

To the Service Technician

. . . *How many service technicians are there in the U.S.A.? . . .*

By Hugo Gernsback

THIS particular article is addressed exclusively to the radio servicing trade. The reason: Ever since the inception of this magazine, in 1929, a large percentage of its reading matter has been addressed to the service technician. For over 21 years, as our old readers well remember, this policy has never changed.

From time to time we have made various surveys to ascertain the extent of service-technician readership of the magazine and have been able to draw certain conclusions from this. Yet, the editors in planning the magazine over a long-range term must have certain vital information as to its readers. *No one can give that information to us better than YOU.*

Several years ago we made a mail survey and we found that 53% of our readers were connected in one way or another with radio servicing.

With the advent of television, revolutionary changes have taken place within the servicing industry. To find out what the prevailing trends are, a new survey is urgently required.

The sensational advance of television during the past two years leaves no doubt whatsoever that the entire country will soon be blanketed completely with television stations.

Yet, speaking populationwise, 40% of the country does not have television as this is written. It is certain, however, that by 1953 nearly all of this country's inhabitants will be within range of a television transmitter.

Service technicians who have read RADIO-ELECTRONICS have no doubt observed that not all of our readers see eye to eye with us on our television policy. Those readers who are not now in an area served by television stations particularly criticize us for carrying television articles at all. The reason is that to them, for practical purposes, television articles are only of theoretical interest at present.

Yet, as we have pointed out editorially a num-

ber of times, even if you are in a locality not served by a television station, *now* is the time to learn all you can on the subject, because the moment a television transmitter begins functioning in your region *it will be too late* and time will be too short to get practical experience.

The editors keep all these points in mind in the formulation of their editorial policy, particularly from the long-range viewpoint. They also know that today there are service technicians who service only

radios, but do not touch television. Some confine themselves to television receivers, while others do both.

To give you the magazine you want at the present time, when the whole servicing industry—due to the impact of television—is in a state of flux, it is of utmost importance to the editors to have certain information on radio servicing which only you can supply.

The editor therefore, urges you to do us a great service and fill out the short blank which you will find on page 52 and mail this back to us as quickly as possible. It will give us the information necessary to bring to you in the future the articles and information which you want and need most.

This is the first time in 21 years of publishing your magazine that the editor has asked for your cooperation in this manner.

Won't you be good enough to comply with this simple request and return this short questionnaire as soon as possible?

If you know others in the servicing industry, please tell them about this too. The information is vital and most important to them and to you, as well as to us.

For our part we will, as soon as the returns are complete, publish a comprehensive resumé of this questionnaire. This will appear probably in our March issue—sooner if feasible.

Thank you for your cooperation!

*An Important Message To
All Service Technicians*