



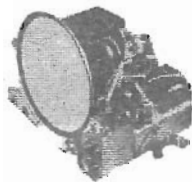
PUBLISHED BY THE BETTER BUSINESS BUREAU

# SAFEGUARD

YOUR EARNINGS • YOUR STANDARD OF LIVING

Get Your Money's Worth When Buying

## Television Service



Ruskin once said: "There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

And this seems to be particularly true in the television service field.

In one city more than half a hundred persons complained to the Better Business Bureau within a few days time about their unsatisfactory experiences with a newly opened "TV service firm" that had advertised TV home repairs for \$2.65. Inadequately prepared to render competent television repair services, the low price served as a "gimmick" to get sets into the shop, after which much higher charges were made for unsatisfactory workmanship. Before too long, the firm closed its doors, leaving scores of dissatisfied customers.

### TV Sets Are Complicated

Television is a marvel of the age. But

modern TV sets are complicated almost beyond belief. They usually have more than 20 tubes, over 1,000 components, several thousand connections. This means TV has three to four times as many parts as radio; and deals with eye tolerance as well as ear tolerance. And ALL must function perfectly. The technical and electronic knowledge needed by the TV expert is of a different order than radio, and much more exacting.

To maintain the thousands of TV sets in use today requires a great army of technicians, many of whom have been recruited from the radio field and trained to meet the needs of TV, so highly specialized that amateur "fixers" assume great risks to their physical safety when attempting to make repairs themselves. These technicians must possess a complete understanding of television and keep pace with new advances in design and features. They must acquire and maintain expensive equipment and tools seldom costing less than \$3,000 and often in excess of \$10,000.

So when you call upon a service firm

to adjust or repair your TV set, be sure you utilize one that has both the necessary skill and equipment to do the job. And, while all of these are represented in his charges, he may save you money in the long run as being able to do the best possible job in the shortest possible time.

However, despite all his technical prowess, even though he "diagnoses" and "cures" your immediate trouble, it is quite possible that other technical difficulties may turn up within hours—much as you, yourself, can develop a toothache, after just having your appendix removed. Or your car can lose its brake fluid immediately after a thorough overhaul. Actually, of course, the appendectomy had nothing to do with the toothache; nor did the overhaul cause the loss of the brake fluid.

Although the vast majority of TV service firms are honest, reliable and competent, a few have entered the business, as in all fields, without these necessary attributes.

Since most of us have only a limited number of dollars to spend on the things we want over and above the necessities of life, wise buying increases our buying power and enables us to have more of the things we want out of life. It is important, therefore, that we employ only competent television service firms or technicians to maintain or repair our TV sets.

#### Protective Steps to Be Taken

In the selection of a TV service firm, look with skepticism at those who lead you to believe they can repair your set at home for a few dollars. Question unlikely "gimmicks" or "too good to be true" inducements. Perhaps the dealer from whom you bought your set can recommend a service organization in which he has confidence. And, finally, if in doubt, check with your Better Business Bureau where the reputation of such firms becomes a matter of public record. Doing these things should result in happier and more pleasant television experiences for you.

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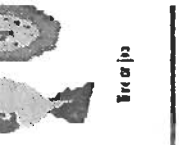


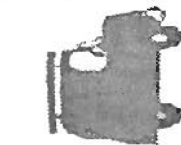





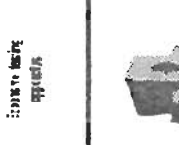



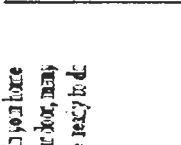



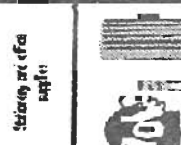
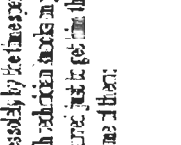




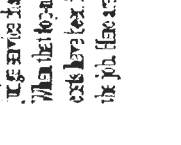




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# Here's what goes into the bill for the services of a qualified television technician

It all adds up to an important investment by the technician to give you the assurance of perfect television enjoyment

Good service doesn't just happen! Operating a dependable service business requires diligent, experienced management and a substantial capital investment. So don't let your service be neglected by the times you're in your home. When that top-notch technician arrives in your home, many extra hours of labor are just to get him there, ready to do the job. Here are some of them:

				
Home wiring repairs	Test fixtures, etc.)	Test for safety	Locating and repairing faulty components	Locating and repairing faulty components
				
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