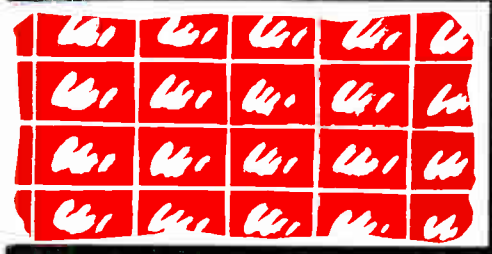


Mr. I. Pickell  
 Sun Parts Dist., Ltd.  
 514 Tenth St., N. W.  
 Washington, D. C. 4

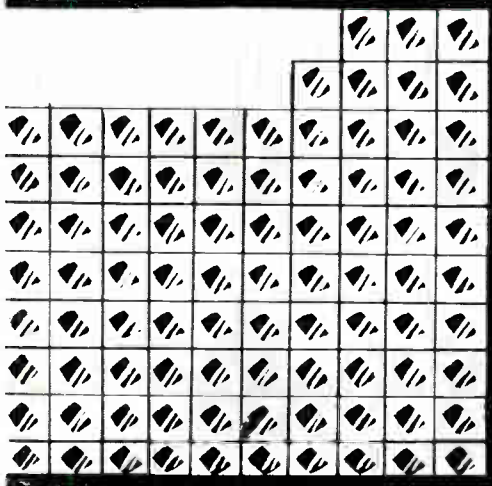
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# NEDA JOURNAL

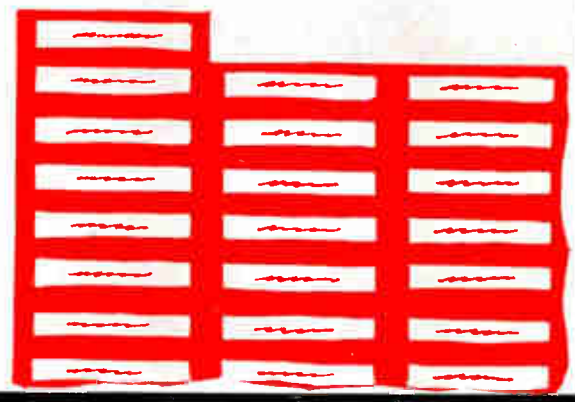
NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION



## GOOD HOUSEKEEPING



IS



GOOD

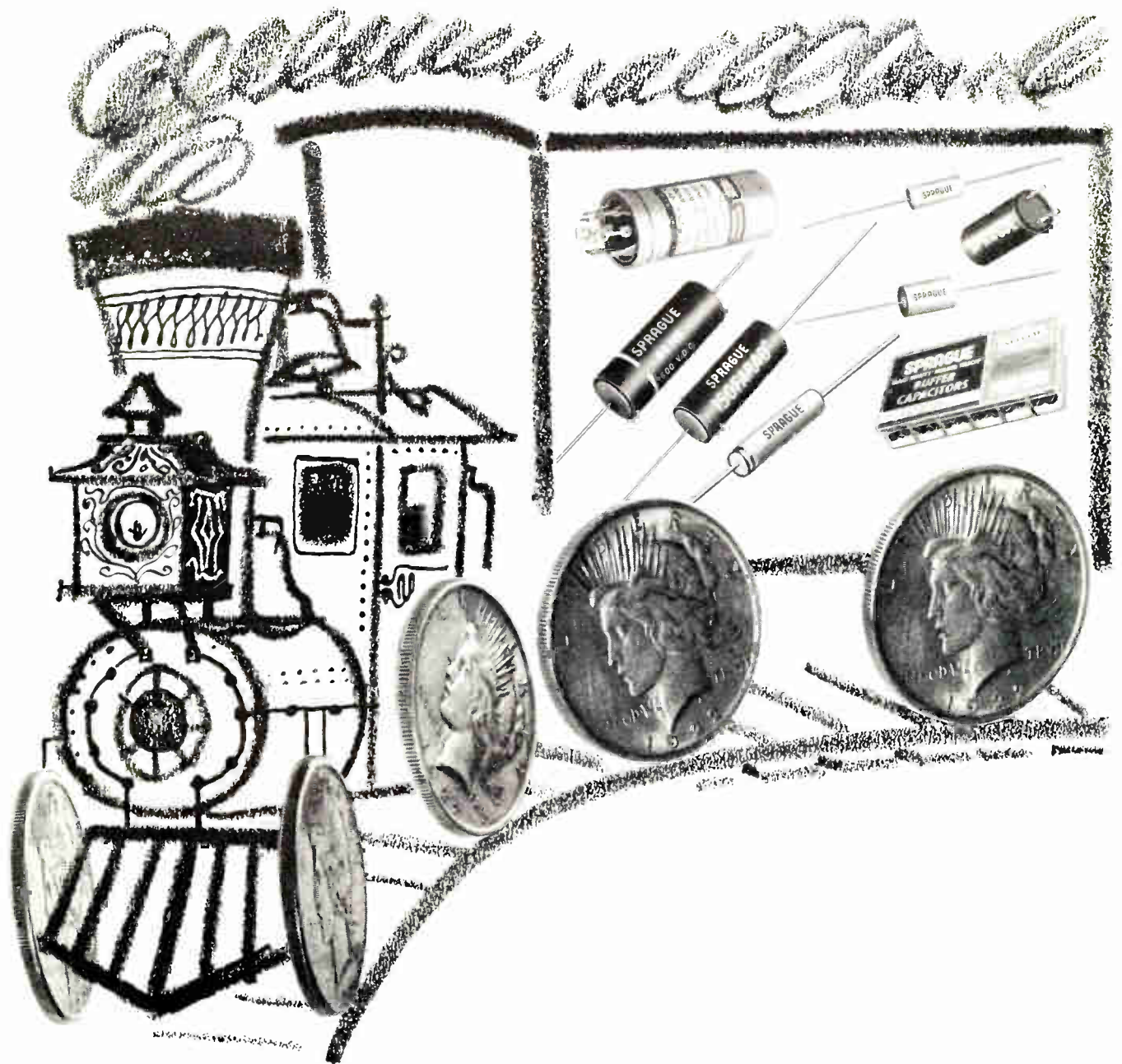


## BUSINESS



SEPTEMBER 1959 • Our 21st





**SPRAGUE  
KEEPS YOUR  
PROFITS ROLLING**

# A REPLACEMENT IS AN IMPROVEMENT WITH **Amperex**<sup>®</sup> TUBES

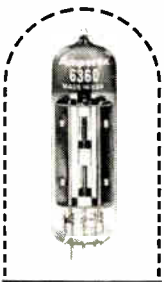
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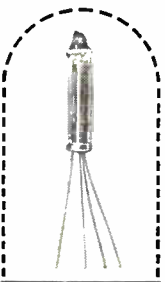
**5894**  
Two-Way  
Mobile  
Communications



**5870**  
DC Motor  
& Power Output  
Control



**6360**  
Amateur



**6977**  
Computers



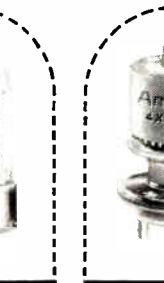
**ECC81/12AT7**  
Professional  
Audio



**869BL**  
High Voltage  
Rectification



**6146**  
Two-Way  
Mobile  
Communications



**4X500**  
AM-FM  
Broadcasting



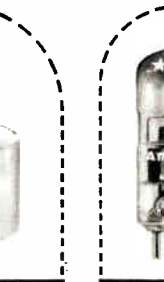
**5868**  
Ultrasonic  
Cleaning,  
Dielectric Heating



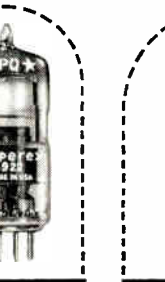
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Heating



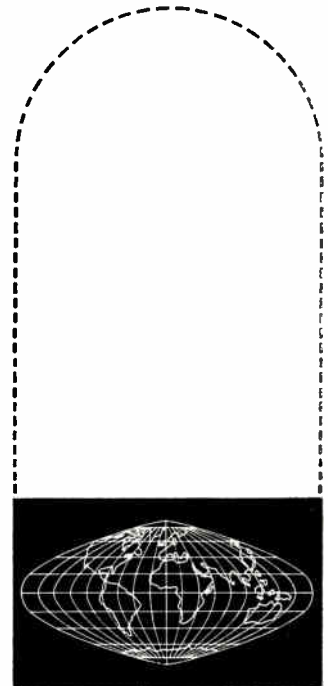
**5924A**  
TV Transmitters,  
TV Camera Chains,  
Studio-Audio  
& Test Equipment



**6922**  
TV Transmitters,  
TV Camera  
Chains,  
Studio-Audio &  
Test Equipment



**5551A**  
Resistance  
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*ask **Amperex** if you qualify for a wholesale distributorship in your area*

*Amperex Electronic Corporation, 230 Duffy Avenue, Hicksville, Long Island, New York*

# NEDA JOURNAL

NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION

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The information contained in the articles printed herein represents conclusions and opinions of the authors only and does not reflect the endorsements or concurrence of the members, the officers, or the directors of the National Electronic Distributors Association, Inc.



**Really dresses up your  
dealers' service work**

Tung-Sol tubes with their long, trouble-free service mean fewer callbacks, fewer returns, more profits for everybody. Tung-Sol tubes, made to the industry's highest standards, are best for all replacements—radio, tv and hi-fi. They really build those replacement profits . . . no wonder they're such a popular distributor line! Write or phone the nearest sales office for the Tung-Sol extra profit story. Tung-Sol Electric Inc., Newark 4, N. J.

*You can build a reputation with*

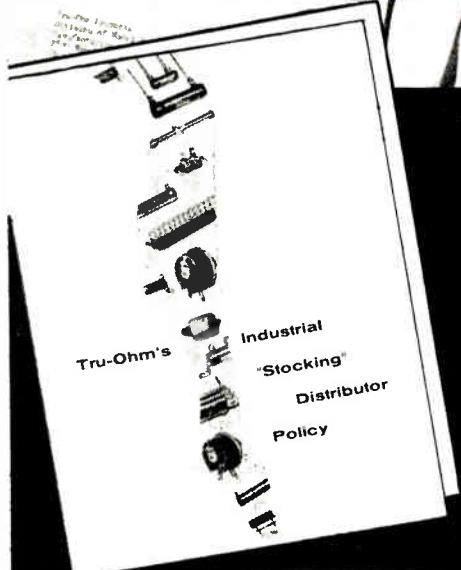
**ts TUNG-SOL®**

*Blue Chip Quality* TUBES • TRANSISTORS • DIODES

"The reception of our TRU-OHM Industrial STOCKING Distributor Policy has been most gratifying. We have literally been swamped by distributors seeking to qualify for our STOCKING Distributor plan. After being appointed, we have then been pleased that the average increase in sales of Tru-Ohm Resistors and Rheostats by our Stocking Distributors has been double the previous volume. We appreciate the tremendous response and continuous growth of this plan which is truly beneficial for all electronic parts distributors. Thank you."



**Mel Jones**  
Vice-president, sales,  
Tru-Ohm Products



**WRITE TODAY** for complete details on this STOCKING plan to help you sell more resistors and rheostats . . . to assist you in increasing your volume and profits. This FREE booklet has all the facts . . . pricing information, packing data, quality guarantee of Tru-Ohm resistors and rheostats, stocking information, protection plans, and all other material to answer your every question. No obligation . . . get the facts now.



**TRU-OHM PRODUCTS**

Division of  
Model Engineering  
& Mfg., Inc.

General Sales Office: 2800 N. Milwaukee Avenue, Chicago 18, Ill.  
Factory: Huntington, Indiana



# Carter's Column

## Good Housekeeping Stops A Profit Leak

A NEDA member recently told me that his average pay to Inside Salesmen figures out to be four (4) cents a minute. He went on to say that every time he sells a ten or twenty cent item at the counter he loses money on each transaction.

Not long ago about forty men, with the idea of proving that there is strength in numbers, spent the morning in a Distributor's store buying ten and twenty cent items. Total gross purchases for the four hours amounted to about \$20.00. Total payroll for the four hours for Inside Salesmen was \$20.00. That's murder!

This issue of the NEDA Journal is "**GOOD HOUSEKEEPING**". Good Housekeeping stops a profit leak in more ways than one. An important one is that the sooner the Inside Salesmen can find the product, get it wrapped or sacked, the better it is for him and the boss. Electronic Parts Distributors are be-deviled by "one-

zee" and "two-zee" transactions, which at four cents or more a minute makes it tough for everyone in the organization.

Good Housekeeping in the Warehouse, in the Stock Bins, in the Display Racks and on the Shelves is good business internally. Good Housekeeping in the Display Room, in the Sales Room and throughout the Store is good business because your customers often buy what they see when they are there to buy something they need.

We cordially invite any Electronic Distributor (whether a member or not a member of NEDA) to send us photographs of internal operations, showing unique methods of handling materials, stocking devices, storage facilities or other "shots" that will be helpful to Distributors of Electronic Equipment, Components or Replacement Parts.

Sincerely yours,

Executive Officer

## THE NEDA JOURNAL'S AIM AND GOAL

Historically the NEDA Journal, like the electronic industry, hasn't much of a past. We have no hoary traditions, no moss covered archives — but we have a dazzling future.

It's a wonderful feeling to be standing on the threshold of an age in which this industry is destined to play such a large part. We have been gearing the Journal to the problems of today that must be solved before we can successfully face the ever present future that is only as far away as the next sunrise.

In so doing the NEDA Journal has achieved what many magazines lack — a sense of direction. Any publication, to achieve greatness must be able to face up to the issues of the time with a sense of purpose and a fearless, hard hitting editorial policy. Too often the wishes of pressure groups, the need for advertising revenue and the other very real facts of publication life rob a periodical of its only reason for existence.

The NEDA Journal is dedicated to the betterment of the industry which it serves. As the voice of the National Electronic Distributors Association it cannot be and is not devoted to the glorification of any individual or group. It is a part of the contemporary electronic world but it is not content to be just an observer — just a reporter. It also must be a leader. The rapid rise of the Journal and its vastly increased stature is a direct result of its strong sense of direction. Because it is in fact a leader.

The NEDA Journal has in the past been a good magazine. It is our aim to make it a great one. We recognize no limitations or horizons. The NEDA Journal is as broad and dynamic as the industry which it serves. It is growing and will continue to grow.

This, in a sense, can be taken for our statement of policy. Our aim is to serve the industry — our goal, the best publication in the electronic distribution field.

We hold with Emerson who said — "aim then for a star — if you fall a little short, you'll still be high enough." We're aiming for that star.



# Good Housekeeping Is A Serious Thing

## This Issue Is Devoted to the Proposition that Good Housekeeping Is Good Business

To the visitor traveling around the country, observing both large and small locations, it is apparent that distributors differ regarding the definition of good housekeeping. Some think it means washing the windows and waxing the floors once a month and sweeping out behind the counters at the end of the week. Some regard it as keeping clean records and billing promptly. Still others consider good housekeeping similar to spring clean-up week when you wax up, straighten up, check up for fiscal reasons.

This is not good housekeeping; it is sporadic house cleaning! House-cleaning is certainly involved, but the keeping of a house like the running of a business, involves organizing the resources of the group, defining the responsibilities, keeping to a budget, realizing goals. Good housekeeping is a lot more than just part time janitor services or a temporary attitude about neatness and order. It's the name of the game, Mr. Distributor, an old fashioned term for a businessman's great pride in his store or shop, a captain's pride in his ship, a general's pride in his troops' line of march. Without it the shop gets cluttered, the ship founders, the battle is lost.

The term "good housekeeping" refers traditionally to the house or home, just as a "good housekeeper" is assumed to be a dexterous female with phobia about dust. The truth of the matter is that good housekeeping goes beyond neatness and cleanliness to thorough order and control. It extends beyond the threshold of a man's home—into his business.

More than a synonym for visible appearance, good housekeeping means purposeful, orderly efficiency, based on modern distribution's necessity to move thousands of items from varied locations, in varying amounts to thousands of customers, controlling their movement all along the route. Twenty years ago it was a matter of *supplying* these numerous parts. Today, with increased efficiency, production and competition, it is a more involved mat-

ter of *controlling* the vast sources of supply.

Good housekeeping is both internal and external. It applies to what is seen and what is not seen. It is more than appearance, it is purpose. What is efficiently placed for convenience and ease in handling can also look attractive when it is in public view. Warehouses that are organized are attractive and orderly. Counter areas that are orderly make efficiency in planning a reality. Display areas that are clean and crisp communicate their messages immediately because there are no distractions. A reception area manned by a neat, informed person presents the distributor's business attitude to the customer upon his arrival and makes him glad he chose the place.

Distributors can take a tip from successful merchants who have capitalized on clean, well-lighted super marts and department stores, well organized staffs and services, and crisp, visual displays and promotional activities. Their good housekeeping receives a seal of approval from the public when it willingly pays higher prices for quality merchandise under quality conditions.

Too often distributors forget that their customers are part of the buying public and reflect the same likes and dislikes when purchasing needed equipment. They have the same basic motivations, the same prejudices, the same sources of information as their wives when they chose a clean, efficient department store for most purchases.

Now that the electronics industry has reached its mature period, competition requires additional services—efficiency, order, consideration. The customer, more and more, will expect these services, and he will receive them.

Good housekeeping is thorough. There are no dusty attics for the modern distributor who has understood the concept of inventory control. All available space, like the deck of a ship, is cleared and ready for action. From the warehouse to the counter, the cus-

tomers sees the hand of management's *control* over the thousands of items. He sees it in the use of timely displays that help him plan his own promotions. He sees it in efficient billing practices, equitable credit policies, well trained salesmen, reasonable ordering procedures, honest return policies. Above all, the customer sees a distributor who can justify his own business existence by doing what every conscientious distributor sets out to do when he opens his doors—offer a selection of quality brands at a fair price, in a convenient, clean location, in a reasonable length of time.

The values of good housekeeping are an immediate sense of order and stability and a recognizable efficiency, bound to pay off in profits for the business. The atmosphere reflects the purpose of the distributor—to serve the customer by filling all of his requests within a reasonable period. Orderly placement of inventory allows any clerk with minimum training to get to the stock and return to the counter quickly. This results from orderly handling of receivables, orderly checking and orderly picking. Everything meshes, everything moves. Orderly books enable management to make intelligent analyses of the business and minimize crises. Orderly personnel practices result in stable work forces that can grow in experience, adding to the overall picture of efficiency visible to every customer entering the establishment.

Today's average distributor, carrying about 25,000 items from 200 or more lines, is plagued by the multiplicity of inexpensive items on orders that tie up clerks and order pickers for more time in salaries than can be realized from the profits on the sales. Personnel earning in the area of 4c per minute, looking for several 24c items for 15 minutes, can actually lose money for the company. Often it isn't the clerk's fault; it's the "housekeeper's." An efficient warehouse setup, communications system, counter arrangement and trained staff don't add

(Continued on page 81)

# **JFD** EXPLODES NATIONWIDE

HI-FI HELIX TV ANTENNA  
SALES DRIVE FOR SEASON  
WITH HUGE ADVERTISING  
SPECTACULAR KICKED  
OFF BY SATURATION  
CAMPAIGNS IN PROGRESSIVE  
FARMER, FARM JOURNAL,  
LOOK, TV GUIDE,..PLUS  
COAST-TO-COAST TV COM-  
MERCIAL ON THE ALCOA  
PRESENTS PROGRAM NOV. 10,  
ABC-TV! MAKE THESE DY-  
NAMIC PROMOTIONS PAY  
OFF FOR YOU. TIE IN NOW  
WITH JFD... THE FULL LINE!  
... THE TURNOVER LINE!...  
THE PROFIT LINE!



*be sure to watch*



**on Tuesday,  
November 10  
10:00-10:30 pm  
Eastern Time  
on A-B-C TV**

look for this label:



it's your guide to the  
best in aluminum value

Seminar, Chicago

- Oct. 17-18 NEDA Regional Seminar, Detroit
- Oct. 20 EP&EM Meeting, Chicago
- Oct. 24-27 EDRI Fall Conference, Boca Raton, Fla.
- Oct. 27-30 Nat'l. Assn. of Educational Broadcasters Annual Convention, Detroit
- Oct. 28 EIA Distributor Relations Comm. Meeting, Boca Raton

- May 16-18 Parts Show, Chicago
- May 18-20 EIA Annual Convention, Chicago
- Sept. \* EIA Fall Conference
- Nov. 29-30 EIA Winter Conference
- Dec. 1

PREPARED FROM LATEST INFORMATION AVAILABLE. NOT RESPONSIBLE FOR OMISSIONS.

\* Tentative Dates

# Tested Ways To Convince Your Prospect That "Price Is Secondary"

By Ted Pollock

"Can't you do any better?"

"That's more than I wanted to spend."

"I couldn't move them at that price."

"Sorry, but it's way over our budget."

Despite your skill as a salesman, the depth of your product knowledge or the lengths you may go to determine a prospect's needs, one hard fact remains: scarcely a sales interview fails to rear the ugly head of price.

What can a salesman say—what can he do—to overcome this standard objection?

Those who have mastered it offer many solutions. But essentially their advice boils down to this: make some other consideration so overwhelmingly enticing that price takes its rightful place in the prospect's mind—second.

## *Accent the Benefits*

"When a man expresses anxiety about your price," says Paul E. Heron, sales training manager of A. B. Dick Co. of New York, "he is really challenging you to prove that your product is worth the money. One of the very best ways to do that is to build up the desirability of the benefits you are offering in such vivid, personal and irresistible terms that they crowd out of your prospect's mind any concern over the amount of money you are asking him to part with.

"Our men are trained to emphasize the *exclusive* features of our products, then to translate them into benefits that no competitor can match because they are patented or otherwise restricted in availability. A prospect could scour the world and still not find the precise benefits we can offer him.

"Once he is made to realize that, his concern with price pretty much dissolves."

Some examples of "exclusive selling":

"It's made from our own secret formula."

"The only machine of its kind that runs on batteries—you can use it anywhere."

"It's tougher because it's made from Kraft paper that stretches."

"Check and double check," says H. K. Woodward, regional administrator for Bowser, Inc. "The prospect who can't see the benefits for the dollar signs hasn't been sold on the uniqueness of your product. We tell our men to "sell the difference"—that is, to pinpoint the precise ways in which our gasoline pumps and oiling systems stand out from anything the competition can offer.

"You can talk yourself hoarse on the features your product has in common with the competition and not even dent a purchasing agent's armor. Your product is "just as good?" Who

cares! But concentrate on the *differences*—thereby *removing* your product from comparisons—and your customer can't say, 'It's too expensive' because cost is a relative thing. The price of whatever you're selling is high only if the identical product can be purchased elsewhere for less money. The more ways in which you can prove that you're selling something unique, the less important price becomes."

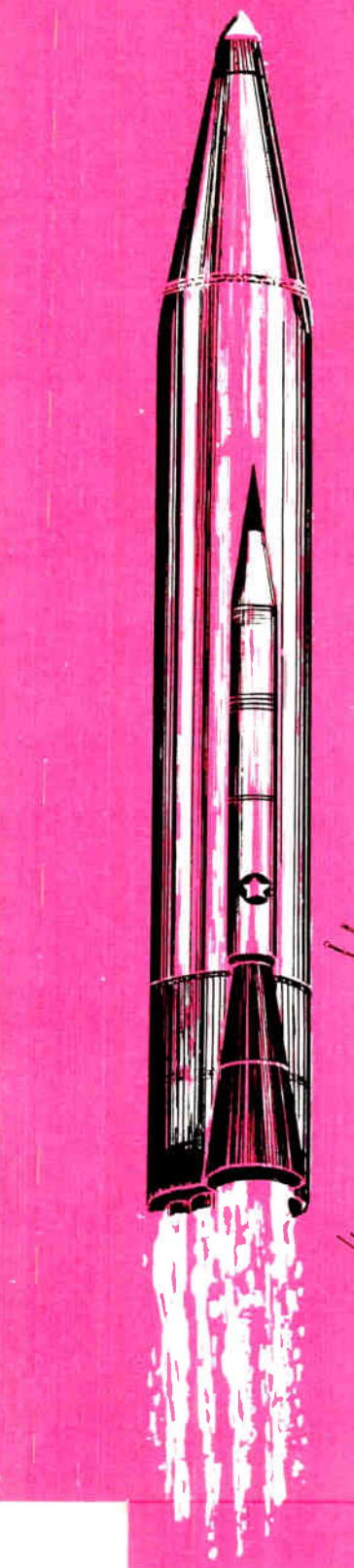
But what if there are no discernible differences between your product and the competition's?

"Then make *yourself* the difference," advises Norman Kidd, district sales manager, Braniff International Airways. "By helping the prospect solve his problems, bringing him the latest news in your field and generally proving yourself a knowledgeable trouble-shooter, you can convince him that your higher price is well worth it in terms of personalized service."

Prestige, too, can sometimes overcome the price objection.

Case in point: Smith-Corona, whose salesmen successfully straightarm references to price by highlighting the importance of a business letter's appearance.

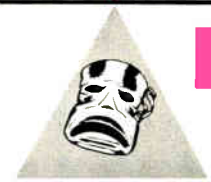
Says manager H. S. Yaffa: "In many cases, the only contact a company has with its customers is through the mail and nine times out of ten



be sure to watch

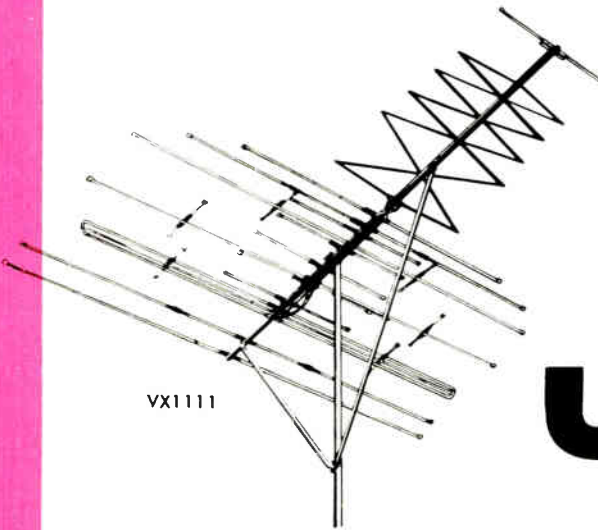


**ALCOA**



**PRESENTS**

on Tuesday,  
**November 10**  
**10:00-10:30 pm**  
**Eastern Time**  
**on A-B-C TV**

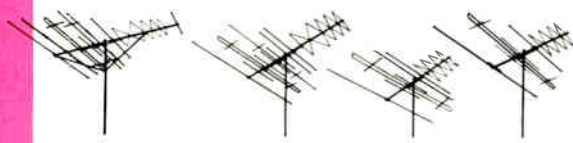


VX111

when 50 million viewers from coast to coast will see and hear the dramatic new TV commercial featuring the

**JFD SATELLITE-HELIX**

The spectacular TV antenna that "shrinks the miles . . . flattens the mountains"



PX911

SX711

RX511

JX311

Made of corrosion-resistant, heavy duty Alcoa Aluminum that will withstand driving winds and heavy ice loads . . . and lasts . . . and lasts . . . and lasts . . .

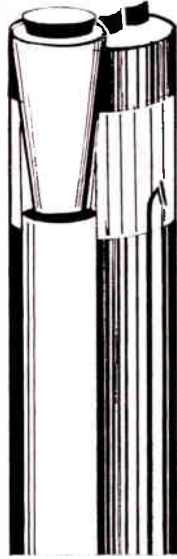
station line-up **ALCOA PRESENTS**

State	Station	Channel	Local Time	State	Station	Channel	Local Time	State	Station	Channel	Local Time	State	Station	Channel	Local Time			
ALABAMA	Mobile	WALA-TV	10 10-10 30 PM (5-day delay)	INDIANA, cont	Muncie	WLBC-TV	49 9-9 30 PM	MISSOURI	Kansas City	KMBC-TV	9 9-9 30 PM	PENNSYLVANIA, cont	Pittsburgh	WTAE	4 10-10 30 PM			
ARIZONA	Phoenix	KTVK	3 9-9 30 PM	South Bend	WSJV-TV	28 9-9 30 PM	Sedalia	KMOS-TV	6 9-9 30 PM	Wilkes-Barre	WNEP-TV	16 10-10 30 PM	Texas	Amarillo	KVII-TV	7 9-9 30 PM		
Tucson	KGUN-TV	9 9-9 30 PM	IOWA	Waterloo-Cedar Rapids	KCRG-TV	9 9-9 30 PM	Springfield	KYTV	3 9-9 30 PM	York	WSBA-TV	43 10-10 30 PM	Dallas	WFDA-TV	8 9-9 30 PM			
ARIZONA	Little Rock	KATV	7 9-9 30 PM	Des Moines	WOI-TV	5 9-9 30 PM	St. Louis	KTVI	2 (9-day delay)	SOUTH DAKOTA	Sioux Falls	KELO-TV	11 9-9 30 PM (9-day delay)	El Paso	KELP-TV	13 9-9 30 PM		
CALIFORNIA	Los Angeles	KABC-TV	7 10-10 30 PM	KANSAS	Hays	KAYS-TV	7 9-9 30 PM	NEBRASKA	Omaha	KETV	7 9-9 30 PM	Anderson	WAIM-TV	40 10-10 30 PM	Houston	KTRK-TV	13 9-9 30 PM	
Sacramento-Stockton	KOVR	13 10-10 30 PM	Wichita	KAKE-TV	10 9-9 30 PM	Las Vegas	KSHO-TV	13 9-9 30 PM (7-day delay)	NEVADA	Las Vegas	KSHO-TV	13 9-9 30 PM (7-day delay)	Chatanooga	WVCV	9 10-10 30 PM	San Antonio	KCND-TV	12 9-9 30 PM
San Diego	XETV	6 10-10 30 PM	Ensign	KTVC	6 9-9 30 PM	NEW MEXICO	Albuquerque	KOAT-TV	7 9-9 30 PM	Memphis	WHBQ-TV	13 9-9 30 PM	Nashville	WNLX-TV	8 9-9 30 PM (2-day delay)	San Antonio	KCND-TV	12 9-9 30 PM
San Francisco	KGO-TV	7 10-10 30 PM	KENTUCKY	Lexington	WLFX-TV	18 9-9 30 PM (7-day delay)	NEW YORK	Albany	WAST-TV	13 10-10 30 PM	Nashville	WNLX-TV	8 9-9 30 PM (2-day delay)	San Antonio	KCND-TV	12 9-9 30 PM		
COLORADO	Denver	KBTV	9 9-9 30 PM	Louisville	WHAS-TV	11 10-10 30 PM (3-day delay)	Buffalo	WKBW-TV	7 10-10 30 PM	TEXAS	Amarillo	KVII-TV	7 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM		
CONNECTICUT	New Haven	WNHC-TV	8 10-10 30 PM	LOUISIANA	Baton Rouge	WBRZ	2 10-10 30 PM (1-day delay)	New York	WABC-TV	7 10-10 30 PM	Dallas	WFDA-TV	8 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM		
Washington	WMAL-TV	7 10-10 30 PM	New Orleans	WVUE	13 9-9 30 PM	Syracuse	WSYR-TV	3 10-10 30 PM	WYOMING	Casper	KTWO-TV	2 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM			
FLORIDA	Jacksonville	WFGA-TV	12 10-10 30 PM	MAINE	Portland-Mt. Washington	WMTW-TV	8 10-10 30 PM	Carthage-Waterstown	WCNY-TV	7 9-9 30 PM (1-day delay)	UTAH	Salt Lake City	KRTV	2 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM	
Riway	WPST-TV	10 10-10 30 PM	PORTLAND	Portland-Mt. Washington	WMTW-TV	8 10-10 30 PM	NEW YORK	Dayton	WLV-D	2 10-10 30 PM	WEST VIRGINIA	Charleston	WCHS-TV	8 10-10 30 PM	San Antonio	KCND-TV	12 9-9 30 PM	
Orlando	WLOF-TV	9 10-10 30 PM	MARYLAND	Baltimore	WJZ-TV	13 9-9 30 PM (1-day delay)	Albany	WKBW-TV	7 10-10 30 PM	Richmond-Petersburg	WTVR	6 10-10 30 PM	San Antonio	KCND-TV	12 9-9 30 PM			
Tampa-St. Petersburg	WSUN-TV	38 10-10 30 PM	MASSACHUSETTS	Boston	WHDH-TV	5 10-10 30 PM	New York	WABC-TV	7 10-10 30 PM	WASHINGTON	Seattle	KING-TV	5 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM		
GEORGIA	Atlanta	WLW-A	11 10-10 30 PM	MICHIGAN	Detroit	WXYZ-TV	7 10-10 30 PM	WYOMING	Casper	KTWO-TV	2 9-9 30 PM	Seattle	KING-TV	5 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM	
IDAHO	Boise	KTVB	7 10-10 30 PM (9-day delay)	Flint	WJRT	12 10-10 30 PM	OKLAHOMA	Oklahoma City	KOCO-TV	5 9-9 30 PM	Spokane	KNEW-TV	2 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM		
ILLINOIS	Chicago	WBKB	7 9-9 30 PM	MINNESOTA	Austin	KMMT-TV	6 9-9 30 PM	Tulsa	KTUL-TV	8 9-9 30 PM	WEST VIRGINIA	Charleston	WCHS-TV	8 10-10 30 PM	San Antonio	KCND-TV	12 9-9 30 PM	
Danville	WDAN-TV	24 10-10 30 PM	Duluth	WDSM-TV	6 10-10 30 PM (4-day delay)	OREGON	Portland	KPTV	12 9-9 30 PM	WISCONSIN	Eau Claire	WEAU-TV	13 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM		
Oscator	WTVP	17 9-9 30 PM	MISSISSIPPI	Minneapolis-St. Paul	WTCN-TV	11 9-9 30 PM	PENNSYLVANIA	Harrisburg	WTPA	27 10-10 30 PM	Madison	WKOW-TV	17 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM		
Peoria	WTVH	19 9-9 30 PM	Jackson	Meridian	WLBT	3 9-9 30 PM (4-day delay)	Lebanon	WLYH-TV	15 10-10 30 PM	Marietta-Green Bay	WMBY-TV	11 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM			
Rock Island-Davenport	WHBF-TV	4 10-10 30 PM (2-day delay)	INDIANA	Indianapolis	WTOK-TV	11 9-9 30 PM (6-day delay)	Lock Haven	WBZZ-TV	32 10-10 30 PM	Milwaukee	WISN-TV	12 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM			
INDIANA	Evansville	WTYW	7 9-9 30 PM	INDIANA	Indianapolis	WTOK-TV	11 9-9 30 PM (6-day delay)	Philadelphia	WFIL-TV	6 10-10 30 PM	WISCONSIN	Eau Claire	WEAU-TV	13 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM	
Ft. Wayne	WPTA	21 9-9 30 PM	INDIANA	Indianapolis	WTOK-TV	11 9-9 30 PM (6-day delay)	Philadelphia	WFIL-TV	6 10-10 30 PM	WISCONSIN	Madison	WKOW-TV	17 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM		
Indianapolis	WLW-I	13 10-10 30 PM	INDIANA	Indianapolis	WTOK-TV	11 9-9 30 PM (6-day delay)	Philadelphia	WFIL-TV	6 10-10 30 PM	WISCONSIN	Milwaukee	WISN-TV	12 9-9 30 PM	San Antonio	KCND-TV	12 9-9 30 PM		

TV antenna  
sales!

# BLAST OFF

JFD ELECTRONICS CORPORATION  
6101 Sixteenth Avenue • Brooklyn 4, New York



IT PAYS  
TO SPECIFY

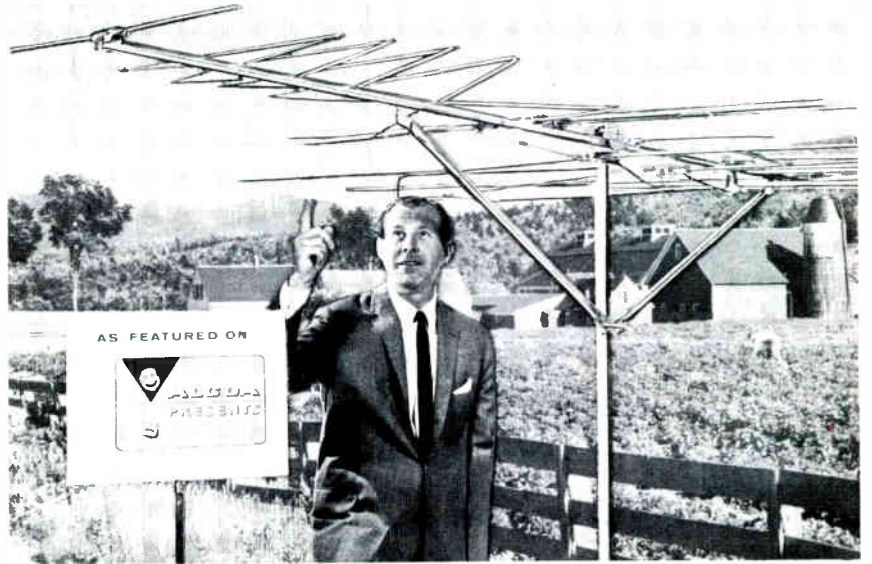
# JFD

## HI-FI HELIX COLORTENNAS

the TV antenna design America  
knows best because it performs best!

*In regular or gold anodized*  
**ALCOA ALUMINUM**

Satellite-Helix Power-Helix Star-Helix  
Super-Helix Junior-Helix



look for this label:



best in aluminum value

it's your guide to the

# CALENDAR OF MAJOR SCHEDULED EVENTS FOR THE ELECTRONIC INDUSTRY



(Compiled by Howard W. Sams & Co., Inc. as a service to the Industry)

SEPT. '59

## 1959

- Sept. 11-13 NEDA Regional Seminar, Atlantic City
- Sept. 11-13 Rigo High Fidelity Music Show, Milwaukee
- Sept. 13-16 ERA Heart of America Chapter Dist.-Rep Conference, Excelsior Springs, Mo.
- Sept. 18 EP&EM Meeting, Chicago
- Sept. 18-20 8th Annual High Fidelity Show & Music Festival, Chicago
- Sept. 22 EIA Distributor Relations Comm. Meeting, Atlantic City
- Sept. 22-24 EIA Fall Conference, Atlantic City
- Sept. 23 PACE Meeting, N. Y. C.
- Sept. 25-27 Rigo High Fidelity Music Show, Rochester, N. Y.
- Sept. 28-30 Nat'l. Symposium on Telemetry, San Francisco (IRE)
- Sept. 30-  
Oct. 1 Industrial Electronics Symposium, Pittsburgh (IRE)
- Oct. 5-7 Fifth Nat'l. Communications Symposium, Utica, N. Y.
- Oct. 6 ERA Audio Division, N. Y. C.
- Oct. 6-7 Value Engineering Symposium, Philadelphia, Pa.
- Oct. 9-10 NEDA Regional Seminar, New Orleans
- Oct. 12 ERA Instrument Div., Chicago
- Oct. 12-15 National Electronics Conference, Chicago (EIA)
- Oct. 13 ERA Industrial Components Div. Seminar, Chicago
- Oct. 17-18 NEDA Regional Seminar, Detroit
- Oct. 20 EP&EM Meeting, Chicago
- Oct. 24-27 EDRI Fall Conference, Boca Raton, Fla.
- Oct. 27-30 Nat'l. Assn. of Educational Broadcasters Annual Convention, Detroit
- Oct. 28 EIA Distributor Relations Comm. Meeting, Boca Raton

## 1959

- Oct. 28 PACE Meeting, N. Y. C.
- Oct. 28-31 ERA Dixie Chapter Dist.-Rep Conference, Boca Raton, Fla.
- Nov. 3-5 MAECON (Mid-American Electronics Conv.) Kansas City, Mo. (IRE)
- Nov. 8-10 Unity Conference, Lake Kiamesha, New York
- Nov. 9-11 Radio Fall Meeting (EIA), Syracuse, N. Y.
- Nov. 9-11 4th Instrumentation Conference & Exhibit (IRE), Atlanta, Ga.
- Nov. 13 EP&EM Meeting, Chicago
- Nov. 16-18 JEDEC General Conference, Philadelphia
- Nov. 18 PACE Meeting, N. Y. C.
- Dec. 2-4 EIA Winter Conference, Los Angeles
- Dec. 12 EP&EM Annual Inter-Association Xmas Party, Chicago
- Dec. 23 PACE Meeting, N. Y. C.

## 1960

- Jan. 12 EP&EM Meeting, Chicago
- Feb. 16 EP&EM Educational Seminar, Niles, Illinois
- Feb. 24-26 EIA 7th Annual Industrial Relations Conference, Hollywood, Fla.
- Mar. 8 EP&EM Annual Meeting, Chicago
- Mar. 16-18 EIA Spring Conference, Wash., D. C.
- Apr. 19 EP&EM Dinner Meeting, Chicago
- May 16-18 Parts Show, Chicago
- May 18-20 EIA Annual Convention, Chicago
- Sept. \* EIA Fall Conference
- Nov. 29-30 EIA Winter Conference
- Dec. 1

PREPARED FROM LATEST INFORMATION AVAILABLE. NOT RESPONSIBLE FOR OMISSIONS.

\* Tentative Dates

# Tested Ways To Convince Your Prospect That "Price Is Secondary"

By Ted Pollock

"Can't you do any better?"

"That's more than I wanted to spend."

"I couldn't move them at that price."

"Sorry, but it's way over our budget."

Despite your skill as a salesman, the depth of your product knowledge or the lengths you may go to determine a prospect's needs, one hard fact remains: scarcely a sales interview fails to rear the ugly head of price.

What can a salesman say—what can he do—to overcome this standard objection?

Those who have mastered it offer many solutions. But essentially their advice boils down to this: make some other consideration so overwhelmingly enticing that price takes its rightful place in the prospect's mind—second.

## *Accent the Benefits*

"When a man expresses anxiety about your price," says Paul E. Heron, sales training manager of A. B. Dick Co. of New York, "he is really challenging you to prove that your product is worth the money. One of the very best ways to do that is to build up the desirability of the benefits you are offering in such vivid, personal and irresistible terms that they crowd out of your prospect's mind any concern over the amount of money you are asking him to part with.

"Our men are trained to emphasize the *exclusive* features of our products, then to translate them into benefits that no competitor can match because they are patented or otherwise restricted in availability. A prospect could scour the world and still not find the precise benefits we can offer him.

"Once he is made to realize that, his concern with price pretty much dissolves."

Some examples of "exclusive selling":

"It's made from our own secret formula."

"The only machine of its kind that runs on batteries—you can use it anywhere."

"It's tougher because it's made from Kraft paper that stretches."

"Check and double check," says H. K. Woodward, regional administrator for Bowser, Inc. "The prospect who can't see the benefits for the dollar signs hasn't been sold on the uniqueness of your product. We tell our men to "sell the difference"—that is, to pinpoint the precise ways in which our gasoline pumps and oiling systems stand out from anything the competition can offer.

"You can talk yourself hoarse on the features your product has in common with the competition and not even dent a purchasing agent's armor. Your product is "just as good?" Who

cares! But concentrate on the *differences*—thereby *removing* your product from comparisons—and your customer can't say, "It's too expensive" because cost is a relative thing. The price of whatever you're selling is high only if the identical product can be purchased elsewhere for less money. The more ways in which you can prove that you're selling something unique, the less important price becomes."

But what if there are no discernible differences between your product and the competition's?

"Then make *yourself* the difference," advises Norman Kidd, district sales manager, Braniff International Airways. "By helping the prospect solve his problems, bringing him the latest news in your field and generally proving yourself a knowledgeable trouble-shooter, you can convince him that your higher price is well worth it in terms of personalized service."

Prestige, too, can sometimes overcome the price objection.

Case in point: Smith-Corona, whose salesmen successfully straightarm references to price by highlighting the importance of a business letter's appearance.

Says manager H. S. Yaffa: "In many cases, the only contact a company has with its customers is through the mail and nine times out of ten



people take a firm at its own valuation. It's good business to produce the best looking letters possible. We say that the few extra dollars spent on a machine that will give your letters that million-dollar look are more than recouped by the kind of corporate image they help establish."

#### *Make It Easy To Part With the Money*

What really bothers some prospects who hide behind the price objection is the idea of suddenly parting with a sizeable amount of money.

Show them how they can cushion the blow to their wallets—actually or psychologically—and you may walk away with the order.

Thus, the top salesman for a major air conditioning firm has found it surprisingly easy to sell his more expensive line by breaking down the cost in a novel way.

"For only an additional six cents per pound," he explains, "you can have a unit that will cool your office and your waiting room."

"True," says an insurance salesman. "This policy costs more than others, but for just two dollars extra monthly—less than seven cents a day—you're protected against every kind of loss, with practically no exceptions."

Many salesmen find it useful to play up the unusual terms they can offer a prospect. "You needn't pay for six months." "Charge it." "Take up to three years to pay." "Suppose we bill you for this on your next regular order?" "With the attractive trade-in we can allow you on your old machine, this will actually cost less than you were expecting to spend." "A small deposit makes it yours."

Another approach centers about the provable fact that quality costs less in the long run.

S. Wagner, President of Garfield Williamson Inc., lawn specialties producers, instructs his sales representatives to explain that their more expensive seeds guarantee a permanent lawn. "The initial investment is higher, of course," says Mr. Wagner, "but since lawns are an annual affair, it is actually more expensive to buy cheaper seeds that must be replaced every year."

Salesmen for the U. S. Tires Division, U. S. Rubber Co., also stress the long-range benefits of value. Supervisor of group training John N. Spain explains: "A substantial part of a tire's value resides in its 'carcass,' the basic product of the tire industry. If a man buys a high-quality tire, one

with a strong carcass, he can be sure that when the tread is gone, he can have it recapped and get thousands of additional miles out of it. A cheaper tire, with a less sturdy carcass, is riskier. So our men say, 'The price is higher, but the cost is lower.' It's an important distinction. For a few extra dollars now, the buyer can substantially reduce his per-mile expenses in the future."

#### *Prove That He's Saving More Than He's Spending*

Few people mind spending more if really convinced they are getting more. Therefore, a persuasive answer to the price objection can be the valuable extras your higher price includes.

Possibilities: unique guarantees of service and parts replacement; free use of company resources (reports and newsletters, consultations, point-of-sales material, promotion planning, cooperative advertising, sales training for dealer personnel); new ways to get double or triple-duty from your product; its proven fast rate of turnover.

Many salesmen successfully overcome the price bugaboo by showing how their product pays for itself. "This model is so compact, it takes up less than half the space of any comparable machine." "The new package makes it pilfer-proof." "This equipment won't rust." "It's an investment." "By eliminating three of the steps in your present routine, our service will save you over 2000 man-hours annually; it's like getting another employee free." "It does the job in half the time."

"Why pay freight costs on water

in floor cleaner?" asks a midwestern industrial cleanser firm in advertisements, then goes on to show how its concentrated product eliminates this hidden cost.

Roy L. Cammann, vice-president in charge of sales for the Barret Division of Allied Chemical Corp., has found one technique particularly effective. "By far, Mr. Prospect," he says, "the major expense in roofing is labor—an expense that is identical whether you use a cheap material or a more expensive one. Since the more expensive one will last about twice as long as the other and only costs 15 cents per square, doesn't it make sense to cut your labor costs in half by roofing with the best in the first place?"

In short: whenever possible, show your prospect with mathematical logic that your product or proposition doesn't "cost"; it pays.

#### *Dramatize the Penalties of Non-Owning*

"Mr. Jones didn't think he could afford the additional coverage, either—until his house burned down."

"The extra safety factors built into our product will slash lost time due to accidents."

"Our engineered workmanship means that you don't have to worry about costly breakdowns."

Price suddenly shrinks in importance when your prospect recognizes how expensive *not* owning your product can be.

Thus, salesmen for Willecox and Gibbs Sewing Machine Co. break through the price barrier by playing up the rugged dependability of their

*(Continued to page 70)*

## The Power of Positive Pricing

Few people really know what the price of your product should be. You set the climate. Quote your price apologetically and they'll shy back. Introduce it with confidence and usually they'll accept it.

Example: the shoe salesman who told a customer the pair he liked cost \$29.50. The customer said O. K. The salesman went off to get the shoes wrapped, was back in a minute with an apology. "I'm sorry," he said. "I made a mistake—the price is \$24.50."

The customer was prepared to pay \$29.50 because the salesman sounded so sure of himself.  
You?

# How Best To Use Your Advertising Dollar

## An Advertising Hand Book For Electronic Distributors

By Martin Mann,

President, Prichard and Mann Marketing, Inc.

### Part 2, Continued From July 1959 Issue NEDA JOURNAL

#### YOUR LETTER IS YOU!

The most widely used of all direct mail forms is the LETTER. Your letter has more competition than any other form of advertising you can create, because everybody can write a letter and does. But letters are personal, they are adaptable and they are flexible. If your mailing list is small the cost of other printed matter which involves typesetting and printing press work is prohibitive. Letters are economical in small quantities as well as in large ones. They may be produced by multigraphing, mimeographing, offset or automatic typewriting. Illustrated letters using a second color are very well received and have good impact.

FOLDERS are comparatively inexpensive and most flexible. They bridge the gap between personal letters and booklets. The folder is an excellent method for delivering short, direct, printed messages that hammer home selling points in a quick concise manner. Don't forget to utilize color but don't let color get in the way of the natural flow of your story.

BROADSIDES are large folders, used when the average folder is not adequate to convey the story. Often you can get a smash effect with a broadside, particularly at the beginning of a campaign or for a special announcement. Because broadsides are very costly in many cases, you would be very wise at this point to check with your manufacturers to determine what materials are available that you can utilize.

BOOKLETS give you high prestige value and are appropriate for certain promotions. They are designed for thorough reading and study rather than "flash" stories. Booklets must be easy to read as well as interesting.

Should you desire to become elaborate think about the BROCHURE, the glamorous phase of direct mail. Here we go beyond the ordinary booklet and broadside format for richness, power and impressiveness.

Get your strong message across in a flash with the CIRCULAR or flier. The circular tells the story quickly "loudly" and at low cost.

The mailing card is the "sleeper" in direct mail. These cards have great utility value and yet are very inexpensive. A full color mailing card may be obtained at extremely low cost. However, you must keep the message brief. The mailing card adapts itself

perfectly to a teaser idea for an introduction to a campaign or is a quick reminder. Your local post office can supply you with the rulings on limitations in mailing cards.

I suggest you leave unusual forms to your manufacturers to produce. This covers cut-outs, pop-ups, novelties, gadgets, and sample pieces. These effects we accomplish through die cutting, angle cutting, trick folding, and unusual binding operations.

#### CLEAN UP THAT LIST!

Clean up your lists or they *will clean you out*. Unless your mailing lists have been regularly used and well maintained, you can put it down for a certainty that they are neither compete nor current. Mailing lists are alive, and like other live things, they grow and change. You've got to keep working on them all the time. Otherwise, returns will diminish rapidly.

After a host of bitter experiences, I am moved to admonish you: Select the finest, most responsible printer you can find in your city. You don't know about papers, colors, screens, half-tones, offset, and other forms of printing. You want your advertising to produce don't you? Then put your printing order in the hands of people who can produce it for you . . . produce it right and for an honest price.

While attending the *Dale Carnegie*

Course five years ago, I had one persistent problem. It was necessary that I come up with several topics on which to give a talk each week. Giving the talks wasn't the chief problem, but it sure was difficult to come up with an appropriate and interesting subject every time.

You have every right to feel this about *general* advertising suggestions. You may very well be wondering, "What is there I can say to the serviceman? My business isn't romantic and I can't think of a thing to communicate that is vitally important."

HERE ARE SOME TOPICS WITH VITALITY:

1. TELL THEM ABOUT YOUR MAJOR LINES. How big are they? Are there several quality grades? What's new, different, exclusive, especially desirable, in your product lines? How do your lines compare with competitive products? What guarantees go along with the product? Is packaging particularly effective?

2. DO YOUR PRODUCT LINES HAVE SPECIAL TIME SAVING OR LABOR SAVING FEATURES? Are there economy features? Are they easy to install and to use? Have there been particular tests on these products? What do the tests prove? Make it clear: How will the features of your product line benefit the servicemen?

3. HOW DO THEY KNOW YOUR PRICES ARE FAIR? What kind of protection is there against price competition? What profits do your prices permit? Clarify your position on price.

4. GIVE THEM YOUR PROFIT STORY. What proof can you offer that your lines sell rapidly with a normal mark up? Does freedom from complaints insure me against returns that might take a slice of my profits? Does rapid turnover of your line give me a good profit with low inventory investment? Give a concrete example: How much should a fellow like me make on your line in year?

5. WHAT ABOUT YOUR FACILITIES? How fast do you ship? Are deliveries prepaid? Have you several branches and where are they? How do your facilities enhance the product, the quality, the value?

6. WHAT ABOUT THE VALUE OF YOUR LINES? Are they better from the standpoint of construction or size, or utility, or lasting qualities, or packaging? Be specific, just what do you do for the service dealer in terms

of value?

7. WHEN YOU SAY QUALITY, WHAT DO YOU MEAN? Do your lines serve better, look better and last longer? Is the quality due to some special method of construction? Is quality guaranteed? What do other customers say about your quality? Does the dealer pay a premium price for your quality?

8. WHAT ABOUT THE INNER CONSTRUCTION OF THE PRODUCTS YOU SELL? Do they have proper strength? Are they convenient? Do they reduce costs without impairing utility. How do they join the parts so they stay together? What exclusive or unusual construction methods are used? Can you illustrate some of the products hidden construction features so that I'll understand them better? Is there a uniformity of size, color, efficiency or quality?

9. WHAT ABOUT YOUR DEALER HELPS? What material do you have to help their personnel? Do you help them to set up displays in the store? Is the product properly advertised? Do you supply written material that might be useful? What display material do you furnish? Do you have ideas that will help them get more service business? Can you help them plan the arrangement of a department for your product lines? Just what interest do you take in selling the product from their shop after you have sold it to the service dealer?

10. WHAT ABOUT YOUR ORGANIZATION? How long have you been in business? What is your current position in the city? Who heads your organization? What is his background, experience, specialized ability? How well managed is your organization? How well do your people work together as a team? How is your organization divided into efficiently operated departments? Who are your salesmen? How will they help the serviceman?

11. WHAT EVIDENCE DO YOU OFFER THAT YOU ARE A PROGRESSIVE ELECTRONICS DISTRIBUTOR? Are you keeping in step with the newest trends and distribution, merchandising and advertising? What strides have you taken to improve your methods and your service? Have you taken the lead in developing new merchandise and new merchandising ideas? Has your reputation grown? Have your facilities and your organization grown? Have you progressed in ratio to competition?

How does your progress make it beneficial for me to buy from you?

12. ARE YOU A LEADER? Do you have the most customers, the best lines, the biggest stock, the most modern methods? Do your products lead in consumer advertising?

13. WHAT ARE YOUR POLICIES? Just how do you stand back of the lines that you sell? How do you protect me against price changes? Just how do your policies make it advantageous for me to buy from you?

HOW FREQUENTLY SHOULD YOU ADVERTISE?

I have before me the results of an authoritative study on how advertising should be scheduled, replete with charts, graphs and big words. The essential results, however, are significant. If the goal of your advertising is to have a maximum number of customers remember the advertising during the year, you are usually better off spreading your advertising over, say thirteen shots in the year, as against an intensive burst of thirteen shots in thirteen weeks. The dollar efficiency of the advertising increases as you make additional shots through the range of one to thirteen exposures. The rapidity with which we forget advertising is astounding; but there is a tremendous quantity of advertising which is continually competing for its share of your customer's memory. Thus, you *must* have a *consistent* program throughout the year. Otherwise, save your money because most of it will be wasted.

DOWN WITH THE DOGMAS OF NEWSPAPER ADVERTISING

There are some old saws about newspaper advertising that should be discarded once and for all. First, the matter of the position or location of your ad in a particular issue of the newspaper. In the last 20 years most newspapers have aggressively sought, by changing the makeup of their pages, to distribute editorial, advertising, and reader interest evenly throughout the paper. They have very largely succeeded in doing so. Differences are very nearly leveled out, unless you have an appeal to a special interest group, in which case you might want to appear in a particular section. For example, there is usually an education or school section, a real estate section, a financial section, a sports section, etc. But run-of-paper advertising would appear to be the best value today.

(Continued on page 72)



DAVE RICE

# Using House Organs For Increasing Distributor Profits

By Dave Rice, President, Electronic  
Publishing Co., Inc.

**G**REATER distributor profits can naturally ensue from greater sales — and greater sales can be stimulated by the proper use of effective promotional tools. One of the techniques which has been tried and found successful by a large number of distributors is the use of the house organ.

The monthly or bi-monthly mailing of a house organ by a distributor has many important advantages. At a very low cost it can create an awareness of your organization, build good will and establish an image of your company as a dependable and progressive operation. These, of course, are the *plus* advantages; the most important value of the house organ is always in actually increasing your sales both directly and indirectly.

One of the beauties of the house organ as an advertising method is that its cost is very low. Depending upon the quantity required and the elaborateness of the publication, a house organ can usually be prepared and mailed for less than 10 cents per unit per issue.

In format your house organ can be anything from a mimeographed news letter, a more elaborate multilithed piece prepared by your staff or a

printed leaflet obtained through one of the syndicated services specializing in this type of publication.

The main value of a properly prepared house organ is that it will actually increase sales for you. To accomplish this the house organ must do two things. First of all, it must provide the reader with articles and information that will be of interest to him. Whether he be a service man, engineer, or purchasing agent—unless he reads your publication and looks forward to getting it every month, it won't do you or him any good.

Secondly, and just as important, the portion of your publication devoted to advertising — your advertising — must do a selling job for you. It has been proven again and again that technical people read advertisements with as much interest as they read the editorial material. It has been our experience that the successful house organs, the ones that provide a profit for the distributor, give as much attention to the ads as to the articles.

Don't use Institutional ads. Saying that X Y Z Electronic Distributors is the oldest or the biggest or has the largest stocks won't make any sales for you. Running ads prepared by

your manufacturers is better, but these frequently promote a whole line — or a product which may not have a market in your area. The best type of ad is one that you prepare yourself featuring specific products that you want to push or which you feel have good sales potential in your area. These ads should *ask for an order*. Describe the product and its advantages, show its price — perhaps offering it at a special price for a limited time.

Tying in with a manufacturer's promotion is also a good idea. If one of your suppliers is offering a free cabinet with a kit, or a premium with a quantity purchase, take advantage of his national advertising with an ad of your own that tells your customers that you have this special offer.

If you have taken on a new line of products, announce it to your customers but include in the ad specific items with good sales potential, being sure to give prices and ask for the order.

This may sound difficult and a lot of work, but it isn't. Any manufacturer will supply you with a line drawing or a photo of his product and will generally write the descriptive copy

(Continued on page 82)

# COLOR CODE for Price Sheets

NEDA published, about eight years ago, a bulletin "Recommended Catalog Page" in which a Color Code for Price Sheets was set forth. Most Electronic Products Manufacturers have followed that recommended Color Code. The Electronic Industry Coordinating and Advisory Committee issued a memorandum on the subject about three years ago.

Manufacturers are respectfully urged to use the following Colored paper stock when publishing Price Sheets.

Goldenrod	—Cost to Distributor
Blue	—Cost to Dealer and Service Technician
White	—Cost to Industrial or O. E. M.
Pink	—Cost to Consumer (Suggested List)
Size of Page	—8½" by 11"
Size of Type Page	—6¼" by 9¼"
Size of Margins	—1½" from inside edge of page. ¾" from outside edge of page.
Covers	—Use same weight stock for cover as for inside
Punch	—Use Universal or "Kalamazoo" Punch.



ALLEN E. RUDNEY

# the NEDA System of Uniform Accounting

By Allen E. Rudney

CPA Alma Radio Company,  
Philadelphia, Pennsylvania

**I**N PREPARING the NEDA system on Uniform Accounting the Technical Sub-Committee on Uniform Accounting the Committee felt that in developing a system that would be useful to the industry that they must first consider the functions of the Electronic Distributor. Basically, these functions can be classified as:

- a. *Merchandising*: That is, the buying and selling of goods.
- b. *Service to its customers*: This involves the acting as a complete warehouse for its customers.

It was with this idea in mind that we have developed a system of accounts that will eventually reflect the complete operating activities of a distributorship.

The expense accounts have been broken down in a functional manner, following the merchandise from the moment it is ordered, through its receipt, to the final sale. The expense accounts are broken down into the following categories:

1. Procurement
2. Warehousing
3. Selling Expense
4. Delivery Expense
5. Administrative Expense
6. General Overhead Expense

The committee kept foremost in their minds the fact that distributors are of varying sizes. Two charts of accounts were prepared, one for the larger distributor, and one for the smaller distributor. Both of these charts of accounts will be made available to all distributors.

The numerical codes assigned to these accounts are flexible, and therefore may be used by distributors of any size. The coding system may also be expanded to indicate branches and/or departments. Companies desiring to put their general ledgers on tabulating equipment may also use the same chart of accounts with additional digits, as explained in the manual now under preparation.

The manual, in addition to listing each account of the general ledger, will also have an explanation on each account which will indicate the purpose of the account and generally the items to be charged or credited therein. The manual should be very useful to the bookkeeping department for ready reference, and in the event of change in personnel, to orient new bookkeepers with a minimum of effort on the part of the distributor or his accounting supervisor.

The statistics which can be drawn from this new chart of accounts should be very useful by management in analyzing costs of distributorship.

The establishment of uniform accounting in the electronic distribution industry will not only have advantages to the individual distributor, but it is the feeling of the committee that eventually, combined reports of many distributors will provide statistics that will be more meaningful on a comparative basis than the industry has been able to obtain thus far.

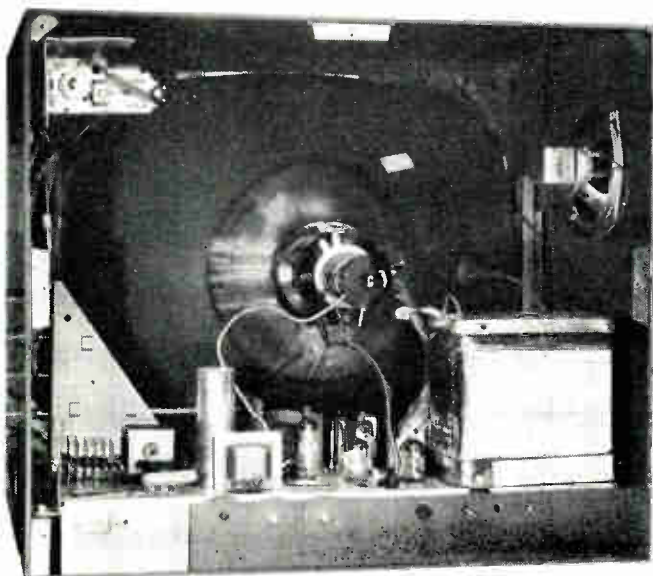
# CBS TELEVISION SHOWS TOP-RATED BY RATING SERVICES

This year, 20 out of the top 40 television shows were CBS. And 18% more people watched CBS Television Network programs than those of its nearest competitor. Typical is the ED SULLIVAN SHOW, top-rated program for over eleven years.



## CBS TUBES TOP-RATED BY LEADING SET MANUFACTURERS

Leading set manufacturers constantly rate and re-rate receiving tubes for quality . . . brand by brand, type by type. We are proud to report that month after month CBS tubes consistently earn top ratings from these manufacturers, and maintain this approval.



**TO YOU,** this is unquestionable proof that when you choose CBS tubes, you choose top-rated quality . . . quality you can depend upon to cut your call-backs to the bone. Always ask for CBS . . . the top-rated name all your customers know and trust.

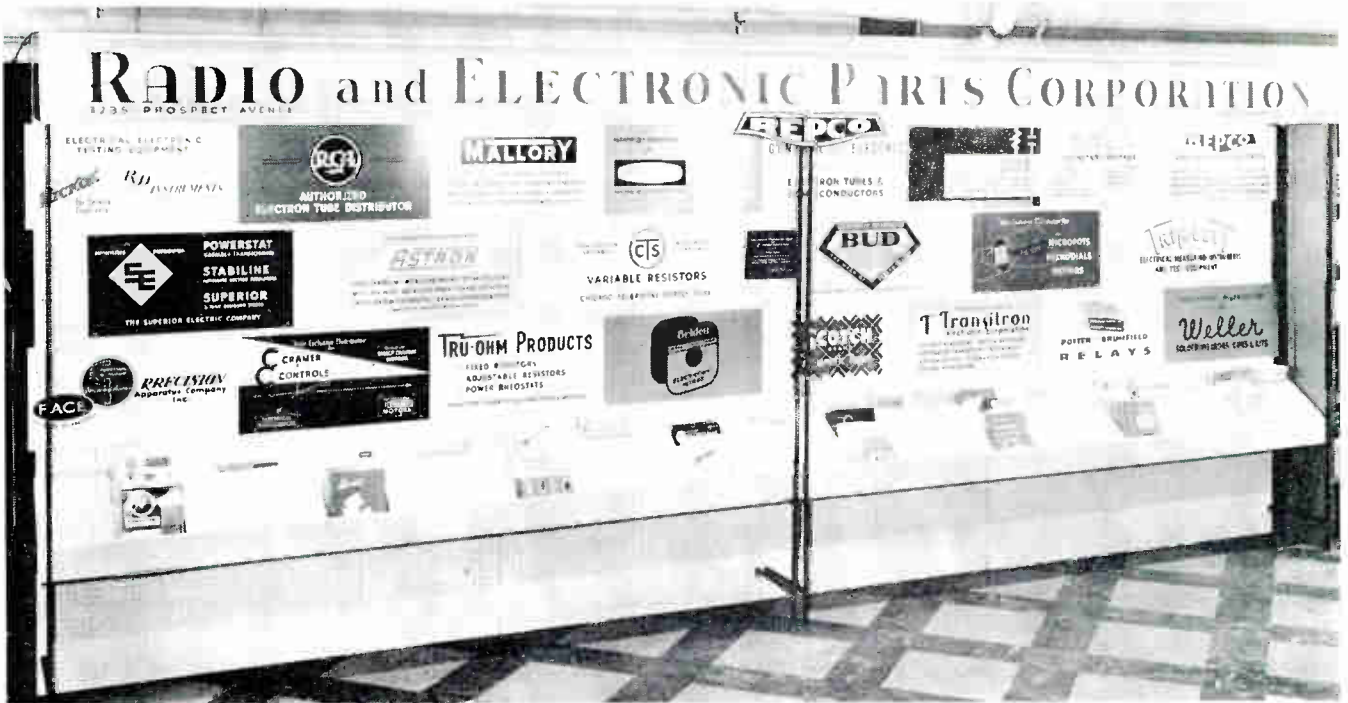
*Receiving, industrial and picture tubes • transistors and diodes • audio components • and phonographs*

### CBS ELECTRONICS

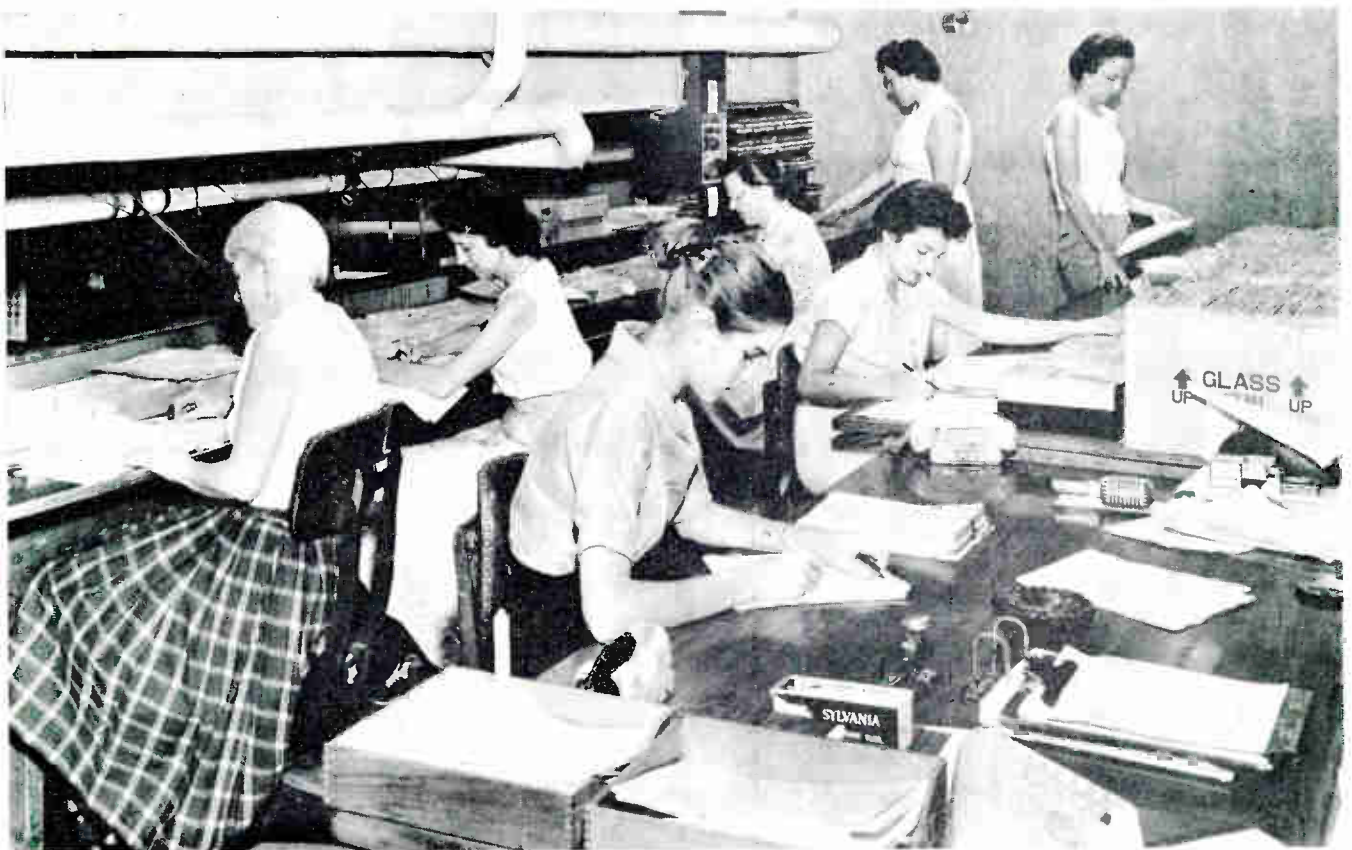
Danvers, Massachusetts

Manufacturing division of Columbia Broadcasting System, Inc.

# Radio and Electronic Parts Corporation Cleveland, Ohio



This is a twenty foot display used in local I.R.E. Shows, etc. This display is kept at front of store when not in use as it is an excellent and properly organized literature library.



Inventory control and order checking departments. All items are on perpetual inventory cards.





Showing a portion of the counter. Note the store manager's office to the rear.



A portion of the front center aisle showing extensive use of manufacturers' stock and point of purchase displays.

# Zack Electronics Palo Alto, California



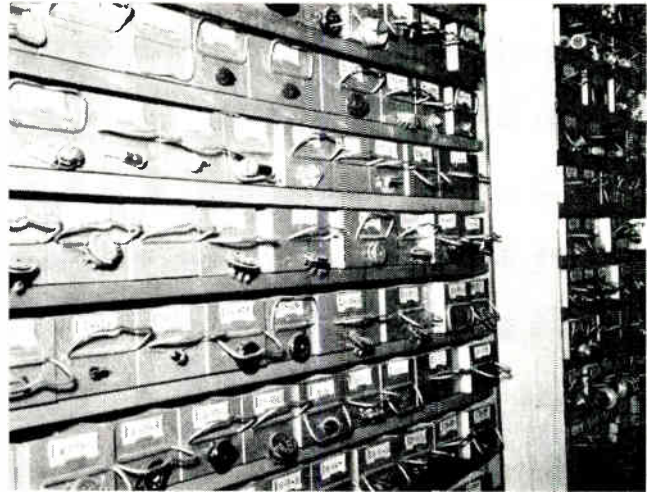
The aisles between the shelf sections go back 30 feet to the storage space for large items that cannot be stocked on shelves.

In front of each row of shelves, back to back, is a 2-foot wide shelf section, also equipped with adjustable shelves. These can be used for stocking, or as shown here for manufacturers' displays.

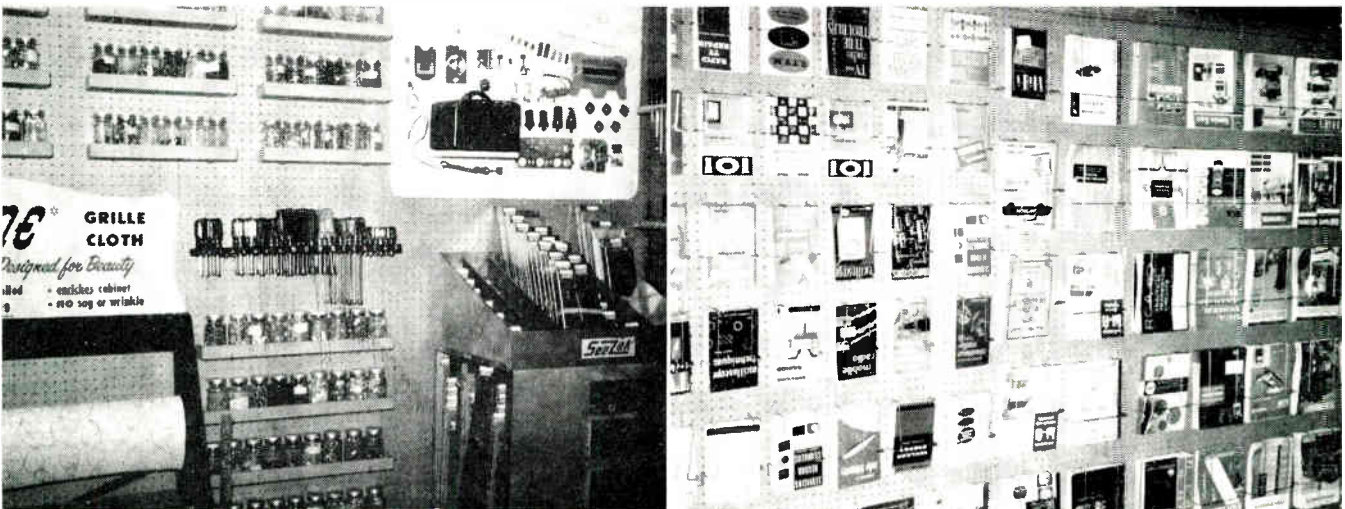


Wire spools are on racks or shelves in the warehouse except for the very large spools which are on racks similar to those used for tires.

By using adjustable shelves, it was possible to get metal drawers from Akro-Mils and using the entire section, or a part of it for these drawers. All drawers have tags showing stock numbers of the contents and a sample attached to the front. We are using over 2000 of these drawers for small parts.



Warehouse is equipped with Acme Steel frames with  $\frac{3}{4}$ -inch plywood shelves. These are also adjustable. Most of these rack sections are 7 feet high, 4 feet deep and 8 feet long. The height and length is uniform, however the depth varies from 12 inches to 4 feet.



Walls are covered with Peg-board —  $\frac{1}{4}$ -inch square holes. Here is displayed the magazines, hardware in jars, and certain other manufacturers' displays.

# Kinkade Radio Supply, Inc. Tampa, Florida



View of the Amateur Department.



General view of sales room and counter.



VT2  
VT2N

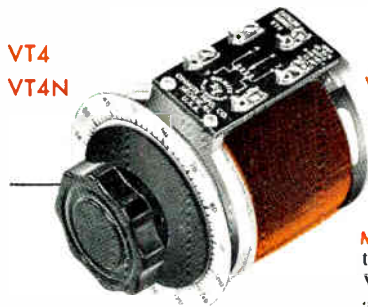


VT2E



VT2F

Popular, small Model VT2 (with overvoltage). Volts output: 0-120/132; amps output: 1.5 . . . Model VT2N (without overvoltage). Volts output: 0-120; amps output: 1.8. This model delivers more current than existing transformers of comparable size and price.



VT4  
VT4N

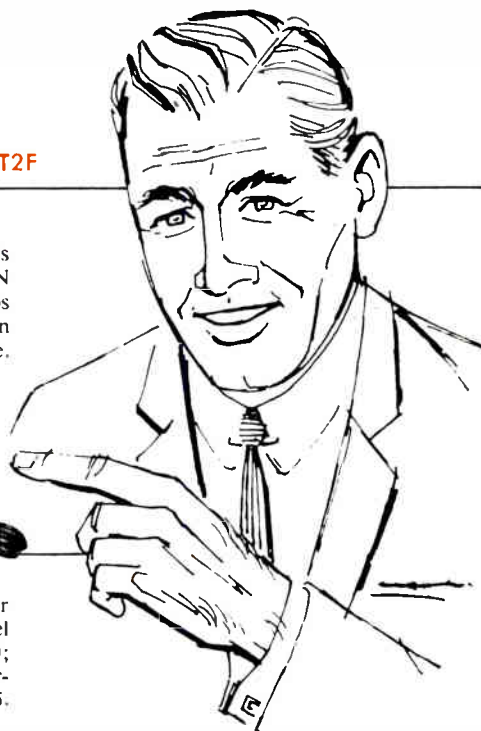


VT4E



VT4F

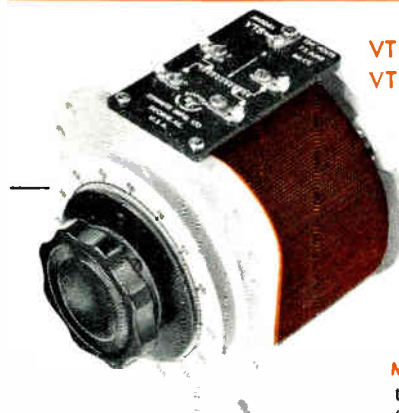
Models VT4 and VT4N provide output capacity greater than other units of comparable size and price. Model VT4 (with overvoltage). Volts output: 0-120/140; amps output 3.5 . . . Model VT4N (without overvoltage). Volts output: 0-120; amps output: 4.75.



# OHMITE®

## VARIABLE TRANSFORMERS

Complete Line Now Available  
from Stock



VT8  
VT8N



VT8E



VT8F



VT8G

Models VT8 and VT8N offer the heavy capacity demanded for general laboratory and industrial applications. Model VT8 (with overvoltage). Volts output: 0-120/140; amps output: 7.5 . . . Model VT8N (without overvoltage). Volts output: 0-120; amps output 10.0. Units available for 240-volt input also.

Increase your industrial sales with the complete line of Ohmite "v.t." Variable Transformers. Three basic physical sizes offer a wide range of electrical ratings for a large percentage of your industrial customers' applications. The new expanded line includes single transformers, uncased; fixed mounting, cased; portable, cased; two-in-tandem and three-in-tandem assemblies—available from stock in all three basic sizes.

Advanced features include: positive current transfer achieved

with direct brush to slip-ring, pig-tail connection; durable rhodium on brush track for longer life. Models VT4 and VT8 can be table or panel mounted . . . the adjustable shaft may be extended on either the brush or base side. *These two models can be interchanged mounting-wise with any competitive units of comparable ratings.* Ohmite Variable Transformers offer long, maintenance-free life with excellent regulation at any point within the rated load plus an output free of distortion.

Write for NEW Stock Catalog 30.



### OHMITE MANUFACTURING COMPANY

3663 Howard Street, Skokie, Illinois

RHEOSTATS   RESISTORS   RELAYS  
TAP SWITCHES   TANTALUM CAPACITORS   DIODES  
VARIABLE TRANSFORMERS   R. F. CHOKES

# Harrison Radio Corporation New York, New York

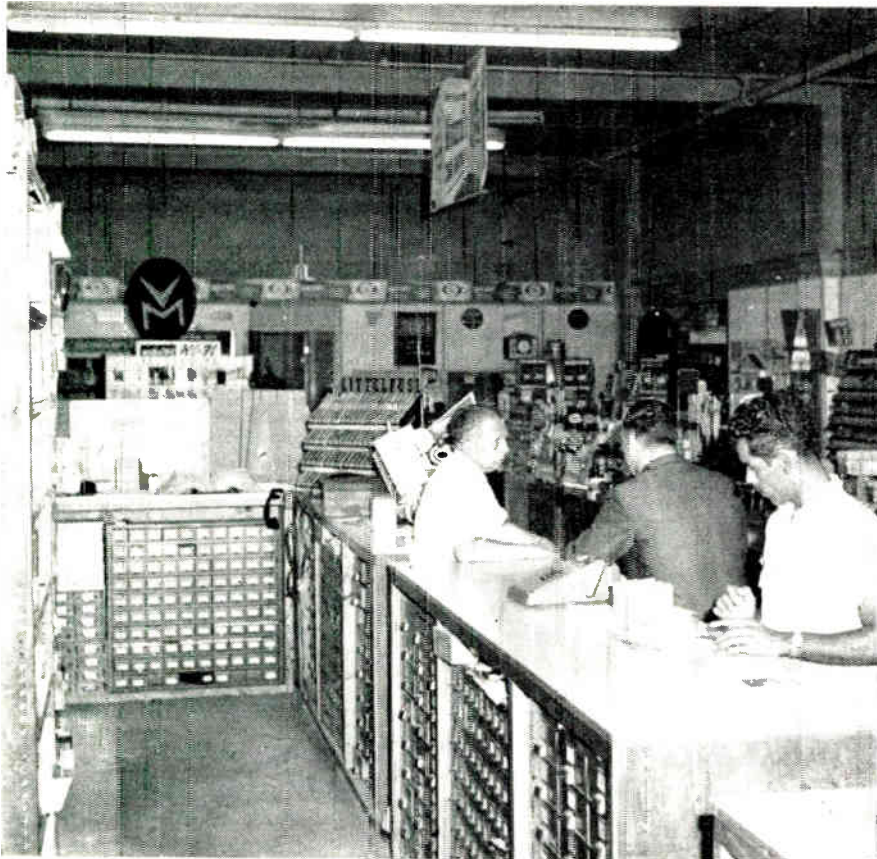


Harrison Radio's mobile equipment department.



Completely new counter service area.

# Warren Radio Company Toledo, Ohio



1

Picture number one shows the rear view of the counter area. Note the many drawers for maximum storage of small items. There is no waste space.

Picture Number two and three (below) shows how Warren Radio has solved the problem of stocking miniature tubes. This arrangement prevents fall out when one tube is removed. The side view (Number 2) shows detail of construction. The racks are composed of two pieces of masonite for sides and wooden bottom. These can be made any length to match shelf depth and can hold from 30 to 120 tubes.



2



3

# Radio Parts Co., Inc. Pittsburgh, Pennsylvania



The receiving tube rack was designed and engineered to accommodate tube sizes according to three Radio Parts Co. specifications. The activity rate determined which manufacturer's tubes would be stocked in the rack.

The lower picture shows how certain types are accommodated in full carton quantities, others in single rows only. This was planned to give the maximum number of tubes in the minimum space. There are 14 sections of three feet each in two rows of seven facing each other. In this limited floor area a maximum capacity of 80,000 tubes can be stored.

The racks, in comparison with regular adjustable steel shelving are no higher in costs. The five foot depth eliminates many times the lineal footage of steel shelving required to stock this number of tubes.





A complete tape department—all in one package

# SOUNDCRAFT'S NEW DEALER DISPLAY PACK ...BUILDS TAPE PROFITS



Designed expressly to make tape sales come easy and often, SOUNDCRAFT'S new eye-catching, space-saving dealer display pack (Code DDP) is one of the most profitable units you ever saw! Arrives completely pre-stocked with these Soundcraft tapes:

- 5—seven-inch reels Red Diamond } Standard Play—
- 5—five-inch reels Red Diamond } 1½ mil acetate
- 5—seven-inch reels Plus 50 } Long Play—1 mil Mylar
- 5—five-inch reels Plus 50 }
- 6—three-inch reels Tapespondence tapes—the perfect tape mailer
- 6—three-inch reels Mylar\* Base Colored Leader Tapes—protects and identifies tapes

This carefully planned assortment enables you to serve all of your customers' tape needs (no reason for them to go to a competitor) —and your inventory outlay is minimum.

Sell SOUNDCRAFT Tape—nationally advertised, dynamically promoted, professional-performing tape that insures satisfied customers. Order from your SOUNDCRAFT Representative today!

### A BIG SELLING EXTRA:



### The original PREMIUM PACK

Contains 1 seven-inch reel of blank Soundcraft Red Diamond recording tape, and 1 seven-inch reel with either "Sweet Moods of Jazz in Stereo" or "Dixieland Jamfest in Stereo" recorded on the reel. Your customer pays for the two reels of tape plus only \$1.00. He'll probably want both Premium Packs—You sell 4 reels instead of one.

REEVES

\*Dupont T.M.

# SOUNDCRAFT

CORP.

Great Pasture Rd., Danbury, Conn.

Chicago: 28 East Jackson Blvd.

Los Angeles: 342 N. La Brea

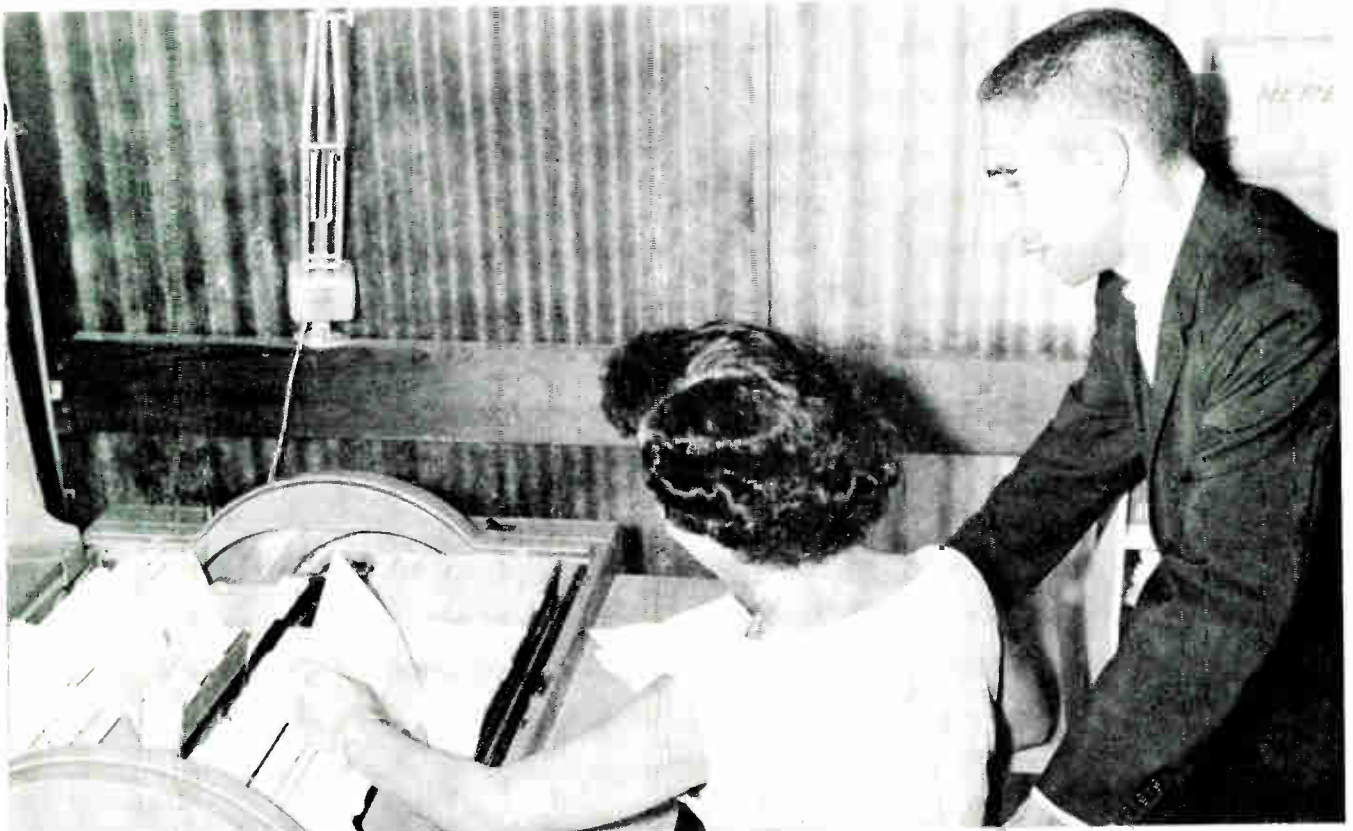
Toronto: 700 Weston Rd.

RP3

# Ferguson Electronic Supply Co. Detroit, Michigan



Customer service room designed for speedy service.



A complete and up to date perpetual inventory is kept in this card file.



Roller conveyor frames for unloading fragile and bulky picture tubes.



Picture tube storage utilizing metal framing elements. Note safety ladder.

# Sterling Electronics, Inc. Houston, Texas



Interior views

# Thurrow Distributors Panama City, Florida



The inside arrangements are typical of those used in the smaller branches of the Thurrow stores. The faster moving merchandise is placed close to the main counter. Displays are changed regularly.



# Radio Supply Co. Inc. Roanoke, Virginia



Interior views of showroom and counter area.

1959

BATTERY INDEX

1959

A Cross Reference of Comparative and Interchangeable Numbers

Table with columns: VOLTAGE, BRIGHT STAR, BURGESS, EVEReady, MALLORY, MARATHON, PRILCO, NEDA NUMBER, RCA, RAY-O-VAC, USALITE, WESTERN ELECTRIC, WESTCHESTER, ZENITH, DREYFUS, GAMBLE, GOOD-ROCK, MONTGOMERY WARD, SLARS, MILITARY, NEDA NUMBER, OTHER. Includes sub-sections for 'A' BATTERIES, 'B' BATTERIES, and 'A' and 'B' BATTERY PACKS.

1959 BATTERY INDEX

A Cross Reference of Comparative and Interchangeable Numbers

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Distributed by

\* Asterisked items are discontinued numbers and shown for reference purposes only. © National Electronic Distributors Association 1959

The purpose of this index is to help eliminate the confusion existing in the battery numbering system now used by industry. This index was compiled by the National Electronic Distributors Association with the cooperation of Battery Manufacturers for the purpose of increasing battery sales. NEDA expresses its appreciation for that assistance.

# Allied Supply Co, Inc. Dayton, Ohio



A full length view of the counter. Directly behind this wall is the parts room. Through doorway to rear is warehouse where picture tubes are stored.



Rear view of counter. Resistors, capacitors and other small items are stored directly below the counter.



Store interior showing island displays, revolving displays and manufacturer's displays.



# C & G Radio Supply Co. Tacoma, Washington



Interior views

# Northwest Electronics Inc. Spokane, Washington

Main receiving tube aisle is located between dealer sales counter and operations office. Receiving tubes make up about 25 per cent of total sales and occupy the key position.



**Hallicrafters Goes on Record With**

**THE MOST DRAMATIC,  
MOST COMPLETE  
SHORT WAVE LISTENER  
PROMOTION EVER DEvised!**

# "The Amazing World of Short Wave Listening"

**Exclusive, original, authentic 45 rpm recording of dramatic incidents transcribed directly from short wave broadcasts.**

Another Hallicrafters *first*—designed to capture for you, in a dramatic new way, the great and growing short wave listener market!

Now for the first time, from the world's leading producer of short wave listening equipment, comes a *really effective tool for demonstrating, right in your customer's living room* the thrilling events of history and dramatic incidents that are his only through the wonder of short wave radio.



**Heavy Schedule of National Advertising!**

Beginning late September—a heavy schedule of advertisements in a score of leading national magazines promoting not only this special record offer but popular Hallicrafters receivers as well!

**Get set today for this record making program! For complete details contact your Hallicrafters representative immediately or write to**



**Narrated By Alex Dreier  
Radio-TV's "Man On The Go"**

## **Tremendous Supporting Program for You!**

"The Amazing World of Short Wave Listening" is a *complete program*, with every tool imaginable to help you capitalize on the interest created by this great recording.



Exciting new display materials . . . newspaper and radio advertising materials . . . sparkling new literature . . . and a *special incentive program* for the consumer that will really clinch your sales!

**h the hallicrafters co.**

Where the new ideas in communications are born

Chicago 24, Ill.

# Rochester Radio Supply Co. Rochester, New York



Interior view.



The Sound and Hi Fi Department.



**The Amateur Department.**



**The Phone Order Department.**



**One of the stock aisles, showing the phone man using the plug-in phone which are located all along the stock aisles.**

# Raymond Rosen & Company Philadelphia, Pennsylvania



Self Service display racks.

Stock room aisle. Waste basket is shown in normal position.



Counter area.

# Chauncey's Inc. Chicago, Illinois



Inside views of Chauncey's Dubuque, Iowa Branch.

# Dixie Radio Supply Company, Inc. Columbia, South Carolina

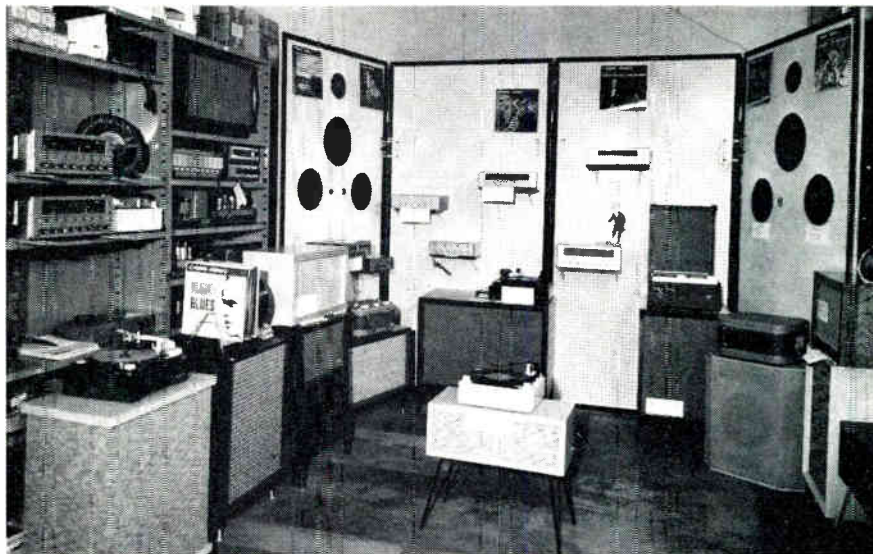


These pictures are from the headquarters from which is administered eight branches and three industrial divisions. The modern building has 33,000 square feet of floor space. Correct placement according to line and category offers suggestive selling to dealers. For example, Dixie has found that soldering gun tips sell best when located near solder.



# Ward Terry & Company Denver, Colorado

Component Hi Fi department. All components and cabinet speakers are connected for operations. Because dealers sometimes bring customers in for demonstrations only list prices are shown.



Layout and printing department. Photo copy machine is used for photographing layouts for weekly mailbag. Mailings are made weekly to 400 serve dealers.



Self Service Parts Department.



# Electronic Equipment and Engineering Co. Corpus Christi, Texas



Interior views of Corpus Christi and Harlingen stores.

# Fulton Radio Supply Co. Lansing, Michigan



The view from the front of the store. Note the counter space and stock racks.



The receiving tube racks adjacent to CRT stock in the rear. This picture also shows the "Order Put Up Counter" which measures 72 inches by 52 inches. It is located in the center of the majority of fast moving merchandise.

**IRC  
CARBON  
COMPOSITION  
RESISTOR  
HANDY-PAKS ARE  
TAKING AMERICA  
BY STORM!**



**NOW this exciting**

**HANDY-**

**is ready to help**

**NEW!**

**RESIST-O-PANEL**

Easy-to-select, easy-to-inventory swing panel takes no bench space at all!



Wonderful space saver! Visible resistor stock on handy swing panel attaches to wall . . . can be used singly or in sets. All-metal—7" wide x 12 1/4" high—slotted to hold Handy-Paks—wall brackets included. Contains the 10 most popular resistor values, with room for 10 more Handy-Paks on back of panel. FREE with any of 4 popular assortments.

				Dealer Net
<b>Assortment # 64</b>	60	1/2-watt, 10% resistors, 10 values . . . . .	\$7.20	
<b>Assortment # 68</b>	40	1-watt, 10% resistors, 10 values . . . . .	7.20	
<b>Assortment # 72</b>	60	1/2-watt, 5% resistors, 10 values . . . . .	14.40	
<b>Assortment # 76</b>	40	1-watt, 5% resistors, 10 values . . . . .	14.40	

**NEW!**

**RESIST-O-ROUND**

Unique revolving stock kit keeps IRC Handy-Paks at your fingertips!



Instant visual inventory within easy reach . . . in minimum bench space. Two tiers of Handy-Paks spin at the flick of a finger for fast, easy selection. This revolutionary metal kit is only 7" diameter, 6 1/4" high. Includes the 20 most popular resistor values. FREE with any of 4 assortments.

				Dealer Net
<b>Assortment # 65</b>	120	1/2-watt, 10% resistors, 20 values . . . . .	\$14.40	
<b>Assortment # 69</b>	80	1-watt, 10% resistors, 20 values . . . . .	14.40	
<b>Assortment # 73</b>	120	1/2-watt, 5% resistors, 20 values . . . . .	28.80	
<b>Assortment # 77</b>	80	1-watt, 5% resistors, 20 values . . . . .	28.80	

**TRIED AND PROVED "EXTRA-VALUE" SALESMANERS FOR IRC HANDY-PAKS**

Included  
**FREE**  
with any of 5  
Handy-Pak stock  
assortments.



**IRC RESIST-O-PEDIA**

Attractive hardback binder has 3-ring "fingered" inserts for Handy-Paks. Indexed stock saves searching . . . speeds servicing. Identification always visible. 9" x 8 1/4" x 2 3/8". Five popular assortments.

Assort. No.	No. of Resistors	Wattage	No. of Values	Tolerance	Dealer Net
<b>44</b>	462	1/2	77	10%	\$55.44
<b>48</b>	308	1	77	10%	55.44
<b>51</b>	195	2	65	10%	46.80
<b>59</b>	462	1/2	77	5%	110.88
<b>63</b>	308	1	77	5%	110.88



**FREE**  
with any of  
4 assortments.

**IRC RESIST-O-CHEST**

Ends "cigar box confusion". All-metal covered file in 10 Handy-Pak assortments. Compact 5 3/8" x 3 3/8" x 6 1/4" size . . . takes little bench space. Identification clearly visible.

Assort. No.	No. of Resistors	Wattage	No. of Values	Tolerance	Dealer Net
<b>42</b>	204	1/2	34	10%	\$24.48
<b>43</b>	462	1/2	77	10%	55.44
<b>46</b>	136	1	34	10%	24.48
<b>47</b>	308	1	77	10%	55.44
<b>49</b>	102	2	34	10%	24.48
<b>50</b>	195	2	65	10%	46.80
<b>57</b>	204	1/2	34	5%	48.96
<b>58</b>	462	1/2	77	5%	110.88
<b>61</b>	136	1	34	5%	48.96
<b>62</b>	308	1	77	5%	110.88



Included  
**FREE** with  
any of these  
10 assortments.

**IRC RESIST-O-CADDY**

Ideal for in-home servicing. Plastic pouch folds to 6 3/4" x 3 3/8" x 1 1/2" . . . fits in tube caddy or tool chest. Individual Handy-Pak pockets.

Assort. No.	No. of Resistors	Wattage	No. of Values	Tolerance	Dealer Net
<b>41</b>	120	1/2	20	10%	\$14.40
<b>45</b>	80	1	20	10%	14.40
<b>56</b>	120	1/2	20	5%	28.80
<b>60</b>	80	1	20	5%	28.80

quartet of brand new

# PAK\* RESISTOR KITS

boost your sales even higher!

\*Patent Pending

**NEW!**

## RESIST-O-BIN



Easy-to-use  
IRC  
Handy-Pak  
Stocker  
with 36  
identified  
compartments!

Just what busy servicemen need for compact, convenient stocking of Handy-Paks. 36 compartments in recessed tiers are identified for easy access to resistors . . . and quick, accurate inventory. All-metal—6 $\frac{3}{4}$ " wide x 4 $\frac{1}{4}$ " deep x 4 $\frac{1}{2}$ " high. FREE with any of 4 assortments.

Dealer Net

<b>Assortment # 66</b>	204 $\frac{1}{2}$ -watt, 10% resistors, 34 values . . . . .	\$24.48
<b>Assortment # 70</b>	136 1-watt, 10% resistors, 34 values . . . . .	24.48
<b>Assortment # 74</b>	204 $\frac{1}{2}$ -watt, 5% resistors, 34 values . . . . .	48.96
<b>Assortment # 78</b>	136 1-watt, 5% resistors, 34 values . . . . .	48.96

**NEW!**

## RESIST-O-RACK



Orderly, neat  
IRC  
Handy-Pak  
file for  
complete stocks  
of resistors!

The perfect answer to maintaining an orderly, complete inventory of Handy-Paks. Individual compartments separate stock by resistance values . . . with identification always visible. Metal rack is 11 $\frac{1}{4}$ " wide x 5 $\frac{1}{2}$ " deep x 8" high. Key-hole slotted for wall mounting, if desired. FREE with any of 4 assortments.

Dealer Net

<b>Assortment # 67</b>	462 $\frac{1}{2}$ -watt, 10% resistors, 77 values . . . . .	\$55.44
<b>Assortment # 71</b>	308 1-watt, 10% resistors, 77 values . . . . .	55.44
<b>Assortment # 75</b>	462 $\frac{1}{2}$ -watt, 5% resistors, 77 values . . . . .	110.88
<b>Assortment # 79</b>	308 1-watt, 5% resistors, 77 values . . . . .	110.88



**NEW!** COMPACT IRC HANDY-PAK  
STOCK DISPENSERS  
FOR DISTRIBUTORS

Amazing capacity in compact space! Ideal backup stock for the popular Resist-O-Caddy. Goes on wall or counter. Gravity-feeds dispenses Handy-Paks one at a time from identified openings. Hinged front opens for fast loading. All-metal—13 $\frac{1}{4}$ " wide x 3 $\frac{3}{8}$ " deep x 16 $\frac{1}{2}$ " high. FREE with either of these resistor stocks.

**DS20**—Distributor's best selling  $\frac{1}{2}$  and 1-watt dispenser stock. Contains 200 GBT $\frac{1}{2}$  Handy-Paks (1200 resistors) and 200 GBT1 Handy-Paks (800 resistors), 10% tolerance, 20 most popular values of each type. Prepacked in handsome metal dispenser. Distributor Cost . . . . . \$172.00

**DS21**—Distributor's best selling  $\frac{1}{2}$  and 1-watt dispenser stock. Contains 200 GBT $\frac{1}{2}$  Handy-Paks (1200 resistors) and 200 GBT1 Handy-Paks (800 resistors), 5% tolerance, 20 most popular values of each type. Prepacked in handsome metal dispenser. Distributor Cost . . . . . \$344.00

Join the Big Swing  
to IRC Handy-Paks  
Order now for  
**IMMEDIATE DELIVERY**



**INTERNATIONAL RESISTANCE CO.**

414 N. 13th St., Philadelphia 8, Pa.  
In Canada: International Resistance Co., Ltd.  
Toronto, Licensee

# Gifford-Brown, Inc. Des Moines, Iowa



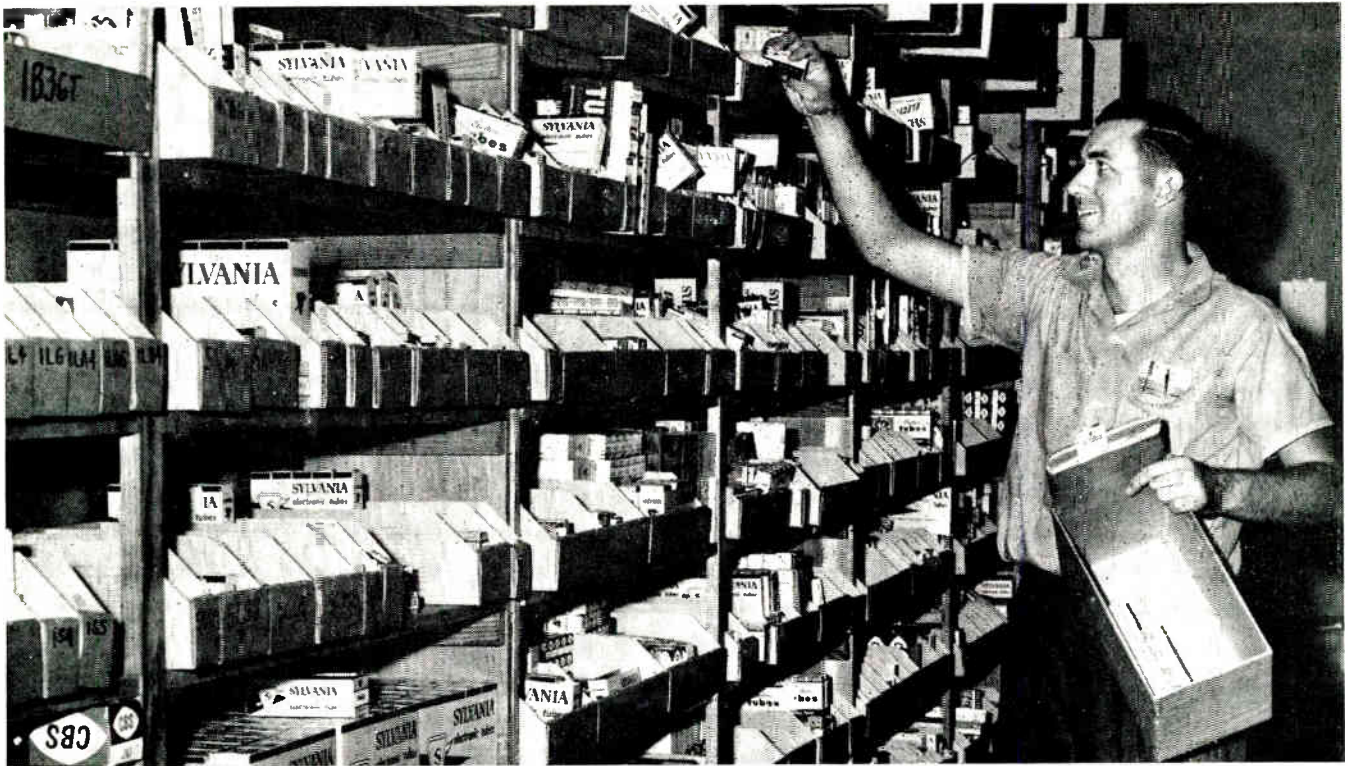
Top: A view of the sales counter shows the use of Equipto Zip-In cabinets for flexibility. Small items such as resistors, switches, ceramic condensers, etc. are kept in drawers on the left. Peg board is used for display on ends of bins.

Bottom: This display dispenser was designed and built by employee Rick Ledet five years ago. It is 16 feet long, three feet deep and holds approximately 14,000 tubes. In addition to creating any eye appealing display and making order picking easier; automatic rotation of stock is achieved by loading shelves from the rear of display.



# Jackson Electronic Supply Co., Inc.

## Atlanta, Georgia

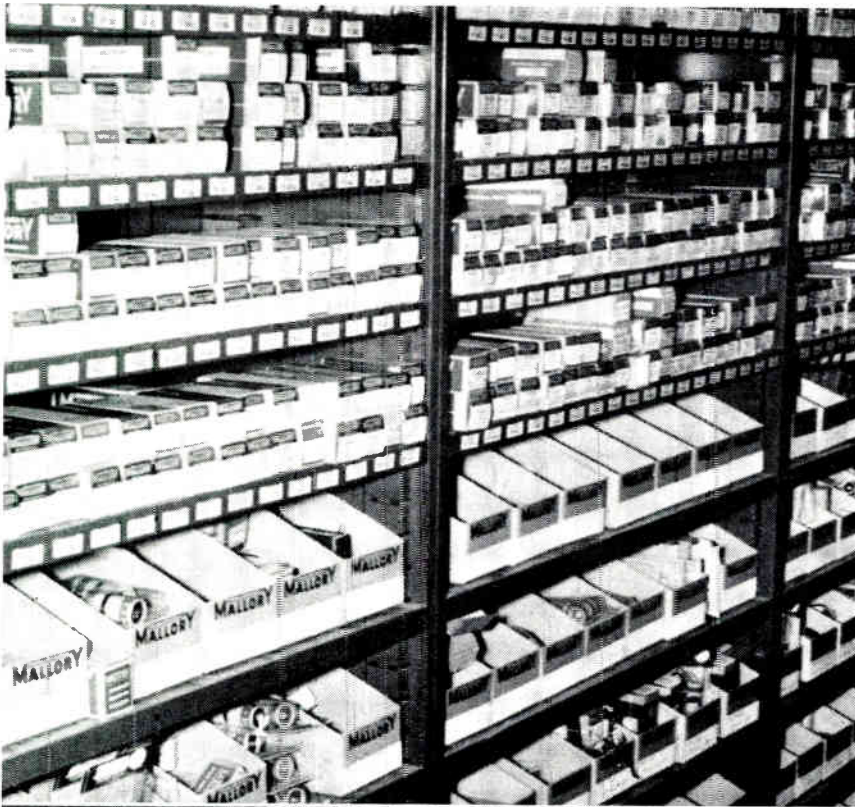


Note arrangement of receiving tubes on shelves in "Therma Bins" — cardboard boxes of various sizes to separate tube types and keep stock neat. Tube types are printed in bold letters on the front of the cartons along with dealer net resale prices to expedite invoicing.

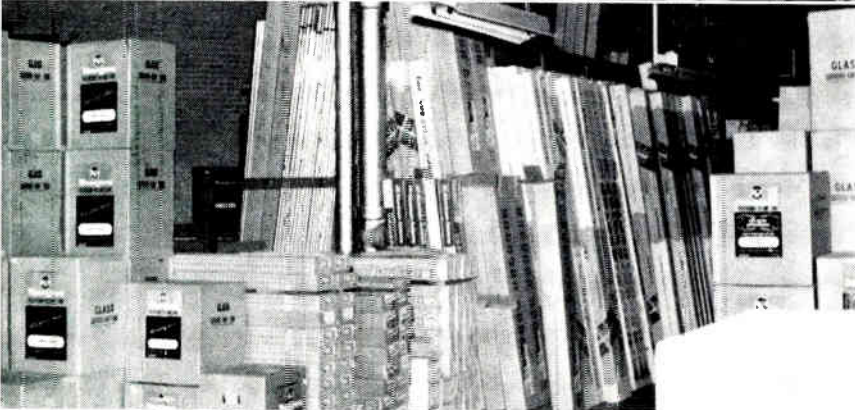


Counter is "L" shaped to provide maximum efficiency within small space available. From the telephone counter men can tell at a glance if special items are in stock. Impulse items are displayed on sales floor in manufacturer's displays when available. Reminder sign above counter lists about 50 categories of items.

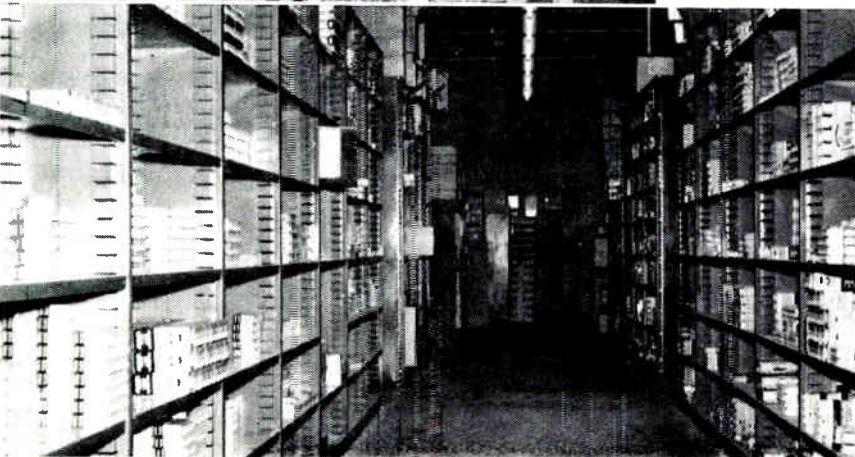
# Interstate Supply Company St. Louis, Missouri



Stock, using cardboard stock bins.



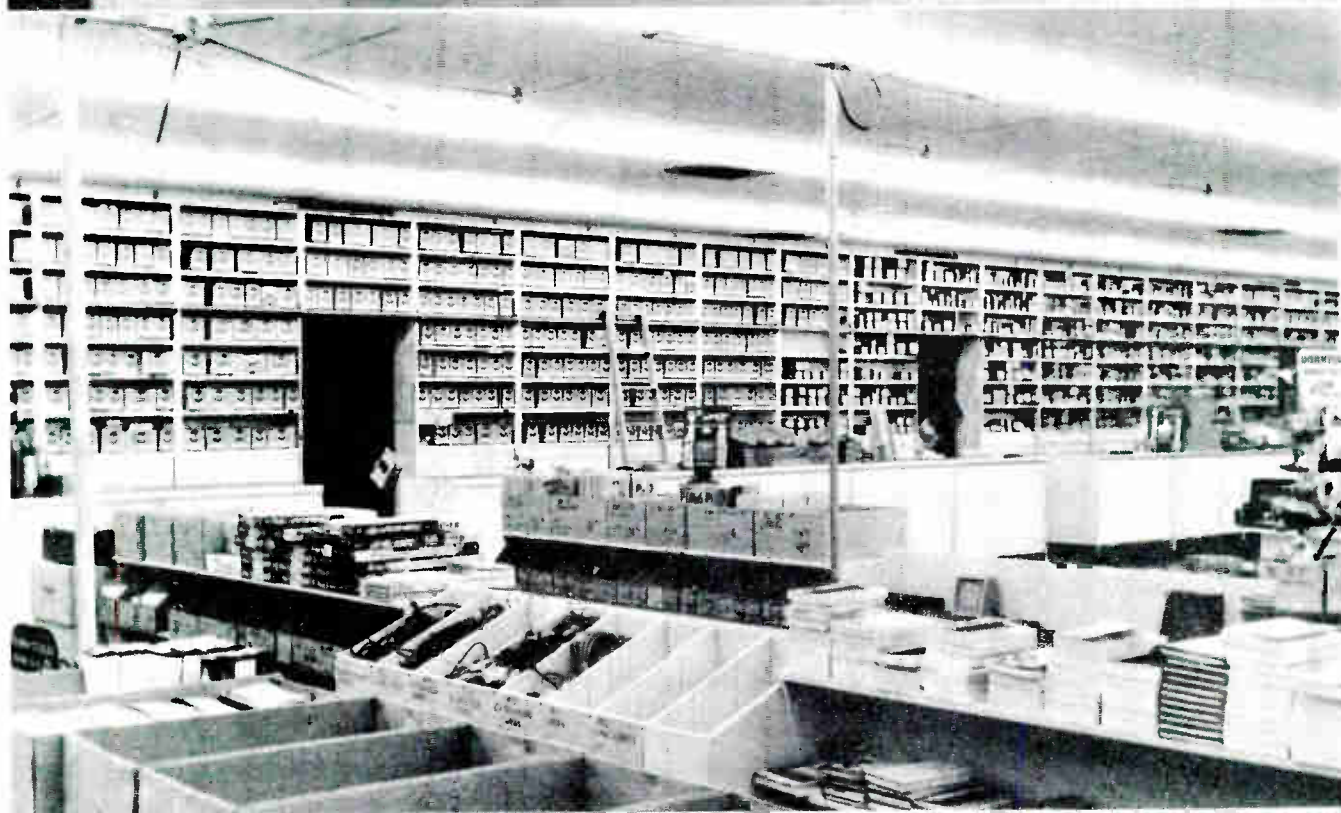
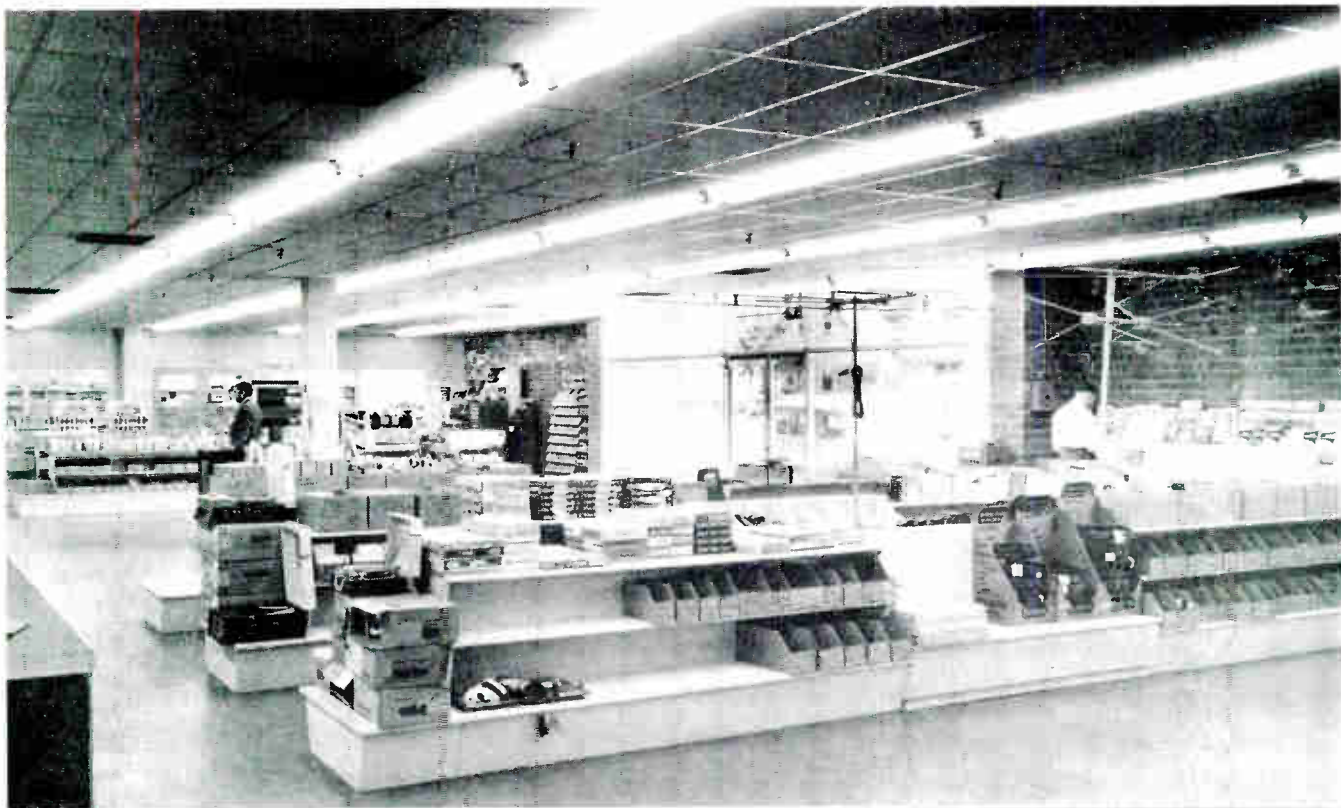
Antenna stocking area using upright racks for space conservation.



Tube storage area showing working stock to front with backup stock immediately to rear.

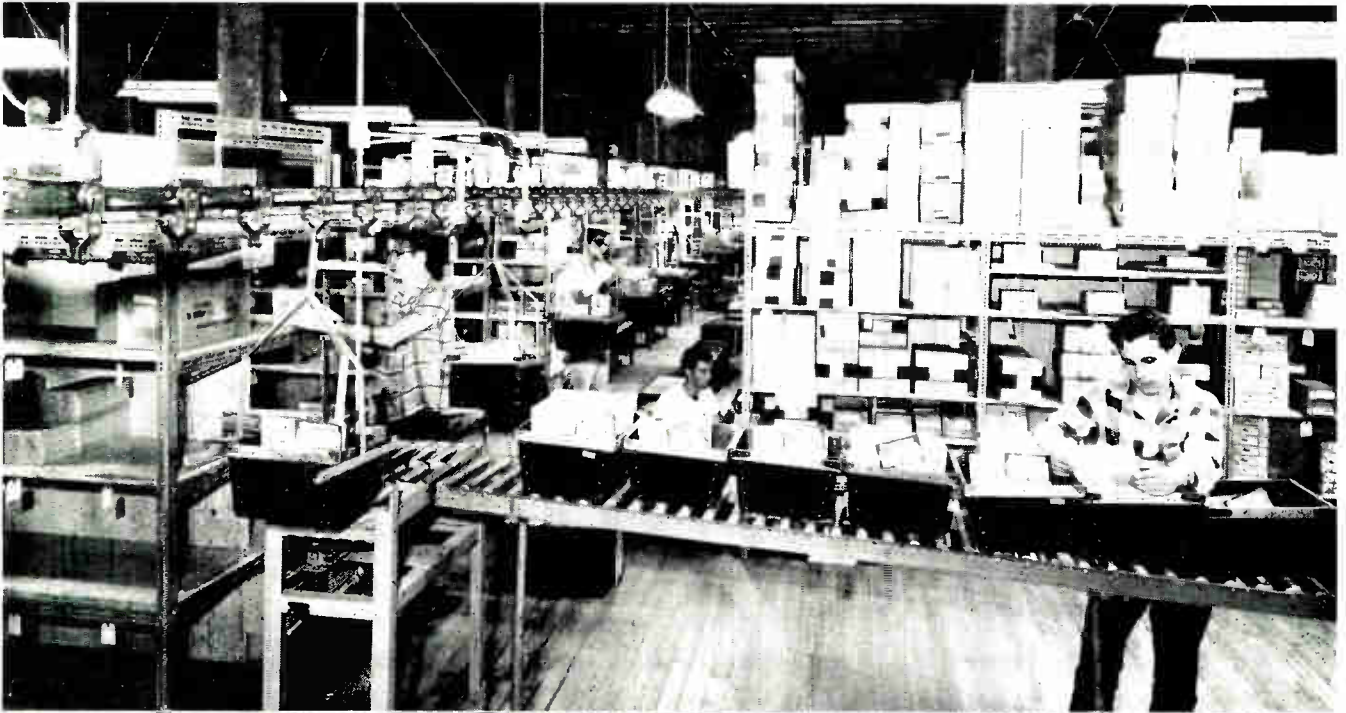


# Newark Electric Company Inglewood, California



Interior Views.

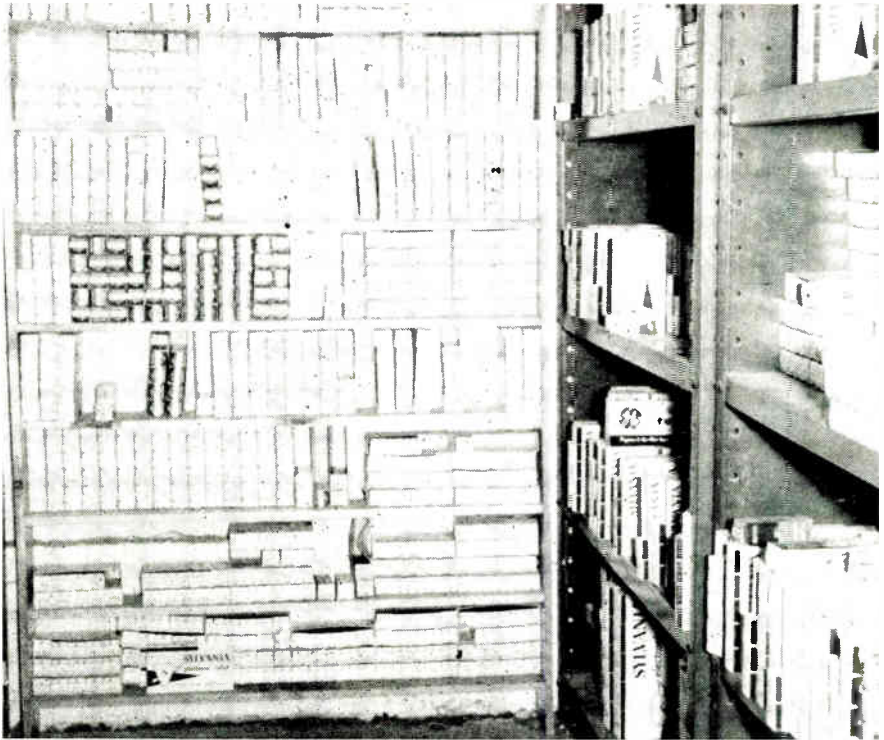
# Burstein Applebee Kansas City, Missouri



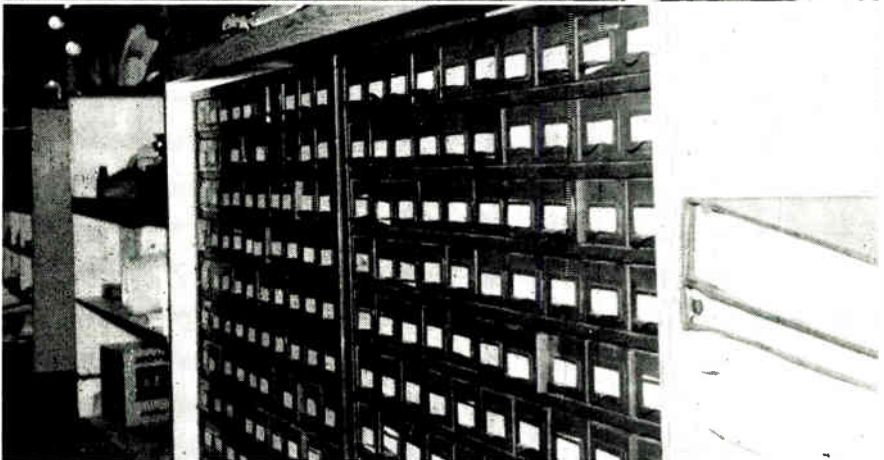
**Top:** A view of the conveyor belt system used to expedite the filling of orders. This conveyor is located in the main warehouse. **Bottom:** A view of the shelving and storage of replacement parts.

# Albert Steinberg and Company Philadelphia, Pennsylvania

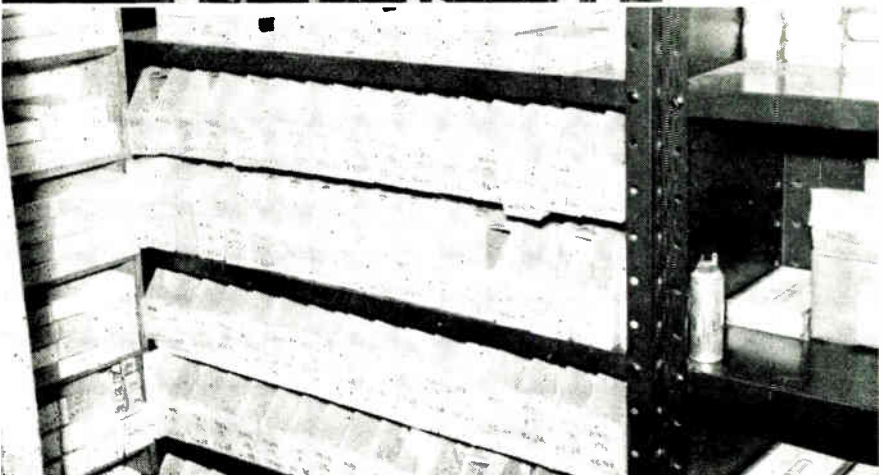
There are 36 inches between sections of shelving in the warehouse. A shelf against the wall, too deep would cut off part of the shelving. So three and one half feet wide shelves were used. Nothing was lost and 36 x 96 space was gained. These end sections are used for miniature tubes, pilot lamps, small rolls of wire, relays, battery clips, coils, hole punches, controls and hardware.



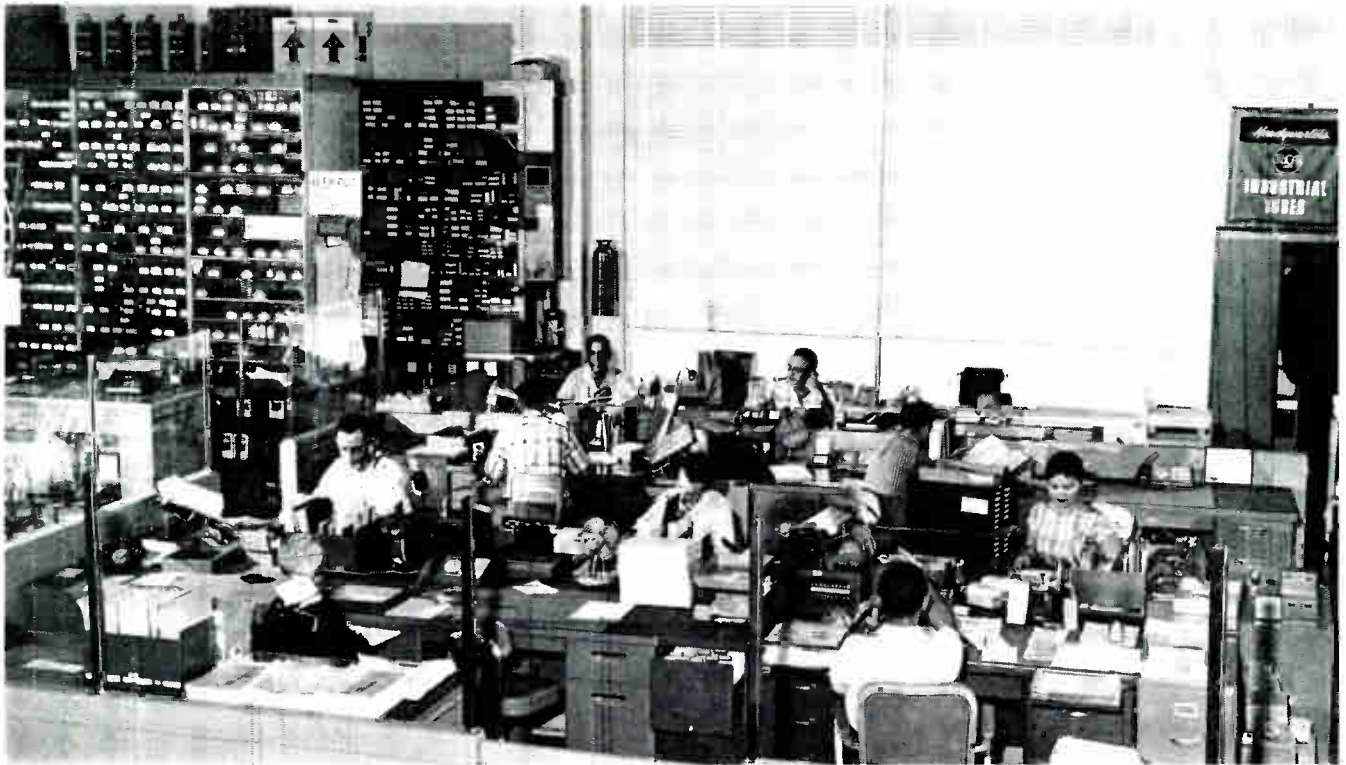
Back of the counter and inside of counters there are metal bins. Each drawer is a single or can be divided into eight compartments. These shelves carry thousands of parts out front for quick service to the customer. No lost time running for it. Clean — easy to inventory.



Pictured here is a unique method of doubling shelf space for parts that require visual picking out. A section of wood board divides the shelving in two sections. The parts are stored in cardboard boxes as shown. These boxes cost .07 each and last a long time.



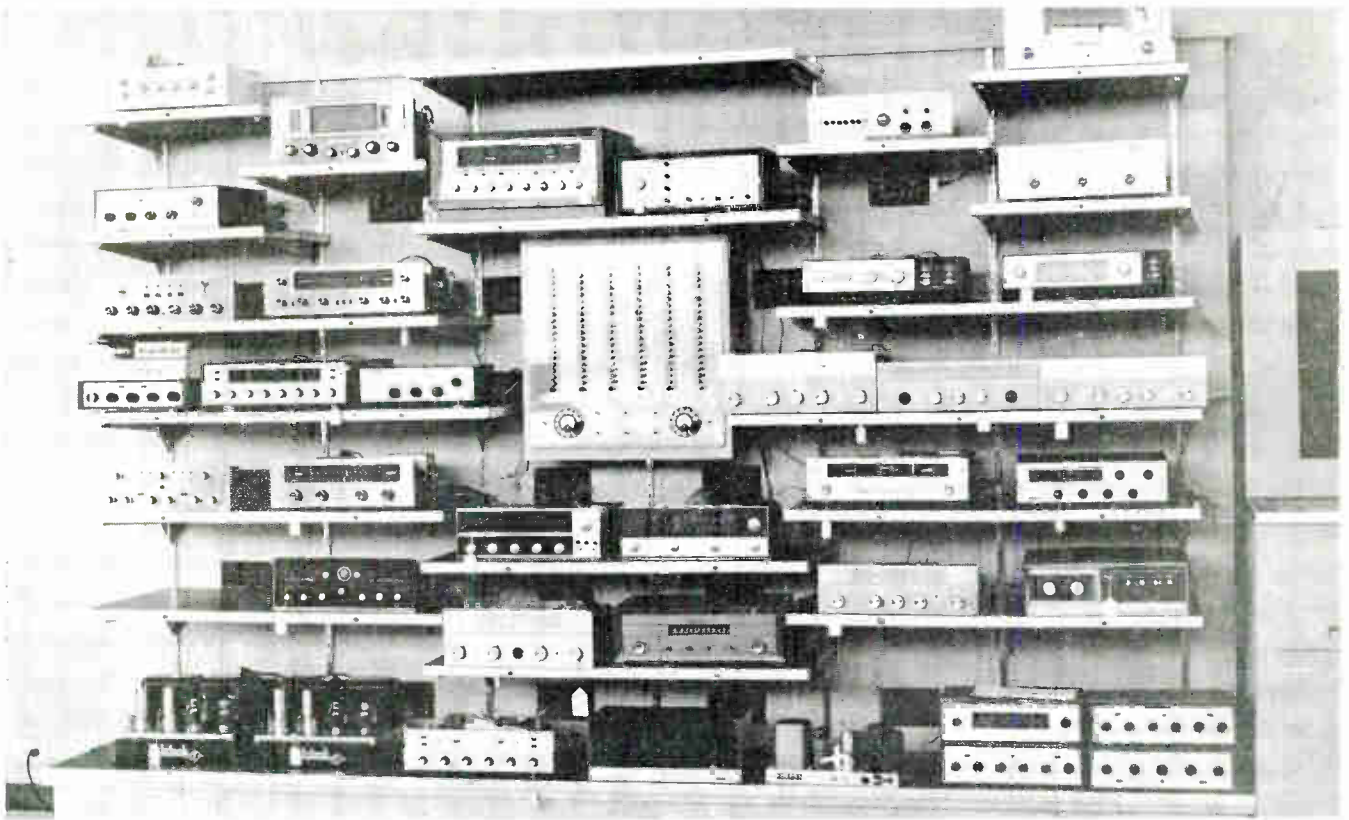
# Radio Products Sales Inc. Los Angeles, California



The Industrial Department. This area accommodates 12 inside people.



A portion of the Dealer Section.



This is a closeup of the switching arrangement.



Stock arrangement in the storeroom.

# Wedemeyer Electronic Supply Co.

## Ann Arbor, Michigan

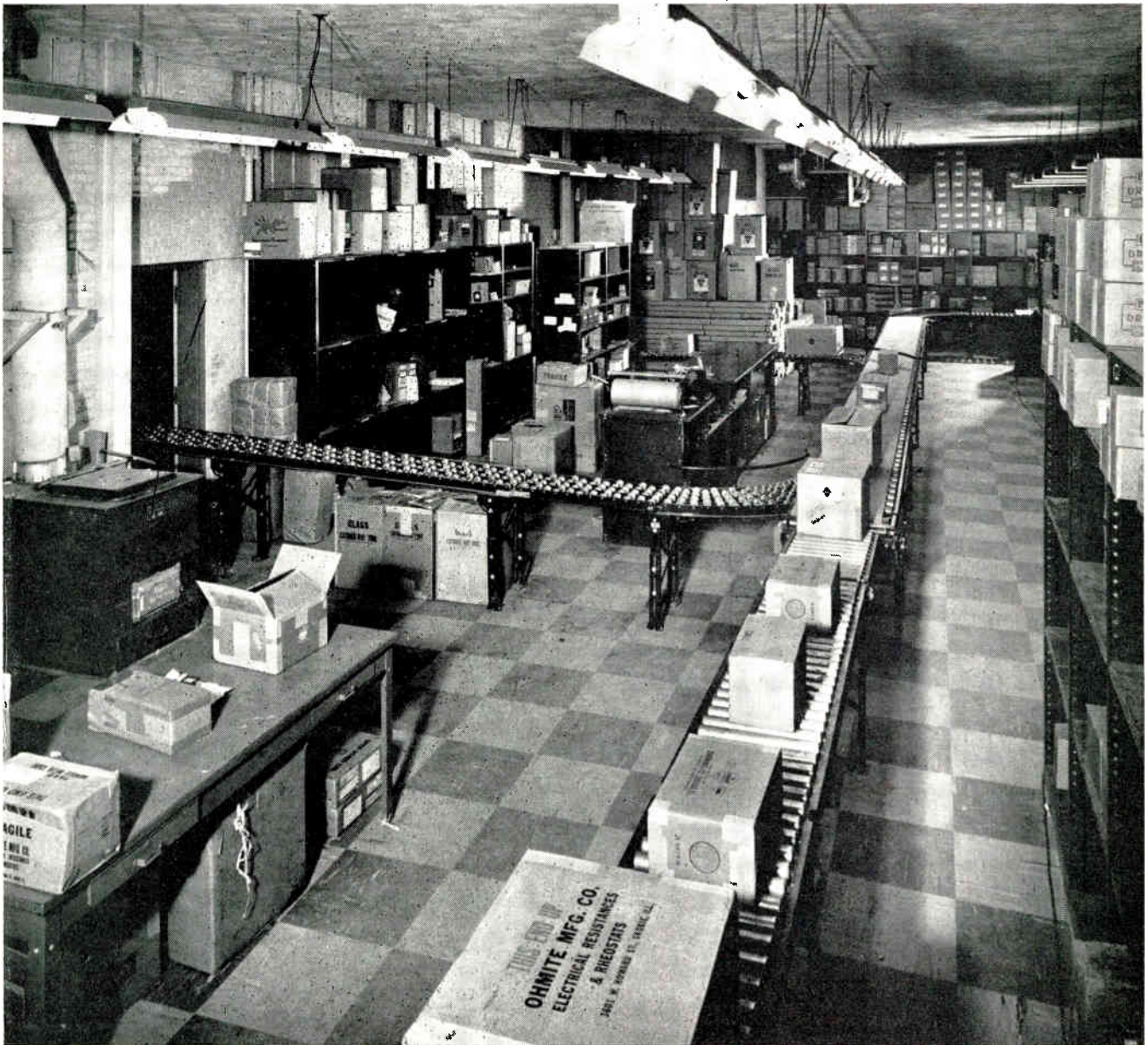
A conveyor system makes an otherwise awkward layout very practical. Picture #1 is taken at the receiving dock looking down the conveyor toward the back. Shipping counter is in the center, inside of the conveyor system.

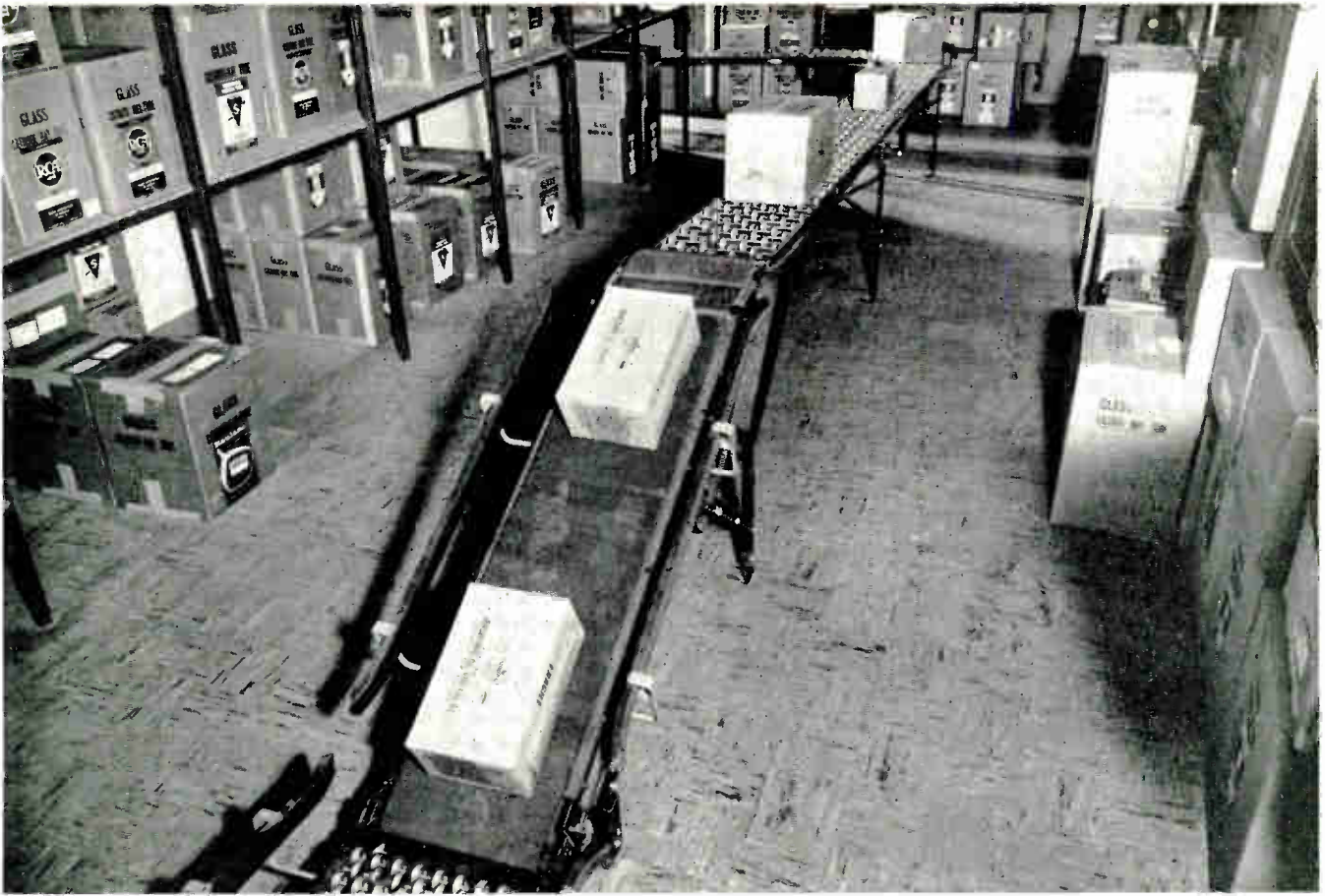
Picture #2 was taken in the picture tube warehouse and shows the conveyor turning into the adjoining warehouse section where TV antennas and other items are stored.

Picture #3 Inside the TV antenna and receiving tube warehouse section this picture shows the system leading back out into the main warehouse.

The system has gates or sections that can be raised up to permit passage through the conveyors. Both gravity and power belts keep the material moving.

With this system a whole truckload of picture tubes can be unloaded by placing a portable section of the conveyor into the truck with only one man plus the driver.





2

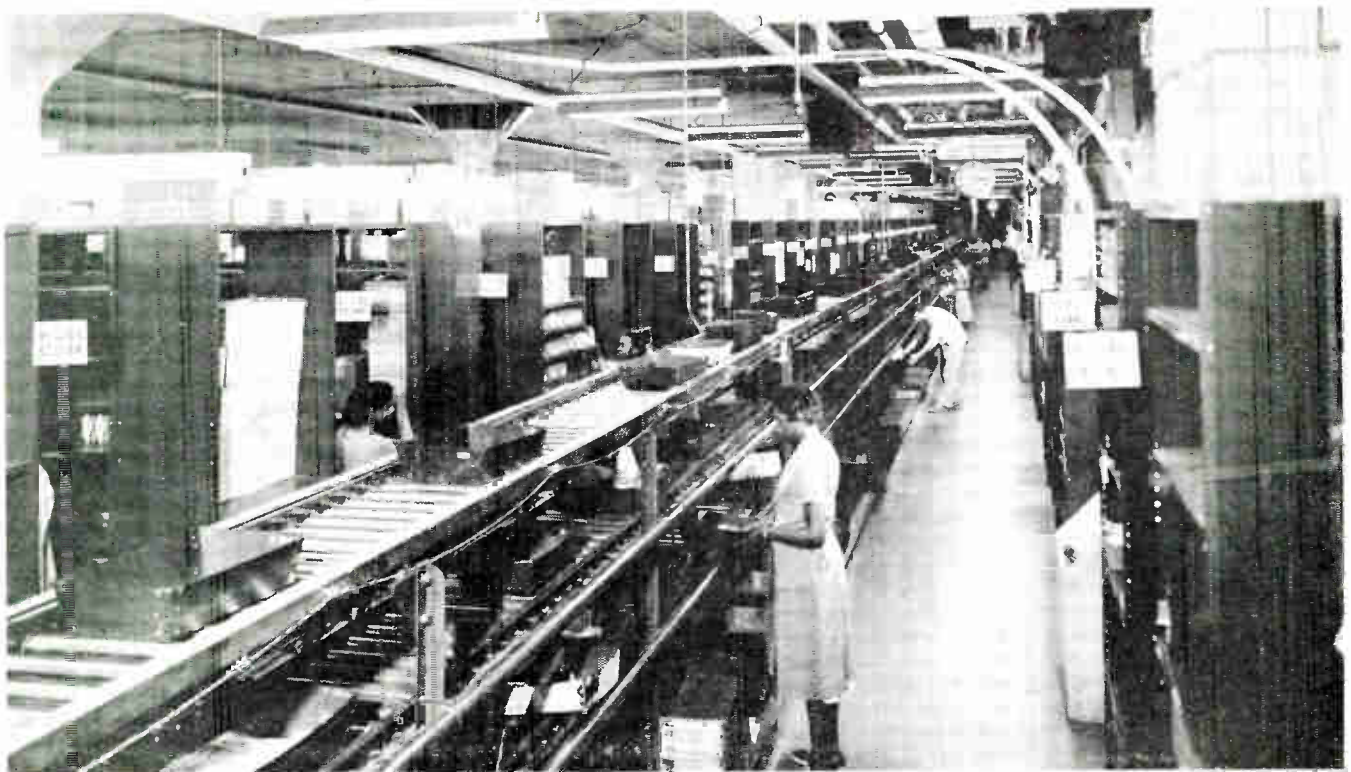


3

# Allied Radio Corporation Chicago, Illinois

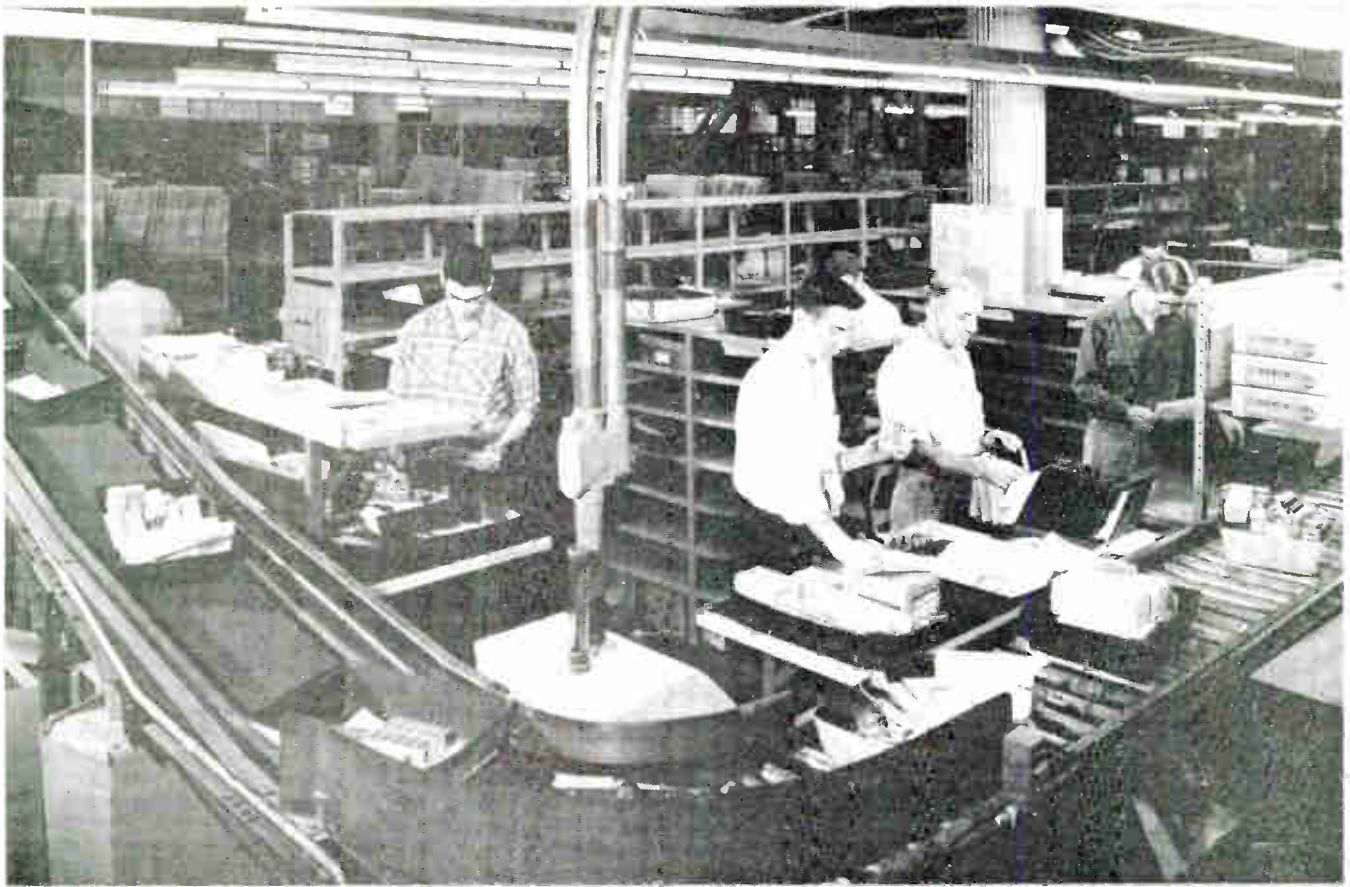


General order counter. Customers may write their own orders to save time, but if they prefer, orders will be written by counter clerks. Orders are sent to general stock area with the use of pneumatic tubes.



Allied multi-level conveyor belt which has effectively cut down order handling time.





Terminus of conveyor belt in Allied's stockrooms. Each order is carefully checked for order picking accuracy before passed on for packing and shipment.



View of self-service counters.

# J B Distributing Co. Omaha, Nebraska



Looking from the customer entrance at the rear of the main store. This space is 85 feet long and 33 feet wide. The six eight foot counters with three feet wide aisles make it possible for countermen to operate independently and promotes the spreading out of customers. Counters two, three and four (counting from the foreground) are equipped with intercoms, four line telephones and electric adding machines.



A close up of the counters from the customer's side. Note the placement of the intercom at an angle for easy viewing by countermen. The phone and intercom are adjacent for instant communication to other areas of the establishment. This photograph illustrates the easily changed pegboard display within the show cases.



A view of the counters from the service side. Sliding doors provide access for one four feet section of the counter which houses a waste basket and countermen's supplies. The other four feet section contains 48 Equipto drawers for the storage of small items.

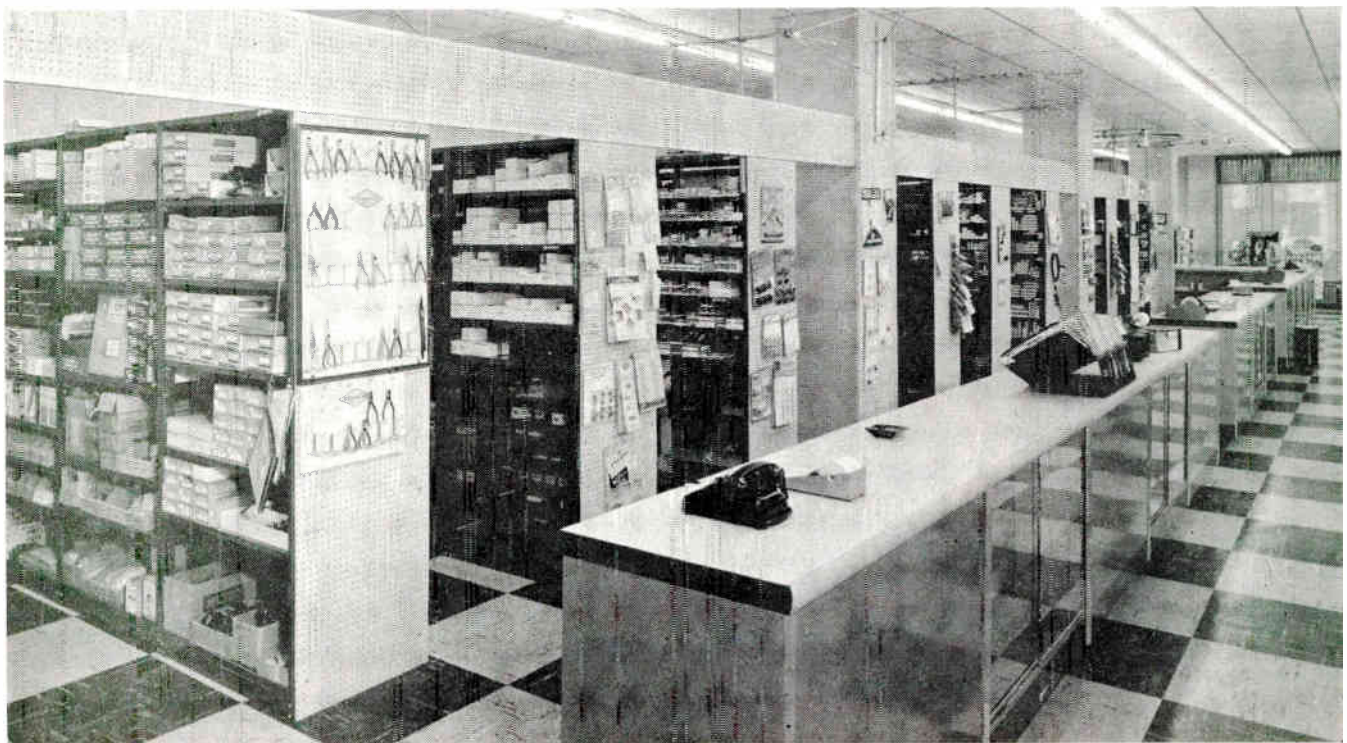


The conveyor system enters the main floor from the ceiling next to the stairway. There is a similar unit going to and from the basement. The stairway and conveyor system take up only six feet of floor space. The second story is used entirely for the storage of new picture tubes and the basement for other items. A third conveyor from the outside permits unloading of stock at a minimum of man power.

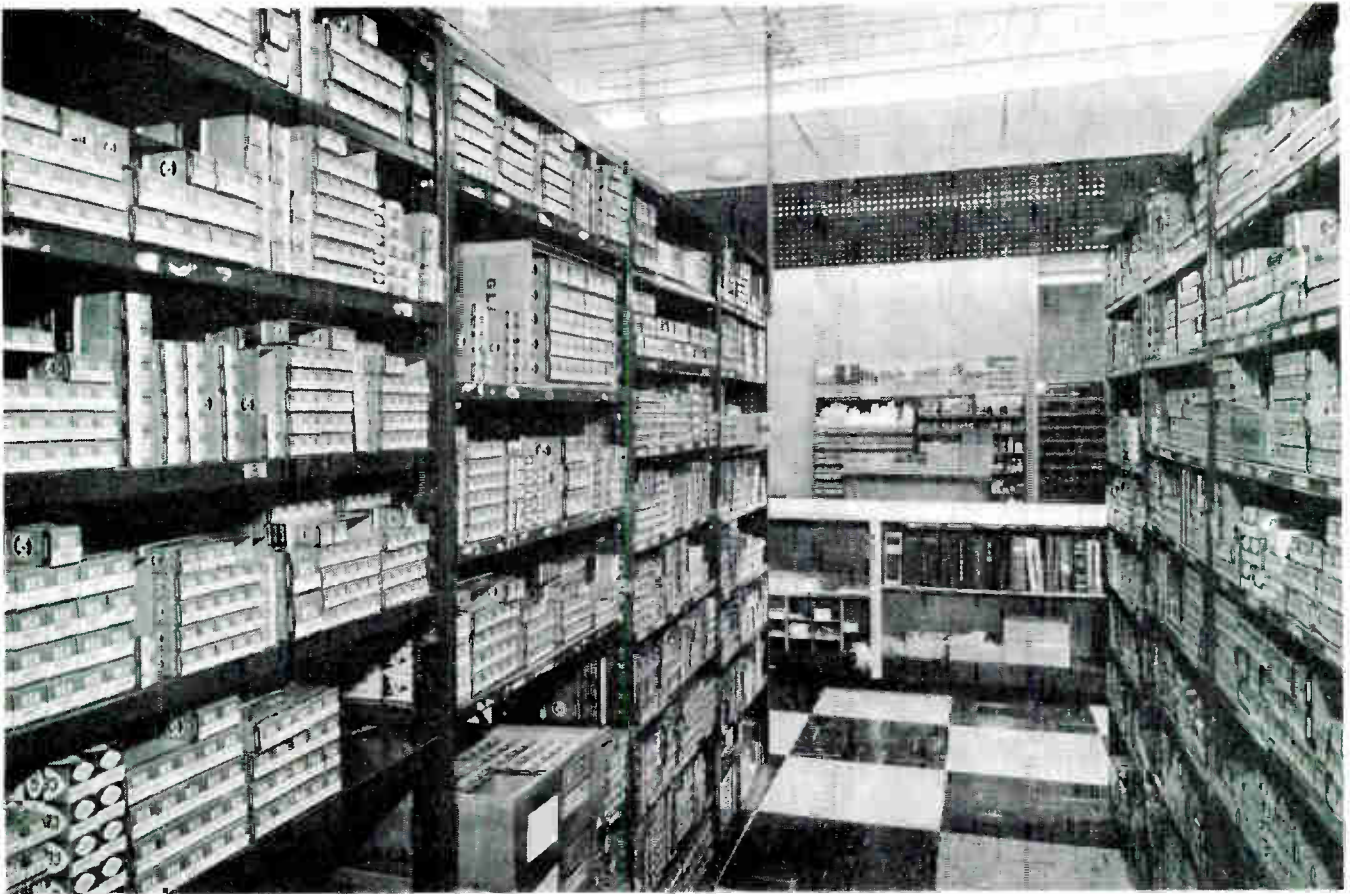
# Stotts Friedman Dayton, Ohio



This is a store wide view of the counter space. Major salable items are kept behind the counter, in full view of the customers. There is over five feet of floor space behind the counter. When not waiting on customers the men dust the stock helped by boys who come in after school.



Here is another view of the counter as seen from the rear of the store. The layout was designed so as to direct all traffic flow around the selling area.

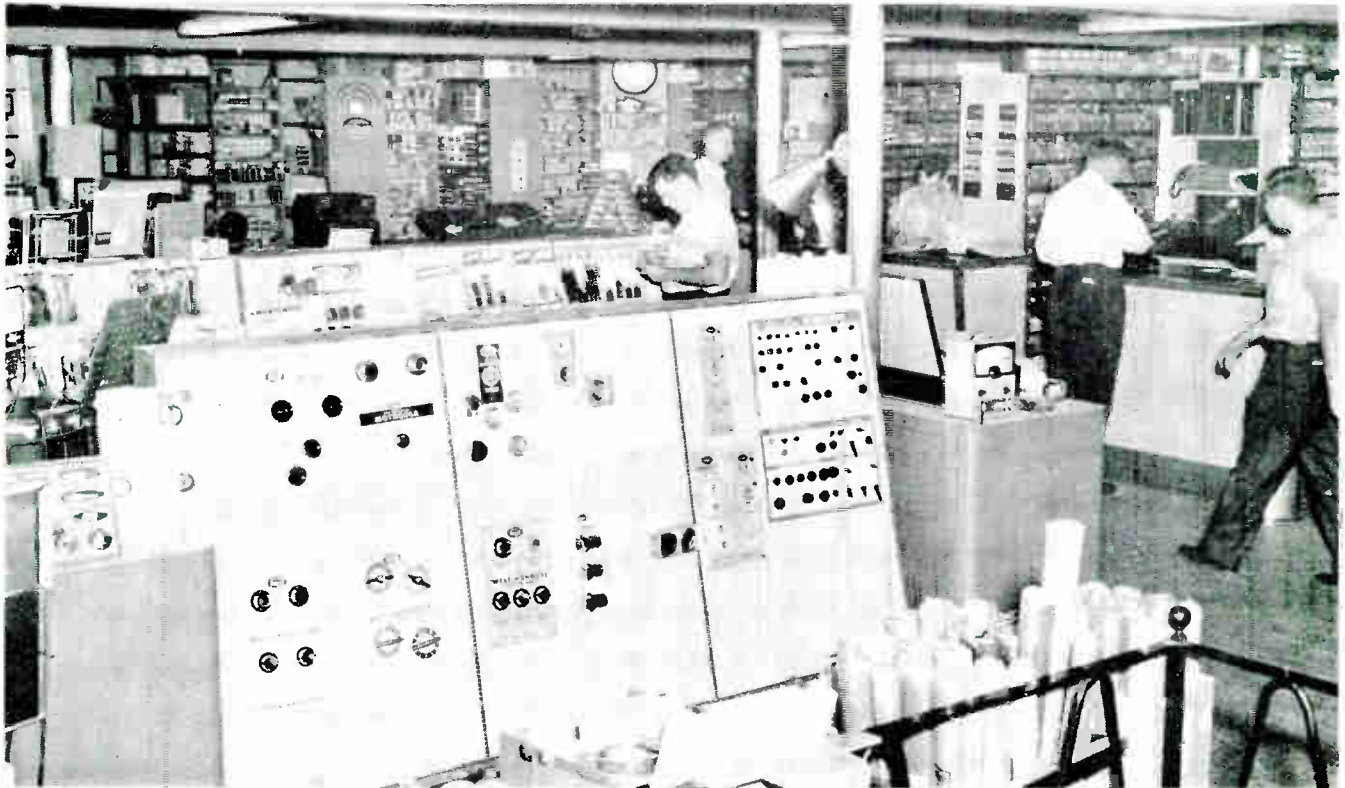


This is the tube aisle, approximately 52 inches wide, with tubes lining both sides. It is centrally located, so as to pull customers through the store. Stocks are replenished everyday from basement inventory.



The industrial department, all items behind this counter are of a specialized nature.

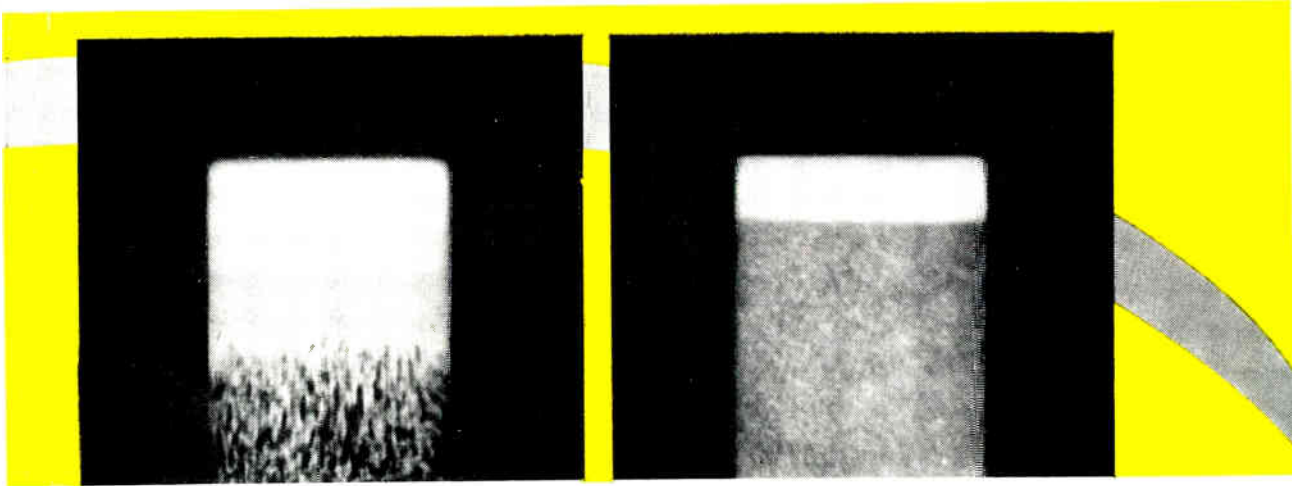
# Crescent Radio and Supply, Inc. New Orleans, Louisiana



Over all view of sales area.



Behind the counter stock bins. All metal shelving is used.



Inherent physical superiority of Sylvania's exclusive Sarong cathode, right, over a conventional cathode, left, is evident in this photomicrograph comparison. The texture,

thickness, sharp coating edges and overall uniformity of Sarong represent major improvements in the heart of the electron tube never before achieved in mass production.

# Only Sylvania has SARONG—

the revolutionary new receiving tube cathode that means better service profits



Fewer call-backs due to intermittents and shorts . . . reduced noise and less arcing...these are some of the benefits available to you *now* with this "can't be copied" Sylvania development.

The Sarong cathode is a completely new development that transforms conventional sprayed cathode coating into a thin uniform film, precision-wrapped and securely bonded, around each cathode sleeve.

Now in use in nearly 1 million receiving tubes, Sylvania Sarong is a field-proven development setting new standards of efficiency and quality in electron tube performance.

First tubes to incorporate Sarong are tv tuner types 6BZ7, 6BQ7A, 6BC8 and 6BS8. Eventually Sarong

cathodes will be utilized in a full line of Sylvania receiving tubes.

### Here's why it will pay your dealers to replace with Sylvania Sarong cathode tubes:

- Reduced noise . . . uniformity in spacing has resulted in improved noise level up to 0.6 db for TV frequencies.
- Less heater-cathode leakage . . . Sarong is flake-resistant and smooth textured. No stray coating particles to stick inside cathode.
- Greater tube ruggedness against shock and vibration because of Sarong's superior coating adhesion.
- Reduced cathode-grid shorts, intermittent short circuits, and less arcing due to controlled uniformity of Sarong

thickness. Sarong cathode coating is held to thickness tolerances five times closer than conventional sprayed cathode coating.

Sylvania Sarong will help you make better profits through reductions in call-backs. See your Sylvania representative today for the full story on Sarong—available *only* from Sylvania.

SYLVANIA ELECTRIC PRODUCTS INC.  
1740 Broadway, New York 19, N. Y.  
In Canada: P. O. Box 1190, Station "O,"  
Montreal 9.

Sarong cathodes are now in use in four Sylvania tv tuner types. Eventually all Sylvania receiving tubes will contain Sarong cathodes.



 **SYLVANIA**  
Subsidiary of  
GENERAL TELEPHONE & ELECTRONICS 

# Price Is Secondary

(Continued from page 13)

products. Sales promotion manager G. B. Tobey expands: "Our customers are always racing deadlines. Failure to meet them can cost a soft goods firm tens of thousands of dollars in lost sales. We make it abundantly clear that the performance and consequent peace of mind that is built into our industrial sewing machines are more than worth any small price differential."

Whenever a top salesman for an East coast insurance firm hits a snag in the form of, "I can't afford it right now—see me next month," he pulls out a card from his wallet.

"Fine," he says. "Just fill in your name and sign this guarantee:

"I, \_\_\_\_\_, hereby guarantee that I will be alive and in sound health 30 days from now.

(Signed) \_\_\_\_\_,

"Its impact on the price-wary prospect is electric," he reports.

Salesmen for a nationally known safe company keep their eyes peeled

for newspaper reports of fires and thefts in which important papers were lost. Armed with those vivid persuaders, they call on offices and stores in the immediate vicinity of the recent mishap. With his neighbor's loss fresh in mind, it's a rare prospect who worries over the price of a safe.

## Give Him A Taste

According to Arthur Peck, district sales manager, Voicewriter Division, Thomas A. Edison Industries, verbalizing is no substitute for experience.

"The price objection," states Mr. Peck, "often means that you haven't sufficiently dramatized the quality of your product. This can best be done with a demonstration. For example, we invite comparisons between our dictating machines and others. In most cases the prospect is familiar with or already owns a competitive machine. So it's a simple matter to get him to *hear* the extra values built into ours. When he does, price suddenly becomes a lot less important.

Our magic formula, if you can call it that, is a simple invitation: "Try it!"

Similarly, Fred Dannenberg, an assistant branch manager of the Cadillac Division of General Motors Corp., finds that one luxurious ride is worth a thousand words in getting the prospect's mind off the price tag.

And whether you're selling pop corn or power tools, telephones or tractors, door mats or diamonds—there's nothing that can't be demonstrated.

Perhaps the ace salesman for a large building specialties firm best sums up the whole price question with this simile: "Every product is like a pie cut into eight parts. These slices are workmanship, durability, dependability, quality, prestige, service, extra values and price. Since the part is never greater than the whole, why should price ever be the determining factor in a sale?"

Why indeed?

Amongst the welter of new drugs, tranquilizers, etc., here's a real dandy. It's for harassed and frustrated salesmen.

Name? DAMITOL

**Multicore**  
FIVE-CORE SOLDER  
World's finest!

**STANDARD TIN/LEAD ALLOYS**

The world's finest cored solder—yet, at popular prices. Available in 1 lb. dispenser cartons and 7 lb. bench reels.

**ONLY SOLDER MADE WITH NON-CORROSIVE, EXTRA-ACTIVE ERSIN FLUX!**

**NEW! COPPER-LOADED SAVBIT ALLOY**

...because **ERSIN MULTICORE 5-core solder** is designed specifically for quality radio and electronic applications, it is sold only through radio parts distributors.

For information write to Dept. MN609  
**MULTICORE SALES CORPORATION • PORT WASHINGTON, NEW YORK**



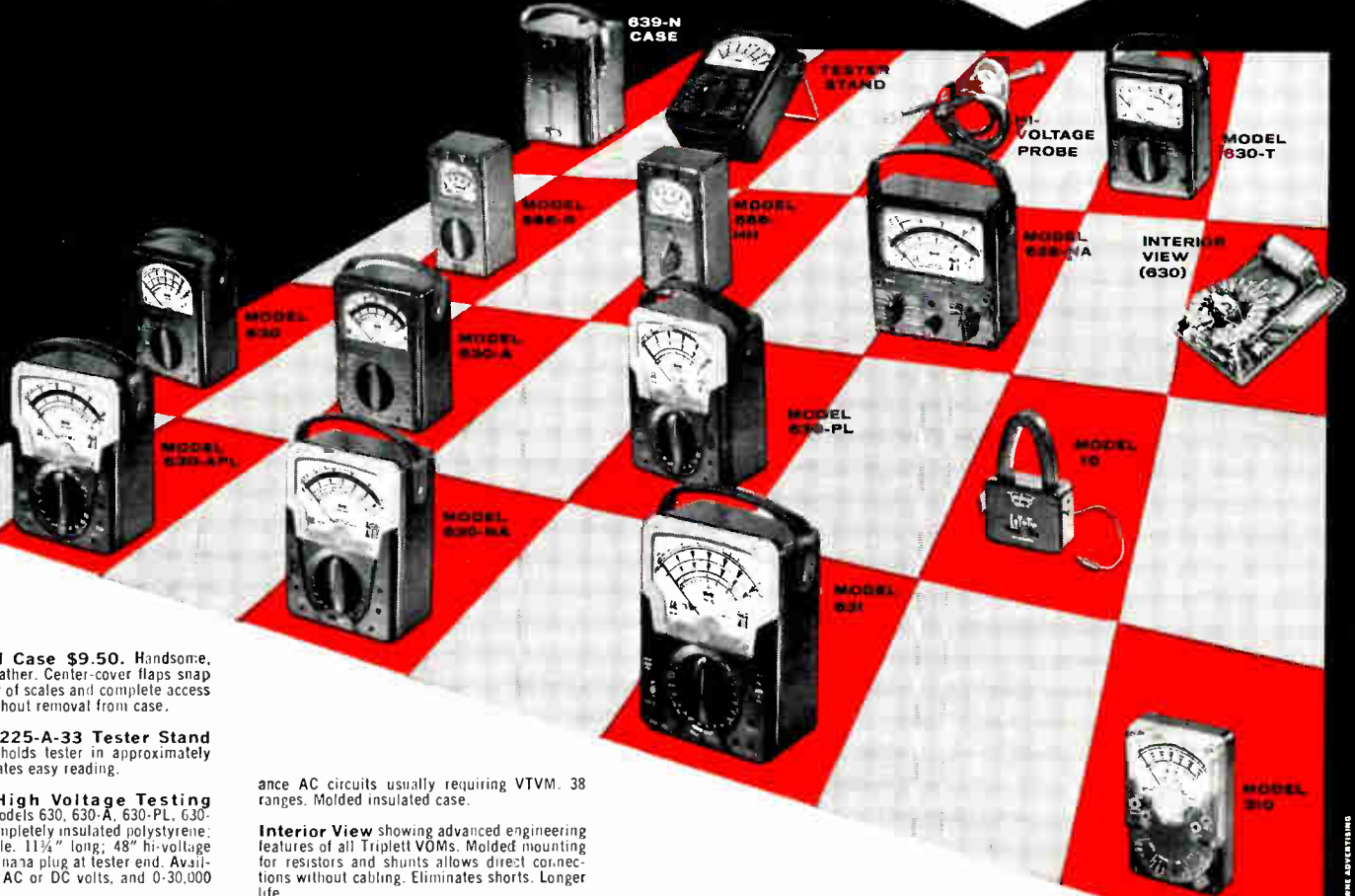
... the smartest move you can make

# is to **TRIPLITT VOMs**

... the world's most complete line of VOMs for every purpose!

**TRIPLITT**

Quality...  
First to last



**Model 639-N Case \$9.50.** Handsome, black cowhide leather. Center-cover flaps snap back for full view of scales and complete access to instrument without removal from case.

**Model Pt. T-225-A-33 Tester Stand \$0.50.** Metal, holds tester in approximately 45° angle; facilitates easy reading.

**Probe for High Voltage Testing \$14.50.** For models 630, 630-A, 630-PL, 630-APL, and 631. Completely insulated polystyrene; guard-type handle. 11 1/4" long; 48" hi-voltage wire lead with banana plug at tester end. Available in 0-12,000 AC or DC volts, and 0-30,000 AC or DC volts.

**Model 630-T \$54.50.** Specially designed for telephone maintenance. 2% accuracy on DC. Fused protected circuit protects resistors and meter in ohms ranges. Special neck strap holds instrument, freeing both hands. Banana jack connectors eliminate all shock hazard. Completely insulated case protects from ground.

**Model 666-R Pocket VOM \$29.50.** Hand size, ideal for electrical maintenance. With recessed range knob it fits easily into case. AC rectifier pre-calibrated unit for easy replacement. Banana jacks at panel top prevent leads falling over meter dial. Single king-size selector switch minimizes incorrect settings, burnouts. 20 ranges. Molded case streamlined, fully insulated.

**Model 666-HH Pocket VOM \$27.50.** Compact, hand-size, 3" meter integral with panel, adjusted to 400 microamperes at 250 millivolts. Only 3 jacks necessary for all ranges. 19 ranges.

**Model 625-NA \$54.50.** Dual sensitivity for extra ranges; large mirror scale for super readability. 3-color meter scale 5" long. 6" instrument, 0-50 microamp. AC volts at 10,000 O/V for checking many audio and high imped-

ance AC circuits usually requiring VTVM. 38 ranges. Molded insulated case.

**Interior View** showing advanced engineering features of all Triplitt VOMs. Molded mounting for resistors and shunts allows direct connections without cabling. Eliminates shorts. Longer life.

**Model 630 \$44.50.** Popular, streamlined; long meter scales for easy reading. Outstanding linear ohm scale; low reading .1 ohm, high 100 megs. Single king-size selector-switch minimizes incorrect settings, burnouts. High sensitivity: 20,000 ohms per volt DC; 5,000 AC. Molded, fully insulated case.

**Model 630-A \$54.50.** Laboratory type; 1/2% resistors for greater accuracy. Long mirrored scale eliminates parallax. Banana jacks, low resistance connections; high flux magnet increases ruggedness. Single king-size selector switch minimizes incorrect settings, burnouts. Molded fully insulated case.

**Model 630-PL \$44.50.** Instant-vision, wider spread scales; streamlined case; handsome modern design. Unbreakable window. Outstanding linear ohm scale; low reading .1 ohm; high to 100 megs. Single king-size selector switch minimizes incorrect settings, burnouts. 5 to 500,000 cps frequency response in AC measurements. DC Polarity Reversing switch. High sensitivity: 5,000 ohms per volt AC; 20,000 ohms per volt DC.

**Model 10 Clamp-On Adapter \$14.50.** Checks line loads with model 310 (can also be used with 6 other models). Instant, accurate, safe. No circuit breaking or work interruption. Easy range switching. Available in 6 AC Ammeter ranges: 0-6-12-30-60-120-300. Clips around single wire to read AC. Amperes direct. Use with adapter 101 to instantly divide 2-conductor cords. Molded case fully insulated, black plastic with engraved white markings.

**Model 630-APL \$54.50.** Laboratory type with 1/2% resistors, more accurate movement. Unbreakable window. Single king-size switch minimizes incorrect settings, burnouts. 5 to 500,000 cps frequency response in AC measurements. DC Polarity Reversing switch. High sensitivity: 5000 ohms per volt AC; 20,000 ohms per volt DC. Molded case fully insulated.

**Model 630-NA \$74.50.** Super DeLuxe with 70 ranges nearly double conventional types. Frequency compensated from 35 cps to 20 kc. Temperature compensated. Accurate within 1 1/2% full scale reading on DC. Large open front meter easy to read. Unbreakable window. Mirrored scale. Meter protection against overloads. Molded fully insulated case.

**Model 631 Combination VOM and VTVM \$64.50.** Two fundamental units at the price of a single tester. The No. 1 instrument for all electronic men. Battery operation assures VTVM stability and long life. Sensitivity PLUS. 1.2 volt (VTVM) range is equal to more than nine million ohms per volt. Large easy to read meter with unbreakable face. Single king-size selector switch minimizes incorrect settings, burnouts. Molded case fully insulated.

**Model 310 \$34.50.** The only complete miniature VOM with 20,000 ohms per volt and selector range switch. Self-shielded against strong magnetic field. Rugged, high torque, barring instrument. Unbreakable plastic meter window. Converts to common probe - frees one hand - by fitting interchangeable test prod into top. Standard sensitivity 20,000 ohms per volt DC, and 5,000 ohms per volt AC. Accuracy 3% DC. Molded fully insulated case.

**TRIPLITT**  
Quality...  
First to last

**TRIPLITT ELECTRICAL INSTRUMENT COMPANY  
BLUFFTON, OHIO**

# How Best To Use Your Advertising Dollar

(Continued from Page 15)

Does your ad pull better on the right hand or left hand page? Actually, there is no significant difference between one or the other.

If you repeat the same ad again and again, does interest decline? Yes, it does, more at first, less thereafter. If the ads are discontinued for about six months and then resumed, there is a resurgence of inquiries back up to approximately the original level, and the decline again follows the similar pattern of the first six months. But slight changes in your ads (even though you are making the same offer) will help maximize your readership. This can be changes in photographs, layout or copy.

Do you want inquiries? Inquiries are greatly increased by utilizing a coupon (which is a prepared answer form). It makes answering easy, and contains a key to indicate the source of inquiries. A free offer of some nature brings 50% more inquiries than a moderate charge offer. Large space

ads bring more inquiries than small ones but not in direct proportion to their larger size. This does not imply that you should therefore use small ads. You have many other factors to consider such as the message that you want to convey and the kind of impression you desire to make.

Why compete with heavy food and other advertising in Thursday and Friday newspapers. However, in the case of the Sunday newspaper we have a different story. Here we have the family reading the newspaper in an unhurried manner, perhaps in a reflective mood. This is a good time to sell stereo and high fidelity components. And as long as I touch on high fidelity, I'd like to get a gripe off my chest. Too many purveyors of this equipment mumble strange incantations around the campfire. The trouble with this is that no one understands the incantations and the smoke from the campfire gets in your eyes. This is my way of saying that few manufactur-

ers have reached the minds of their prospects with messages of clarity about stereo and high fidelity products. The simple message is the dramatic message. Let the details come at the right time . . . when you've got the prospect in your place of business. The electronic parts distributor is, in my mind, the basic outlet for stereo and high fidelity because he truly understands the product that he is selling. The manufacturers of these products have had more than their fair shake from the electronic jobber and should be eternally grateful for the tremendous role he has played in high fidelity.

## ARE YOUR EARS STUFFED?

You, of all people, should recognize the potential that "sound" offers. Is the reason you do not use radio extensively because there is no one around to write the commercials? Is it because the so-called radio time salesman frightens you?

At any one moment during the day, hundreds of thousands of men have their car radios going full blast. These men are darn good prospects for what you sell. A good radio commercial delivered at the right time of the day on the correct station will gain immediate buying response, and build long range prestige. Radio offers you the ability to utilize short, simple messages or extensive ones. If you're the type of individual who has to hold something in your hand in order to justify an expenditure of money, radio may not be for you.

But if you have studied people and understand them, and are aware of what is going on in the world around you, you will give serious thought to radio advertising if it applies to the product you are merchandising. If, instead of reading these words you could hear me deliver these words in person, you would know exactly what I meant every second of the time, because my voice will deliver much more than a printed page could ever do. Radio can do this for you too! Where can you get material for commercials? Why naturally you'd get them from your manufacturers who are delighted to furnish radio commercials for your use.

Caution: Radio rates are sometimes "flexible". The more flexible they are, the less effective is the radio station, in all probability. You don't get something for nothing.

## **XCELITE** PLIERS

have a . . .



**No. 62CG** illustrated  
Transverse Cutter

*New*  
**CUSHION GRIP!**

Plier handles have dipped  
plastic coating . . . permanent, comfortable.  
Heads polished and buffed to a "mirror finish".  
All pliers available . . . add "CG" after the number  
for cushion grip.

*Gives pliers a "Feel" that inspires Craftsmanship!*

Sell Xcelite Tools . . . more Sales and Profits!

**XCELITE, INCORPORATED**  
ORCHARD PARK, NEW YORK  
Canada: Charles W. Pointon, Ltd., Toronto

**XCELITE**  
*Quality Hand Tools*  
PREFERRED BY THE EXPERTS

**free layout service**

**...assures better storage facilities for less money**

Find out how to store more stock in less space . . . what units to buy . . . how to make maximum use of each unit to reduce equipment investment . . . how to arrange units for fastest stock handling . . . proper width of aisles, location of packing benches, and other valuable data by using Equipto's **FREE LAYOUT SERVICE**. Profit by the aggregate experience of trained Equipto engineers who have designed thousands of layouts of every description.

For simpler layouts, or for those who wish to design their own facilities, Equipto offers a fact-cramped free booklet entitled, "How to Solve Your Storage Problems".

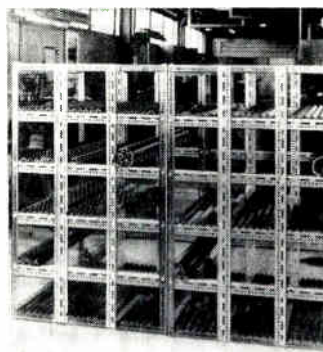
Remember, Equipto Shelving offers 60% faster assembly, instant shelf adjustment, easy rearrangement of components, removal of units intact. Available in four distinct types to suit every design preference or price requirement. Write today for free booklet.



Sold only thru Distributors—never direct



**SHELVING**



**BAR RACK**



**SHELVING**



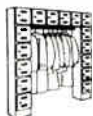
**BENCHES**



**DRAWER UNITS**



**LOCKERS**



**EQUIPTO ROBE**



**STOCK CARTS**



**EQUIPTO ANGLE**

**Equipto**

608 Prairie Avenue  
Aurora, Illinois

**BIGGER THAN LIFE ITSELF**

That's what outdoor billboards are! Outdoor billboards can be an excellent supplementary medium for carrying your message to the public. It is possible to locate your messages in specific areas in your city so that you maximize the potential effectiveness of this advertising method. With the outdoor poster, you must get your message across fast and with extreme clarity. This lack of space for an explanation is its major drawback.

**HIDE AND SEEK IS A GAME FOR KIDS**

Advertising in your local classified directory provides an important link between you and your potential buyer. Although the persistence and insistence of the average telephone directory salesman is appalling, nevertheless consider this advertising medium on its merit. Throughout the year you are given the opportunity to list your company name under a Trade Mark classification supplied by the manufacturers. Thus, should a prospect desire to purchase or see or hear a specific product, and he looks in the telephone directory to see who sells that product you will be listed. Some of the most successful merchandisers recognize this fact and are successfully using classified telephone directory advertising. Today, everyone is brand name conscious and nine out of ten people use the classified telephone directory to locate dealers and distributors who handle brand name products or services. This is a kind of insurance money that you spend, so that sales are not lost to competitors when you cannot be located. Grab a Red Book right now and take a look under classifications such as high fidelity and sound recorders. 'Nuff said.

**GOLF MEANS BUSINESS**

Do you ever have the need to give a gift to some customers or a special incentive on a special deal? You can obtain golf balls with your company name, slogan, the name of your salesman, your trade mark or anything else you want. This is a prestige remembrance type of advertising that's a lot different from a bottle of whiskey or box of cigars, which gets lost in the shuffle. Many national companies have used these as salesman incentives. If you are interested, drop me a note via NEDA. I have nothing whatever to do with the company which promotes this product, but I will be happy to pass along to you their name and address.

## EXTRA REWARDS FOR EXTRA EFFORT

The whip has gone out of style as an incentive for salesmen. So has threats and brow beating. But an incentive plan which is a reasonable offer—reasonable to you and the salesman alike—and the program is properly designed and promoted—chances are excellent that the plan will do the job. A successful incentive program should motivate virtually every salesman and not be the kind where there are more losers than winners. You should achieve specific preselected sales tar-

gets and must maintain enthusiasm throughout the program. This program should pay for itself out of extra sales. Here are six basic principles as expounded by the E. F. MacDonald Company, the nation's biggest sales incentive organization:

1. Participants should have as wide a choice of prizes as possible.
2. Every participant—whether he is a top producer, an average salesman, or below average producer—should have a chance to win.
3. Every participant should compete primarily against his own past

efforts—not against other salesmen.

4. Winning should be limited only by a man's willingness to put forth extra effort.

5. The program should be announced dramatically and supported with mail and other promotion material which will maintain interest from "kick-off meeting" to victory dinner.

6. Every effort should be made to bring the participant's entire family into the act.

The travel incentive is a tremendous one and can be highly dramatized. But you still need merchandise prizes because many participants are unable or unwilling to take advantage of travel rewards, and insist on being able to choose merchandise prizes as an alternative.

## IS YOUR ADVERTISING A SECRET FROM YOUR SALESMEN

I am reminded of a statement made recently by the President of Carson Pirie Scott & Company, the important Chicago department store chain. He told how his company recently held a training program to brief salesmen on advertisements that the store was planning to run. The close coordination brought sales increase "of up to 25% or more".

## NOVELTIES AND GADGETS

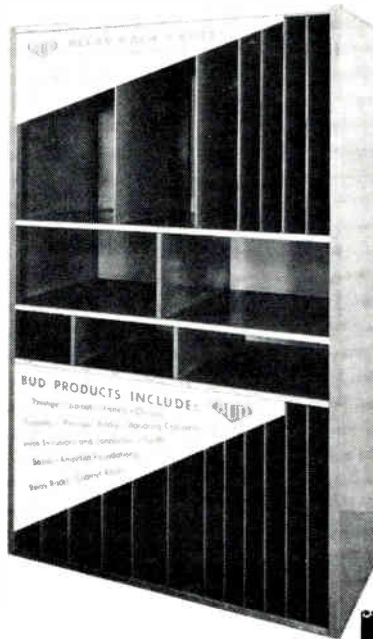
Novelties and gadgets have certain stopping power, variety, and simplicity. But the point of the gadget must be definitely related either to a specific product or to your sales story. The gadget gives you a fresh approach and can spotlight the product. It may help sell a specific idea, and a working gadget helps the salesman by letting the customer sell himself.

## APPRAISING YOUR ADVERTISING

When a piece of advertising of any kind leaves your place of business and is sped on its way to your customers or prospects, it is the most beautiful thing that was ever created. But thirty days later you may look at this and say "What the devil was in my mind when I sent this out?" This is natural and everyone does it. But it is not the way to appraise your advertising. The way to appraise your advertising is to go back over your check list based on the information I have presented in this article. Restrain from consulting your wife or brother-in-law. Think about the objectives you set for yourself. If you've met these criteria, you've done the job. Good luck!

**There's more than  
one method of  
good housekeeping**

The Bud Relay Rack Panel cabinet keeps your panels in a neat, orderly fashion out in your display room where your customers can see them. It provides a readily available representative selection of Bud Relay Rack Panels and it may lead to additional sales of cabinets and racks. Furnished with a standard assortment of steel and aluminum rack panels.



## ... authorized BUD distributors enjoy these methods of profitable housekeeping

... they may adjust their inventory annually without penalty. This assures the Bud distributor of having a properly balanced inventory at all times.

... they are notified in advance of advertising of any new product enabling them to purchase these products and thus be able to fill their customers' orders.

... they may participate in an equitable incentive program to increase their profits as they increase their sales.

... they receive each month bonafide inquiries which may lead to profitable sales and new customers.

Bud is proud of its fine organization of authorized distributors and shall continue to seek methods to make the relationship more profitable. This program, by its accent on limited distribution, provides each marketing area with sound representation well qualified to serve users of Bud products.



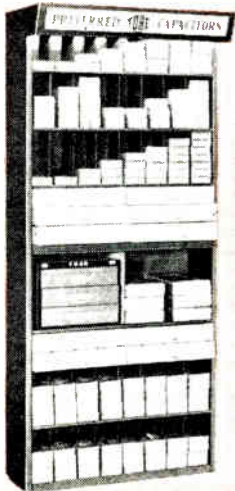
**BUD RADIO, INC.**

2118 East 55th Street • Cleveland 3, Ohio  
Dept. D

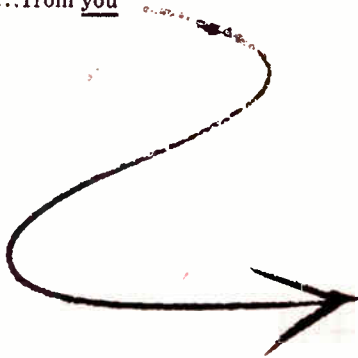
## UP IN THE AIR

over your complicated capacitor inventory? Your TOBE rep will help you streamline your stock...then watch your profits soar! Here are two reasons why:

1. The new TOBE TWIN RACK assortment streamlines your inventory, helps increase your turn-over and profits with the types and sizes your customers ask for most frequently.



2. Plus—sales-building ads every month in the leading service books to remind your customers to ask for TOBE ... from you



WAS A  
TRUSTED  
NAME...

WHEN IT TOOK  
72 HOURS  
TO FLY  
CROSS COUNTRY

Back in 1924, when it took the dirigible *Shenandoah* 72 hours to fly from Lakehurst, N. J. to San Diego, TOBE had already built a reputation for dependable replacement capacitors. Today, Boeing 707's cross the continent in 5½ hours (and TOBE makes thermomuclear as well as replacement capacitors), but nothing has ever replaced TOBE dependability.

Yes, dirigibles are a thing of the past. So are worries over service call-backs, when you use dependable TOBE replacement capacitors. Install 'em. Forget 'em. Here's a typical TOBE long-life capacitor:

### THE "JET" ELECTROLYTIC



- Hermetically sealed into *aluminum* containers with exclusive plastic sleeves.
- Compact construction; self-supported by means of tugged tinned leads.
- Capacities from 1 to 2000 mfd.  
Voltages from 3 to 700 vdcw.
- Temperature range to +85° C.

See your Tobe Distributor!

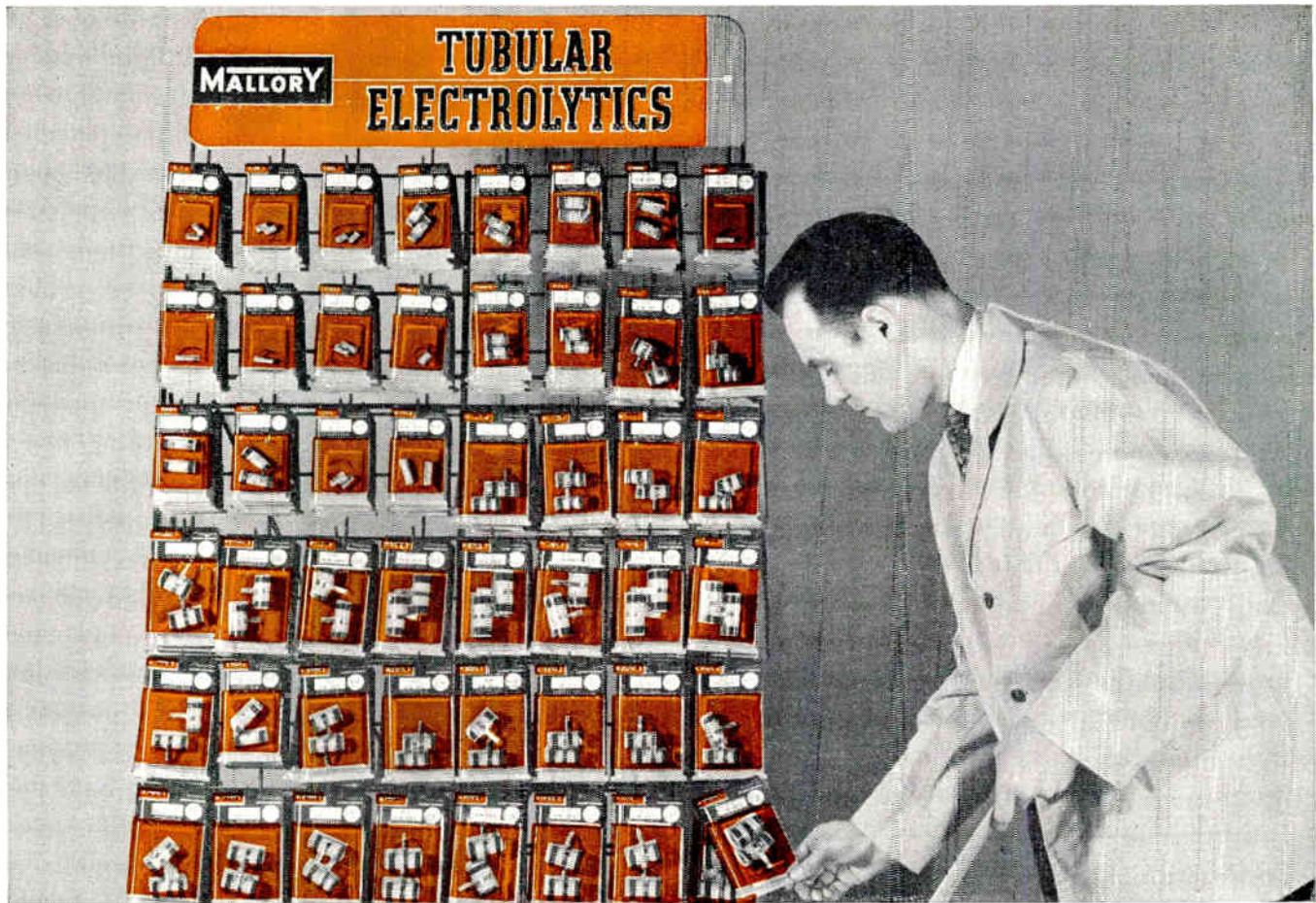
TOBE DEUTSCHMANN CORPORATION, INDIANAPOLIS, INDIANA

# Virginia Radio Supply Charlottesville, Virginia



Two views of the sales room of Virginia Radio Supply.

## New Mallory TC-700 Twin-Pack Display . . .



# Multiplies Your Profit by "TWO"

Here's a new way to get fast turnover and extra profit without adding to your workload. The new Mallory TC-700 Tubular Electrolytic display does it this way:

- promotes sale of tubular electrolytics by 2's
- captures the impulse buyer
- makes stocking easier than ever

- net price on every package saves counter time
- makes inventory control faster, easier

The new display is a sales-building partner of other Mallory self-merchandising deals for Discap<sup>®</sup> ceramic capacitors, Gem tubular capacitors, Sta-loc\* controls. Your Mallory salesman will tell you how to get your TC-700 display.

### "Precision Component Racks" for your Dealers

Another "merchandise mover" is the new dealer wall rack for Mallory precision components. The attractive, compact wall rack is ideal for making up special multiple-unit sales to dealers . . . who will appreciate this handy way to stock components. It's an offer you won't want to miss. Ask your Mallory salesman for details.

® Trademark of Radio Materials Company,  
a division of P. R. Mallory & Co. Inc.

\*Trade Mark



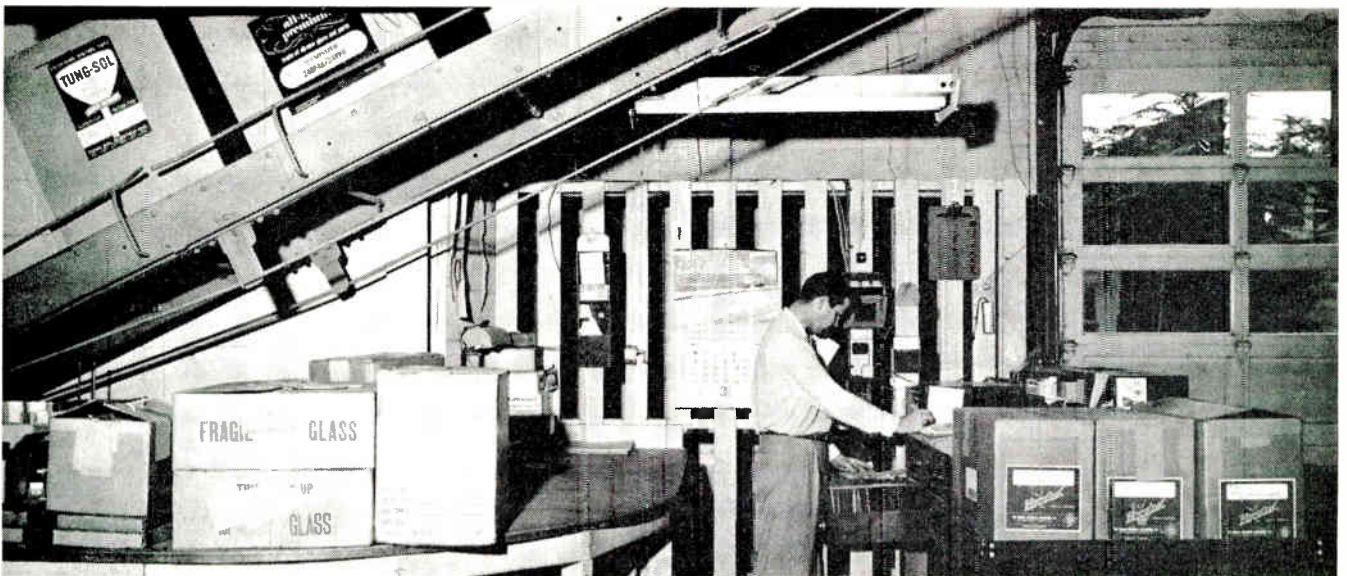
# Radio Supply Co. Wichita, Kansas



View from front door showing U shaped counter arrangement. Telephones and 16 station intercom are readily accessible.



The shipping department.



Showing the receiving department. Going up from left to right is the conveyor belt which transfers picture tubes and other merchandise to second floor storage.



# THREE BIG EVENTS

## PLAN NOW TO ATTEND

**17th NEDA Regional Seminar to be held at Atlantic City, New Jersey—September 11th, 12th and 13th, 1959. September 11th-12th also are dates for Annual "Miss America" Beauty Pageant. There will be tickets available for those who get their reservations in early. Meetings will be held in the newest, finest Motel in Atlantic City . . The Colony Resort Motel located at the Boardwalk and Indiana Avenue.**

**18th NEDA Regional Seminar to be held at New Orleans, Louisiana—October 9th-10th, 1959.**

**Meetings will be held in the famous Monteleone Hotel located in the French Quarter at New Orleans.**

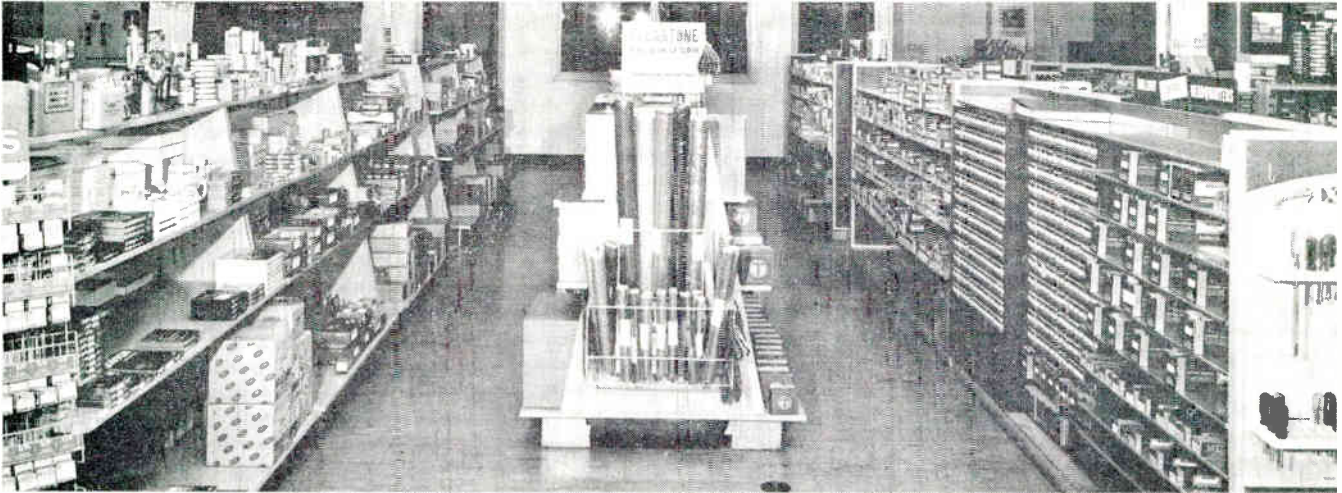
**19th NEDA Regional Seminar to be held at Detroit, Michigan, October 17th-18th, 1959.**

**Meetings will be held in the luxurious Whittier Hotel located at Burns Drive at the River at Detroit.**

**NEDA Regional Seminars, cosponsored by the Electronic Industry Show Corporation and NEDA, have proven to be the best "shot in the arm" for improving the business climate for Independent Electronic Parts Distributors. All Electronic Parts Distributors are cordially invited to these outstanding short course educational forums.**

**Watch for mailings from Chicago, Philadelphia, Atlantic City, New Orleans and Detroit giving full details about these three Seminars.**

# Columbia Electric Spokane, Washington



Self service idea. The racks on the right are of Columbia's own manufacturer.



Self service racks. Note use of manufacturer's displays.



Customer service station. Columbia has dropped the use of the conventional counter. Each salesman has his own desk on the floor.

## Good Housekeeping Is A Serious Thing

(Continued from page 77)

up to inefficiency, but a haphazard operation, using an uninformed staff, does.

Good housekeeping, then, is the term for the *total* management function of supervising the "parts" of an operation so that the result or "whole" is an image of efficiency and service. This image is given to the customer the moment he hears of your organization. It remains with him and grows with every new contact—in person, by phone, by mail, or when talking to an outside salesman. When the total operation is consistent, efficient, organized, the image becomes fixed and you have a steady customer. When you collect more than your share of these loyal customers you have their "seal of approval" for your successful "good housekeeping."

## Wedemeyer To Membership On U. S. Chamber Of Commerce Committee

U. S. Chamber of Commerce, President Erwin D. Canham, has recently announced the appointment of George E. Wedemeyer of Ann Arbor, Mich. to membership on the U. S. Chamber's Domestic Distribution Committee.

This committee concerns itself with legislative issues affecting distribution.

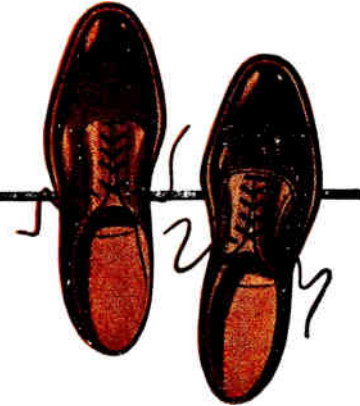
Mr. Wedemeyer is one of several operating wholesalers on the committee. He is President of Wedemeyer Electronic Supply Co., with main offices at Ann Arbor, Michigan with branch operations at Adrian, Lansing, and Ypsilanti, Michigan.

He is past President of the National Electronic Distributors Association and past President of the National Association of Wholesalers. He is currently serving as a member of the Board of Directors of the Electronic Industry Show Corporation.

He is also a member of the three man committee of the Wholesale Advisory Committee of the National Sales Executives International.

## Belden WireGram No. 22

Your  
Shoes



### ICP in Action

Les Rucker of Rucker Electronic Parts, operating in the Washington, D.C. area, was on the phone the other day, reminding us of a conversation we had a few years ago, and how horrified he was when we suggested he take his wire inventory out of the "cellar" and put it up front on his sales floor—where people see it and buy it. Les said, "We followed Belden's advice—our business almost doubled in 1953, and will possibly double in 1959."

Another thing Les said was: "Our wire stock was always in a mess, and we seldom knew whether we had what a customer wanted or not. We had no idea what our turnover was on wire and cable. When you introduced your *Inventory Control Plan*, you really put yourselves in OUR SHOES. The Belden salesman arranges and checks our stocks. He takes an accurate inventory and helps prepare the order. The *plan* provides a permanent record of a protected inventory and reduces our costs of acquisition. We are happy you put yourselves in OUR SHOES."

LES A. THAYER

**Belden**  
WIREMAKER FOR INDUSTRY  
SINCE 1902  
CHICAGO

34-8

*the industry's leading line*

*of electronic wire*

# House Organs

(Continued from page 16)

for you. Some will even supply a cut to be used in the printing. If your house organ is prepared by an outside service, there is even less work involved since they will do the actual preparation of the ad for you. Generally, all you have to do is tell them

the products involved and provide a minimum amount of information about them.

Always remember that a house organ is a sales tool. When you use it as you would use a salesman, it is certain to pay off.

# Unity Conference At The Concord

Electronic Manufacturers, Distributors and REPS have joined together to participate in a UNITY Conference at the famous CONCORD Hotel at Kiamsha Lake, New York on November 8th-10th, 1959.

A similar conference was held at the Concord during November of 1958. The outstanding success of that get-together of Suppliers, Distributors and REPS made it a must that a similar meeting be held in 1959.

The man to write to concerning reservations, rates and all information about the conference is:

Mr. Melvin Fischer  
Boro Electronics, Inc.  
69-18 Roosevelt Avenue  
Woodside 77, New York

While the Unity Conference is not sponsored by NEDA, The National Electronic Distributors Association feels that any activity that will improve the climate of operations within the Electronics Industry is good for all concerned. Unity of thought and action is a sure forward step in that direction.

Gripe if you must, but only to yourself. Psychologically, it's "good for what ails you," because it brings a certain amount of relief to a tired and strained mind. And if you listen to your own grumbling long enough, you'll get disgusted with yourself and quit or you'll be amused at the trivial things which caused you to gripe.—Sparks

When you call on a thorobred, he gives you all the speed, heart and sinew in him. When you call on a jackass, he kicks.—Quote

In much the same way that a balloon shrinks when you let some of the contents blow out of it, so an objection deflates when you let part of its pressure exhaust into words . . . when you let your customer get off his mind what he has on it, without interruption. Soften up the objection by hearing it out. Lessen it by listening.—Richard C. Borden.

*no one is topping*  
*Alpha's new*  
**PROFIT INSURANCE**  
*policy*

**ALPHA** electronics **WIRE**  
Wire & Cable • ALPHLEX® Tubing & Sleeving • Lacing Cord

For full details,  
call your Alpha Rep  
or write today.

ALPHA WIRE CORPORATION, 200 Varick Street, New York 14, N. Y.

# Electronics: 1959 Will Be Record Year For Equipment, Components, Production

Another record production of electronic equipment and components is in prospect this year, the Business and Defense Services Administration reported on Tuesday. Excluding research and development expenditures, output is expected to reach \$8.5 billion, \$400 million more than the 1958 year-end projection of BDSA's Electronics Division and 20 percent above \$7 billion in 1958. Last year electronic research and development expenditures totaled between \$1.5 and \$2 billion.

In marked contrast to earlier years, entertainment electronics output (radio, television, etc.), stimulated by rising economic activity, higher consumer incomes, and new product promotions, has risen almost steadily so far this year. The entertainment electronics industry is now beginning a normal seasonal upturn without the depressing effect of heavy inventories. Output should reach an all-time high in 1959, with the rate of increase over 1958 comparing favorably with those of the more dynamic military and industrial products sectors.

"Rising missile and military space activities, coupled with resumption of deferred military expenditures and the increasing electronics content of military hard goods, should push military electronic production to an all-time high in 1959," BDSA said. "Commercial and industrial electronics output will likely continue its steady upward trend throughout 1959, stimulated by rising economic activity, increased capital investment, and increased electronics output as a whole. The electronic industries are major purchasers of commercial and industrial electronics equipment."

The electronic components industries should show increases almost proportionately with total equipment production, although gains in the components segment in the last half of this year may be less spectacular than in early 1959 because replenishment of stocks probably has been completed. BDSA reported on the outlook for the six

major groups of electronics products as follows:

*Consumer Electronic Products*—Consumer electronic sales in the first half of 1959 were substantially above the comparable 1958 period. Total radio output so far is over 50 percent above 1958, with automobile radio production more than double last year. Television receiver output was almost 30 percent higher, and production and sales of other electronic products (phonographs, recorders, "hi-fi" equipment, etc.) also were above 1958 rates. Consumer electronics output during the remainder of 1959 is expected to be above the comparable 1958 period.

BDSA estimated total output of consumer electronic equipment, at factory prices, will reach \$1.7 billion this year, about 30 percent above 1958. New product development will be an increasing factor in future consumer sales, BDSA said.

*Military Electronic Equipment*—The biggest upsurge in volume of electronics output in 1959 has been in military electronics production, which comprises over half of total electronics activity if R&D expenditures are included. This expansion in military electronics activity, which began in mid-1958, is due to a combination of accelerated missile and military space programs, previously deferred military procurement, and the increasing electronics content of military hard goods. Unless the international situation changes, military electronics activity should continue to increase, BDSA said.

*Commercial and Industrial Electronic Equipment*—Production of commercial and industrial equipment continued the late 1958 upward trend in the first half of 1959. Major contributing causes were the rising military electronics output, increased capital investment in the entire economy, the trend towards automation, the civilian space programs, and the increasing electronics content of capital goods and other products required by the business

## everyday necessities

FOR TECHNICIANS,  
SERVICE MEN, HI-FI, STEREO  
HOBBYISTS

### SWITCHCRAFT COMPONENTS

### 2 NEW PHONO JAX

- Eliminate rivet mounting.
- Convenient replacement for old style Jacks.

No. 3501FP—Lock Nut back of panel, requires only 1/4" hole.



No. 3501FR—For front of panel mounting, where necessary to assemble Jack through the panel from the back due to lack of space.



### NEW PHONO PLUG

No. 3502—Removable handle—exposed terminals. Nickel plated brass body and handle. Can be used in multiples even where Jacks are on 1/16" centers.



### NEW PHONO EXTENSION JAX

No. 3503—Removable handle. Cable clamp. Shielded. Nickel plated brass.



STANDARD ITEMS ALWAYS IN DEMAND

### "LITTEL-PLUGS"

Switchcraft's new phone plug design assures you of dependable products. Many exclusive features. Complete line.



### "TINI-PLUGS"

Sub-miniature, 2-conductor phone plug for use with transistor equipment—mates with "Tini-Jax".

### "LITTEL-JAX"

Dependability, low cost and consistent quality assured through exclusive construction features—complete line.



### "TINI-JAX"

Subminiature design, one-third size of "Littel-Jax". Mates with "Tini-Plug". Ideal for use in transistorized portable radios.

Check your stock and order for prompt shipment.

## SWITCHCRAFT

INC.

5521 N. Elston Ave., Chicago 30, Ill.  
Canadian Rep.: Atlas Radio Corp., Ltd.,  
50 Wingold Ave., Toronto, Canada

community. "In another decade, the commercial and industrial electronic industry may be the largest sector of all the electronic industries," BDSA said.

*Electron Tubes* — Total output of tubes may increase more than 10 percent from \$790 million in 1958 to a record \$900 million in 1959. Most of the rise will be in transmitting and special purpose tubes. Receiving tubes probably will show only a moderate gain. Television picture tube output will follow receiver output, but replacement sales add a substantial degree of stability to tube production.

*Semiconductors*—Output of semiconductors is expected to rise about 40 percent, from \$210 million in 1958 to over \$300 million in 1959. Current developments in microminiaturization, automation, and cost reductions resulting from major break-throughs in semiconductor fabrication techniques will greatly expand semiconductor applications and total electronic markets as well as in the future, BDSA said. However, recent improvements in receiving tube technology may slow down the replacement of receiving tubes by semiconductors.

*Other Electronic Components*—Preliminary data on electronic equipment and component sales indicate that 1959 will be a record year for this industry. Production of electronic components (except electron tubes and semiconductors) is expected to increase 20 percent, from \$1,340 million in 1958 to \$1,600 million in 1959. However, the figure underestimates total components requirements for electronics production, since an increasing proportion of complex military and industrial electronic equipment component requirements is for mechanical and electromechanical devices which are produced outside the traditional components industries. Impending automation—"fabrication during assembly" techniques such as "grown" electronic circuits—will have profound effects on the component industries, BDSA said. In mass-produced items, component fabrication will increasingly become part of the assembly process.

81 manufacturers will sell 889 different models of portable radios this year, according to figures from the makers of "Eveready" radio batteries. More than 45 million portable radios are already in the hands of consumers, and industry reports indicate that nearly 5 million new portable radios will be purchased in 1959.

## Hold Line on Wages, Prices And Deficit Financing

Major recession, "creeping socialism" are certain if Government, labor, or industry contribute to further inflation, according to Don G. Mitchell of General Telephone & Electronics and Sylvania; asks line held on wages, prices, deficits.

A major recession and "creeping socialism" in the United States are certain to result if Government, labor, or industry contribute toward any further inflation of the American economy, a widely known industrialist warned.

Don G. Mitchell, President of General Telephone & Electronics Corporation and Chairman of Sylvania Electric Products Inc., said "you cannot take more out of our economy than you put into it. Some people are always tempted to try, however, and if they keep trying hard enough, this country certainly will end up with a recession that will curl your hair."

### *Hold Line on Wages, Prices, and Deficit Financing*

In an address prepared for delivery at the annual meeting dinner of the Chamber of Commerce of the United States, Mr. Mitchell cautioned that "if labor takes all of the productivity increases in the form of wage increases, there will be nothing left to plow back into the business."

"There isn't any bottomless bucket of gold for labor, or management, or Government, or anybody else," he declared. "If industry simply passes along its increased costs by raising prices, inflation will go up still higher. If Government keeps on financing deficits, there won't be anything left for anybody. The danger is particularly strong in our international trade, because inflation will price us right out of our foreign markets, as well as our markets here at home."

### *Urges Work for "Better Business Climate"*

Mr. Mitchell urged businessmen to work for a so-called "Better Business Climate", which he defined as a better climate for every segment of the economy, with "no special privileges, no undue influence — just a climate that works for everyone, in the best interests of everyone."

The challenge to every businessman, he said, is to think more and plan more about the long-term, not

only in such specifics as scientific research, new product development, new facilities, and marketing, "but about the entire backdrop for our business — the over-all climate in which business operates."

The basic principle upon which "Better Business Climate" activity operates according to Mr. Mitchell, is that when there is "a healthy business climate in your community, every man, woman, and child in that community benefits from it. That is far more than a case of helping business; it is a case of helping the entire community—the people who own businesses, those who work in them, those who buy their products, those who sell to them."

Pointing out that Government at all levels — federal, state, and local — spends an amount equal to about one-third of the nation's income, he stated: "How can you help but be involved; you have no choice, because you already are. Your only choice is whether you are going to sit back and watch, or stand up and do something. To the businessman who says he hasn't time to be actively interested in what the federal, state, and local governments are doing, I would like to point out that Government certainly has shown it has the time to be actively interested in you."

### *A Decade of Unprecedented Growth*

Having successfully met these challenges, Mr. Mitchell said, the nation will be able to take full advantage of the opportunities that then would lie ahead. Citing the "steady, relatively solid recovery in most areas of our economy", he stated the economy is "pointed toward a decade of unprecedented growth and development on every front."

Keep your competition off balance. Keep them answering your currently best sales story, while you're developing a new and better selling point. Keep them in a guessing, anxious mood by continuously flooding your market with the advantages, uses, greater profit and consumer acceptance of your product. Selling clues from government agencies, business associations and similar sources can tell you the peak demand for your product. Then start pushing it the month before. Be there when your competitor ain't.

## The Wolverine "Reps" Honor Radio Specialties Company On Its Thirtieth Birthday

The Wolverine Chapter of the Electronic Representatives Association honored Don Norton, Carl Pooch and Herman Hirt, owners of Radio Specialties Company of Detroit at a luncheon on its 30th Birthday.



Picture Number 1 shows Jack Thorpe, Chairman of Jobber Relations Committee of the Wolverine Chapter of ERA presenting a plaque to Don Norton.

Picture Number 2 shows Larry F. Zaffina, President of the Wolverine Chapter presenting a plaque to Carl Pooch.

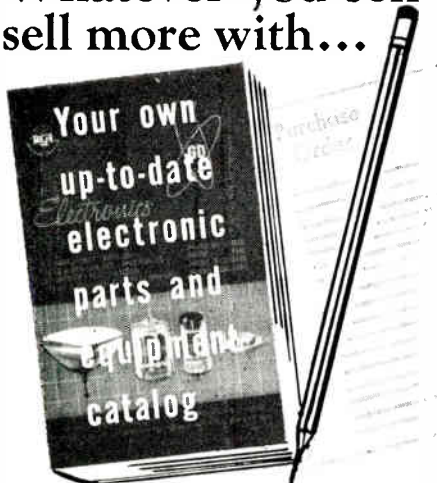


Picture Number 3 from left to right shows Robert Milsk, Arthur Gosselin, Carl Pooch, John Merchant and Herman Hirt, one of the owners of Radio Specialties Company.

Radio Specialties Company of Detroit, now in its fourth location, employs sixty-five persons and does an annual sales volume in excess of \$2,500,000.00.



Whatever you sell—sell more with...



from **ELECTRONIC PUBLISHING COMPANY**

- Custom-made to your specific market. Lists only the lines you sell
- Product and price listings correct to press time. No out-dated, obsolete information
- Economical... costs less than any other catalog method, much less than if you prepared it yourself
- Most convenient and acceptable format. Size 6" x 9"

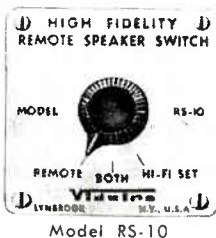
Sample copies and full details available at the **MAY PARTS SHOW**, Room 618-619, Conrad Hilton Hotel

**ELECTRONIC PUBLISHING COMPANY, INC.**  
180 N. WACKER DRIVE • CHICAGO 6, ILLINOIS

## HI-FI ACCESSORIES

### STEREOPHONIC SOUND FROM HI-FI RADIO OR TV SET!

Remote speaker 3-position switch connects Hi-Fi, Radio or TV set with remote speaker. Turns either speaker on or off or places both in operation. Heavy Duty Gold embossed plate. Complete with knob, hardware and detailed instructions.



**\$1.17**  
net

### HI-FI REMOTE SPEAKER FADER

Any volume may be adjusted for either Hi-Fi, Radio or TV set and the remote speaker. Heavy Duty. Gold embossed plate of heavy gauge brass, warp and tarnish free. Complete with mounting plate, knob, brass hardware and detailed instructions.



**\$1.41**  
net

Write for Literature

These are Quality Engineered American Made Products



**Vidaire**

**ELECTRONICS MANUFACTURING CORP.**  
BALDWIN • NEW YORK

## Raytheon Announces Seven Receiving Tube Types

The Distributor Products Division of Raytheon Company today announced the addition of seven registered EIA types to the Receiving Tube line. Mr. Fred H. Keswick, Dealer Products Manager for the division stated that the continued addition of tube types to Raytheon's already "most complete line in the industry," assured electronic distributors of complete coverage and availability by type from a leading tube company.

**3CY5:** This tube is a 7 pin miniature tetrode type designed for use in series string VHF television tuners.

**6DT5:** A 9 pin miniature beam power pentode with an 11 second controlled heater warm-up time designed for use in television receivers.

**6EH8:** This type is a 9 pin miniature triode-pentode designed for use in VHF oscillator-mixer applications.

**6J6A:** This tube is a 7 pin twin triode miniature having controlled heater warm-up characteristics. It is an improved version of the 6J6 designed for use as an oscillator in series-string heater circuits.

**9AU7:** A 9 pin miniature double triode with a 450 MA heater. The type is identical to the 12AU7 with the exception of heater characteristics and is designed for use in series-string heater circuits.

**9BR7:** This is a 9 pin miniature duo-diode-triode for use as a sync separator in television receivers.

**12AZ7A:** A 9 pin miniature double triode with controlled heater warm-up characteristics. This type is an improved version of the 12AZ7 and is designed for use as an amplifier in television receivers.

Support the other fellow's ego. I am not recommending that you bootlick the boss. I agree heartily with you that a bootlicker is contemptible. But I am recommending that you treat him as a human being who appreciates being appreciated. It is poor human relations, and stupid besides, to praise when no praise is due, or to get the reputation of being one who lays it on thick. But most of us are inclined to be too stingy, rather than too extravagant, with our praise.—Dr. Don Faith.



We've increased production! We've ordered more merchandising racks!

Jobbers everywhere (including Alaska, Hawaii and Canada) have joined the big rush for Pyramid's "Gold Standard" = 19% Mylar® Capacitors. Servicemen have never shown such enthusiasm, distributors have never been so eager for a new merchandising concept.



**Pyramid Merchandising in Action!** Choice of merchandising racks \* Dramatic national advertising: Cover positions Multi-color spreads Full page bleeds \* Direct Mail program \* Free offers \* Point-of-purchase material \* Literature \* Window streamers \* Overall publicity coverage \* Countermer identification badges

If you are among the few distributors who may not as yet joined the Gold Rush, you can still get your share of the Pyramid "Gold Standard" profits by contacting your Pyramid representative or by writing direct: Pyramid Electric Company, Jobber Division, North Bergen, N. J.





# New Catalog Announced by Atlas Sound

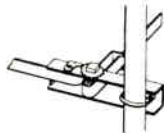
A new fully illustrated, sixteen-page, two-color catalog No. 559 describing their complete line of commercial sound equipment has been announced by Atlas Sound Corporation, 1449 - 39th Street, Brooklyn 18, N. Y.

The new catalog also commemorates Atlas Sound's twenty-fifth anniversary as an industry leader in the field of commercial sound.

The catalog gives complete information including photographs, explanatory technical diagrams and full specifications on the complete line that includes Loud speakers, transformers, driver units and speaker and microphone mounting accessories. Among the new models introduced for the first time this year is a Decor loudspeaker for attractive interior installations. Also included are high fidelity all-weather projectors as well as a complete assortment of speakers and sound equipment for every regular and special application.

ask the  
"Man-on-the-Roof"  
why he prefers

*South River*



TWO  
TO A  
SET

## RATCHET TYPE CHIMNEY MOUNT

Model RT (Galv. Banding)  
Model RT-ST  
(Stainless Banding)

FASTEST, SIMPLEST, MOST  
CONVENIENT EVER MANU-  
FACTURED — Mounts in 2  
simple steps. Completely fac-  
tory assembled with no eye-  
bolts, banding clips, nuts, etc.,  
to handle. Furnished with  
flat-lay, non-colling banding,  
heavy gauge embossed, welded  
steel construction. Forged  
heat treated Alum. ratchets.

**SOUTH RIVER**  
METAL PRODUCTS CO., INC.  
South River, New Jersey

pioneer &  
outstanding  
producer of  
finest line  
of antenna  
mounts

The new catalog may be obtained without obligation by writing Atlas Sound Corporation, 1449 - 39th Street, Brooklyn 18, N. Y.

Plans for the purchase of the assets and business of Sorenson and Co., Inc., manufacturers of controlled power supply equipment, by the Raytheon Company were announced by C. F. Adams, Raytheon president, following the signing of an agreement between the two companies.

The Sorenson firm which employs approximately 400 men and women at its South Norwalk, Connecticut and New York City plants is one of the most respected names in the \$100,000,-

000 power supply industry.

Bill Hendrickson, Sr. of Scituate, well known pioneer in the electronic industry, passed away Thursday, May 28th at the age of 72. For 37 years he had been an electronic manufacturer's agent in New England and was influential in helping establish the original parts distributor in this area. He was known and respected by the entire industry and was also nationally recognized as a horse and poultry fancier.

Mr. Hendrickson was head of the W. A. Hendrickson Company, which will be carried on by his sons who have been associated with him for many years.

## A New Concept in SELLING from

# AEROVOX

**V**  
\*  
VOLUME QUANTITIES

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BROADER MARKETS  
\*  
GREATER PROFITS  
\*  
FACTORY PRICES

**I**  
INCREASED PROFITS

**P**  
PRICE PROTECTION

The V.I.P. Marketing Plan is not just another Aerovox First... but an Industry First in a new and revolutionary marketing program for Distributors. Now you can sell the most complete line of capacitors in the industry to a broader market in larger quantities at higher profits and at protected prices.

Supplementing the V.I.P. Marketing Plan are two new Aerovox Catalogs... Industrial Distributor Catalog with 52 pages of capacitors, resistors, test instruments and other components to meet every industrial requirement... Servicemen's Catalog with 32 pages of the most complete line of replacement requirements in the industry. There's a plan for you in the new Aerovox V.I.P. Marketing Program.

Call your local Aerovox Sales Representative  
today or write directly to...

**AEROVOX CORPORATION**  
DISTRIBUTOR DIVISION • NEW BEDFORD, MASS.

# Radio Parts Co. Inc. Johnstown, Pennsylvania



Interior view showing counter and display fixtures.



Excellent utilization of corner space in branch store.

# Priest Electronics, Inc. Norfolk, Virginia



Interior Views.

# Warren Radio Co. Kalamazoo, Michigan



All phones have 16 feet coil cords. Phone is on post at left.



Interior view showing manager's office on left.

# SIX OF THE REASONS WHY CHICAGO STANDARD is your MOST PROFITABLE transformer line

- 1. LARGEST, MOST COMPLETE STOCK LINE**, including over 1100 transformer types, covering all your major markets:

MILITARY AND INDUSTRIAL	AIRBORNE EQUIPMENT
RADIO & TELEVISION REPLACEMENT	INSTRUMENTATION
PUBLIC ADDRESS AND COMMUNICATION	INDUSTRIAL RESEARCH
AMATEUR AND COMMERCIAL BROADCASTING	HIGH FIDELITY
- 2. NO RISK STOCK INVENTORY PLAN** lets you maintain an active stock inventory with all risk of loss removed, so you can concentrate your attention on selling.
- 3. ORDERS SHIPPED WITHIN 24 HOURS OF RECEIPT**—frequently the same day! No time lag with Chicago Standard's huge stock, efficient order handling.
- 4. SPEEDY, ECONOMICAL SHIPPING**, because of Chicago Standard's 3 strategically located warehouses. Wherever you are, you're close to one of them.
- 5. LARGEST STOCKS, LARGEST FACILITIES.** Over 250,000 transformers are always in stock at Chicago Standard. You are protected against material shortages because of our direct sources for magnet wire and steel. Chicago Standard's large engineering staff is your assurance of complete reliability, utmost quality.
- 6. THE MOST PROMOTIONAL HELP.** Chicago Standard's intensive promotional program pre-sells your customers for you. Catalog sheets, flyers, service guides, premiums, plus regular advertising programs in all leading service and industrial publications aid you in your sales effort.

*This is why CHICAGO STANDARD maintains  
its leadership. When you stock  
CHICAGO STANDARD you maintain yours.*

**CHICAGO STANDARD TRANSFORMER CORPORATION**

3501 Addison  
Chicago 18, Illinois

# New Products

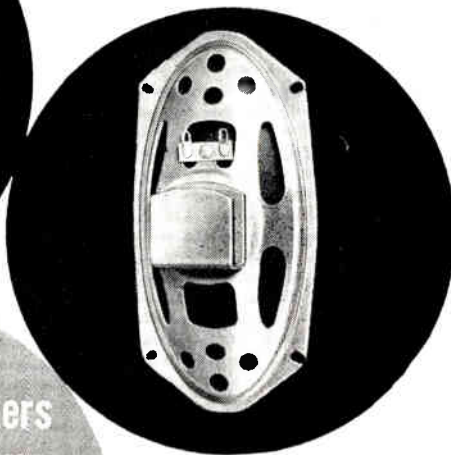
Compiled by **Radio-Electronics**

## **Aerovox Corporation New Bedford, Mass.**

P161N Miniature "Polycap" plastic-cased paper tubular capacitor.

## **Centralab 900 E. Keefe Ave. Milwaukee 1, Wisconsin**

"Compentrol" stereo volume control which improves bass and treble. Two types for replacement of 500K ohm and 1 megohm volume controls.



These two speakers  
are **BRAND NEW**  
and **BRAND NAME**  
and the **BRAND NAME** is

# QUAM

Here are two new additions to the famous Quam line of replacement speakers. You'll find many uses for both of them, in auto radios and in radio-tv applications. When you use them, you'll enjoy knowing that you're avoiding breakdowns and eliminating callbacks by installing *quality* loudspeakers. Using a brand name product is always your assurance of that . . . especially when the brand name is QUAM.

**48A2**—Very shallow construction 4" x 8" speaker with 1.4 oz. Alnico V magnet. Used in many 1959 auto radios and in RCA and Sylvania sets. List Price \$6.95

**69A1**—A low cost 6" x 9" speaker with "high-price" features—full ¾" voice coil, heavy magnet (1 oz. Alnico V). An exceptional value. List Price \$5.95

*ask for QUAM, the quality line for all your speaker needs*

**QUAM-NICHOLS COMPANY** 234 E. Marquette Road, Chicago 37, Illinois

Canada: A.T.R. Armstrong, Ltd., 700 Weston Road, Toronto 9, Ontario  
D. Eldon McLennan, Ltd., 1624 W. Third Ave., Vancouver 9, B.C.

## **Channel Master Corporation Ellenville, New York**

Model No. 9524 "Automatic Tenn-A-Liner" antenna rotator.

## **Federal Electronics Sales, Division of Fedtro, Inc. Rockville Centre, N. Y.**

Model DR "Dual Remote" extension speaker for stereo effect.

## **Fisher Radio Corporation 21-21 44th Drive Long Island City, New York**

Model 100-t ultra-sensitive stereo FM/AM tuner and master audio control center.

## **ITT Components Division Clifton, New Jersey**

ITT "45" 45-volt, and IT "2X" 26-volt selenium rectifiers; and N, S and M series very high power silicon rectifiers.

## **Nobles Engineering and Manufacturing Co. 645 East 7th Street St. Paul, Minnesota**

NT-103 transistorized preamp and tone control unit; NZ-101 miniaturized power supply; NS-130 stereo amplifier; NT-108 transistorized stereo preamp and tone control unit.

## **Philco Corporation, Lansdale Tube Co. Div. Lansdale, Pennsylvania**

2N1199, 2N1267, through -72N PN silicon transistors.

## **RCA, Electron Tube Div. Harrison, New Jersey**

6CN7 9-pin miniature twin-diode-high-mu triode; 5R4-GYB full-wave vacuum rectifier; 7027-A beam power tube; 12DS7-A beam power tube; 12DS7-A 9-pin miniature twin diode-power tetrode; and 6DE7, 10DE7 9-pin miniature dual triodes.

**Robins Industries**  
36-27 Prince St.  
Flushing 54, New York

"Engineered Sound" ESK-4 turntable leveling kit.

**Rohn Manufacturing Co.**  
116 Limestone, Bellevue,  
Peoria, Illinois

No. 60 600-ft. heavy-duty communication tower using the No. 9 section of the Rohn "self-supporting" tower.

**Soundolier, Inc.**  
P. O. Box 3848  
St. Louis 22, Missouri

"Audio-Lite" combination loud speakers and lighting fixtures for church use.

**Studio Supply Co., Div. of  
Studio Electric Corporation**  
711 S. Victory Blvd.  
Burbank, California

Line of "Split-Outs" for feeding a single source to two or more fully isolated loads.

**Turner Co.**  
Cedar Rapids, Iowa

Citizens band microphones models 907 ceramic hand or desk type; Sr 807 wired for relay operation with push-to-talk switch; SR162C ceramic type, push-to-talk switch, plastic case; and SR90R carbon type, adaptable for mobile use.

**Pickering & Co.**  
Sunnyside Blvd.  
Plainview, New York

Mk II "T-Guard" stylus for Flux-vale stereo cartridges -Model D3707A for transcription tone arms, and model D3707C for auto-changer tone arms.

**Simpson Electric Co.**  
5200 W. Kinzie St.  
Chicago 44, Illinois

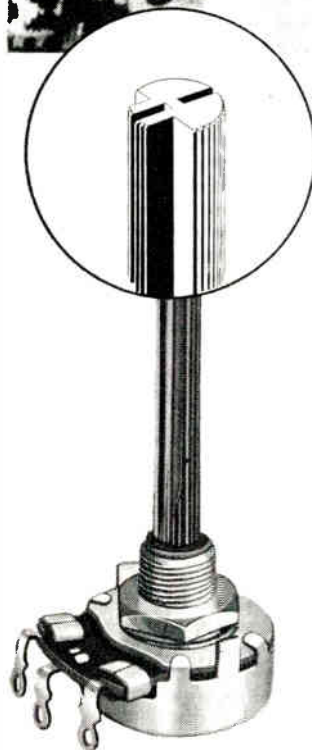
Model 270 self-powered volt-ohm-milliammeter.

NEDA JOURNAL—SEPTEMBER, 1959

# Hit any target



with  
**Centralab**  
**Universal Shaft**  
**Model B**  
**Radiohm® Controls**



If your customers are aiming for faster servicing—and if you are shooting for greater profits—sell CENTRALAB Model B Controls. These are the only replacement carbon controls with a truly universal shaft that adapts to any application.

AC Line switches snap right on, trigger-quick, to convert the control to a switch type unit. A snap-on rear control is available, too, for stereo and all other twin applications, so you can carry a minimum inventory and still fill the maximum number of orders.

For any shaft target—split knurl, shallow flat, deep flat, half round, round, etc.—the Model B hits the bull's-eye. Its universal fluted, knurled-type shaft adapts to all knobs perfectly.

So Tell your CENTRALAB representative that you want a stock of Model B controls . . . and watch sales shoot sky-high, faster than an arrow.

**Centralab**  
B 5959

A DIVISION OF GLOBE-UNION INC.  
968 J. East Keefe • MILWAUKEE 1, WIS.  
IN CANADA: 669 Bayview Ave. • Toronto 17, Ont

**CONTROLS • ROTARY SWITCHES • CERAMIC CAPACITORS**  
**PACKAGED ELECTRONIC CIRCUITS • ENGINEERED CERAMICS**

Page 95

**Superex Electronics Corp.**  
**4-6 Radford Place**  
**Yonkers, New York**  
 Model DYN transistor radio kit.

**Telectro Industries Corp.**  
**35-16 37th Avenue**  
**Long Island, New York**  
 Model TR 555 4-track, compact one-hand loading cartridge recorder.

**Waterman Products Co.**  
**2445 Emerald St.**  
**Philadelphia, Pennsylvania**

No. 4511 Miniature planetary ball drive unit, ratio 6-1, for 1/4 inch shafts, four models; and 4838 "Caliband" dial, dual controls, ratios 6-1 search, 50-1 band spread.

**Telectrosonic Corporation**  
**35-18 37th Ave.**  
**Long Island City, N. Y.**  
 "Stereo Tapes" 4-track, 7 1/2 ips pre-recorded magnetic tape.

**Terado Co.**  
**1068 Raymond Ave.**  
**St. Paul 8, Minnesota**  
 Model 50180 "Hi-Power" and model 50181 "Super Charger" battery chargers for cars, boats, tractors.

**Sylvania Electric Prod., Inc.**  
**730 Third Avenue**  
**New York 17, New York**  
 Renewal tubes: \*6AF3 miniature single diode; 6ES 5 miniature tetrode, sharp cutoff triode.

**Tru-Ohm Products**  
**2800 N. Milwaukee Ave.**  
**Chicago 18, Illinois**  
 S.M. series axial lead precision wire-wound resistors.

Definition of a good salesman by O. H. Peckham back in 1901 was the following: "The only real criterion of his ability is the number and quality of the orders obtained. He sells his goods, he sells them at a profit, he complains little, he finds a way to do business with the goods of his employer, he believes in his house, he believes in himself, and is never without enthusiasm, energy, and pluck."

A metropolitan sales executives' club recently made a survey to find out why salesmen were fired. They found that more sales employees were out for lack of effort than for drunkenness, crookedness, and stupidity combined.—Curtis Courier

There are many salesmen who perform their daily chores with a proud, professional competence. These are the sales builders who labor with love as they move the industry's vast output to the masses of consumers. Yet, industry, being comprised of human beings, has its share of dullards and deadwood. These are the chronic complainers, the sad cynics, the joyless jokers who dissipate sales energy, convincing sales prospects that things are worse than they seem.—Radio & TV Weekly.

The honeymoon is over when the dog brings you your slippers and the wife barks at you.—Pipe Dreams.

You can take anybody else's ideas and hope to have them sell for you. No sales pattern is standard. No salesmen are alike. But the really successful salesmen all seem to have three things in common. One is the desire to serve. Two is the ability to sell what you are selling in terms of how your customers will benefit. Three is courage—courage to persuade people to buy.—From an NCWA convention address by Bill Gove.

Try talking to yourself. Many a top notch salesman claims it's a sure pathway to success. They have borrowed the office recorder or looked up the local music shop and cut a plastic disc of their voices for a nominal fee—all in an effort to hear themselves talk as their customers hear them. Close listening to the play-back helps spot weaknesses, suggests cures. Still other salesmen unabashedly practice in front of mirrors, listen and look for ways to improve.—W. J. Tobin in Printer's Ink.

**Introducing**  
**... "Jewels**  
**In Tools"**

**VACO<sup>®</sup> NUT DRIVERS**

- 5 beautiful nut drivers nested in attractive 2-tone plastic box with hinged cover
- Each driver identified by size by color of handle
- Highly polished chrome shafts (drilled 1/2" deep) for good looks, long life
- Extra hard, machined sockets that "won't-round-out"

SP 500

**Unusual Promotional Kit**  
 Voltage Checker and Probe FREE with sale of one 1/4" Chrome-Tone and one 3/8" Chrome-Tone nut driver. This is a \$2.50 value for only \$1.79 net. Instructions for using Voltage Checker included. A real "buy"!

**SP 3 ONLY—\$1.79**

**VACO PRODUCTS COMPANY, 317 E. Ontario St., Chicago 11, Ill.**  
 In Canada: ATLAS RADIO CORP., Toronto 19, Ontario

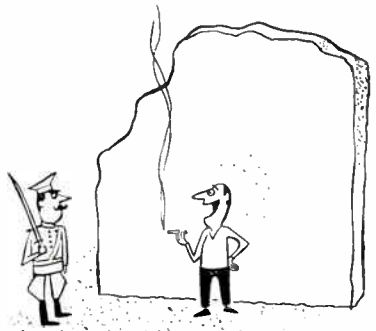




FOR one reason or another, it seems that when we get more than a half dozen people in the front part of our store, they all seem to be stepping on each other's heels. This has been bothering the boss and was the subject of a recent store meeting.

The question was, "What were we going to do about it?" To spark this brain-storming session, the boss once again pinned five \$5.00 bills to the bulletin board, and said, "This is for the five best suggestions tonight. If no good ones are made, no money!"

The boss likes to have his fun at these meetings and is willing to pay for it. Actually, he shouldn't have to, for



"My last wish? Shoot me with JENSEN NEEDLES."

the boys back of the counter, have the store's best interests at heart.

You will recall some time ago, a similar session brought forth a winning idea for speeding counter service and keeping customers satisfied. This was the combination of a "take a number system" and the calling out of the next number over the store's paging system. Now, there was a need for going further to improve customer service.

Basically, the front of our store had become cluttered with one type of display or another, some good, some not so good. As a result, ready and free access to the counters had been made difficult. Originally the idea of spotting these floor displays was done on purpose. Customers and prospects would have to pass these displays and in so doing, help build "impulse sales". But what happened in the meantime? For one thing, we found that one of our original tool displays did create an unusual number of impulse sales. Unfortunately these were not always supported by related sales slips. It became evident, that many people "took" tools strictly on "impulse", and while we are a firm believer in having the right tool for the job, we feel there are more legitimate ways of getting them. So eventually this tool merchandiser was replaced with a vertical circular bin display filled with low-priced television standoff insulators, etc. These bins hold a lot of merchandise, but they are unfortunately difficult to "see", since the ceiling lights take care of the top bins fine, but not the bins several sections below. It's an old axiom, that poorly lighted goods do not encourage customers to inspect or buy. We had three of these circular "islands", which incoming customers approaching the "foot" of our "L-shaped" counter, had to wind around or pass.

We also noted that when a customer tried to bend down to select some item from a lower bin he didn't have too

## THE ASTRON PROGRAM FOR...

### industrial capacitor distribution



WITHIN THE MEMORY OF MOST OF US IS THE GROWTH OF THE ELECTRONIC INDUSTRY. OTHER INDUSTRIES MEASURE THEIR IMPORTANT CHANGES IN THIRTY OR FIFTY YEAR PERIODS. NO SUCH SLOW PACE EXISTS IN ELECTRONICS. METHODS THAT WERE ADEQUATE ONLY FIVE YEARS AGO ARE OBSOLETE TODAY.

THE SUCCESSFUL INDUSTRIAL DISTRIBUTOR HAS PERHAPS EXPERIENCED THE GREATEST CHANGE OF ALL. HE HAS A TECHNICAL STAFF, EXPERIENCED SALESMEN AND MOST IMPORTANT OF ALL, A CONSIDERABLE INVESTMENT TO BE PROTECTED.

THE ASTRON PROGRAM IS DESIGNED TO AID INDUSTRIAL DISTRIBUTORS SERVICE INDUSTRIAL CUSTOMERS WITH INDUSTRIAL TYPE CAPACITORS AMONG THE IMPORTANT ADVANTAGES OF THIS PROGRAM, DISTRIBUTORSHIPS ASSIGNED ON A CONTRACT BASIS WILL RECEIVE EFFECTIVE ADVERTISING AND PROMOTIONAL SUPPORT.

FOR COMPLETE DETAILS WRITE TO:  
ASTRON SALES CORPORATION

SEE US AT  
BOOTH #2716  
IRE SHOW

**ASTRON**  
CORPORATION



255 GRANT AVENUE  
EAST NEWARK, N. J.

More PROFITS from stereo conversions with ERIE...

## NEW STEREO CERAMIC CARTRIDGE

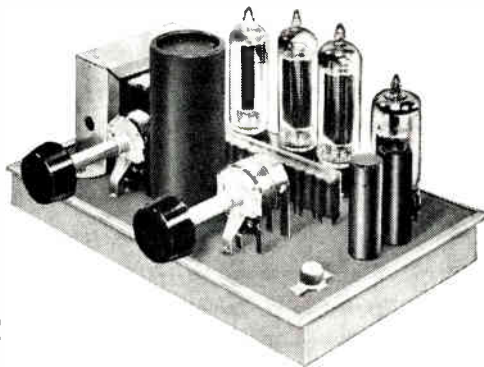


This high quality single-element stereophonic cartridge is ideal for converting monaural record players to stereo. Dual stylus—sapphire-sapphire. Frequency response: 20 to 16,000 cps. Tracking force: 5 grams. Output: 0.5V, each channel. Channel separation: 20 DB. **\$8<sup>95</sup>**  
Regular list price . . .

## Plus Audio Amplifier Kit!

A complete-in-one-box ERIE "PAC" kit. Printed circuit board and plug-in components require little assembly time to build this high-quality, four-tube push-pull audio amplifier. Just right for profitable stereo conversions. Regular list price . . .

**\$12<sup>95</sup>**



# SELL BOTH FOR ONLY

For the first time—two unbeatable components at a startling low price! This is the combination for sure profits from stereo conversions. Order in quantity now and promote plus profit stereo sales with your dealers. Special offer expires November 15.

For further details, write to:

# \$14<sup>95</sup>

NET

**ERIE Electronics Distributor Division**  
**ERIE RESISTOR CORPORATION**  
Erie, Pennsylvania

much room to bend, or worse, someone else could easily bump into him. As a result one counterman suggested that we remove these, as well as a wall display of small close-out parts, which had long lost its zip, and install a wall display of tilted metal open bins, containing the items from the circular bins. This, he pointed out would face the viewer, and at the same time take advantage of the excellent overhead lighting. The circular floor vertical floor displays were relegated to the stock room, where they now serve a very useful purpose in that area.

Another winning suggestion, recognized the fact that the space being used to offer obsolete merchandise or discontinued numbers, was too valuable for the turnover it provided for such goods. The solution? Revive our system of offering giant value "grab bags". These were priced at two levels—one at 49 cents each, the other at \$1.49. These were securely wrapped and individually marked in large size figures, using a red grease pencil. The two sizes were each piled in separate open cartons facing customers and placed at the foot of the other wall displays. On faces of each open carton we stressed that these were "\$5.00 and over \$15.00 values" respectively. This they were, taking into account the original list and even net prices in some cases.

Another prize-winning suggestion, recognized that when there were three or more customers at the main counter section, having their orders waiting to be written up, part of one order would sometimes "fall into" the order next to it. A counterman suggested that we have "order boxes" located at the bottom of each shelf section, to be used to collect parts or tubes to fill the customer's order, and each order placed on the counter in this original collector box or carton.

Another accepted idea took into account that over a period of time, our main counter service area had been usurped by more and more "Counter Hogs" as he called them, but meaning "counter card displays". These incidentally, have been proving their worth in building impulse sales so their removal would not be tolerated. Instead we added an inverted U-shaped dome of peg-board over the counter. In this way, we accommodated even more counter cards, covering a greater variety of items. All of which served to snap up the front of the store, speed customer handling, and build impulse sales.



I hope you have found this issue of the NEDA Journal interesting and informative. We got a real kick out of putting it together.

So many of our good Distributor friends sent us photographs that it was not possible to use all of them in the September issue. We plan to continue the Good Housekeeping theme in the November and December issues.

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The October issue will be another special **HOW-TO** presentation. More than twenty-five Electronic Parts Distributors will tell us how they handle specific operations in their store. Such subjects as "Conducting Sales Meetings", "Materials Handling and Warehousing", "Inventory Control", "Value of Manufacturers' Published Policies" and other pertinent facets of the day-to-day operations of an Electronic Parts Distributor.

These will not be "success stories". They will, on the other hand, be down-to-earth statements by the Distributors as to the methods used by them in handling the operation they were asked to cover.

A handwritten signature in black ink, appearing to read 'S. W. ...', is positioned above the publisher's name.

Publisher—NEDA Journal  
Executive Officer—NEDA



# • NEDA Directory •



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Telephone: HARRISON 7-5526

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MEMO

This ad, appearing in electronic trade magazines, describes a new type battery system. This innovation is typical of the research, development and technical sales effort applied by National Carbon to assure adequate packaged electricity for the transistor age. This continued effort — carried on in our mutual interest — assures a healthy and flourishing battery market for you.

All-new transistor power source engineered for compact circuits



# ENERGIZER NO. 2713

One of a family of new "Eveready" Energizers with exclusive cathodic envelope construction

**Designed especially for Transistor Service . . .** Now equipment designers are offered greater flexibility in a power source than ever before. The new "Eveready" Energizer No. 2713 with unique cathodic envelope construction will service all requirements of the newest, most advanced battery-operated pocket radios . . . and many other transistorized devices.

**Longer service . . . lower cost per hour.** One Energizer No. 2713 battery gives *twice* the length of service

of *four* penlite batteries. More energy per unit volume than any other carbon-zinc battery! Polarized terminals prevent incorrect installation by users. No need for clips or cell-holders. Quick — easy installation the first time.

**Guaranteed Leakproof.** Like the entire line of "Eveready" Cathodic Envelope Energizers, this custom-designed battery is leakproof with a guarantee against corrosion damage. Ideal for all battery-operated transistorized devices.

**FREE! For Complete Engineering Data, write . . . Manager, Battery Engineering Department.**



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How to keep your profits from going to the "dogs"!

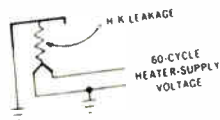
**STOP  
PROFIT  
LEAKS!**



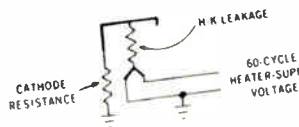
Another way  
RCA helps you  
improve your  
business

Review these important facts about heater-cathode leakage

Did that TV set come back? Same symptoms—60-cycle hum bars? You diagnosed the trouble correctly—a leaky tube. Here's why a leaky tube can cause you a lot of trouble



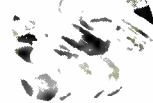
H-K leakage provides a path for 60-cycle current to flow from the heater to the cathode. If there is no resistance or impedance in the cathode circuit, this leakage current usually causes no difficulty.



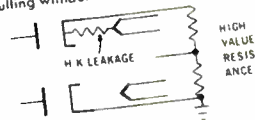
When there is resistance in the cathode circuit, the H-K leakage current develops a 60-cycle voltage across the cathode resistor. This voltage may produce visible and/or audible 60-cycle "hum".



H-K leakage in the RF, IF, or video stages of a TV receiver can produce 60 cycle horizontal pulling and "hum" bars.

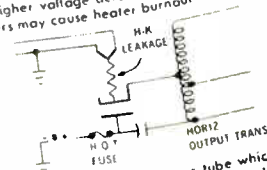


H-K leakage in the sync-separator tube or in the horizontal AFC, oscillator, or output tubes can produce 60 cycle horizontal pulling without "hum" bars.



In detector, discriminator, and AFC stages, which usually have relatively high values of resistance in the cathode circuit, even a slight amount of H-K leakage current can easily cause visible and/or audible 60-cycle "hum" symptoms.

An H-K short circuit, or low-resistance leakage, in a series-string tube, short circuits part of the heater circuit. The resulting higher voltage across the remaining heaters may cause heater burnout



H-K leakage in a damper tube which has its heater grounded may cause the H.O.T. fuse to blow

RCA tubes help you beat these problems—drastically reduce heater-cathode leakage and shorts through such improvements as precise control of heater coatings to eliminate "thin spots"; better heater stem lead arrangements; new cathode materials and structures. Avoid callbacks caused by tubes that develop H-K leakage problems and keep your profits from "leaking" too. Remember to always ask your distributor for RCA TUBES!



**RADIO CORPORATION OF AMERICA**  
Electron Tube Division  
Harrison, N. J.

Another  
way  
**RCA**  
helps you  
improve your business...

Informative advertising such as the one shown here appears in leading service publications. Your customers will read and appreciate their messages. You will profit, too, by boldly displaying the sign... "AUTHORIZED RCA TUBE DISTRIBUTOR".