

"IMPORTADORA ELECTRÓNICA"

AN ARGENTINE COMPANY WITH MORE THAN FIFTY YEARS BUYING AND SELLING ELECTRON TUBES

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After the end of WW II, two friends, Mr. Roberto Villani and Mr. Benigno Novoa, began to buy and sell electron tubes in Buenos Aires. In 1958 the two founded the company Importadora Electrónica S. R. L., located in its own building at 949 Salta St., Buenos Aires town, near the Plaza de Mayo.

As its capital increased, the firm became a stock company, changing its name to Importadora Electrónica S. A. C. I.

To increase the range of suppliers, the proprietors began to make personal contact with people of foreign countries specializing in the marketing of electron tubes.

The company imported and distributed, at wholesale and retail, all types of electron tubes, camera tubes, vidicons, orthicons, plum-bicons, and all sorts of cathode-ray tubes. The market comprised government agencies, radio and television broadcasters, radio amateurs, industrial companies for wood and metal processing, welding, instrument factories, etc.

With time, this company bought up the stocks of almost all the others in the field, such as Siam Di Tella (Westinghouse); Standard Electric Argentina; Graham & Co. (Mullard); RCA of Brazil, Chile, and Mexico; General Electric Uruguay; Amperex; etc.. As a result this company developed the main stock and became the main supplier of electron tubes in Argentina as well as all South America, Europe, Asia and Africa, introducing very good quality of all types of electron tubes, selling with full warranty.

At that time, tubes made in the USSR were not readily accepted in the market. An opportunity arose when a shipment of Soviet receiving tubes was left in an Argentine port, and another tube lot was left on the docks of a Russian port because the customer at that time had not paid for the abandoned shipment of merchandise.

For this, Mr. Ocara of the Soviet embassy and Mr. Novoa of Importadora Electrónica talked together with the manager of the Lloyds Bank and finally the shipment was imported into Argentina. Figures 1A and 1B show two cartons from tubes imported from Russia.

With the Soviet tubes on sale, the customers began to see that the quality of these tubes was not bad - on the contrary, very good - for which the tubes were accepted in a short time.



Fig. 1A. Sovtek red-blue-black carton, showing all four sides.

The proprietors are proud to say that this was the first company in our country allowed to buy with 180 days' credit from Sylvania in the USA, after Mr. Hal Hogey saw how it controlled the terms of payment from the customers.



Fig. 1B. Electro-Harmonix carton, including end flaps.

The common claim is "If Importadora Electrónica does not have the tube in stock, this type does not exist."

Another important matter is that the company is recommended by its competitors when some type of tube is out of stock in their shops.

Importadora Electrónica performs rebuilding of tubes, at 60% the price of a new tube, with full warranty.

In an advertisement that appeared in September 1964, one can see some types of tubes imported by the company (Figure 2).

Today, after more of fifty years, Mr. Villani (at left in Figure 3) and Mr. Novoa (at the right), with Importadora Electrónica, con-

VALVULAS ELECTRONICAS

DE TODO TIPO Y POTENCIA (Hasta 250.000 watts.)

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TRANSMISION
TELEVISION
AMPLIFICACION
INDUSTRIA
USOS ESPECIALES

COMPACTRONES
NUVISTORES
STROBOTRONES
IGNITRONES
TIRATRONES
FOTOELECTRICAS
RAYOS CATODICOS
MAGNETRONES
OJOS MAGICOS
DECATRONES

- CUANDO NECESITE VALVULAS DE REPOSICION
- CUANDO PREPARE NUEVOS DISEÑOS
- PARA HACER SUS PRESUPUESTOS

CONSULTENOS

SEMANALMENTE RECIBIMOS NUEVOS TIPOS DE VALVULAS

Importadora Electronica S.R.L.

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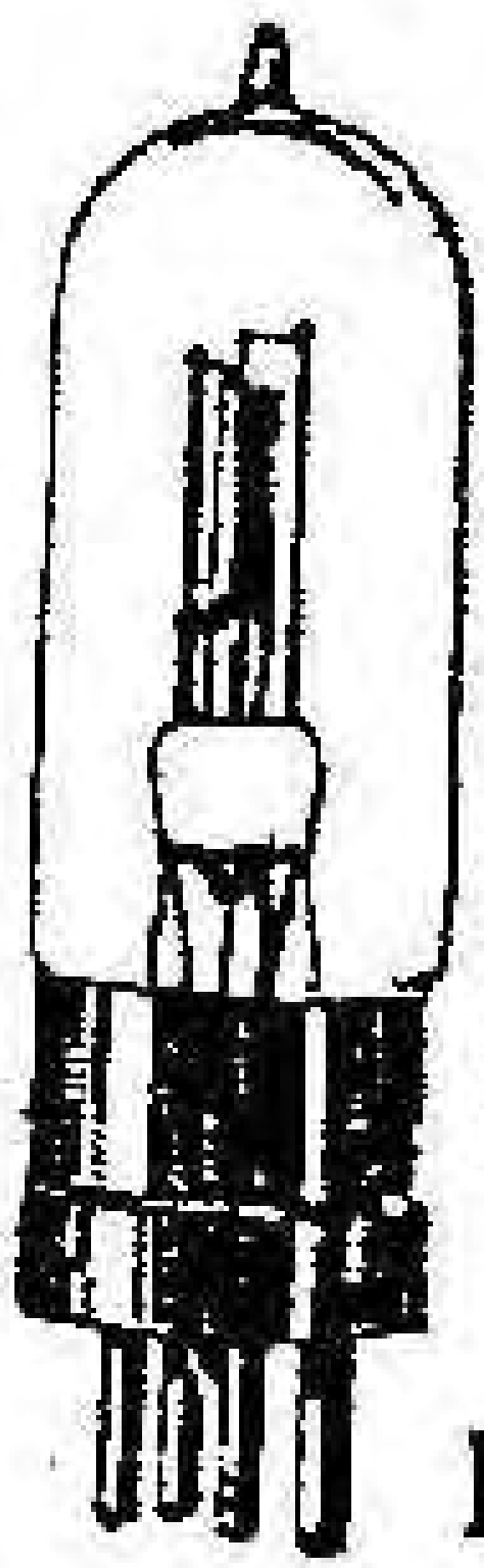
Fig. 2. Importadora advertisement: "Electron tubes of every type and power, up to 250,000 watts." "When replacement tubes are needed / when you prepare new designs / to make your budget." "We receive new tube types weekly." On offer are Compactrons, Nuvistors, strobotrons, ignitrons, thyratrons, phototubes, CRTs, magnetrons, magic eyes, and decatrons.

- time buying and selling electron tubes and also such electronic components as transistors and integrated circuits, and hard-to-get items.

Acknowledgements: To Mr. Benigno Novoa and Mr. Roberto Villani. To Editorial Arbó, Buenos Aires.



Fig. 3. Messrs. Villani and Novoa with an interesting industrial-heating tube.



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