, vice-president and technical director of RCA, also spoke on RCA's color system and the company's tests on UHF.

## New Products



### Picture Clarifier Filters Out Interference

JFD Manufacturing Co. of Brooklyn, N. Y., has recently brought out their E-Z Picture Clarifier which filters out FM Image and Amateur Harmonic interference easily and effectively.

No special connection or installation is required. The Clarifier is simply attached to the input terminal of the TV set and adjusted until the picture clears. Sharp, bright interference-free pictures result.

The Clarifiers list at \$2.75 each and are available in four different models which filter out Amateur Harmonic Interference, FM Image Interference and Diathermy Interference.

\* \* \*

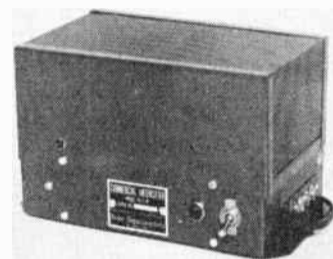
### New Type Commercial TV Amplifier

Blonder-Tongue Labs., Mt. Vernon, N. Y., has just introduced a new type commercial TV amplifier, which is a 4-tube, 4-stage signal amplifier that will supply a gain of 30 times (30db) on all channels simultaneously. Operation is automatic, without tuning or adjustment.

This unit can be used with master antenna distribution systems to overcome line losses at any point in the system. In weak signal areas, it can be used as a pre-amplifier for the distribution system. With the use of the Commercial Antensifier, it will be possible to supply up to 2,000 TV sets in a master antenna installation.

Screw-type terminals on the unit make installation fast and easy since no special connectors are needed. Built-in transformers provide a superb line match for both 75 and 300 ohm lines, at both input and output terminals. Four dual-triode tubes yield a large gain and low noise factor.

Housed in a ventilated metal cabinet finished in grey hammer-tone, the unit lists at \$77.50.



\* \* \*

### New Heavy Duty Self-Holding Test Prod

Recently announced by United Technical Labs., Morristown, N. J., was a new line of heavy duty self-holding test prods and leads especially designed for clipping to conductors up to No. 4 B&S gauge and suitable for a wide range

of applications in electronic work.

The new "Klipzon" type H prods and leads are provided with large self-holding points which are needle-sharp for piercing insulation, fungus and wrappings and will maintain good electrical contact until pulled off. Insulating sleeves on shank of test points prevent accidental shorting to nearby wires. The flexible leads are supplied with spade terminals for convenient connection to meters or other instruments. Prod test points may be removed easily by unscrewing from plastic handle.

\* \* \*

### New Device Restores Brilliance to Picture Tubes

A new device that restores brilliance to worn out picture tubes has just been introduced by Electro-Steel Products, Inc., Philadelphia, Pa. Picoost is easy to install in the TV receiver and it quickly brings back the brightness that was lost because of low emission.

Since approximately 80% of tube failures can be traced to low emission, the use of this new device can possibly save a large percentage of CRT's. List price of the unit has been established at \$14.95. Time required for installation of the new unit is very small, the company claims.



LOUIS WOLFGANG, President  
Poly-Tek Radio Co.

the  
men  
who  
know

depend on **PHOTOFACT**

★

Leading TV and  
Radio Service  
Organizations  
tell how PHOTOFACT  
helps their business

"We service all makes of television receivers, and our PHOTOFACT Manuals are an important part of our reference library. Television servicing cannot be successful without the difficult-to-obtain information being brought to us in PHOTOFACT."

— Louis Wolfgang

HOWARD W. SAMS & CO., INC., INDIANAPOLIS 5, IND.

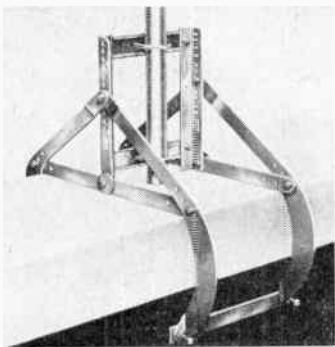


## New Products

### Parapet Mounting Bracket Takes Masts Up to 1 1/2" Diameter

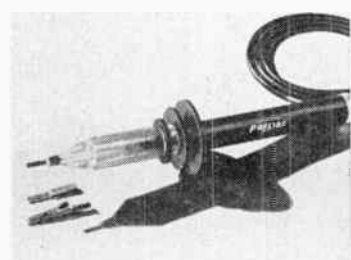
Kenwood Engineering Co., Inc. of Kenilworth, N. J., has announced a new parapet mounting bracket which will accommodate antenna masts up to 1 1/2" in diameter. It consists of a sturdy frame with four claw-like members which clear the coping and extend to the wall. These claws are made of heavy gauge steel placed on edge to give a powerful clamping action. At the lower end of each claw is a hardened cone point set screw which gives positive anchorage to the wall.

A novel eccentric or cam at each side of the frame can be adjusted to give positive vertical support on tile or stone coping, regardless of contour. The mount is shipped completely assembled for quick installation on walls up to 13 1/2" in thickness.



### H. V. Probe Includes Many New Features

A new high voltage probe incorporating many new features has been introduced by Precise Development Corp., Oceanside, L. I., N. Y.



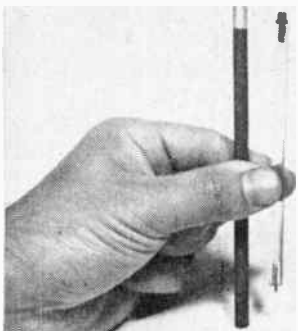
The new unit, Model 999, has multiple insulation, two areas of air insulation, plastic inside insulation and an outside plastic insulation which protects against voltage breakdown. The construction is mechanically shock-proof for it incorporates a double spring suspension system, stainless steel springs and fibre cushions in order to maintain vertical and horizontal shock resistant characteristics. Tips are interchangeable and include an alligator clip plus the conventional probing type. The probe also has interchangeable resistors for use with any V.T.V.M. or 20,000 ohms per volt meter.

### Servicing Tools Designed to Speed Up Repair Work

Two new precision servicing tools designed to simplify and speed up general TV repair work have been placed on the market by Insuline Corp. of America, Long Island City, N. Y.

The first new tool is the dual bladed "Kleer" aligner, which is a rod of low-loss transparent plastic, 4-1/2" long and 7/32" in diameter, fitted with corrosion-proof steel blades.

The second is a tuning wand, which is a brown phenolic rod 4 3/4" long and 1/2" in diameter. One end contains a molded powdered iron core having a permeability tolerance of 2% and a "Q" tolerance of 10%; the other end contains a silver-plated brass core.



### New Deflection Yoke Provides Sharper Focus Over Picture Area

Cleveland Electronics, Inc., Cleveland 3, Ohio, has designed a new universal television deflection yoke which anastigmatically corrected coils to provide a sharper focus over the picture area. Insulated against high temperature

throughout with materials to withstand temperatures up to 90 degrees centigrade, the new yoke simplifies large picture tube conversions with minimum circuit revision.

Quadruple formvar wire insulation is used on all horizontal coils for maximum protection against high voltage. The yoke is easily installed with a floating type cage nut that permits rapid and accurate adjustment.

The yoke is made in four standard models that provide for direct replacement in over 80% of all TV receivers.

**SPRAGUE PRODUCTS COMPANY** North Adams, Mass.  
(Distributors' Division of Sprague Electric Co.)

## NUMBER OF TV SETS IN USE AND % OF SATURATION AS OF AUGUST 1st, 1951

Area	INTERCONNECTED CITIES				
	No. Stations	No. Families	No. Sets	% Penetration	Increase No. Sets Over Last Month
Ames	1	195,200	61,000	31.3	1,000
Atlanta	2	311,300	122,000	39.2	3,000
Baltimore	3	461,600	308,000	66.7	4,000
Binghamton	1	84,100	41,300	49.1	600
Birmingham	2	252,400	59,300	23.5	1,900
Bloomington	1	49,300	17,000	34.5	200
Boston	2	1,084,000	754,000	69.6	6,000
Buffalo	1	309,400	210,000	67.9	3,000
Charlotte	1	330,800	84,400	25.5	1,800
Chicago	4	1,668,400	942,000	56.5	2,000
Cincinnati	3	432,600	263,000	60.8	2,000
Cleveland	3	804,800	486,000	60.4	4,000
Columbus	3	327,300	150,000	45.8	—
Davenport-Rock Island	2	205,100	59,500	29.0	900
Dayton	2	275,500	132,000	47.9	1,000
Detroit	3	907,200	526,000	58.0	25,000
Erie	1	84,800	50,000	59.0	800
Grand Rapids	1	194,500	79,500	40.9	100
Greensboro	1	162,100	71,700	44.2	900
Huntington	1	187,500	48,000	25.6	1,900
Indianapolis	1	390,200	151,000	38.7	8,000
Jacksonville	1	113,800	35,000	30.8	2,000
Johnstown	1	310,100	104,000	33.5	3,000
Kalamazoo	1	153,700	42,500	27.7	1,900
Kansas City	1	471,900	127,000	26.9	2,000
Lancaster	1	215,900	106,000	49.1	2,000
Lansing	1	206,900	57,000	27.6	2,000
Louisville	2	256,400	94,500	36.8	1,200
Memphis	1	269,900	89,000	33.0	1,400
Milwaukee	1	373,600	251,000	67.2	4,000
Minneapolis-St. Paul	2	452,900	271,000	59.8	2,000
Nashville	1	205,700	35,100	17.1	1,800
New Haven	1	515,400	168,000	32.6	5,000
New York	7	3,887,000	2,455,000	63.2	20,000
Norfolk	1	204,200	72,800	35.7	1,200
Omaha	1	217,600	80,900	37.2	1,000
Philadelphia	3	1,343,900	874,000	65.0	11,000
Pittsburgh	1	729,200	312,000	42.8	2,000
Providence	2	406,100	157,000	38.7	1,000
Richmond	3	133,700	85,100	63.7	1,400
Rochester	1	216,700	86,100	39.7	1,500
Schenectady	1	322,500	161,000	49.9	2,000
St. Louis	1	567,700	300,000	52.9	3,000
Syracuse	2	205,200	126,000	61.4	2,000
Toledo	1	300,100	100,000	33.3	5,000
Utica	1	124,100	47,000	37.9	1,800
Washington	4	450,600	278,000	61.7	8,000
Wilmington	1	135,400	74,800	55.2	2,400
<b>Total Interconnected</b>	<b>81</b>	<b>21,508,300</b>	<b>11,105,500</b>	<b>50.1</b>	<b>159,700</b>

NON-INTERCONNECTED CITIES					
Area	No. Stations	No. Families	No. Sets	% Penetration	Increase No. Sets Over Last Month
Albuquerque	1	36,400	9,400	25.8	400
Dallas-Ft. Worth	3	369,800	126,000	34.1	2,000
Houston	1	307,500	84,100	27.4	1,900
Los Angeles	7	1,537,800	1,003,000	65.2	1,000
Miami	1	154,600	75,000	48.5	—
New Orleans	1	257,700	59,500	23.1	1,100
Oklahoma City	1	239,000	92,300	38.6	400
Phoenix	1	89,600	38,500	43.0	100
Salt Lake City	2	83,700	49,300	58.9	1,800
San Antonio	2	157,000	48,800	31.1	1,300
San Diego*	1	182,100	104,000	57.1	4,000
San Francisco	3	974,300	210,000	21.6	6,000
Seattle	1	425,400	88,800	20.9	1,300
Tulsa	1	172,500	77,500	44.9	300
<b>Total Non-Interconnected</b>	<b>26</b>	<b>4,987,400</b>	<b>1,166,200</b>	<b>—</b>	<b>21,600</b>
<b>Total Interconnected and Non-Interconnected</b>	<b>107</b>	<b>26,495,700</b>	<b>13,271,700</b>	<b>50.1</b>	<b>181,300</b>

### SET INSTALLATION NOTES

Set counts in some cities are made on a quarterly basis, with interpolated estimates for the intervening months. Consequently, some of the increases shown this month are subject to later revision when the next quarterly counts are made.  
\*Covered by Los Angeles.

# MATERIAL SHORTAGES MAY AFFECT UHF & COLOR DEVELOPMENT

The television industry at large, although still in the middle, with color controversy raging around it, is making big plans for the new channels to be opened next year.

In addition to the 12 VHF channels now in use, the 70 UHF channels will make possible a system of 557 VHF and 1,357 UHF assignments in 1,256 cities in the United States. TV bigwigs are forecasting the ending of the FCC freeze in 1952, with the announcement recently by the FCC that power increases are to be allowed to existing stations. The commission had already taken the first unfreezing step by switching from oral to written hearings for new stations.

It's no wonder that TV leaders are on the brink of nervous exhaustion while waiting for the FCC decisions, when studying the potentials that the TV market holds. Both VHF and UHF channels will be assigned to 237 cities, and all of the biggest cities are included in this group. There are 98 cities to be assigned VHF-only allocations, but

these are in rural districts which are of small populations. It follows, therefore that there will be a tremendous demand for the UHF-VHF combination receivers, although it was also recently made clear by Glen McDaniel, president of Radio-Television Manufacturers Association, that simple converters would be made available as soon as the UHF stations went on the air.

The color TV picture is as confusing today as it was back in 1949 when the FCC made its decision in favor of the CBS field sequential system. The two drawbacks of this system are its "mechanical" aspect and its "incompatibility." Manufacturers in particular are reticent in equipping new TV sets with a manual or automatic switch that could convert the black and white set to one which could receive the color broadcasts.

The "mechanical" drawback entails a whirling disk in front of the screen. This would mean an added encumbrance, even though some way might be found to incorporate it in the set.

The consensus, as far as the best system for color TV is concerned, lies with the all-electronic, compatible system, similar to the RCA proposal. The National Television Systems Committee, composed of representatives from RCA, Philco, Sylvania, Du Mont, General Electric and Hazeltine, is planning on presenting its compatible system to the FCC on January 1, 1952. Even though the FCC might possibly approve it, however, it would still take a couple of years to broadcast with it.

In lining up the advantages and disadvantages on both sides, both the RCA and CBS systems are about equal. Although the CBS system requires less tubes (25-30) than RCA (about 54), which is an advantage, CBS equipment features a 10-in. tube magnified to 12-in., while RCA uses a 12-in. picture on a 16-in. tube and 16-in. on a 21-in. tube. Although RCA has the advantage of having a compatible color broadcast which also produces a superior black and white picture, Columbia's sets would be cheaper. Of course, CBS's main advantage lies in the FCC approval—if it sells enough sets and gets them in the homes as soon as possible, they will undoubtedly gain a tremendous added advantage.

The manufacturer's material picture is not too bright, however, when it comes to set production. Manufacturers in the last quarter of 1951 are able to use only 65% of the materials used in the first six months of 1950. Future predictions are almost impossible to make when it comes to material shortages and set production. Also, if taxes remain high and price control is not a success, then the public will not have the money to spend on luxuries, including the TV set, or color adapter or converter.

Theatre television is also a threat to home buying, which is the main reason the FCC is planning a hearing this fall regarding the regulating of theatre televising.

All in all, television life is a confusing one, and the manufacturer, the dealer, the serviceman and Mr. John Q. can only watch and wait. And hope for the best.

## Video Makes Deep-Sea Diving Easy

Television recently played a new and vital role in the affairs of the world, and seems destined to play an even more important part in the future.

This announcement was made by the British Admiralty with dramatic force. The new part played by TV was that of locating a sunken submarine, The Affray, 288 feet under the ocean, off the northwest coast of France.

The old, and time-consuming way of locating the submarine would have been to send down divers to investigate wrecks located by other means. What happened by using TV was this: The chief diver, sitting in an easy chair in the captain's office of the salvage ship, would view an ordinary 12-inch TV screen on which was appearing a picture from a deep-sea camera operating about 250 feet below the water's surface. Close-ups on the screen were available to such a degree that the name of the vessel being telecast could clearly be seen.

Aside from salvage operations, especially those which heretofore have been too difficult to undertake because of depth, a great future is seen for underwater TV. Some military experts predict that it will become a major form of anti-submarine warfare. In addition, it can be used to inspect harbor bed installations and, in fact, can be used by seafaring men to sail their way over uncharted waters. Other uses seen for this new development lie in the fields of zoology, botany and commercial fishing.

## FCC Receives Three New Station Applications

The FCC recently received three new applications for new commercial TV stations from Oklahoma, Texas and Wisconsin.

Oklahoma TV Corp., Oklahoma City, Okla., wants to build a station on Channel 9; Plains Radio Broadcasting Co. of Amarillo, Texas, seeks permission to operate on Channel 4 and Rib Mountain Radio, Inc., Wausau, Wisc., wishes to telecast on Channel 7.

## The Round Table

(Continued from page 3)

thing, if you've been in business awhile you can get virtually any deal you want from most distributors. If it is a "hot" line in short supply, you should still be able to work out a deal of some kind with your bank, both for inventory financing and to handle your paper. Secondly, it is not necessary to stock a complete line. Even large dealers are cutting down on their inventory so the distributor does not expect you to have a complete stock, even though his salesman may try to jam it down your throat. If you restrict your operation strictly to TV set sales operating out of your present location and don't go haywire hiring 'hot shot' salesmen, it shouldn't take too much money to do quite a volume of set sales."

"There's another angle which caused us to go into the retailing of television receivers," another Panel Member stated, "and that was the control we exercise over our customers. When we sell a set, we also sell the service. In addition, we keep constantly following-up on the customer to see whether he or she is satisfied. We make a series of mailings and we find them reminding our customers to recommend us to many of their friends. It is a truism in business that if you let someone help you, they take a continued interest in your business. When you consider how many factories, and factory-owned distributors are sniping at our service customers for second-year contracts, tube warranty plans and all the rest, you can understand why I say we'll sell sets at a loss on the overall operation if necessary, just to keep these shyster and chiseling tactics out of our hair. I fell deeply about some of the practices we're the victims of and we have even gone so far as to discuss the advisability of our local Association approaching a smaller set manufacturer to bring out a set with our own Association name on it. If we do, it will be because a few short-sighted set manufacturers or their distributors have driven us to it!"

This declaration set off a heated and violent discussion concerned mostly with a recounting of the practices which the Panel Member had described and generally adding a few choice individual experiences of the Panel Members present at this month's Round Table Discussion. Consensus of opinion was that every independent servicing company executive should carefully explore the possibility of profitable set sales in his own locality. For those still doing dealer work, of course, this would be impossible. But for those who have given up all dealer work, or who intend to do so, the prospects look bright. Just before the conclusion of the meeting the Chairman asked the publisher of "What's New in Television" magazine to speak a few words.

"This has been an extremely interesting discussion," he said, "because it gives voice to something we've been watching for several months. It seems inevitable to me that, just as dealers have installed their own service departments; and it is interesting to note that we have almost 8,000 self-servicing dealers reading "What's New in Television" today; so, service companies will analyze the possibility of retailing receivers. The entire industry is in a state of flux and I am of the opinion that we will witness many changes in our past historic pattern of operation during the next few years. What I would like to say is that we have several articles already lined up which will cover the subject of service company retailing and also cover the operational methods of the better self-servicing dealers. We hope these articles will help resolve many of the questions posed here today."

## Association Activities

(Continued from page 4)

recommendations for Assembly Bill 720-721 in the New Jersey Legislature.

This bill provides for holding money in escrow for television service contractors. It will also eliminate those contractors who are not adequately equipped to satisfactorily service sets in this region. The association has inserted ads in local newspapers asking that malpractices among contractors be reported to the association for investigation purposes. Names of qualified service contractors are given to customers as one of the association services.

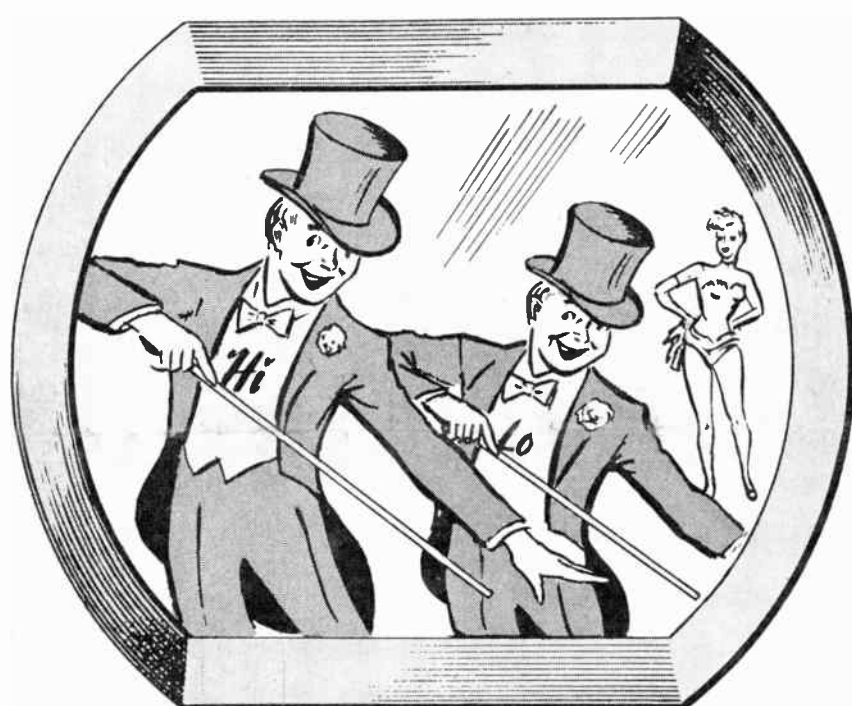
Those member service organizations are supplied with decalcomanias with the insignia of the association to be applied to trucks and offices for identification reasons.

## PHIL. "JERCS" FORM TO MEET INDUSTRY PROBLEMS

A committee, known as the Joint Electronics and Radio Committee on Service of Philadelphia (in abbreviated form—JERCS) has been organized for the purpose of "resolving intra-industry problems."

At the initial series of meetings, sponsored by the Keystone Chapter, National Electronic Distributors Association, representatives of TV set distributors, independent servicemen, contractors and parts jobbers discussed mutual problems and possibilities of solutions.

Albert M. Steinberg, president of the Keystone Chapter, and Albert M. Haas, president of the Television Contractors Association, are primarily responsible for committee's organization.



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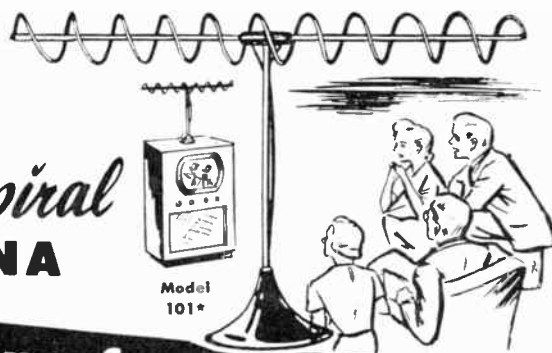
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ORDER TODAY!

Don't forget . . . the HI-LO OUTDOOR TV SPIRAL ANTENNA!

\*U. S. Patent No. 2,495,579  
Canadian patents 1951

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ONLY Hi-Lo provides complete powerful, localized advertising support. Write for full particulars.



# Letters

## We Work For You, Fellows!

Dear Mr. Parks:

I am in receipt of your letter of July 25 dealing with my inquiry of technician licensing laws in other sections of the country.

First of all, I would like to thank you for the prompt reply and the fine editorial treatment on this question.

Your accurate information enabled me to submit a statement to the editor of our local newspaper, which was published in Sunday's edition, pointing out the inaccuracies contained in the citizens petition to the City Council calling for the licensing of radio and television technicians. As I mentioned to you in my previous letter, if legislation would eliminate some of the evil practices in the industry I would be for it. But as you mentioned, and to which I concur, the issuance of a license does not automatically make one a skilled technician.

It has been my experience that the television set owners themselves should accept some of the blame for this situation. Much of our work is complicated because of set owners calling friends who made their own set, possibly working at some phase of electronics, who may be qualified to make adjustments to sets, but if work is carried beyond that stage then real trouble develops. Our files are full of such jobs.

Again, I thank you for the service you are rendering to our profession.

Very truly yours,  
F. J. Lynn

Tele-Sound Service Co.  
Buffalo, N.Y.

## Here's A Letter From The U. S. Attorney General

Dear Mr. Parks:

This will acknowledge your letter of September 1, enclosing a copy of one you have written to Chairman Wayne Coy of the Federal Communications Commission, relating to the entry of Western Union into the television servicing field.

I appreciate your bringing your communication to Mr. Coy to my attention, and will be glad to see that the statements contained in this correspondence receive careful consideration by appropriate officials in the Antitrust Division.

Sincerely,

J. Howard McGrath

Attorney General  
of The United States  
Washington, D. C.

## New Developments

(Continued from page 7)

temperature, and humidity, the National Bureau of Standards has established radio-frequency standards for dielectric measurements. For solid dielectric specimens, dielectric constant and power factor calibration services are now available in the frequency range from 10 kc to approximately 600 Mc.

The NBS technique for evaluation dielectric properties employs a disk-shaped capacitor made from the material to be investigated, the complex dielectric constant of this capacitor is conveniently measured by bridge or resonance methods. Special micrometer electrode systems are used consisting essentially of two plates which form a variable capacitor. They are precision instruments constructed so that the circular electrodes are plane parallel and near optical flatness. One electrode is insulated by a quartz disk while the movable or grounded electrode is attached to a holder by metal bellows arranged so that there are no sliding contacts.

The NBS micrometer electrode system is used in conjunction with conventional bridges or resonance indicating devices. The dielectric specimen is inserted between the electrodes, and the bridge is balanced or the circuit resonated. The specimen is then removed and the spacing between the electrodes is reduced until the bridge rebalances or the circuit re-resonates. The dielectric constant is determined from the capacitance corresponding to this reading on the micrometer dial and the capacitance corresponding to the micrometer dial when set to the known thickness of the specimen. This technique for determining the dielectric constant circumvents fringing errors and is known as the susceptance variation method. It is valid with commercially available bridges for frequencies up to approximately 300 Mc. Errors due to series inductance are reduced, becoming a function only of the change in length of the movable

At frequencies above 500 kc, the power factor and dielectric constant are usually determined most accurately by a resonance method. In this technique, the circuit including the electrode system and the specimen is resonated, and the voltage across the unknown is recorded. The specimen is then removed, the circuit re-resonated, and the voltage across the air capacitor is recorded. From these voltages and the known Q of the electrode system, the loss properties of the specimen are evaluated. Again, the dielectric constant is simply determined from the dial reading of the micrometer at the re-resonant point and the corresponding calibrated capacitance.

## St. Louis Group Offers Public Guaranty

In a series of advertisements now running in St. Louis newspapers the Association of Service Companies of Greater St. Louis offers the general public a standard 90 day guaranty on all parts and service that members use in repairing TV receivers. Unusually fine results have developed from the advertising both from the standpoint of greater public confidence and increased business but also in increased membership in the group, according to a spokesman. Started a few months ago and helped in its initial stages by visits from Mr. Frank Moch, president of the National Alliance of Television & Electronic Service Associations the Association has now grown to over 50 members representing the service companies and self-servicing dealers in the St. Louis area.

## Industry Agog Over New Color Tube Reports

Claims that a new cathode ray tube developed by their company will receive both black and white and color pictures have just been made by Paramount Pictures subsidiary Chromatic Television Laboratories located in California. According to Chromatic chairman of the board Paul Raiburn, the new tube will receive black and white and color pictures without the use of

a converter, color wheel or any similar mechanical device. The company also claims that the new tube can be manufactured to sell for only 15 to 20% above the cost of present black and white CRT's. No manufacturing members of the industry were at the original demonstration of the tube so comment could not be obtained from them. It is said that the Chromatic company will set up licensing arrangements shortly.

## Factory-Worker Repair Competition Gets Tougher

An increase in the number of regularly-employed factory workers who are now servicing television sets in their spare time has developed over the past three months according to industry observers.

"Our greatest competition now comes from these factory workers who use their connection, particularly those who work in TV receiver factories, to impress guillible customers," one service executive told your "What's New in Television" reporter. "It seems to me that the factories themselves should take some means to discipline these workers. We thought for awhile that unionization might help but, so far, the union in our locality which signed up our men hasn't done a thing."

"I'm reporting every case of such competition right to the factories whose sets I sell," a prominent self-servicing

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dealer stated. "Some of these men use their factory connections to get parts and other supplies at lower than my own cost. Because they are regularly employed in the daytime, they cut hell out of service prices when charging customers. We feel this is a potentially serious problem and we think every association in the country should get together to work out a plan that will stop this kind of competition."

# MERIT

Merit TV full-line\* Components For Conversion or Replacement

**MDF-30**—new 70° "full focus" distributed winding "cosine" yoke—complete with network. For direct drive tubes up to 24".





**HVO-8**—air core "flyback" for direct drive systems.

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Sept. 1951  
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World Radio History



*They may*  
 look alike - *be* shaped alike  
 but **National Video**  
 picture tubes deliver  
 better performance



*better components  
 better processing  
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Through every step of manufacturing—  
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 picture tube delivers the better  
 performance. Designed for conversion  
 and replacement in every standard make  
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 give even a clearer, better and  
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