

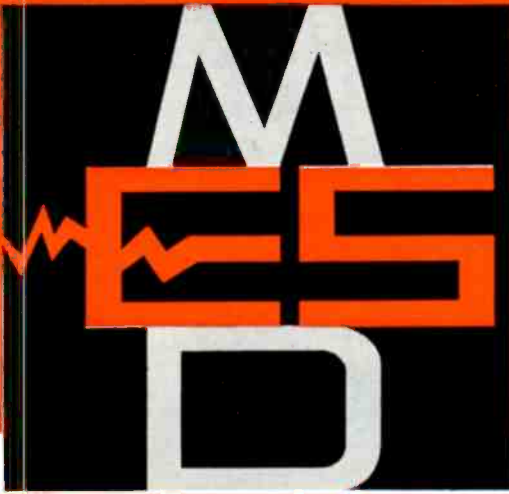
MODERN

electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 1, NO. 5

SEPTEMBER, 1961



**NEW HORIZONS
FOR THE
ELECTRONIC
SERVICE
DEALER . . page 15**

WINEGARD POWERTRON

WORLD'S FIRST
ELECTRONIC
TV ANTENNA

The POWERTRON antenna is an all channel yagi antenna with a built-in high gain RF amplifier in one integral unit. It comes equipped with a power supply that lowers 117 V. AC to a safe power supply which is fed up the lead-in to the antenna. It is 5 to 9 times more powerful than any other antenna made.

With POWERTRON you can get your customers many channels they couldn't even see before. You can also run up to 10 TV sets with a POWERTRON and all of them will have a better picture than they can obtain with their present antenna.

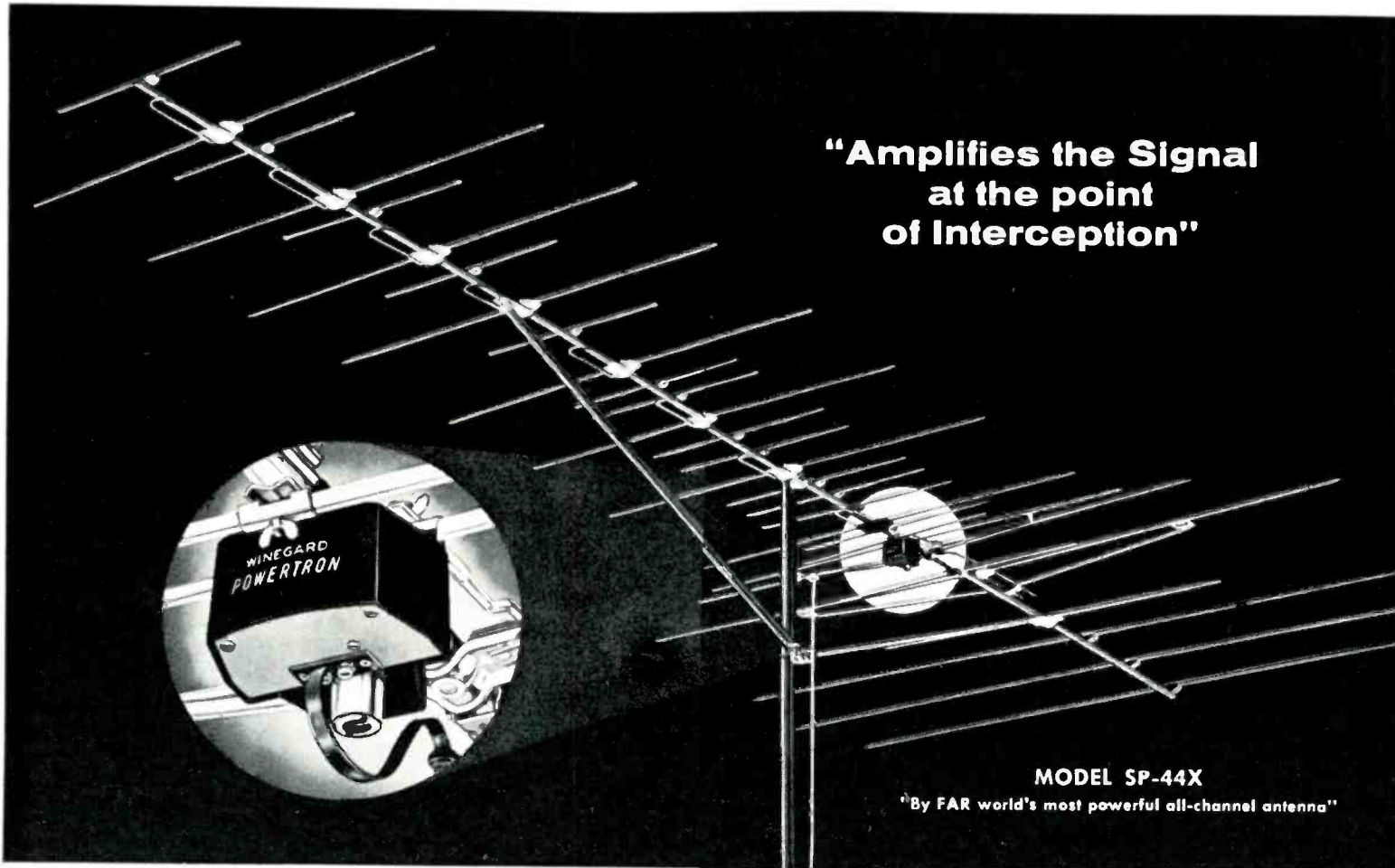
You can make your installations 30 to 40% lower in height with a POWERTRON without affecting reception, in most cases.

You can remote the POWERTRON antenna 1/4 mile away from the TV set and get a better picture than with an ordinary antenna mounted next to the set.

You can deliver the clearest, sharpest, truest color TV you've ever seen because the POWERTRON'S extremely linear response makes it the only antenna that should be installed with a color receiver.

In short, this antenna is amazing. But don't take our word for it. Try a POWERTRON and see for yourself. Take a field strength meter reading with your present antenna and then take a POWERTRON reading. When you see the meter jump 5 to 10 times . . . and see the sharp, contrasty reception you get, you'll be convinced . . . and so will your customers.

Also available are two new precision amplifiers and accessories that are ideal for Hotels, large Motels, Apartment Buildings and Cable Systems.



ELECTRONIC ALL-CHANNEL YAGIS

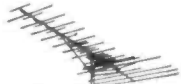
. . . will greatly improve every channel. Weak, faded pictures become crisp and clear. "Good" channels will be even better. In many areas you'll watch channels you couldn't possibly see before. Because Powertrons are powerful enough to drive up to 10 TV sets, you can have plug-in outlets in every room . . . and in many locations you can install a Powertron lower than other antennas.



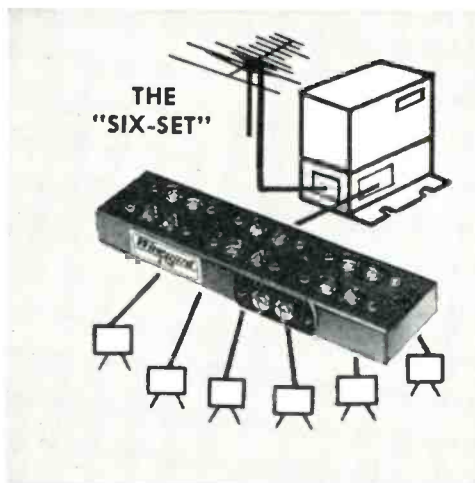
POWERTRON
MODEL P-44
14-Elements



POWERTRON
MODEL P-44X
21-Elements



POWERTRON
MODEL SP-44X
30-Elements



WINEGARD "SIX-SET"
TV COUPLER

With the Powertron, hook up 3, 4, 5, or 6 sets by adding a Winegard "Six-Set". Here's the only 6 tap coupler on the market. Six no-strip terminals give you instantaneous taps with complete electronic isolation. Model LS-63.

©1961

"For Further Information Contact Any of The Distributors Listed Below"

DUNLAP RADIO & TV SUPPLY CO.

"Serving The Heart of
California"

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NYSTROM BROTHERS CO.

2426 Fourth Ave., San Diego, Calif.
BE 4-7231

Hurley Electronics

SANTA ANA
1429 S. Sycamore
KI 3-9236

OXNARD
508 E. Date St.
HU 3-0133

LONG BEACH
1501 Magnolia
HE 6-8268

SAN BERNARDINO
390 S. Mt. Vernon
TU 8-0721

ONTARIO
222 W. B. St.
YU 6-6638

OCEANSIDE
1023 S. Cleveland
SA 2-7694



Average \$2.85 more profit on every 21" tube

Turn the page to find out how . . .



Average \$2.85 more profit on every 21" tube

Sell the Admiral Ensign—the top-quality picture tubes with the biggest profit margin in the industry!

Now Admiral's vast purchasing power and national distribution give you the *one* picture tube line with everything: Finest quality workmanship and performance, backed by a 1-Year Guarantee . . . famous brand-name acceptance . . . list prices that appeal to your most economy-minded

customers...peak dependability.

And you pocket an average of \$2.85 *more profit* on a 21" Admiral Ensign than on other brands. (Comparably higher margin on all other tube sizes.)

Get the facts! Compare the Ensign line with your present replacement tubes. Compare quality, performance, prices and profits! Discover for yourself why dollar-wise servicemen are switching to the Admiral Ensign.

Call your nearby Admiral Distributor! Start earning more now!

Arizona

Arizona Hardware Co.
P. O. Box 2110
Phoenix, Arizona
ALpine 8-5331

Arkansas

Orgill Bros. Arkansas Co.
301 Rector Street
Little Rock, Arkansas
FRanklin 2-5292

California

Don Anderson, Inc.
2500 California
Fresno 21, Calif.
AM 6-0401

Admiral Sales Corporation
P. O. Box 2092 Terminal Annex
Los Angeles 54, California
RAYmond 3-6451

Admiral Sales Corporation
P. O. Box 1270
San Diego, California
BElmont 9-0231

Admiral Sales Corporation
495 Beach Street
San Francisco 11, Calif.
TUxedo 5-6000

Colorado

Griffin Distributing Co.
1140 West 5th Avenue
Denver 4, Colorado
KEystone 4-6274

Louisiana

Orgill Brothers Louisiana Co.
1571 Texas Avenue
Shreveport, Louisiana
Phone: 425-4271

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The Treasure State Gas &
Electric Co.
827 South Montana Street
P. O. Box 866
Butte, Montana
Phone: 2-2400

Nevada

Osborne & Dermody, Inc.
500 Evans Avenue
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FAirview 2-6957

New Mexico

Cunningham Distributing, Inc.
615 Haines, N.W.
Albuquerque, New Mexico
Phone: 7-8838

Oklahoma

Appliance Distributors, Inc.
700 North Pennsylvania
Oklahoma City, Okla.
CEntral 6-8308

Oregon

Seaport Appliance, Inc.
3055 N. W. Yeon Avenue
Portland 10, Oregon
CApital 6-6595

Texas

Price Supply Co.
P. O. Box 86
Amarillo, Texas
DRake 2-6730

Lone Star Wholesalers
8000 Ambassador Row
Dallas, Texas
FLeetwood 7-1885

Cunningham Distributing, Inc.
2225 Mills Street
El Paso, Texas
Phone: KE 2-6994

Covington Distributing Corp.
34 North Hamilton St.
Houston 2, Texas
CApital 2-0326

Price Supply Company

3104 Avenue A
P. O. Box 1601
Lubbock, Texas
SHerwood 4-1431
Covington Distributing Corp.
P. O. Box 906
San Antonio 6, Texas
CApital 7-7547

Utah

Westward Distributors, Inc.
204 W. Fourth South
Salt Lake City, Utah
ELgin 5-7556

Washington

John E. Amberg Co.
757 Harrison Street
Seattle 9, Washington
MUtual 2-5566

John E. Amberg Co.
N. 210 Ralph Street
Spokane, Washington
KEystone 5-1794

NOTICE: All materials and parts used in the manufacturing of Admiral Ensign tubes are *new*, except for the envelope, which prior to re-use, was carefully inspected to meet the standards of the original new envelope.

ADMIRAL ENSIGN Picture Tubes



MODERN

electronic Service Dealer

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SEPTEMBER, 1961

FEATURE ARTICLES

15 New Horizons For The Electronic Service Dealer

This is a article that points out the future of Electronic Service and the place of the present TV Repairman in that future. A stimulating account of Commercial, Industrial and Consumer Product Service.

Walter Schott

International Rectifier Corp.

23 DUNLAP ELECTRONICS . . . Distributor of the Month

BUSINESS BUILDERS

19 Today's "Sleeper" Play in TV Selling

The Why's and How's of Portable TV Indoor Antennas . . . a unique approach to "extra sales."

Jim Sarayiolea

JFD Electronics

21 Your Future May Depend Upon Your Knowledge of Transistor Servicing

Edward Flaxman

Sencore

NEWS OF THE INDUSTRY

9 So. Calif. ERA Dist. Div. Schedules Second Annual Dist.-Rep. Mfr. Meeting

11 CSEA Chapter News Round-up

REGULAR FEATURES

6 Editorially Speaking

12 MESD Forum

18 President's Message

DEPARTMENTS

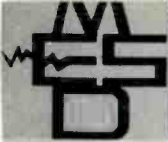
8 Letters to the Editor

25 New Products

14 Pix We Pick

27 Industry Notes

30 Classified Ads



DON MARTIN

FTC To Crack Down On Tube Manufacturers

It looks as if the Federal Trade Commission is going to put some teeth into their action to enforce the regulations concerning the manufacture of TV picture tubes.

Already several Independent and Major Manufacturers have complied with the regulation but others are slow in following the trend.

One local Independent Manufacturer is making available to his distributors a two page brochure that calls attention to the FTC regulation and warns dealers and manufacturers as well as distributors of their position in the manufacture and distribution of picture tubes.

The brochure states "the dealer is in violation if . . . he is selling picture tubes as containing all new parts and materials except for the glass . . . when actually the tubes may contain used phosphor screens, used conductive coating and used aluminization. The dealer, according to law, must make a full and truthful disclosure, on his invoice to his customer, of exactly what is used in the picture tube he is selling." It is suggested that you as a dealer obtain a letter from the manufacturer that will enable you to make the required disclosure on your invoice to the customer without jeopardizing yourself.

The booklet goes on to warn Manufacturers and Distributors of their position.

St. Louis "Yellow Pages" Decision Appealed

In the 1961 edition of the St. Louis Yellow Pages all "leading advertising" such as "You Pay Nothing" if no tubes need changing, Free Home Service, etc. was eliminated. Because of this decision an appeal has been made by a local TV service firm to the Missouri Public Service Commission.

In testimony presented by a "Yellow Page" spokesman, he stated that if they permitted this firm to advertise in this manner they would have to allow everyone to do so, and that they can not set themselves up as a safety measure.

The BBB of St. Louis pointed out that in 1954 the industry agreed voluntarily to eliminate "Free service" advertising and that television repairmen making "free" home service calls have an advantage over others because TV set owners feel obligated to purchase parts from them.

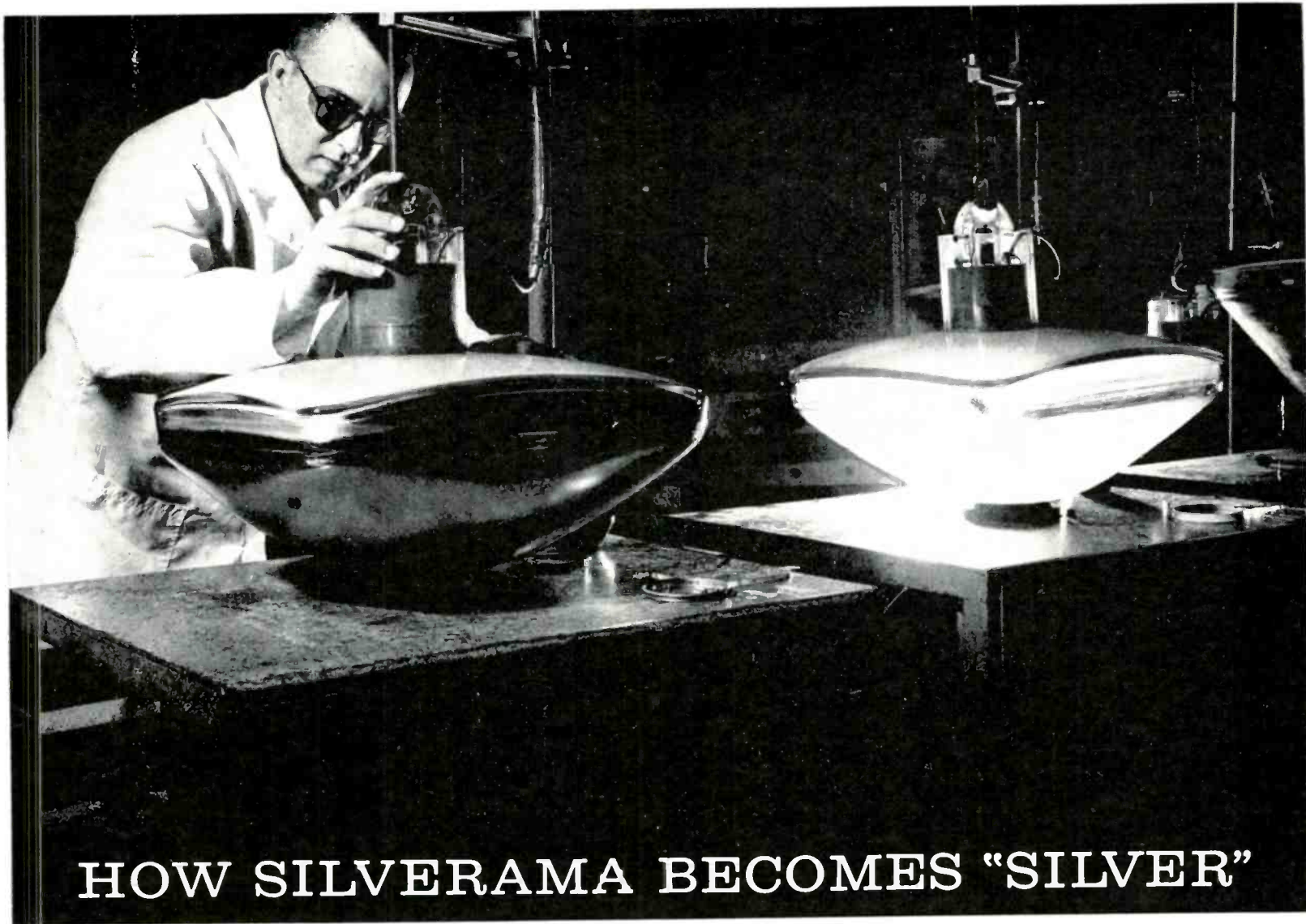
This action is very interesting in light of some recent rulings by the "Yellow Pages" in Southern California. At this moment a special report article is being prepared for MESD and it will appear in the October Issue.

CSEA Delegate Quoted in L.A. Evening Express

Howard Singer, CSEA delegate, is quoted as saying that the unsuspecting public in Los Angeles is being fleeced by a small percentage of unethical TV repair shops at the rate of \$100,000 per day.

"We want to clean up the TV repair business in this state and to elevate the professional standing of TV service men to public acceptance." He went on to state that, "The CSEA looks forward to the day when a state license will be required of TV and radio repairmen, a day when the seal of the Association will be widely accepted the same as a doctor's or a lawyer's shingle—your assurance of quality and fidelity."

Mr. Singer has started the ball rolling. We need public acceptance of the need for licensing and then their demand for it. The pressure of the masses is the only sure way to gain the respect of the consuming public through licensing. At the present time we have the complete licensing bill that has been passed in another state. This will be reproduced in the October Issue.



HOW SILVERAMA BECOMES "SILVER"

High-Vacuum Aluminizing Assures Sharpest TV Picture Possible

Here RCA Silverama picture tubes become "silver" at the aluminizing station on our Marion, Indiana, production line. In a burst of light, aluminum is vaporized in a high vacuum and is deposited over the entire inner surface of the tube. Then the operator, with an RCA-designed electronic gauge, checks to be sure the aluminum film is of proper thickness. If it is not, the tube is rejected.

Such extra care in manufacture is an important reason why the Silverama you install today is free from "picture-spoiling" dark centers caused by an excess of aluminum deposited on the tube face. This extra care is the reason, too, why Silverama delivers

the brightest, sharpest picture your customers' sets can produce. Obviously, Silverama picture tube service is the surest way toward satisfied customers, repeat business, favorable word-of-mouth advertising for you—plus freedom from call backs and costly in-warranty failures.

Equally important is the fact that RCA is a picture tube manufacturer. This means that your customers can take advantage of the latest innovations in picture tube design and manufacture when they buy RCA Silverama. It is made with a precision electron gun, the finest parts and materials, plus a reused envelope.



Final checkout before shipment. Here Silverama tubes receive final focus check before being shipped to customers.



Packing for final shipment. Before it can go into this box, RCA has made certain this Silverama is the best picture tube modern science and technology can produce.

AUTHORIZED RCA DISTRIBUTORS

ANDREWS ELECTRONICS

1500 W. Burbank Blvd., Burbank
VI 9-4748

DEAN'S ELECTRONICS

2310 Long Beach Blvd., Long Beach
NE 6-9314

DUNLAP ELECTRONICS

Serving the "Heart"
of California

RADIO PARTS CO.

2060 India Street, San Diego, Calif.
BE 9-9361
STORE IN CALEXICO

WESTERN ELECTRONIC SUPPLY CORP.

229 S. Orange St., Glendale 5, Calif.
CH 5-4764

HURLEY ELECTRONICS

1501 Magnolia, Long Beach, Calif.
HE 6-8268 — NE 8-3389
STORES IN: SANTA ANA, OXNARD, LONG BEACH,
SAN BERNARDINO, ONTARIO, OCEANSIDE

LETTERS TO THE EDITOR:

Dear Don:

Enclosed is a copy of a letter I wrote to Mr. Arnie Meyer of IPET explaining the circumstances behind our action on AB 265. There may be others who do not understand the problems and I would appreciate anything you can do to bring this to their attention.

Keith Kirstein
Sincerely,

Editor's Note: Sure can . . . here it is:

Dear Arnie:

Received your last IPET and feel that you deserve an explanation on the Licensing Bill.

It is impossible to keep the members informed as to exactly what is in the bill after we release it to the Legislative processes, because at *no* time could you accurately present a true copy of the bill. While it is going through this legislature process it is constantly being changed either by the author, the committee hearing it, the legislative counsel, and/or the House and Assembly. The bill was amended five times. In some ways the bill is out of our hands to the extent that we do not have much to say about the changes except that we can withdraw our support at any time if we do not approve. A committee of the Assembly took out the licensing of technicians, the author took out the appliance people, and other changes were made by the Attorney General's office, Finance Department and others, but at no time was our basic objective changed. This was, of course, to license the shop owners and to make sure we have something to say in the administration of the bill. We also watched the bill to make certain that there were no loopholes that would defeat our purpose. It is true that we were able to advise and counsel with these various people, but at any time we did not like what they were doing, our only weapon was to withdraw our support and this would have killed the bill.

Therefore, to sum it up, in this type of effort you have to put responsibility on people who are in a position to make decisions when the problems present themselves. In the case of this licensing bill, the Board of Directors authorized the president of CSEA, who in turn gave certain responsibilities to the Chairman of the Public Affairs Committee, to assume this responsibility, and I can assure you the interests of the membership were paramount at all times in their decisions.

I hope this will give you some idea of the problem, Arnie, and if not, please let

me know. Only through questions can we clear up misunderstandings.

Sincerely,
Keith Kirstein

Dear Don:

I receive the enclosed publication every month and it occurred to me that you might find some items of interest in it. Latest mag is great . . . keep up the good work.

Howard Singer,
Day & Night TV Service Co.

Editor's Note: Thanks Howard for the book . . . can use more.

Gentlemen:

This is to advise you that Mr. Herb Hartman, Director of Engineering at KCRA, 310 10th Street, Sacramento, is interested in being placed on your mailing list. Further, we believe that a very interesting article is in store for you if you will contact Mr. Hartman. You are probably aware that Mr. Hartman was instrumental in the erection of one of the largest towers in the country at Walnut Grove. This should make a very interesting article for your magazine—hence our reason for apprising you of this matter.

Yours very truly,
John O. Grote, Secty.

Editor's Note: Letter has gone to Mr. Hartman for such an article. Thanks for the tip and keep an eye on the October Issue.

Gentlemen:

We are very interested in receiving 40 copies of your August Issue dealing with Capacitors.

Fred J. Nataly
Manager-Distributor Adv.
General Electric Co.

Donald J. Martin
MODERN ELECTRONIC
SERVICE DEALER

Dear Sir:

I would like to offer my congratulations and best wishes to you and the staff of MESD. You have produced a tight, articulate magazine which can't help but meet with success. The format of your publication is of such quality that I would consider it the "New Yorker" of the trade publications. Please keep up this much needed good work.

G. N. "Doc" Stiner

Editor's Note: Thank you very much for those kind words. There is a wealth of information to be told, that will be of some benefit to our industry, in the months to come.

THE SALE OF LIEN PROPERTY

Note: The following is a letter to a CSEA member from Mr. A. J. Anastasi Legal Advisor for the Association regarding the sale of property that has had a lien placed on it for service work. It is a question that has wide spread interest and we have reprinted it here for your information.

Mrs. G. S. Lowell
Lowell T.V.
c/o CSEA—Chapter 13
3614 Mount Alvarez Avenue
San Diego 11, California

Dear Mrs. Lowell:

A person who makes, alters, or repairs any article of personal property, at the request of the owner, or legal possessor of the property, has a lien on the same for his reasonable charges for the balance due for such work done and materials furnished, and may retain possession of the same until the charges are paid.—California Civil Code Section 3051.

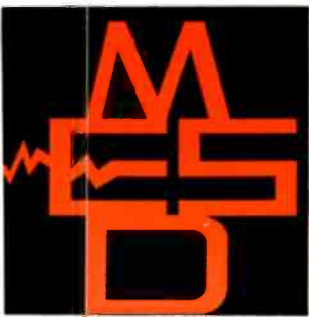
If the person entitled to the lien provided above be not paid the amount due within ten days after the same shall have become due, then such lien holder may proceed to sell said property, or so much thereof as may be necessary to satisfy said lien and costs of sale at public auction, and by giving at least ten but not more than twenty days previous notice of such sale by advertising in some newspaper published in the county in which said property is situated.—California Civil Code Section 3052.

However: C. C. Code Section 3052 states that public notice must be published in a newspaper of general circulation to the public, not a trade publication, and that a complete description of the article must be included in the notice. It is also pointed out that the lien holder may bid on the article but any money over the amount of the lien, plus costs, must be returned to the owner.

That portion of any lien, as provided above, in excess of \$200.00 for any work performed at the request of any person *other than the holder of the legal title*, shall be invalid, unless prior to commencing any such work, the person claiming such lien shall give actual notice thereof in writing either by personal service or by registered letter addressed to the holder of the legal title to such property, if known.—California Civil Code Section 3051a.

Sincerely,

A. J. Anastasi
Legal Advisor, CSEA



So. Calif. E. R. A. Distributor Division Schedules Second Dist. - Rep. - Mfr. Meeting

• business flashes •

SHARPEST RISE SINCE APRIL

Radio and television retail sales in June climbed more than 24 percent over May to record their sharpest rise since the April decline, the Electronic Industries Association's Marketing Data Department reported. June radio and television set production also gained markedly, EIA said.

The rise in retail sales brought mid-year totals to more than 95 percent of the first-half-of-1960 television business. Radio retail sales for 1961 were about 500,700 ahead of the six-month total for last year.

Dealers sold 940,346 radios, exclusive of auto receivers, and 487,264 television sets during June compared with May figures of 146,616 and 391,467. The mid-year totals for radio were 4,390,180. For television they were, 2,639,184. At this point last year, dealer sales were recorded at 3,878,358 radios and 2,657,527 television receivers.

TV and Radio Retail Sales (Units)

	Television	Radio (Excluding Auto)
June	487,264	940,346
May	391,467	745,616
April	378,275	603,489
March	530,105	853,821
February	452,282	666,228
January	399,791	580,680
Year-to-date '61	2,639,184	4,390,180
Year-to-date '60	2,657,527	3,878,358

Factory sales of transistors increased slightly during May while the total value of units sold declined more than \$2 million.

A total of 15,128,181 transistors worth \$25,113,042 were sold at the factory in May. During the previous month, 15,072,064 units valued at \$27,388,278 were sold.

Through May of this year, sales totaled 70,783,877 transistors. Accrued

(Continued next page)

The Southern California Chapter of the Electronic Representatives Association will play host to more than 400 manufacturers and regional distributors at the Second Bi-Annual Palm Springs Conference next February, it was announced by Ellard E. Strassner, Distributor Division Chairman, and Jack Carter, Conference Chairman. The event, featuring business sessions and a social program, will be held at the fabulous Riviera Hotel, beginning Saturday, February 3 and ending Tuesday, February 6.

According to Carter, invitations have been mailed to all manufacturers who are represented by members of the local ERA Distributor Division. "Invitations will go out to distributors early in September" said Carter. "We hope that, by this time, most manufacturers will be signed up for the business sessions." Initial plans call for 39, 20-minute business sessions.

This year's conference, said Strassner, will kick off "Western Electronic Week." It will be followed immediately by the Pacific Electronic Trade Show, to be held in Los Angeles. Strassner explained that manufacturers exhibiting at the PETS show will be invited to participate as guests at the Palm Springs Conference.

All committee chairmen have been appointed, and the committees are functioning, according to Carter. This year's committee chairmen are: R. L. Stone, Attendance; Norman Marshank, Finance; Wes Alderson, Rules & Regulations; Mark Markman, Facilities; Bert Moore, Room Assignments; Jack Berman, General Program; Leon Ungar, Social Program; Earl Rush, Business Sessions; and Ellard Strassner, Scheduling. Publicity for the event will be handled by the P. R. Bro-

COOK NAMED DISTRICT SALES ENGINEER

HAWTHORNE, Calif. — John Robert Cook of La Puente, has been named district sales engineer here for Raytheon Company's Industrial Components Division.

Operating from Raytheon's offices at 225 North Van Ness Ave., Cook will service the firm's west coast customers with electron tubes, electro-mechanical components and related electronics hardware.

Formerly Raytheon's customer service manager in Hawthorne, Cook attended UCLA and Los Angeles State College. He received his law degree from Loyola Law School in 1958.

A member of the Purchasing Agents Association and the National Association of Purchasing Agents, Cook resides at 3021 Adelita Dr., La Puente.

man Company. Program chairman, Jack Perman, reported that an exciting social schedule is being worked up, and a unique "business session" for the wives is being planned. Spectacular door prizes, including an automobile, will be awarded to participating distributors, said Berman.

Federal Reserve Bank COMPARATIVE SALES INDEX of Department Store Volume

Percentages of changes in the value of Department Store sales for the periods shown are comparisons with the corresponding periods a year ago. Figures are taken from the weekly reports of the Federal Reserve Bank . . . Statistics being what they are, we remind our readers that in interpreting these figures the significance may sometimes be affected by an unusual situation of one or two years previously; by special holiday selling periods which may not coincide one year with another; and other pitfalls to the analyst. With this caution in mind, this monthly chart is an excellent weather vane of the retail sales trends

THE PACIFIC AREA (12th district)	% CHANGE FROM SAME PERIOD LAST YEAR			
	Metropolitan Area, Center or FRB district	One week ending Aug. 5	4 weeks ending Aug. 5 to Aug. 5b	Cumulative from Jan. 7, Aug. 5b
LOS ANGELES-LONG BEACH AREA		- 3	+ 2	- 1
DOWNTOWN L.A.		- 9	+ 2	- 5
WESTSIDE L.A.		- 1	+ 2	0
SAN DIEGO AREA		+ 12	+ 12	+ 9
SAN FRANCISCO-OAKLAND AREA		+ 4	+ 5	+ 2
SAN FRANCISCO		+ 5	+ 4	0
OAKLAND		- 3	+ 2	+ 5
SACRAMENTO AREA		0	+ 5	+ 5
SAN JOSE AREA		+ 4	+ 2	+ 4
PORTLAND AREA		- 6	+ 1	+ 1
SEATTLE AREA		- 2	+ 5	+ 1
TACOMA AREA		- 4	- 2	0
SPOKANE AREA		- 3	+ 6	+ 3
SALT LAKE CITY AREA		+ 7	+ 5	+ 3
TWELFTH DISTRICT		- 1	+ 2	0
UNITED STATES		+ 3	+ 3	+ 1

★ BUSINESS FLASHES CONTINUED ★

revenue stood at \$130,971,403. During the same period in 1960, 50,093,271 units were sold at a cumulative value of \$125,591,228. EIA's month-end totals are shown below:

	Factory Sales (Units)	Factory Sales (Dollars)
May	15,128,181	\$ 25,113,042
April	15,072,064	27,388,278
March	15,129,273	29,815,291
February	13,270,428	25,699,625
January	12,183,931	22,955,167
Year-to-date '61	70,783,877	130,971,403
Year-to-date '60	50,093,271	125,591,228

The following is a summary of the TV and Radio Production through June of this year. These figures are reported as a guide to the general business trend of new equipment and also as an indication of future service demands.

TV and Radio Production (Units)

	Total TV	TV with		Auto Radio	FM Radio
		UHF Tuner	Total Radio		
June	615,118	34,641	1,626,263	518,010	88,808
May	470,399	22,782	1,196,949	408,375	49,705
April	405,458	19,085	1,124,924	375,570	51,260
March	497,458	21,540	1,384,052	384,227	75,044
February	444,418	24,514	1,115,029	307,973	41,357
January	367,935	25,270	1,090,073	387,136	50,421
Year-to-date '61	2,801,136	147,832	7,537,290	2,381,791	356,595
Year-to-date '60	2,963,044	244,847	8,524,520	3,323,092	444,833

Axten New Raytheon Secretary

The election of Richard P. Axten as Secretary of Raytheon Company effective July 3 has been announced by Richard E. Kafve, president. Axten has served as director of public relations since joining the electronics firm in June, 1955.

He succeeds Paul F. Hannah, who continues as Vice President and General Counsel. Because of increasing scope and complexity of Raytheon business, Hannah is relinquishing his duties as secretary held since 1947 to devote full time to his other responsibilities.

Succeeding Axten as director of public relations is C. Gayle Warnock, who has resigned his position as vice president in charge of corporate and financial public relations for the CCI Division, Communications Affiliates, Inc., which he has held since July, 1960.

SAMPSON NAMES NEW W.C. SALES MANAGER

Hal W. Mazur, of 727 Quilmette Lane, Wilmette, Illinois, has been appointed Western Regional Sales Manager of the Electronics Division of The Sampson Company, Chicago, Ill.

Mazur was formerly Western Sales Director (Tape Recorder Division) and Vice President of Sefry Products, Inc., Chicago, Ill., importers and distributors of electronic goods.

At The Sampson Company, Mazur will serve as liaison between the company and their representatives and distributors in the western territory.

The Sampson Company is the exclusive distributors in the United States of Hitachi radio tubes, transistors and radios and of its own Sampson Dualarm Watch Radio and complete line of Sampson products.

CALIFORNIA CHASSIS APPOINTS NATIONAL SALES REPRESENTATIVES

LYNWOOD, CALIF., Herbert P. Balderson, California Chassis Company president, announced the appointment of five new sales representative firms to complete the recent expansion for national market coverage.

The latest appointments

bring the total number of reps for the Lynwood manufacturer of metal enclosures, racks, chassis and panels to fifteen. The appointments were Charles Lineau Co., Dixie Electronics, Ellinger Sales Corp., W. S. Callahan Co., Steve Fisher Sales, and W. F. Hemminger.

CSEA Chapter News Roundup

BAKERSFIELD

Third Wednesday of Each Month
8:00 p.m. P.G. & E. Hall
Pres.: John Blackwood
Sec.: Bill Tanner
News Editor: R. D. Cornelius

This month our chapter was pleased to present to the members a representative of Sprague Electronics. The topic of his presentation was "Condensers are here to stay". He explained a great deal about the Sprague condenser concept and the future of electronic equipment.

BURBANK-GLENDALE

Second Thursday of Each Month
Genio's Restaurant
1420 W. Olive, Burbank
Pres.: Everett Pershing
Sec.: Ralph Singleton
News Editor: Ralph Johonott

Members of our chapter turned out in force to hear Captain Paul C. Gentry, Los Angeles County Marshall, explain the duties of the Marshall's Office and how to utilize the small claims courts in our regular business procedures. He also went on to explain how to collect after judgement and how to prepare the case for presentation to the judge. We found this meeting to be very successful and urge all other chapters to invite their local Marshall.

On September 14th we will have as our guest speaker Mr. A. L. Jones of General Electric. At that time he will discuss the new G.E. line and how they should be serviced.

SAN DIEGO

Last Tuesday of Each Month
Place to be Announced
Pres.: Eugene H. O'Brien
Sec.: G. S. Lowell
News Editor: Harold Baldwin

Chapter 13, San Diego, and Chapter 18, North County, held their combined annual Installation Dinner and Dance on Saturday August 26, at the El Cortez Hotel. The newly elected officers of chapter 13 are Eugene H. O'Brien, President; Howard D. Ellis, Vice President; G. S. Lowell, Secretary-Treasurer. The newly elected officers of Chapter 18 are: G. W. Douglas, President; Jack Cornell, Vice President and Edgar Paden, Secretary-Treasurer.

Beginning with the September General Meeting, Chapter 13, will have available a course to cover all phases of Servicing Color TV. The lectures, presented by a highly qualified professional instructor, will follow a short general meeting and will last two hours each. The entire course will extend over nine months and will be free to members. Non-members are welcome to attend but will be charged \$2 per evening.

SANTA CLARA

The Santa Clara Chapter has added two new members to its organization during the last month which include TV Radio Parts Co., 1071 Franklin St., Santa Clara and Burdick's TV of 902 Soquel Ave., Santa Cruz.

SACRAMENTO

2nd Tuesday of Each Month
Pres.: Vic Manley
V. Pres.: John Crote
News Editor: Joe Rodriguez

Three new members have been added to the Sacramento Chapter of CSEA and they include: Dana TV of 4770 Franklin Blvd.; Twin City Radio & TV, 2720 Northglenn and Colonial Electronics, 4610 Stockton Blvd. all of Sacramento.

SAN BERNARDINO

Last month we had as our guest speaker Mr. Walter Burns, well known to R.T.A. & C.S.E.A. groups, speak to us on pricing. With over 40 dealers in attendance the program was excellent and of extreme value.

STOCKTON

3rd Tuesday of Each Month
8:00 P.M. Sciots Hall

The Stockton Chapter had its 2nd session of a three part jam course on transistor theory application & repair. Mr. Jack Hutt, local electronic engineer and instructor, was hired for this program, and diplomas will be given for completion. Several of our members are running a co-op ad in the local papers that carry the CSEA "Bug." Our chapter pays for part of the ad and the remainder by the individual shops.

EDITOR'S NOTE: Each month we send to each chapter a report sheet with a self-addressed envelope. It only takes 3 minutes to fill this out and drop it in the mail, postage free. If your chapter is not covered in this section it is because of a non-reporting secretary. We sincerely hope that every chapter will take advantage of this means of letting others know what they are doing. This information can be extremely valuable in arranging meetings, promotional ideas, etc. This is your magazine . . . let's make sure that we use it correctly.

CALIFORNIA STATE ELECTRONICS ASS'N

FREE P.O. BOX 4012, N. Glendale Station FREE

This Association will, on written request, investigate for you any case of Radio, TV, HiFi Service Shop you believe to be dishonest. Give full details with name, address and phone number.

The Glendale-Burbank chapter of CSEA is placing this ad in the Glendale Independent and Glendale Press once each week at a cost of \$9 each in an effort to aid the industry. Each inquiry will be investigated by a committee and a complete report made to the person complaining. If all chapters throughout the state would adopt this program we may be able to stop a great deal of adverse publicity before it has a chance to develop.

The Question:

**WHAT CAN THE SERVICE DEALER DO TO IMPROVE
BUSINESS WHEN THINGS ARE SLACK**

Mr. Bob Bergman
Bergman TV
Lakewood, Calif.

A small ad reminding customers that we service other home electronic equipment than television usually attracts an extra \$50 to \$100 worth of service business, especially during the summer when our TV service load is light. We use a corner of our regular service ad in our shopping area publication to simply remind people "We service transistor sets, portable radios, record players, stereo sets or auto radios." It helps consistently.

Mr. Gene Sheppard
Sheppard's TV
Tujunga, Calif.

We've found the Welcome Wagon International has helped us build business this year. It costs about 95 cents per call on a newcomer. The representative of Welcome Wagon tells them about us, gives them a little premium gift, a hosiery dryer, and we give them their first \$5 service call for \$3.50. It picked up 45 new customers for us in one month!

Mr. Virgil Gaither
Television Central
Pasadena, Calif.

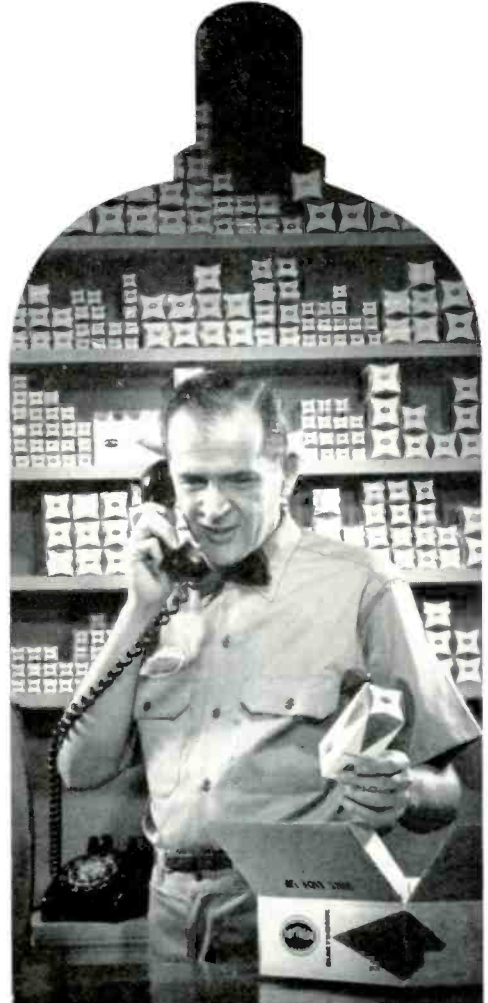
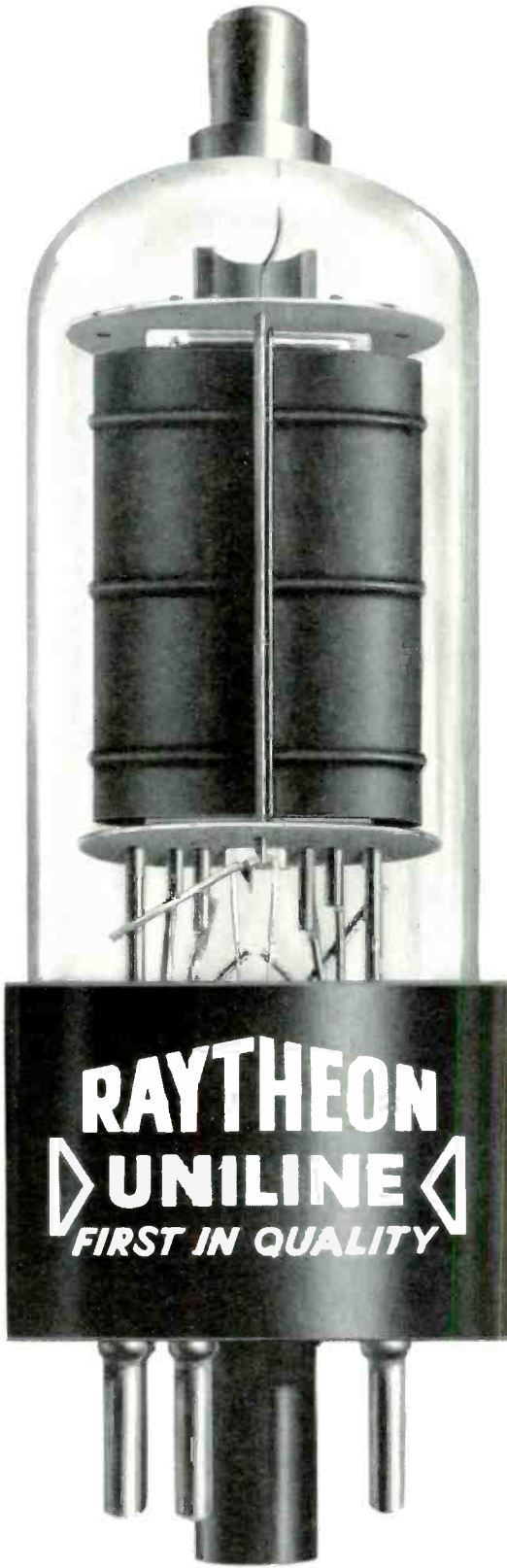
When we need business, we simply increase our advertising. This works on the sale of merchandise as well as service. To move our merchandise we've had some success with back door sales, distributor-developed promotions and direct mail. Service ads in the local paper do most to build repair business for us. It can't be a one-shot program, though. Repeating a message makes it soak in so that, when the customer needs service he calls you. The phone number is played up prominently in these. Also a special identification symbol. The one we use most effectively is "Home of Blue Ribbon Service" with a cut of a blue ribbon in the service ads or as part of our merchandise ads.

Mr. Harry Ward
Ward Brothers
Long Beach, Calif.

I simply go down the street looking at the rooftops, pick out the broken antennas, ring the doorbells and make extra sales. There's a great deal of business to be found this way and we get it in locations we can serve conveniently.

Mr. Dick Dickinson
Telec TV
Sherman Oaks, Calif.

Our main business-builder comes from our having been here in this same business and same location for twelve years. We run that fact, along with my picture and name to give the place a personal identification, in all of our advertising—always little institutional ads—and on our cards. We don't hesitate to ask for referrals and we develop a great deal of business that way. Also we pass out ballpoint pens to our customers with our name, address and phone number on them.



**THE "FIRST IN QUALITY"
CLEARLY PRINTED ON ALL
RAYTHEON UNILINE TUBES
GUARDS AGAINST CALL-
BACK LOSS... ASSURES
ALL YOUR CUSTOMERS OF
HIGHEST QUALITY SERVICE**

RAYTHEON COMPANY



DISTRIBUTOR PRODUCTS DIVISION

Crest Electronics Suppliers
2001B Harbor Boulevard
Costa Mesa, California

Dow Radio Company
1759 East Colorado
Pasadena, California

Radio Parts Company
2060 India Street
San Diego, California

Santa Ana Electronics
832 East 4th Street
Santa Ana, California

U. R. E. Electronics
122 South Pomona Avenue
Fullerton, California

Cook Electronics Company
210 E. Hardy Street
Inglewood, California

Elliott Electronics
12189 Front Street
Norwalk, California

Ford Electronics
8431 Commonwealth
Buena Park, California

G & M Wholesale Electronics
5651 N. Rosemead Blvd.
Temple City, California

The Henderson Company
628-30 N. Alvarado Street
Los Angeles, California

Jan Electronics
803 E. Rosecrans Boulevard
Compton, California

Logan's Electronics
937 N. Pacific Avenue
Glendale 2, California

DISTRIBUTED BY

**Mid-State Wholesale
Electronic Supply Company**
467 Hill Street
San Luis Obispo, Calif.

Orvac Electronics
112-B East Orangethorpe
Anaheim, California

Sampson Electronic Services
843 Colton Avenue
San Bernardino, Calif.

Tag's Radio & Television Supply
14530 Calvert Street
Van Nuys, California

Valley Radio Supply
1134 33rd Street
Bakersfield, California

Video Suppliers
14526 Crenshaw Boulevard
Gardena, California

West Covina Wholesale Electronics
610 South Sunset
West Covina, California

Wholesale Electronic Specialists
482 Broadway
P.O. Box DD
Cathedral City, California

Lee's Electronic Supply Co.
1111 E. Belmont Avenue
Fresno, California

Military Electronics Supply
1988 Fremont Street
Seaside, California

Penninsula Electronic Supply
656 South First Street
San Jose, California

UNITED RADIO & TV SUPPLY
1403 W. San Carlos Street
San Jose, California

Radio Television Products Company
2012 19th Street
Sacramento 18, Calif.

Radio Television Products Company
W. 6th Street at Orange
Chico, California

Radio Television Products Company
3943 S. Market Street
Redding, California

**Sacramento Electronic Supply
Company**
1219 "S" Street
Sacramento 14, Calif.

Styles & Engleman
2255 Bancroft Avenue
San Leandro, California

Affiliated Electronics & TV Supply
1550 Howard Street
San Francisco, California

Dealers Electronic Supply
800 Broadway Street
Eureka, California

NORTHERN CALIFORNIA
486 El Camino Real, Redwood City
EM 9-5566

SOUTHERN CALIFORNIA
225 No. Van Ness Blvd., Hawthorne
PL 7-4186

California Regional Offices

MOTOROLA this month introduced the first 23" color set that features the new popular rectangular tube. This new tube has been developed by Motorola Engineers and is several inches shorter from front to back than the conventional color tubes. According to the press releases "Motorola does not plan to enter tube manufacture but will make available its laboratory experience to tube makers, and expects such a receiver to become a "practical reality" within a year or two.



Mr. Orrin B. Phillips of Pacific Grove, California, is shown here (left) being presented with a new A400 Winegard Amplifier by Mr. Glenn Higgins of Nystrom Brothers in San Diego. The amplifier was given as grand prize to a recent Winegard promotion.

... Pix We Pick



Mr. Jim Dean, principal of Craig Electronics Advertising Agency, left, and Frank Fern, Craig Sales Manager, look over some of the store displays, banners and local co-op materials that will be used in a new Motorola promotion in Southern California. The promotion includes 1000-line ads in the metropolitan dailies offering a Motorola "Set of the Month." The series is being kicked off with a "package" buy of Motorola Portable Stereo Phonograph; 40 stereo albums; and a mobile stand and rack to sell for \$159.95.

NEW HORIZONS FOR THE ELECTRONIC SERVICE DEALER



by Walter Schott
Manager Distributor Sales Division
International Rectifier Corp.

The answer to this question is affirmative only if the service technician recognizes present developments in the electronic industry as such.

This is an era of "reliability" and "automation." It is also an era of electrification.

In talking about the Service Business, one usually meant Entertainment Type Electronic Equipment. This means, TV, radio, photographs and audio. The service and installation business for this type of equipment saw an unprecedented growth in the late 40's and 50's. The television-phonograph-tape recorder-Hi-Fi boom increased the need for service manyfold. A regular industry developed from small shops to sizable organizations. Will this business continue to grow and boom?

If we limit our analysis to entertainment type equipment, we cannot see much growth in the future. In fact, the expansion stopped a year or two ago and the service business seems to be about holding its own presently.

Things do not, however, remain static—they either go up or down and, unfortunately for the radio-tv service business it appears more "down" than "up" when projected for the next 5 to 10 years.

There is no *one* specific reason for this trend but many. Let's analyze them.

The service of radio as such, has become a very minor factor. Most radios now sold are relatively inexpensive and it doesn't pay to have them fixed. The

need for service calls has also diminished in view of the growing use of transistors and other semiconductors which require much lower operating voltages thereby eliminating many component failures. This holds true particularly in automotive radio service where 12 volt operation without vibrator, power supplies, tubes and other components subject to frequent failure, reduces service needs considerably.

The situation with television service is different, but not much more encouraging.

Some fairly reliable statistics indicate that ten years ago the average set required two service calls per year. This figure has been reduced by a factor of almost four to one which means that the average set today requires only 1 to 1½ service calls every *two* years. The major reason for this reduced service requirement is the much greater reliability of the components, better quality control by the manufacturer, intelligent use of automation to further increase reliability, fewer tubes, more semiconductors, lower operating voltages, etc.

Another reason for reduced professional service calls is the growing "Do It Yourself" trend. Captive service by set manufacturers also is taking a sizable amount of the business away from the independents.

With the industry, as a result of the space age, becoming more quality conscious and insisting on more reliable components all the time, the need for

service on radio-tv and related equipment can only decline in the future. Such decline, however, will be partly offset by the greater amount of sets in use due to increased population and increasing standards of living. But, one cannot be expected to offset the other.

Aggressive Dealer

The aggressive service dealer will not sit by idly to see a market decline. In fact, he won't be satisfied by just holding his own. In a stable or declining market an increase in business can only be had in one of two ways. One is to get a larger share of the available business the other is diversification. There are limits to "taking the business away from others." The average radio-tv serviceman is not an astute businessman and is often in the business not so much to make the maximum amount of money but because he loves it. It is his business *and* his hobby. He is not likely to give up. Competition, for whatever business there may be in the future, will be greater rather than less. Therefore, the other alternative, namely diversification, seems much sounder, from a logical business point of view.

Fortunately, such diversification can be attained. The only requirements are an open mind and the ability to recognize trends and adjust to a changing market.

The first requirement would be the elimination of the term "radio-tv serv-

(Continued on Page 16)

NEW HORIZONS

(Continued from Page 15)

ice dealer." That in itself indicates the scope of the business. The proper title for the business should be "Electronic Service" or "Electronic Maintenance."

We are in an electronic age. Many things which were operated manually, mechanically or electrically will, in the future, be controlled electronically. The simplest examples are howling alleys or elevators, which, until very recently, were operated by individuals. You will see less and less elevator operators or boys working as "pin setters." Electronics has taken over.

Presently, household equipment and office machinery is undergoing radical design changes and rather than being purely mechanical or electro-mechanical, electronics will take over within a decade. Your automobile of the future will have many semiconductors and electronic circuits. Starter ropes on outboard motors will be a thing of the past with the advent of the Alternator (semiconductor bridge circuit) and push buttons will be the norm.

There is an unlimited field for electronic service. You may call it industrial service or commercial service or just "service." The field is wide open and it can only go one way and that is "UP."

Technically, it should present no problems in this radio-tv serviceman because anyone able to fix a TV and particularly a color TV, is more than qualified to repair practically every type of electronic device.

Unlimited Field

If one limits oneself to radio-tv service, he creates a situation similar to the radio serviceman who did not expand into TV when it became popular. He is no longer a factor—in fact, he is probably not in business today.

The expansion into industrial-commercial electronics will not be as easy as the switch from radio to TV. That change-over was a "natural." The industrial field is developing slowly. It will not be easy to enter this field and it cannot be expected to be profitable from the start. But the business will be there and it will be increasing at an unprecedented rate.

HOWARD SINGER NEW SECRETARY OF CSEA

Mr. Howard Singer was recently elected to the office of Secretary on the Board of Directors of the California State Electronics Association filling the vacancy of Howard Bogge who resigned.

When accepting the new position Mr. Singer stated that he promises a vigorous effort towards the fulfillment of the CSEA goals.

In Memoriam

KARL HEINTZMAN

It seems a long distance between California and Detroit, but the fame of a man of great stature readily spans the many miles. Service leaders throughout the state were shocked and grieved to learn of the loss this summer of Karl Heintzman whose great work with the Television Service Association of Michigan has lent lustre and prestige to the entire service fraternity. He was the anchor man in securing the enactment of the model legislation that went far to protect the public of Detroit against the unscrupulous elements that had invaded the service field. His strong voice, his magnetic personality and his penetrating insight did as much to enhance the dignity of our profession as any man living. His knowledge and intelligence helped forge the powerful Telecto organization of the several independent service firms participating so that central service might be rendered by independent businessmen rather than factories. Our whole field is a better one because Karl Heintzman was in it. And his memory will inspire those of us remaining in it to seek constantly for the pride and dignity Karl helped us realize is our inherent right.

THESE AUTHORIZED DISTRIBUTORS CARRY COMPLETE STOCKS OF SENCORE "TIME SAVERS"

NORTHERN CALIFORNIA DISTRIBUTORS:

- BERKELEY**
Pacific Radio Supply, Inc.,
2801 Shattuck Ave., Berkeley, California
- CHICO**
Dunlap Electronics,
824 Cherry Street, Chico, California
- FRESNO**
Dunlap Electronics,
355 "M" Street, Fresno, California
- MERCED**
Dunlap Electronics,
234 W. 17th Street, Merced, California
- MODESTO**
Dunlap Wholesale Radio Co.,
1503 McHenry Avenue, Modesto, California
- MONTEREY**
Monterey Electronics,
350 Del Monte Avenue, Monterey, California
California TV Supply,
2454 Del Paso Blvd., North Sacramento, Calif.
- OAKLAND**
Cass Altshuler Co.,
801 7th Avenue, Oakland, California
E. C. Wenger Co.,
1450 Harrison Street, Oakland, California
- SACRAMENTO**
Norcal Electronics, 1115 "R" St., Sacramento
- SAN FRANCISCO**
Associated Radio Dist.,
1583 Howard Street, San Francisco, California
Edisco,
5901 Mission Street, San Francisco, California
Zack Electronics,
1426 S. Mission Street, San Francisco, Calif.
Wresco,
140 9th Street, San Francisco, California
- SAN JOSE**
Peninsula Electronics,
656 S. First, San Jose, California
Quement Dealer Elect.
161 San Fernando, San Jose, California
- SAN LEANDRO**
Styles & Engleman
2255 Bancroft, San Leandro, California
Valco Electronics,
1330 Davis Street, San Leandro, California
- SANTA ROSA**
Basham-Christensen Co.
2400 Mendocine Avenue, Santa Rosa, California
- STOCKTON**
Dunlap Radio & Television Supply Co.,
27 S. Grant Street, Stockton, California
- FRESNO**
B. J. DeJarnatt, 223 Fulton, Fresno, Calif.
- REDWOOD CITY**
Valco Electronics,
713 Arguello, Redwood City, California
- PLEASANT HILL**
Valco Electronics
1492 Contra Costa Hwy., Pleasant Hill, Calif.
- SOUTHERN CALIFORNIA DISTRIBUTORS:**
- BURBANK**
Andrews Electronics,
1500 W. Burbank Blvd., Burbank, California
- EL MONTE**
Kimball & Stark,
709 S. Tyler Avenue, El Monte, California
- GLENDALE**
Western Electronic Supply Co.,
229 South Orange, Glendale, California
- LONG BEACH**
Kiesub Corp.,
640 W. 16th Street, Long Beach, California
Kiesub Corp.,
1162 Industrial Avenue, Oxnard, California
Kiesub Corp.,
14511 Deland Street, Van Nuys, California
Kiesub Corp.,
910 W. 11th Street, San Bernardino, California
Kiesub Corp.,
2615 "F" Street, Bakersfield, California
- DEANS ELECTRONICS**
2310 American Avenue, Long Beach, California
- LOS ANGELES**
American Electronics Supply,
567-69 South Fairfax, Los Angeles, California
Scope Distributors,
14127 S. McKinley Avenue, Los Angeles, Calif.
Radio Television Supply Co.,
2025 S. Figueroa Street, Los Angeles, Calif.
Radio Products Sales, Inc.,
1501 South Hill Street, Los Angeles 15, Calif.
- ONTARIO**
Pomona Valley Electronics,
222 W. "B" Street, Ontario, California
- SAN DIEGO**
Western Radio & TV Supply,
1415 India Street, San Diego, California
Nystrom Bros. Co.,
2426 Fourth Avenue, San Diego, California
Shanks & Wright, Inc.,
2045 Kettner, San Diego, California
- VENTURA**
Wholesale Electronic Supply,
265 South Laurel Street, Ventura, California
Wholesale Electronic Supply,
209 W. Canon Perdido St., Santa Barbara, Calif.
Wholesale Electronic Supply,
311 N. McClelland, Santa Marla, California

THIS IS SERIOUS

(The picture tube fraud... of vital concern to your business)

ARE YOU ON THE LIST OF DEALERS AND DISTRIBUTORS WHO ARE GUILTY?

ARE YOU BEING USED AS AN INSTRUMENT OF DECEPTION IN VIOLATION OF THE FEDERAL TRADE COMMISSIONS RULES GOVERNING THE RADIO AND TELEVISION INDUSTRY FOR PROTECTION OF THE PUBLIC INTEREST??? YOU HAD BETTER FIND OUT FAST, AND IN WRITING.

THE DEALER IS IN VIOLATION IF ... he is selling picture tubes AS containing ALL NEW parts and materials except for the glass, WHEN ACTUALLY, THE TUBES MAY CONTAIN USED PHOSPHOR SCREENS, USED CONDUCTIVE COATING, AND USED ALUMINIZATION.

The dealer *must* make a full and truthful disclosure, on his invoice to his customer, of exactly *what is used* in the picture tube he is selling. If you are a service dealer, for your legal protection, it is a wise recommendation to get a letter from the manufacturer stating whether or not *any* of his tubes contain *used* phosphor screens, *used* conductive coating, *used* aluminization or any other used component. This letter will enable you to make the required disclosure on your invoice to the customer without jeopardizing yourself.

THE DISTRIBUTOR IS IN VIOLATION IF ... he does not make a full disclosure of the nature of the picture tube he sells to the dealer, on his dealer price sheets and on his invoice to the dealer.

The distributor as well as the dealer should get written confirmation from the manufacturer as to what is used in his particular tube. This is necessary for the distributor to protect himself as well as to enable him to make his proper disclosure.

THE MANUFACTURER IS IN VIOLATION IF ... he does not make a full and truthful disclosure of *exactly what is used in his picture tubes*. This disclosure must be prominently shown on the tube, on the carton label, on the distributor price lists, on the warranty card, and on his invoice to the distributor.

A GREAT NUMBER OF MANUFACTURERS ARE SELLING TUBES THAT CONTAIN USED PHOSPHOR SCREENS, USED CONDUCTIVE COATING AND USED ALUMINIZATION. THEY ARE FALSELY REPRESENTING THEIR PRODUCT BY STATING THAT IT CONTAINS ALL NEW PARTS AND MATERIALS EXCEPT FOR THE GLASS. IF YOU ARE SELLING THESE PRODUCTS WITHOUT DISCLOSING THESE FACTS, YOU ARE JUST AS MORALLY, ETHICALLY AND LEGALLY RESPONSIBLE. (Ignorance of the law is no excuse.)

IN VIEW OF THE MANY PUBLIC COMPLAINTS, THE FEDERAL TRADE COMMISSION HAS BEGUN AN ACTIVE INVESTIGATION INTO ALL SEGMENTS OF THE REPLACEMENT PICTURE TUBE INDUSTRY.

August 1, 1961

PUBLIC STATEMENT OF POLICY

Calvideo Electronics Inc.

To whom it may concern:

Calvideo Electronics Inc. states that each and every picture tube leaving its factory contains 100% new — phosphor screens, conductive coating, aluminization, quality electron guns, and that each tube bearing the Calvideo label has passed inspection meeting the industries highest quality standards. The only used portion of the Calvideo tube, like other major brands, is the envelope which is carefully inspected to meet the standards of the original new envelope.

Calvideo Electronics Inc.

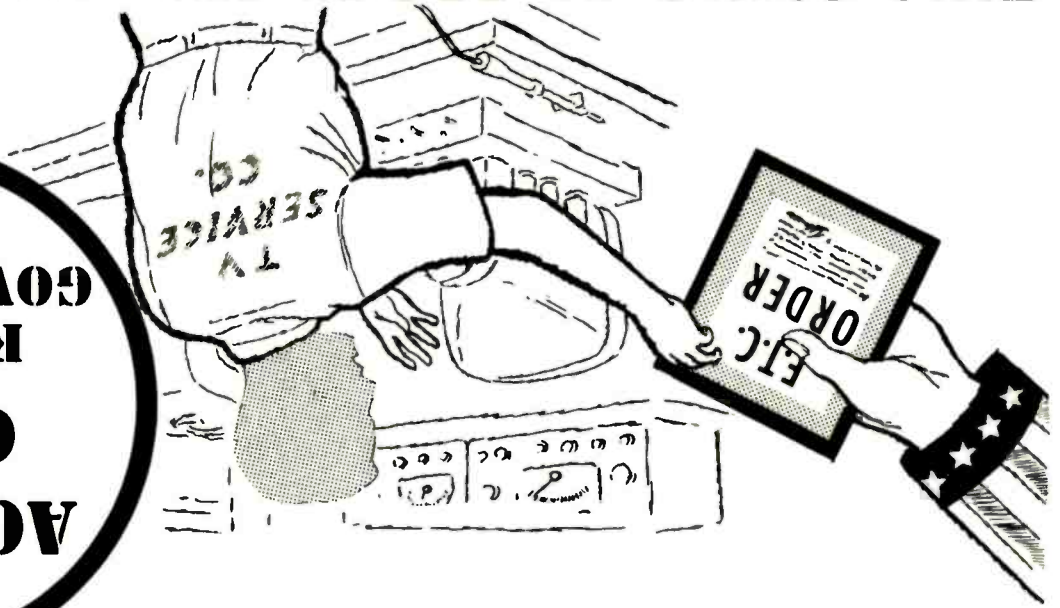


Stephen Tidik
President

NOTE: Calvideo has repeatedly made these statements in trade journals and in print. With the exception of the nationally advertised brands, to this date, Calvideo has been the only independent company to publicly state the nature of its product in spite of numerous challenges.

THIS COULD BE YOU MR. DEALER

ACCUSED
AND
CHALLENGED
BY THE
FEDERAL
GOVERNMENT



Wake Up



A new day is dawning in electronics. Transistors are here to stay... they are now being used everywhere; in radio, television, Hi-Fi, intercoms, and in nearly all new electronic equipment...

Why put off transistor circuit servicing any longer... there's gold in them thar hills. But you must be equipped to do the job fast and efficiently. Here are the tools that you will need.

NEW SENCORE TRANSI-MASTER

This Tester will analyze the entire circuit in minutes and test transistors in-circuit or out of circuit. Here is how you can pin point troubles step by step.

First, check the batteries with the 0 to 12 voltmeter. If the batteries are O.K., check the current drain with the 0 to 50 milliamp meter. A special probe is provided so that you do not need to break the circuit. Excessive current indicates a short; low current indicates an open stage or cracked board. All PF schematics indicate average current.

If trouble is not located by now, isolate the trouble to a specific stage by touching the output of the harmonic generator to the base of each transistor and note spot where sound from speaker (or scope where no speaker is used) stops or becomes weak. The generator becomes a sine wave generator for audio stages to help find distortion.

If trouble points to a transistor, check it in a jiffy with the exclusive in-circuit power oscillator check provided by the TR110. A special probe is also provided for this.

If the transistor checks bad in-circuit, remove it and give it an out of circuit check with the oscillator check or the more accurate DC check. The DC check is provided for comparison reasons, experimental or engineering work and to match transistors in audio output stages. Beta (current gain) is read direct or on a good-bad scale for service work. **DEALER NET. ONLY \$4950**



Tests all transistors in-circuit or out-of-circuit

Model TR110

It's a COMPLETE TRANSISTOR TESTER

- SIGNAL TRACER • VOLTMETER
- BATTERY TESTER • MILLIAMMETER

NEW SENCORE TRANSISTOR AND DIODE CHECKER

Here is a low cost tester that has become America's favorite. The TR115 provides the same DC out of circuit checks as the TR110; leakage and current gain. Beta (circuit gain) can also be read direct or as good or bad. Opens or shorts in the transistor are spotted in a minute. The TR115 checks them all from power transistors to the small hearing aid type. Japanese equivalents are listed also. This famous tester is used by such companies as Sears Roebuck, Bell Telephone and Commonwealth Edison. New circuits enable you to make service checks without set-up charts even though charts are provided for critical checks.



Model TR115
Dealer Net
\$1995

SENCORE BATTERY ELIMINATOR AND TROUBLE SHOOTER

For replacing batteries during repair. Many servicemen say that they wouldn't service transistor circuits without this power supply. The tried and proven PS103 is a sure fire answer. It can be used to charge the nickel cadmium batteries as well. Dial the desired output from 0 to 24 volts DC and read on meter. Low ripple insures no hum or feedback. Total current drawn can also be read on the PS103 by merely flicking the function switch to milliamps. The PS103 is the only supply that will operate radios with tapped battery supplies such as Philco, Sylvania and Motorola. No other supply has a third lead.



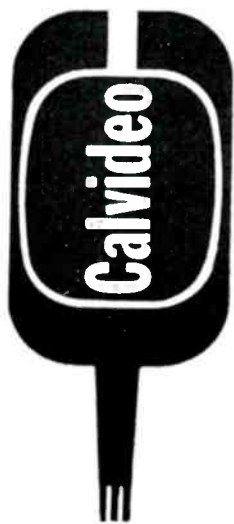
Model PS103
Dealer Net
\$1995

Now in stock at your Authorized Sencore Distributor



SENCORE

ADDISON, ILLINOIS



PICTURE TUBES
TELEVISION

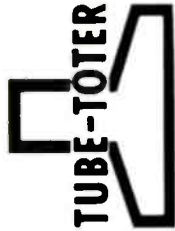
FIRST AGAIN

FIRST TO USE THE NEW REVOLUTIONARY

TUBE TOTER PICTURE TUBE CARTON

- SAVE 40-50% IN SHIPPING • 38% SAVING OF FLOOR SPACE
- EASIER HANDLING • STRONGER • NO MESSY FILLERS

*the biggest break thru in packaging
since the inception of the Picture Tube*



PATENT PENDING



ROBERT WHITMORE

As we approach the much anticipated busy season of the year, let us not forget that some of our activities cannot be overlooked and ignored. We must not relax for a moment our efforts toward legislation in order to raise our industry from the mire in which we find it at the present time. Although only a very small percentage of the shops are causing all the shouting, and crys of it being a crooked business, all of us are receiving our share of the doubt from the consuming public. In a business such as ours, it is very easy for the misunderstandings to come about. After all, ours is a very intangible service and many times it must seem to a customer that the trouble was very simple, however, they don't seem to realize how many hours of training and study have gone into being able to make even the smallest repair. It behooves us, I think to take the time to explain to the customer, it isn't always as simple as it may seem on the surface. In this way I believe we can help alleviate the feeling that we are overcharging. After all our prices must be competitive, but, at the same time it should give us a profit. I know of no business which stays in business very long unless sufficient profit is made to warrant its continuance.

Your Board of Directors at the last meeting made it possible for a membership drive like we have never seen to be launched. This is one activity which cannot be relaxed at all. We need each of the chapters to appoint an active membership chairman to be called upon by our state chairman, and who will get out and get the job done. We have tremendous potential, if only we'll work on it. Please don't just sit back and expect some one else to do all the work, for it will never get done. Pitch in with a little drive of your own, and see that the other fellow does likewise.

Our magazine is coming along nicely. We do need, however, more chapter news to make it a complete success. I've heard complaints that none of the chapter news of a particular chapter is ever mentioned. If this happens, there is only one reason. The responsibility must be placed on your chapter reporter. Our publisher cannot possibly know all the activities in which all chapters are involved. If you send it in, it will be printed. Get an aggressive reporter to send in news of your chapter. Everybody wants to know what is going on everywhere else, and only through this means can we let them all participate.

We are working now with the BBB in order to try to raise the standards of the industry. More to follow on this as we progress.

"Thanks—but no thanks!" said the television dealer. "I've had it—as far as indoor antennas are concerned. It hardly pays to handle them anymore . . . the way the prices have been footballed around. How much money can a guy make on a 99¢ (retail) pair of rabbit ears???"

This presents a daily selling problem tough enough to test the mettle of the most indomitable distributor salesman.

Selling indoor television antennas on a straight product as well as a traffic item basis used to be a profitable operation for most television servicemen and retailers. A standard pair of "rabbit ears" that cost the dealer \$1.85 would find a ready buyer at \$2.95—or perhaps more not too long ago. Soon, however, as one retailer after another began to trim his price to meet competition, the indoor

With the advent of portable TV receivers on the home entertainment scene in February, 1955, the TV retailer had the only standard type top-of-the-set rabbit ears to tie-in with their sale. These outdated "model T" indoor antennas could not command any higher selling price than in the past. Instead of boosting the dealers' profit, their sale merely fell in line with the then current overall low mark-up on portable TV receivers. There was no selling reason why the "rabbit ears" than was customary in the past.

But the radical engineering advances and styling innovations of portable televisions soon affected the design of the indoor antenna needed for its performance. The industrial designers of the manufacturer discarded all former

Portable TV Indoor
Antennas are

Today's "Sleeper" Play in TV Selling

By

JAMES SARAYIOTEA

JFD ELECTRONICS

TV antenna's once sizeable mark-up was whittled down to pennies. Many chains and discount houses converted indoor antennas into loss leaders. Some operators often included the antenna free with the set as an added incentive for the prospective buyer. Who could blame the hard-pressed retailer who looked askance at profitless indoor antenna volume?

But—despite these deflating factors—you can *still* sell the right kind of indoor antennas *at a profit*—and a decent one at that.

Mark the difference! . . . by the *right kind* we mean the type of indoor antenna whose basic design and application are sufficiently unique to warrant a higher and more equitable charge. Namely: indoor antennas for portable TV receivers.

Growing Portable TV Popularity Offers Uew Profit Opportunity

In 1955, 250,000 portable TV sets were purchased on the retail level in 1956, 1,500,000; and in 1960, 3,000,000 units were sold. Today, 50% of all TV receivers manufactured and sold are portable types. This thriving market, which will continue to grow substantially in the coming years, offers operators the opportunity to earn markedly increased indoor TV antenna sales with commensurate profits.

outside-of-the-set types. They demanded the indoor antenna integrated into the cabinet so as to present as unbroken a silhouette as possible. To effect this major change in indoor TV antennas, the receiver designers called on the antenna producer for assistance.

As a result, every retailer engaged in portable TV set sales now has available a compact, back-of-the-set, out-of-sight indoor antenna that really "belongs" with its respective model. Each is custom designed to match the cabinet in style, color and size. Most 1960 cabinets even embody cut-outs in the rear to accommodate the antenna. By virtue of this new look, prospects no longer classify the portable TV indoor antenna as a hybrid appendage but as a necessary and complementary part of the equipment of the receiver. Very much like the relationship of an auto radio to the auto itself, for example.

Creates New Merchandising Concept

This shift in indoor antenna merchandising and consequent consumer attitude opens wide two avenues to greater profits for indoor TV antenna merchants: (1) more indoor antenna tie-in sales with new portable TV receivers and (2) more portable TV indoor antenna replacements.

Dealers will agree that more portable television sales still do not overcome

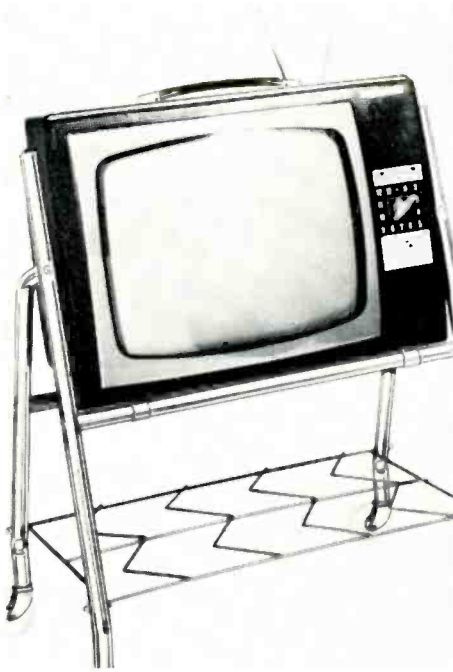
their lack of a high mark-up (even if sold at recommended retail price). But many profit-conscious retailers are now making up the difference by selling an exact factory duplicate antenna with each receiver—at full price. Very often the profit earned matches that of the portable sold.

For example, the Westinghouse 17 inch portable TV receiver model 17T177 lists at \$169.95 without its antenna. (Comparatively few manufacturers supply the antenna with the set.) The JFD antenna model TA154 listing at \$16.95 designed to fit this set, costs the dealer approximately \$2.50. In making this extra sale, the dealer meets little or no resistance—and, frequently, the indoor antenna goes to the customer at full mark-up—with the important plus of no irksome call-backs or returns to nibble away profits later.

Replacements Present Biggest Potential

By the same token, when a portable TV set owner returns to the shop or store to replace his broken or damaged antenna, he expects to pay as much as it cost him originally . . . perhaps even more. He considers the "built-in" portable TV antenna replacement in the same class as the repair or replacement of a yoke or tube or transformer—and is prepared to pay anywhere from \$6.00 to \$10.00 for it—not the 99¢ a conventional table-top indoor TV antenna goes for. When you stop to think of the frequency of such portable TV antenna breakage (their average life is approximately 14 months) multiply it by the 4 million portable TV's now in use, you can begin to appreciate the potential. And, it's going to "snowball" at the ratio of portable to other type monochrome TV receivers sales continue to soar. Today it is estimated at 50 per cent and industry staticians expect it to reach 60 per cent in three years.

Now, imagine the tremendous portable TV antenna dollar volume ahead. In tie-in sales with new sets; approximately \$20,000,000.00 in 1961 (figuring on 2,500,000 units at an average retail of \$8 each). In replacements: \$16,000,000.00 for the year (based on 2,000,000 units at an average retail of \$8



The portable TV antenna market is growing larger each day and the future is bright for additional service sales.

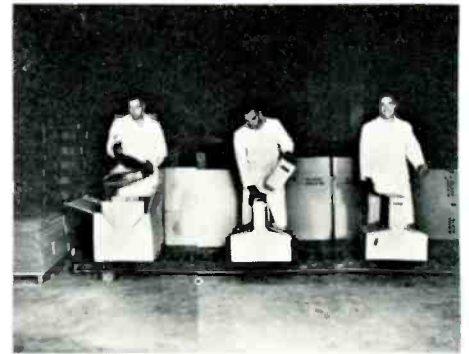
each). And it's only the beginning.

Consider also that table, console and all other TV types lend themselves admirably to back-of-the-set out-of-sight portable indoor antenna installations. This is a lucrative market in itself, you can well appreciate.

Let's compare these estimates to some automotive parts business statistics for a better appreciation of the possibilities. In 1960, over 15 billion dollars was spent on passenger vehicles on the retail level. In the same year 4 billion dollars was spent on auto parts from wholesale to dealer. After dealer markup and labor was added, the total parts and repair tab for America's car owners totaled 7 billion dollars (not including gas, oil and tires)—about *one-half* the total retail price of autos purchased in 1960.

Sounds almost unbelievable, doesn't it? How does the automotive industry do it? Simple. Did you ever hear of an auto repairman or auto dealer replacing an auto antenna for 99 cents?

Television servicemen and dealers! . . . need more be said? Isn't it time to step out of bush-league profits? Give portable TV antenna sales and replacements extra emphasis by featuring them and promoting them in your daily operation and watch your profits respond accordingly.



EASY TO ASSEMBLE . . . is the key note to the new Tube Toter being used by Calvideo Electronics.

CALVIDEO FIRST TO USE NEW "TUBE TOTER" CARTON

Gil Sherman, Vice-President of Calvideo Electronics, Inc., announced today that all picture tubes manufactured by his firm will be shipped in the revolutionary new "Tube Toter" starting September, 1961.

He further stated, "We are proud to be the first manufacturer in the world to use this much needed development in packaging."

The patented "Tube Toter" carton is the first major advance in cathode ray tube packaging since the inception of the picture tube in 1918.

For many years the industry from manufacturer to distributor to service dealer has had a growing problem of freight costs, handling, safety and warehouse space consumption.

Calvideo Electronics, Inc., 1961 master expansion plan is still on schedule. Plant facilities are being expanded and will be completed by the end of this year. Production will be doubled to keep pace with the increased demand.

Calvideo sales through July of this year are 35% ahead of the same period in 1960.



DRAMATIC ILLUSTRATION of the new Tube Toter is shown here indicating ease in assembly, handling and strength.

Your Future May Depend Upon Your Knowledge Of **TRANSISTOR SERVICING**

By **EDWARD FLAXMAN**
Vice President, Sales Sencore, Inc.

Back in 1946 when TV was first introduced to the general public, a lot of old time radio servicemen decided they just weren't going to make the transition from radio to TV servicing. Perhaps they felt TV was just a new fangled "gadget" and wasn't here to stay. Now, several experts in the field have analyzed the trend toward transistorized equipment and their conclusion is that proportionately, even less servicemen will make the transition to transistor service work.

Well, if you are not already aware of it, the transistor is here to stay. Ever since the transistor came out of the Bell Telephone labs a little more than 10 years ago, it has caused one of the greatest upheavals this industry of ours has ever seen.

Here are a few facts you might ponder. EIA figures show that there are some 8 to 9 million transistor radios being sold in the US each year. Add to this the fact that the television set manufacturers are getting ready to release a number of transistorized TV sets. This doesn't even include all of the transistorized intercoms, communication equipment, office equipment and what have you that is hitting the market every day. The conclusion is that if you are not in the transistor servicing business within the next couple of years, you are not going to be in business at all.

The answer is obvious. Now is the time to get into this transistor business because it can be a most lucrative business. How do you start? Simply by doing it. There isn't that much difference between the regular tube radios you are used to working with and the transistor radios.

After you have made the decision to get into, the first step is of course to get yourself some reliable equipment with which to do the job. Here are a couple of tips that should be useful to you. First of all, you can buy equipment that ranges all the way from a few dollars up to several hundred dollars. Basically, what you would want is something that is relatively easy to use, gives you go-no go indications and is relatively inexpensive. The most important aspect you should consider is being able to get an instrument that can do as much as possible to aid your servicing, give you both an in-circuit and out of circuit check and still be accurate enough to save you time.

Secondly, the most important things you need to look for are: 1) something to measure the batteries under load, 2) a milliammeter with a workable range of from 0 to 50 ma. to measure current drain, 3) a signal generator capable of putting a signal through every stage of the radio without your having to retune, and 4) a good transistor tester that can give you both in-circuit and out of circuit tests. The in-circuit test is so important because so many radios have the transistors wired in and are sometimes difficult to get out. This should be backed up with a good out of circuit tester.

If you have an instrument or instruments with these qualifications, actually you have everything you need to start servicing transistor radios. If you don't already have a well filtered, variable DC power supply, then you might consider getting one. They can be most useful.

This is all it takes to get into transistor servicing. With a little practice and experience, you can soon be making good profits with a small investment. Now is the time to start if you don't want to become another business failure. If you miss the boat this time, it might not sail again.

FIRST AGAIN

DUMONT
A B D

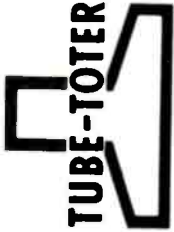
PICTURE TUBES
TELEVISION

FIRST TO USE THE NEW REVOLUTIONARY

TUBE TOTER PICTURE TUBE CARTON

- SAVE 40-50% IN SHIPPING • 38% SAVING OF FLOOR SPACE
- EASIER HANDLING • STRONGER • NO MESSY FILLERS

*the biggest break thru in packaging
since the inception of the Picture Tube*



PATENT PENDING

ASK SI ???

by Si
Nathenson

*A New Feature that will answer any questions regarding
Business Procedures. Write to Si at MESD.*

- Q. *How can I route my trucks efficiently?*
- A. Get hold of a large map of the city and mount it securely on a wall. You can get corkboard from a linoleum store. Use colored tacks to locate the next day's service calls, tacks of many colors for many days if you work that far ahead. You can see their patterns and grouping that way. Don't feel required to send the same man back on each individual customer unless it's an especially difficult job.
- Q. *Is there some way I can check up on the efficiency and honesty of my men?*
- A. Try using the double postcard method, or a letter containing a business reply card. On the part going to the customer thank them for calling on you. Tell them of your resolve to give them the finest service possible. Assure them they can help by filling in the reply card.
- On the reply card, use such a message as:
- "We have found your service good fair
 "Your servicemen are neat and
 courteous yes no
 "Your representative arrived at the
 time promised yes no
 "We paid him the following amount \$ _____
 "Remarks _____
 "Name _____ Address _____"
- It will also give you some excellent evidence to show customers what others think of your service.
- Q. *How can I bridge between being a service dealer and a stereo, radio and TV retailer?*
- A. It depends largely on your capitalization and location. If you're loaded, just phone the distributor of the brand you would like to handle and chances are you'll have no difficulty getting a good franchise. Use the Yellow Pages or write MESD to find the distributor serving your territory.
- If you're operating on very limited capital, starting out by selling used, reconditioned merchandise would probably be the best beginning. A classified ad is your best and most economical ad medium for these. Use more imagination than calling them "Used," though. Try "Experienced," "Pre-owned," "seasoned veteran sets," or "Rejuvenated."
- Whatever you do, though, keep the merchandise looking better than most service dealers do their shops. This means dusted and polished, with attractive signs or cards identifying it and TV sets hooked up. Then always sell at a profit and you're on the right track. Stick it in the mail boxes in the territory you can serve most economically and efficiently.
- Q. *How can I compare my operating statement with some standard of other service dealers, to see how we stack up?*
- A. You can't. So far no really reliable study of service dealers' operating cost has been developed by the organized service firms, to our knowledge. A retailers' organization attempted it two or three years ago but response was insufficient. This is one of the few industries of any importance in which costs of doing business studies are not conducted. If you would be willing to participate in such an activity, with the distinct understanding that your information would be kept confidential, write to the editor of MESD saying so. Maybe that will help get it started.

Distributor of the Month

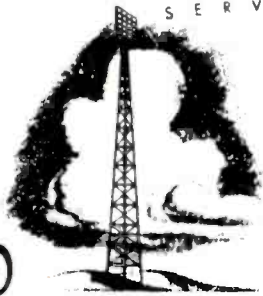
*A New Feature
That We Hope To
Present At
Different Times
Throughout The Year*



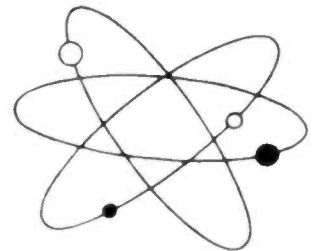
C. W. "Pat" Dunlap

SERVING THE HEART OF CALIFORNIA

Dunlap



ELECTRONICS



FOUND: A PARTS JOBBER WHO NEVER COMPROMISES ON THE MATTER OF SELLING TO CONSUMERS. And he's doing fine, thank you!

Now it's reasonably certain that Carter D. "Pat" Dunlap isn't the only parts jobber in the West with this customer-minded philosophy. Those who share his views on selling wholesale only to customers legitimately entitled to wholesale purchases will find comfort in this success story. Let's hope the others will find reassurance that wholesalers who *just* wholesale win loyalty of quantity purchasers, and take guidance therefrom.

Dunlap Electronics uses the slogan, "Dunlaps—the House the Dealers Built, in all ten of their stores. You see "Wholesale Only" written on the door of any of these stores.

Dunlap means it.

Many of the techniques Pat Dunlap used to build his big, impressive chain from one little Stockton store, opened in October, 1946, can be modified to suit the service dealer and a report on them will help familiarize him with some of the things faced by his suppliers.

To give you an indication of where the Dunlap organization went from its modest beginnings: there are now Dunlap stores in Chico, Marysville, Sacramento, North Sacramento, Pittsburgh, Walnut Creek, Stockton, Modesto, Merced and Fresno.

At the time this was written, Dunlaps were just wrapping up plans for the purchase of Saviers, the oldest parts house in Reno, which will complete their coverage of Northern Nevada. And they will be selling stock in Dunlaps through a private offering this month. Indicative of the confidence service dealers have in the firm, they are among the first to buy stock in it.

Now how did all this come about?

The first step was a philosophy, a set of principles by which the firm operated. They haven't changed much since the beginning, so we'll list them as the firm states them currently. But first it is worth noting that *they get these principles communicated to their customers.* Dunlap does it through *Dunlap Electronic News*, their four-page monthly bulletin. You can do likewise through mailings to your customers, handbills, or community or city-wide newspaper messages.



Pictured here is an example of the type of Dealer Sales Seminars held at different Dunlap Stores throughout the State.

**A FEW OF THE DUNLAP
STORES IN CENTRAL CALIF.**



**NORTH
SACRAMENTO**



MARYSVILLE



FRESNO



CHICO



STOCKTON



STOCKTON

These operational principles include: Minimizing service dealer inconvenience by keeping a very large and rangy parts inventory on hand. Handling top brands. Saving customers expense and delays by giving fast warranty service on tubes. Avoiding dealers' waiting in line behind their customers in the Dunlap stores by selling wholesale only. Liberal warranty policies. Practical credit arrangements. Personnel qualified to give service dealers expert guidance. Keeping the place organized and attractive so that customers have no difficulty finding what they seek. And prompt free delivery.

Seeing that there was sometimes a delay in getting badly-needed parts orders to the branch and getting the merchandise delivered, in 1953, the Dunlap organization started what they proudly describe as "the nation's largest radio communication system privately owned by an electronics distributor." This equipment now covers 10 base stations in the 10 stores and nine mobile units and three repeater stations.

Among the benefits Dunlaps derives from this major installation are: faster handling of rush orders, complaints and emergencies; giving of credit information to branch stores; inventory control (slow-moving items being stocked in just three branches); branch management control, immediate information conveyed or questions asked between stores; and lastly personnel control since it's easier to keep people on the move and informed when they're tied to you by radio.

DUNLAP ELECTRONIC NEWS

The monthly *Dunlap Electronic News* as a how-to-do-it newsletter carries information to validate the sincerity of Dunlap's contention, "I'm only as strong as my customers."

Here can be found important bits of information for the electronics service dealer. "Small Claims Court Procedures," "Dealers' Credit and Collection Policies" and meaty articles of similar worth are sent to the many hundreds on the Dunlap mailing list.

Constantly training his own people and making training available in the form of Sales Seminars for customers of the firm is another Dunlap contribution to sounder operations in the service industry.

The handsome young jobbing executive responsible for all this, Carter W. "Pat" Dunlap, graduated from the College of the Pacific in 1940, attended the Harvard Graduate School of Business in 1940-41 and served as a sales engineer for Remington-Rand until World War II. He served as a naval officer from 1942 through 1946.

Upon discharge from the Navy with the rank of Lieutenant, Mr. Dunlap was employed by a Navy colleague, Frank Qument of San Jose to learn the radio parts business so that he could eventually operate his own business. His business training and tutelage based on Mr. Qument's 20 years in the field gave him thorough indoctrination in the parts business, as the growth of his firm shows.

He is married to the former Barbara Albertson of Stockton and they have two children, Natalie 11, and Carter, Jr., 5. He is also a member of the Stockton Rotary Club and the San Francisco Commonwealth Club. He is a trustee of the First Congregational Church.

Full as is his program, he still takes time to serve his industry, as witness his service on the Board of Directors of the National Electronics Distributors Association from 1956 to 1958, membership in the Electronics Industry Show Board Corporation from 1958 to 1960, Vice Presidency of P.E.T.S. 1960-1961 and membership in the Electronic Distributors Research Institute.

NEW PRODUCTS



FROM B & K

... A new Dyna-Quik Model 700 obsolescence-proof dynamic mutual conductance tube tester is announced by B&K Manufacturing Co., Chicago.

Designed for maximum use today and tomorrow, this up-to-date professional instrument offers multiple-socket speed with Gm accuracy plus obsolescence protection. It provides a multiple-socket section to quick-check most of the TV and radio tubes the true dynamic mutual conductance way, plus a simplified switch section to check new tube types in a Dyna-Quik emission circuit.

The Dyna-Quik 700 tests both old and new TV and radio tubes, tests the Nuvistors, the new 10-pin tubes and the new 12-pin Compactrons, tests European hi-fi tubes, voltage regulators, and most industrial types. Also includes provision for future new sockets.

The Dyna-Quik 700 checks each section of multi-section tubes separately for accurate test. Checks for all shorts, grid emission, leakage, and gas. Makes quick life test. Exclusive adjustable grid emission test provides sensitivity to over 100 megohms.

Makes complete tube tests in seconds. Discovers weak tubes. Simplifies and speeds tube replacement sales.



FROM CENTRALAB

... A new line of low voltage disc capacitors is available for immediate delivery.

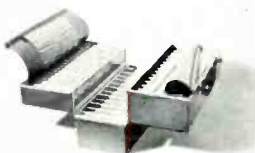
These capacitors, designated as Type CK, have been designed for the high capacity, low voltage requirements of

A Round-up Of Products We Feel Will Be Of Interest And Benefit To The Electronic Service Dealer

transistor circuitry and have wide usage in both replacement and original equipment applications.

Capacitors range from 0.005 mfd to 0.1 mfd, $\pm 20\%$. Working voltage is 50 VDC. Initial leakage resistance is over 7500 megohms, while leakage resistance after humidity testing is over 1000 megohms. Power factor is 2% maximum at 1 KC.

Thickness of all Type CK capacitors is $5/32''$, while diameters range from $3/8''$ to $5/8''$, depending on capacity. They are double Durez coated and impregnated with high temperature wax. Prices range from \$.21 to less than one cent each for the lower values, and from \$.60 to \$.225 for the higher values, depending on quantity.



FROM GENERAL ELECTRIC

... The first plastic service case, reported to be the toughest in the industry, now is available to radio and television service technicians through independent receiving tube distributors franchised by the General Electric Company.

Made of "Royalite" plastic, the service case has no covering to wear, rip or tear. It weighs about 8 pounds, which the company reports is about 4 pounds lighter than most cases of comparable capacity. With adequate space both for tools and a practical tube replacement inventory, the case is 22 inches long, 15 inches high and 9 inches wide.

The two hinged top sections are fitted with "egg-crate" type separators which hold a total of 152 miniature and 90 octal "GT" type tubes. Snap-down

curtains cover each top section and feature pockets for tools, job tickets and reference manuals. The base compartment of the caddy holds 65 large glass type tubes or a volt-ohmmeter and other relatively large tools.

The tough plastic case resists scarring, splintering, stain and even acids. The case has aluminum binding and luggage-type fasteners.



FROM DI-ACRO CORP.

... A new self-service tube tester that brings customers in to do their own testing of tv and radio tubes, assures them of professional-type tube analysis, and builds tube sales for the merchant is announced by ETA division of Di-Acro Corporation.

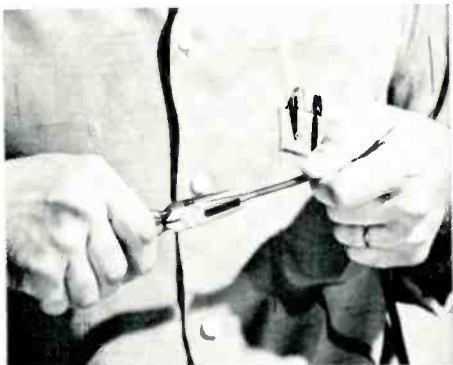
ETA stands for electronic tube analyzer. The ETA tube tester is compact—only 23 inches in its longest horizontal dimension, sleek in styling, attractively finished in aqua and white two-tone baked enamel.

Special advantages to customers are completeness and reliability of the ETA tube tester. It accurately analyzes approximately 2200 kinds of tv, radio, hi-fi and industrial tubes, domestic and foreign. There are 86 pre-wired and numbered sockets. As new tubes appear on the market, new set-up information is supplied by the manufacturer. The ETA tube tester has built-in non-obsolescence. Should new tubes be introduced with different socket bases, the ETA vibrator and battery tester panel may be unplugged and replaced with a new panel.

Continued next page

NEW PRODUCTS

(Continued)



FROM KRAEUTER

... One of the most difficult and time consuming jobs in TV servicing, stripping TV twin lead wire, is made easy with Krauter & Co.'s new CG5627 plier. Cutting edges of the unique right angle jaws are placed between the twin lead so as not to cut the stranding. One quick jerk on the pliers strips off all insulation neatly. The model CG5627 can also be used as end cutting resistor pliers. Colorful cushion grip handles.

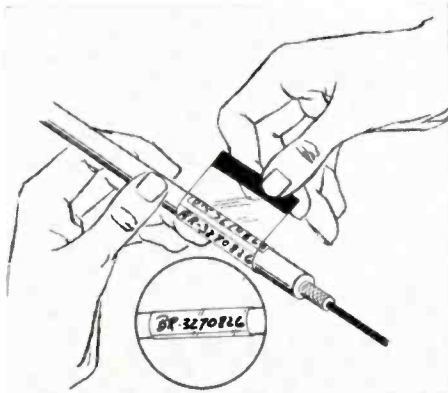


FROM FIDELITONE

... As part of its Fall dealer program for stimulating sales, Fidelitone has announced its new Counter Merchandiser that holds up to 240 needle packages! Of muted gold finish, it will blend with any color theme and needle identification is quicker and easier than ever before. It is a compact display and storage cabinet that incorporates many exclusive features. The clear glass top is removable, but has a safety latch to discourage pilferage.

The object of the display is to get buyer attention that will lead to impulse buying. Impulse buying, of course, also means self-service which often creates a problem for the dealer. Good store

traffic means real use of such displays and constant handling results in an unattractive appearance after a period of time. The dealer must then go to the expense of changing displays frequently. The Fidelitone Merchandiser is built to withstand hard usage and still retain its bright, new look. In addition, it will greatly simplify needle inventory. It is a space saver, and styled to meet the needs of the retail accessory department and quicken sales for busy dealers.



FROM WESTLINE

... You can now write your own codes or legends on-the-spot with Westline's New double featured self-laminating Write-On Wire Markers.

"Write-On's" are used where requirements call for small quantities of markers of many different special legends. Each self-adhering marker is partly a self-contained lamination extension. When applying a marker around wire the remaining protective clear portion wraps around itself, causing it to laminate permanently over the written code.

Assures more permanent legibility to the underlying written or typed code ... appears clean and visible.

Markers are especially suitable in prototype operations, R & D maintenance or production work.

With E-Z Code Write-On self-laminating markers you get a more permanent adhesive bond around wires because you apply each marker by the tab—not the adhesive.



FROM SENCORE

... manufacturers of electronic test equipment, announce the release of a new tube tester modernizing panel, the

TM116. This adapter unit was designed to meet the modern day needs of engineers, service technicians and electronic hobbyists who now own testers that test only conventional tubes. The TM116 will adapt any tube tester, except the cardomatic type, to check RCA 5 pin Nuvistors, GE12 pin Compactrons, Sylvania 10 pin tubes and the newest RCA 9 pin Novars, now being installed in quantity in many of the latest electronic circuits including radio and television. The TM116 will make the same checks on these new tubes as present testers make on standard tubes, including mutual conductance, high grid leakage and checking for inter element shorts. Some adapters now on the market reduce all tests to an emission check. Tests are made by plugging the TM116 into an octal socket on user's tester and setting controls from a chart which is provided with the unit. For complete information and specifications, see your Sencore distributor. The TM116 is now available at Electronic Parts Distributors in the United States and Canada at a Dealer Net Price of \$24.95.



FROM SYLVANIA

... A multi-trace cathode ray tube (above) with three independently controlled electron guns capable of producing three displays simultaneously will be shown by Sylvania Products Inc. at the 1961 WESCON Show (August 22-25) here.

Designated Type SC-3061, the 10-inch tube is available in a variety of phosphors, is electrostatically focused and deflected, and features an astigmatism control electrode. Deflection factors, at 5kv anode voltage, are approximately 130v/in. horizontal and 70v/in. vertical.

The useful horizontal scan of each parallel trace is approximately 8 $\frac{5}{8}$ -inches. Traces are 1 $\frac{1}{2}$ -inches apart on a common vertical line.



**JACK SMITH
JOINS CALVIDEO**

Stephen Tidik, President of Calvideo Electronics, Inc., of Los Angeles, manufacturers of Cathode Ray Tubes for the entertainment and industrial market, announced the appointment of Jack E. Smith as Director of Engineering.

Mr. Tidik stated that Calvideo Electronic's expansion program was on schedule. The expansion includes 50% increase in manufacturing area and equipment. He further stated that this expansion was necessary to keep pace with increased sales, and new markets soon to be entered.

Mr. Smith spent thirteen years with Sylvania Electric Products, Inc., in engineering management, and engineering design and development work. His most recent position was Supervisor, Production Engineering, Picture Tube Division, Ottawa, Ohio plant and Manufacturing Superintendent, Picture Tube Division, Fullerton, California plant. Mr. Smith attended Ohio Northern University and Washington State College, B.S.E.E.

**TV PICTURE TUBE
SALES DOWN**

Factory sales of television picture tubes in May continued a downward slope which started in April, while sales of receiving tubes increased in May over the previous month's total, according to latest figures released today by the Electronic Industries Association's Marketing Data Department.

Total TV picture tubes sold stood at 673,315 valued at \$13,238,774 in May, against 722,110 worth \$14,293,375 sold the month before.

Raytheon Signs Former CBS Tube Distributors

LEXINGTON, MASS.—Raytheon Company already has purchase commitments for electron tubes from former CBS distributors amounting to more than 50 percent of the volume formerly handled by CBS. John T. Thompson, vice president and general manager of Raytheon's Distributor Products Division, also revealed that his company has already signed-up 12 of the largest of the former CBS distributors and is presently concluding negotiations with some 40 others.

CBS Electronics announced discontinuance of the manufacture and sale of entertainment type receiving tubes on June 1.

Thompson said that the shift to Raytheon had exceeded his company's estimates and that discussions were already being held to consider expanding Raytheon's tube production rate to accommodate the added volume. Meanwhile, he said, production schedules have been revised upwards to support the long-term additional sales accruing from the new Raytheon outlets.

Raytheon will increase its share of the renewal tube market during the second half of the year, Thompson predicted. He added that this would extend as a long-term, permanent gain as the new distributors were re-arranging their lines to handle Raytheon on a continuing basis.

"The receiving tube industry, while a source of problems for many manufacturers, has every prospect of being a successful area for Raytheon expansion," Robert L. McCormack, vice president and general manager of Raytheon's Industrial Components Division said. He cited Raytheon's modern and flexible receiving tube manufacturing facilities and its automated distribution system which had established the firm as a leader among tube manufacturers. The CBS inventory acquisition and Philco's announced withdrawal from the market are shifting many distributors to Raytheon and, in addition, many independent radio and TV set manufacturers are turning to Raytheon as a guaranteed independent source to avoid depending upon "captive" supply sources whose parent companies are in direct competition with them.

Color television, stereo, hi-fi and other increasingly popular consumer products depend heavily upon tubes, he noted, and much of Raytheon's emphasis has been on the design and manufacture of sophisticated tubes for this market.

A large portion of the tube inventory

**G.E. ESTABLISHES
DISTRICT OFFICE IN
SAN FRANCISCO**

SAN FRANCISCO, JULY 19—General Electric's district office serving independent wholesale distributors of electronic components in Northern California and Eastern Nevada has been established in San Francisco, according to an announcement today by R. A. Gianinni, western region manager for the Company's distributor receiving tubes.

Formerly located in San Mateo, the new office, at 1485 Bayshore Blvd., will continue to be managed by T. M. Weicker, Gianinni said.

The new San Francisco office will handle radio and television receiving, television camera, and welding tubes; semi-conductors; electrolytic capacitors and other components handled by electronic parts distributors for radio, television, and hi fidelity dealers, factory maintenance departments, aircraft depots, broadcasting companies, and other industrial users.

**TERMINAL-HUDSON
EXPANDING DISTRIBUTION
COAST-TO-COAST**

Terminal-Hudson Electronics, Inc., of New York, a leading industrial distributor of electronic parts and equipment, is planning to embark on a coast-to-coast expansion, William Filler, president of Terminal-Hudson, announced.

A new post of vice president for sales has been established and creation of a national sales organization is well under way, Mr. Filler said, adding that Terminal-Hudson's industrial sales are up, and that 1961 shows promise of being an excellent year.

purchased from CBS has already been transported to Raytheon plants where it is undergoing quality tests. Many CBS distributors have already received initial shipments through Raytheon's Unimarket distribution system.

Sylvania Appoints Roger A. Swanson

WOBURN, MASS.—The appointment of Roger A. Swanson as Pacific Regional sales manager for the Semiconductor Division of Sylvania Electric Products Inc. has been announced by Ernest H. Ulm, division general marketing manager. Mr. Swanson has been transistor product sales manager since May, 1960.

In his new position, Mr. Swanson will have his headquarters at Sylvania's sales office at Los Angeles, California. He succeeds William R. Weir who was recently named national sales manager for the division.

Mr. Swanson joined Sylvania in 1956 as a sales engineer for semiconductors and microwave devices at Woburn. The following year he was transferred to Teterboro, N. J., as a sales engineer for the division. In 1959, he returned to Woburn as product sales manager—micro-wave diodes.

Before joining Sylvania, Mr. Swanson served in engineering capacities with Westinghouse Electric Corp., at Springfield, Mass., and at E. I. duPont de Nemours & Co., at Niagara Falls, N. Y.

A native of Winchester, Mass., Mr. Swanson is a graduate of Harvard University where he received a Bachelor of Science degree in Electrical Engineering and a Master's degree in Business Administration from the Harvard Graduate School of Business Administration. During the ocean War, he was an officer in the United States Navy.

He is a member of the American Management Association, the Institute of Radio Engineers, and the Woburn Rotary Club.

RELIABILITY NOMOGRAPH OFFERED BY RATHEON

NEEDHAM, MASS. — Semiconductor users can now quickly compute the acceptance number for any given sampling plan with a reliability nomograph developed by Robert E. Pratt, reliability engineering manager for Raytheon Company's Semiconductor Division.

With the nomograph, a customer can predict the success rate from life test data at a 90-percent confidence level. He can also compute a sampling plan for his conventional risks.

Printed on sturdy card stock, the nomograph contains scales and tables with complete instructions on how they work, and a glossary of terms.

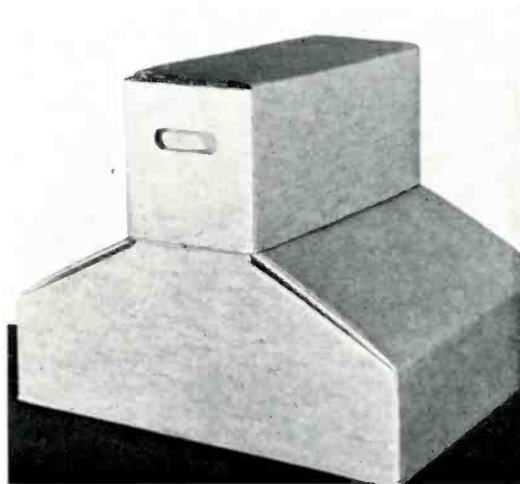
A free reliability nomograph may be obtained from Warren Schoonmaker, Raytheon Company, Semiconductor Division, 215 First Avenue, Needham, Mass.

MENASHA ANNOUNCES NEW PATENTED "TUBE TOTER" CRT CARTON

Mr. George Hinton, Vice-President, Menasha Container of California has announced a new innovation in cathode ray tube packaging. Mr. Hinton stated that his firm is tooling up to supply the cathode ray tube industry a container which is stronger, more economical and the most sensible packaging developed to date in the cathode ray industry. The Tube Toter carton is the first major advance in cathode ray tube packaging since the inception of the television picture tube in 1948. For many years the cathode ray tube industry has been the center of attention for Menasha Container Design Section. The problems of the industry with regard to freight, handling, packaging, safety and space consumption have been acute. Menasha felt it was possible to improve CRT packaging over the presently used cartons. After many years of research and development in this field we now feel that we have the cathode ray tube industries answer to the majority of its packaging problems.

Some of the outstanding advantages

of the new Tube Toter CRT carton over the old are as follows: (1) 25% saving in warehouse space; (2) 30% to 40% saving in shipping costs; (3) a reduction in packaging labor costs as the new carton has at least 25% less components than the older cartons. The Tube Toter is stronger and will reduce handling and shipping damage and also reduces the amount of different size cartons necessary to cover the entire range of television picture tubes. The Tube Toter was not only designed with television picture tube in mind but also will be applicable for many uses in the industrial or special purpose cathode ray tube field. In its years of researching the cathode ray tube packaging problem Menasha took into account the problems of the entire industry and the Tube Toter is the result of this extensive research and development to serve the best interests of manufacturers, distributors and service dealers needs.



The new Tube Container is designed in such a way as to inter-lock in stacking thereby conserving storage space for the Dealer and the Distributor. The handles make it easy to carry which avoids dropping and possible damage to the tubes.

Larry's TV Opens In Pomona

POMONA, CALIF.—A gala grand opening for Larry's TV Sales and Service was held recently.

During the opening, the store was open from 9:00 a.m. to 9:00 p.m. daily in order to accommodate the crowds of well wishers.

The firm, pioneering a new policy, will make no charge if repairs are unable to repair a set in the home and pickup delivery charges are being dropped on sets repaired in the shop.

A complete cost estimate will be given on every repair job before the work commences.

During the grand opening, everyone who visited the showroom registered for a door prize drawing with the first prize being a 21-inch color television set and the second prize a portable TV set. Three transistor radios and 10 pairs of Los Angeles Dodger tickets were also part of the door prizes.

The store will also feature the addition of music and TV systems for commercial firms and hotels as well as a sales program of regular television sets.

Local Dealer Receives All-American Award

SOUTH PASADENA, Calif. — The coveted All-American Award, highest granted in the field of public service to electronic service dealers, has been given to Dallas E. Speers, local radio and television dealer and serviceman.

Established over four years ago by the General Electric Company, according to Robert E. Giannini, western region manager for the Company's distributor receiving tubes, the Award is an attempt to bring recognition for outstanding community service performed by radio and television servicemen.

Only 24 such awards have been made throughout the United States according to high standards set by General Electric. Past recipients of the award also have served on various review panels for the honor. *Public service, technical competence, and good business practice are the three general areas of measurement considered before making an award.*

Speers, who was honored for his work in at least 15 civic ventures at a South Pasadena Junior Chamber of Commerce dinner meeting, made a simple but candid remark in reply: "I am only trying to help and wish I could do more."

Former President of South Pasadena's Junior Chamber of Commerce and recipient of a Distinguished Service Award presented by the community's combined service clubs to the person most active in civic affairs in 1959, Speers is also a heavy contributor to such activities as the South Pasadena Tournament of Roses, Los Angeles Peace Officer's Assn., Campfire Girls Assn., American Red Cross, Community Chest, and the local high school. He is an active Kiwanian and general chairman of a Community Carnival, largest local civic group fund-raising function to aid youth work.

Speers attended South Pasadena High School, John Muir College in Pasadena, and the University of California. He served four years with the U. S. Naval Reserve becoming an electronics instructor.

Owner and operator of Speers TV Service, 1171 Fair Oaks, South Pasadena, Speers, his wife, Janet, and their two-year-old daughter, JoAnn, live at 135 Warwick Place.

RATTRAY NAMES EMMET FOR 3 STATES

George Rattray & Co., subsidiary of Instruments for Industry, Inc., Hicksville, L. I., N. Y., makers of precision potentiometers, has appointed the Frank A. Emmet Co., Los Angeles, to represent it in California, Arizona and Nevada.

U. S. MOBILE PIONEERS FIRST DEALER RADIO-TELEPHONE PLAN

The latest plan to increase the income and profits of Appliance and TV dealers through the sales of non-competitive allied products is being launched by the United States Mobile Communication Corporation through four western regional centers in Dallas, Denver, San Francisco and Los Angeles.



U. S. Mobile is the leader in Low-Cost electronic communication services, including Radio-TELEPHONE Service for private automobiles, trucks, and service vehicles as well as complete private electronic-radio communication systems and closed-circuit Television systems for private homes, businesses and industry.

U. S. Mobile's overall program for the Appliance and Television Dealers includes Area and Regional Distributorships and individual dealerships.

Approximately 50,000 private automobiles are now equipped with Mobile-Radio-TELEPHONE Service. The President of American Telephone & Telegraph recently reported to Time magazine that within four years, it is estimated over one million private automobiles will be equipped so that they may telephone (by radio) to any telephone at anytime, to any place, from their automobile.

CLEAR BEAM ANNOUNCES NEW CITIZEN'S BAND ANTENNA LINE

The Antennex Division of Clear Beam Antenna Corporation has announced a new series of economy Citizen's Band Antennas.

Groundplane, Model GP-1, features a unique design with a 1" diameter driven element and drooping radials to give improved impedance matching with coaxial lead cable. Model CBY3 is a three element yagi for 27mc with full .10 and .15 wavelength spacing. The units net for \$9.95 and \$14.95, respectively.

Napp New No. Calif. Sylvania Tube S.M.

BURLINGAME, CALIF. — The appointment of Thaddeus A. Napp as distributor sales manager for the North California district of Sylvania Electric Products Inc. has been announced by Harold H. Rainier, national distributor sales manager for the company's Electronic Tube Division.

Mr. Napp, who has been a sales representative in Sylvania's midwestern region since 1950, will have his headquarters in the company's sales office here. He is responsible for sales of Sylvania receiving tubes, television picture tubes, industrial and military tubes, and semiconductor devices to electronic parts distributors in California, Nevada, Utah, and Hawaii.

A native of Chicago, Mr. Napp attended DePaul University where he received a Bachelor of Arts degree in Applied Psychology.

SYLVANIA ANNOUNCES TRANSISTOR PROMOTION

WOBURN, MASS. — A new entertainment transistor promotion which "saves time, space and cost for service dealers while adding to their know-how," has been announced by Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corporation.

Known as "Big 9 Covers the Line," the new promotion consists of a colorful display package with nine transistors capable of replacing more than 300 popular NPN and PNP types, a handy replacement guide, and a coupon worth \$12.50 toward enrollment in a complete correspondence course on transistor servicing.

John Spitzer, advertising-merchandising manager of Sylvania's Semiconductor Division, said the versatile nine-transistor kit reduces dealer inventory requirements by eliminating slow-moving stock that ties up space and capital. He described the "Big 9" units as follows:

Mr. Spitzer said "Big 9" is presently available through franchised Sylvania semiconductor distributors.

SYL 101	NPN, conv., mixer, osc.	18 types
SYL 102	NPN, if-amplifier	24 types
SYL 103	NPN, of-amplifier driver	21 types
SYL 104	NPN, af-power amplifier	12 types
SYL 105	PNP, conv., mixer, osc.	30 types
SYL 106	PNP, if-amplifier	40 types
SYL 107	PNP, af-amplifier driver	60 types
SYL 108	PNP, af-amplifier output	65 types
SYL 109	PNP, af-amplifier pwr output	54 types

(popular auto radio type)

PICO Electronic PARTS

PICTURE TUBE SAVINGS

**21"EA
AVAILABLE
PHILCO TYPE**

**TOP QUALITY — FIRST LINE
DIRECT MANUFACTURER TO YOU
NO MIDDLEMAN — NO JOBBER
ALL SIZES — 1 YEAR GUARANTEE**

LOS ANGELES
3660 W. Pico Blvd.
RE 1-2177

LYNWOOD
10906 Atlantic
NE 9-6248

EAST LOS ANGELES
5916 Whittier Blvd.
PA 1-2907

TELEPHONE SALES TIPS

*Jack Schwartz, Author,
"How to Get More Business by Telephone"*

American business men lean upon their secretaries to a quite phenomenal degree. Secretaries play an important part in the American business scene.

Here are some points on telephone etiquette which are particularly important for a secretary to know. Give every evidence of promptness in answering and transacting the business desired. The secretary must never forget that the caller has a right to regard her as his helper. His time is more valuable than hers. She must not only fight all delay, but give evidence to the caller that she is doing so.



CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

HELP WANTED

SALESMEN

Sell to major space age companies. T.V. repair salesmen with proven sales ability have become successful VALOR salesmen, selling advanced electronic products. Excellent future and opportunities. Age about 30.

Call Walter Burns at CR 4-6771
Valor Instruments Inc., Los Angeles.

ELECTRONIC TECHNICIANS

ENVIRONMENTAL
TEST LAB
EXPERIENCE

Send resume to:

**IDAHO MARYLAND
INDUSTRIES, INC.**

13103 Ventura Blvd.
Studio City, Calif.

TECHNICIAN

G.E. MANUFACTURER'S REPRESENTATIVE desires 2-way radio technician for San Bernardino or Los Angeles area. Must have experience & FCC license. Many benefits for the right man. Contact Paul Williams (L.A.) RI 9-4401 for an appointment.

BUSINESS OPPORTUNITIES

RADIO & TV SALES & SERVICE, estab. 7 years. Illness forces sale. 2 yr. lease. Invent. approx. \$3,800. Sac. \$4,000 cash. (L.A. area). DI 0-3770.

BUSINESS OPPORTUNITIES

MAJOR Electronics Co., mfg. Citizen's Band radio, accepting applications from established communication Service Centers for Sales-Service Franchise. F.C.C. Class 11 License & adequate test equipment required. Apply in writing, stating qualifications. Box 15 Q 19, 4041 Marlton Ave., L.A. 8, Calif.

SERVICES

TV TUNERS

REBUILT OR EXCHANGED
ALL MAKES — ALL MODELS
\$9.95

L.A. TUNER EXCHANGE
4611 W. Jefferson
Los Angeles 16, California
RE 3-9189

FOR SALE

FOR SALE—Radio-TV-Record Sales & Service Business. Annual gross over \$30,000. Same ownership 14 years. 2 bdrm. home adjoins store. Both may be leased. Write 659 J St., Los Banos, Calif. Phone 5071.

HOW TO USE WANT AD PAGE

TO PLACE AN AD:

BY PHONE: In Los Angeles call AXminster 2-0287. (This is the number of the Classified Dept. only) ask for NANCY BROOKS.
IN PERSON: Come to 4041 Marlton Ave. in the Crenshaw Shopping Center, next to Barker's. (This Address is for the Classified Dept. only.)

BY MAIL: Send your ad to ELECTRONIC SERVICE DEALER Classified Dept., 4041 Marlton Ave., Los Angeles 8, Calif.

RATES

95c PER LINE, one time.
MINIMUM: 5 lines.
CONTRACTS: Apply for rates at AXminster 2-0287.

WRITE YOUR OWN WANT AD

Blind Box No.? _____ Run for _____ times.

How large do you want ad? _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Signature _____

Clip Out and Mail to NANCY BROOKS, 4041 Marlton Ave., L. A. 8, Calif.

HOW TO WRITE YOUR AD:
Figure approximately 6 words to the line.

RATES: \$.95 Per Line. Minimum five lines.

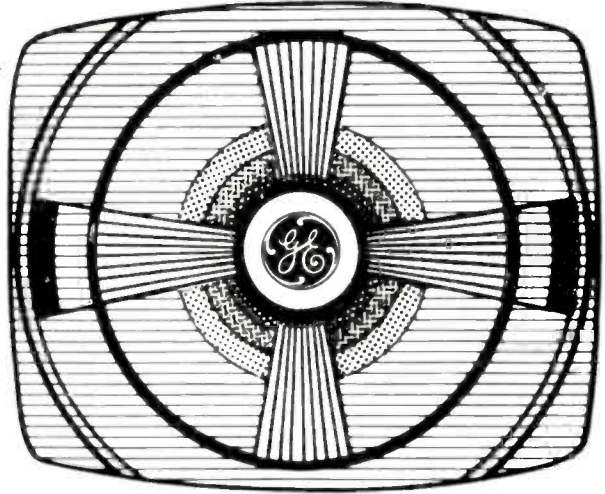
DISCOUNTS: Less 10% 2nd & 3rd times; less 15% thereafter.

BLIND BOX NO'S: Add 50c.

POSITIONS WANTED: Less 15% cash with order.

NANCY BROOKS
Classified Ad Manager
Phone (Los Angeles)
AXminster 2-0287

WORLD SERIES WEEK IS TV TUNE-UP WEEK!



G. E. in Cooperation with Independent TV Servicemen Launches Unique National Campaign that Sells Immediate Need for Service to Millions of Set Owners

Here's a TV first! Commercials *on your local station* that feature an actual test pattern. Your customers can check the picture quality of their sets and detect substandard TV performance. You, the independent serviceman, are tied in directly through your listing in your local TV Guide.

Never before a sales-building campaign like this—combining the power, coverage and prestige of World Series television with the flexibility of actual business-building emphasis *to your customers in your own local area*. This is your campaign. It sells the immediate need for your professional service right when demand hits its peak—World Series time!

Complete Sales Package Helps You Cash in on **TV TUNE-UP WEEK**



FULL-PAGE AD PLUS YOUR NAME IN SEPTEMBER 30 ISSUE OF TV GUIDE

- Mobile/Wall Banner
- Envelope Stuffers • Counter Display
- Ad Mats • Set Repair Stickers

BUILDS BUSINESS FOR YOU 3 WAYS

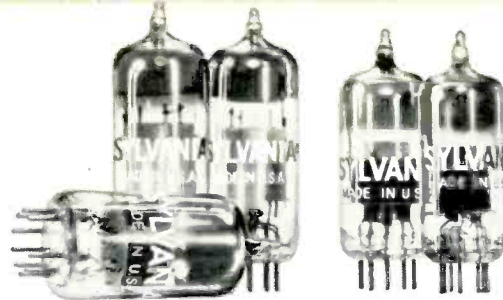
- 1.** TV Tune-Up Week helps your customers prove to themselves the need for TV check-ups and preventive maintenance by you, their independent TV serviceman.
- 2.** On World Series television, and in your regional edition of TV Guide, *your customers are urged to see you for prompt, professional service.*
- 3.** As a participating dealer, you benefit from this

national campaign at the local level—*in your city, in your neighborhood, with your customers.*

Plan now to tie in with TV TUNE-UP WEEK. Get full details from your General Electric tube distributor. HE MUST RECEIVE NAMES OF PARTICIPATING DEALERS BY SEPTEMBER 8. General Electric Company, Distributor Sales, Electronic Components Division, Room No. 8204, Owensboro, Kentucky.

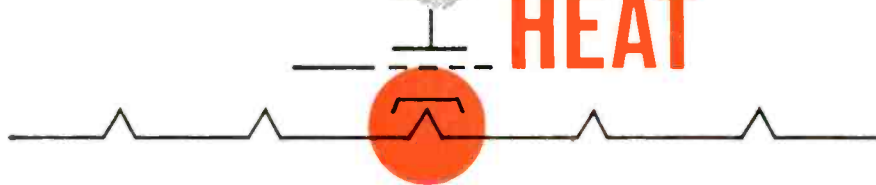
Progress Is Our Most Important Product

GENERAL  ELECTRIC



18FW6A
 18FX6A
 18FY6A
 32E5A
 36AM3B

SYLVANIA BEATS THE HEAT



Familiar numbers, aren't they? But the "A" and "B" versions are brand-new . . . introduced by Sylvania to help you hold onto your home radio service profits.

The 100-mA heater concept, pioneered by Sylvania, offers "cool" operation in series-string connection. But "series-string," as you know, can be pretty hard on heaters at the instant of "turn-on"; can shorten tube life; can mean a call-back. Now, Sylvania has incorporated significant controls on warm-up time of the heaters. Surge voltages on any one heater in this 5-tube complement are therefore minimized, expectant tube life is extended. Benefits to you? Obvious . . . high probability of mighty few callbacks due to *Sylvania tube* failure.

You too can beat the heat of profit-burning callbacks. Don't just order "tubes." Always order SYLVANIA TUBES. Electronic Tubes Division, Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

New, improved 100-mA AC-DC tubes feature controlled heater warm-up time . . . increased heater life . . . defeat profit-burning callbacks!



SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS



Modern Electronic Service Dealer
 618 So. Western Ave.
 Los Angeles 5, Calif.
 Form 3547 Requested

Bulk Rate
 U.S. POSTAGE
 PAID
 Los Angeles, Calif.
 Permit No. 23055