

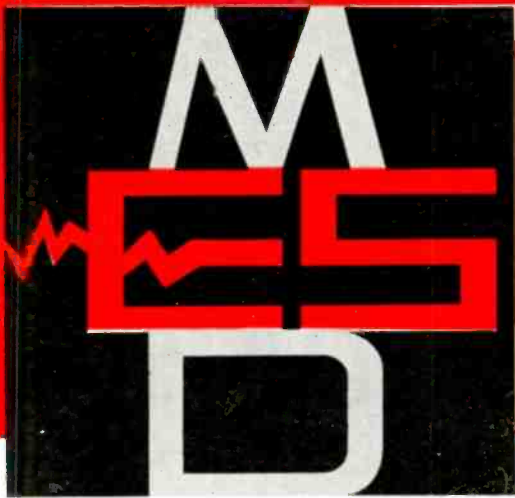
MODERN


# electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 1, NO 10

FEBRUARY, 1962



WESTERN ELECTRONIC WEEK   
FEBRUARY 3-11, 1962

**ELECTRONIC REPS. ASSN.**  
PALM SPRINGS, FEBRUARY 3-5

★ **NEDA SALES SEMINARS** ☆  
L.A. STATLER HILTON HOTEL, FEBRUARY 7-8

**ALL INDUSTRY PARTY**  
L.A. STATLER HILTON, FEBRUARY 8

★ **PACIFIC ELECTRONIC TRADE SHOW** ☆  
SHRINE EXHIBITION HALL, FEBRUARY 9-11

CALIFORNIA STATE ELECTRONICS ASSN.

★ **CONVENTION** ☆

SEMINAR PROGRAMS, FEBRUARY 9-11  
SHRINE EXHIBITION HALL

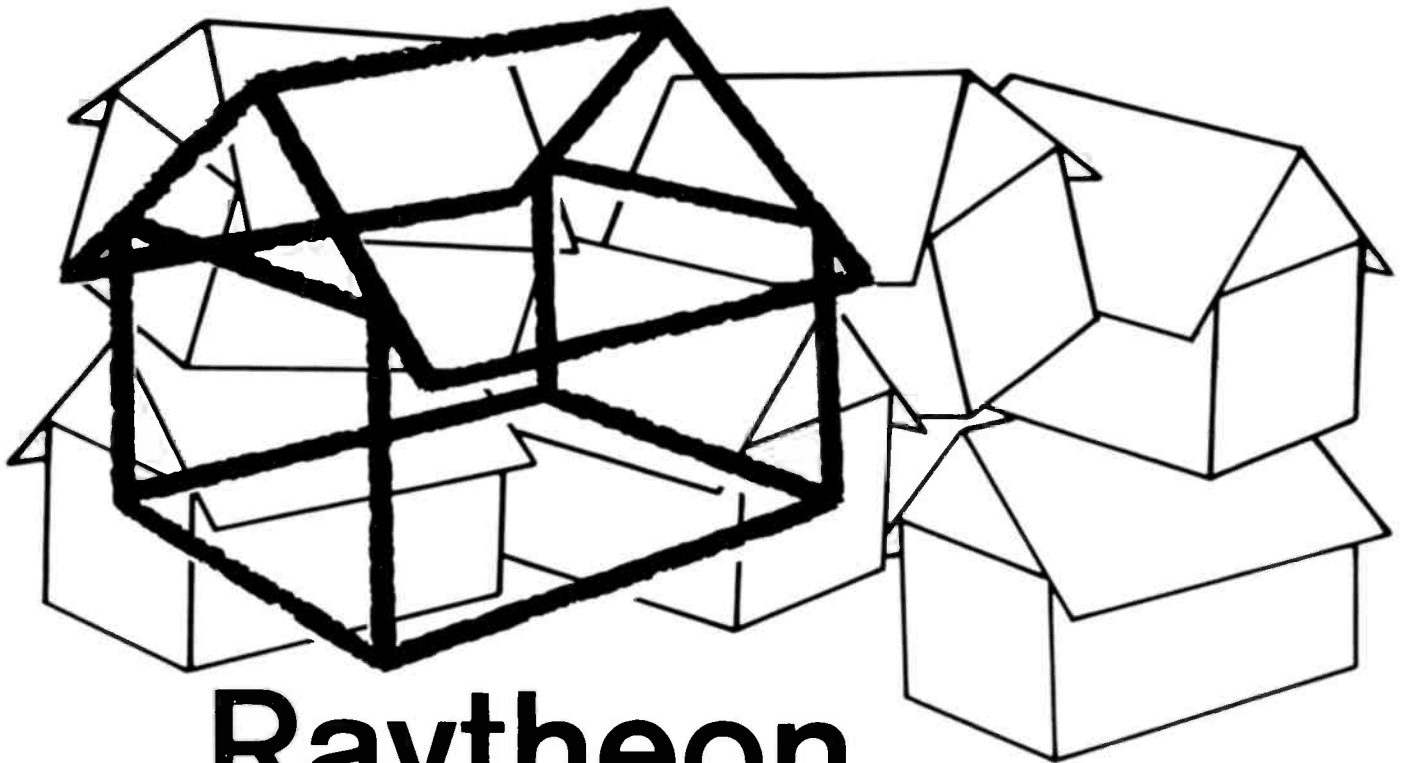
BANQUET, SATURDAY, FEBRUARY 10  
CHARTER HOUSE RESTAURANT

*A Few Blocks From Disneyland*

TOP SPEAKERS - ENTERTAINMENT - EDUCATIONAL



ALL UNDER ONE ROOF AT  
**CALIFORNIA ELECTRONICS SUPPLY, INC.**



**Raytheon**

for Special Knobs, Tubes and  
Semiconductors You Can Depend

on RAYTHEON And

**CALIFORNIA ELECTRONICS SUPPLY, INC.**

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BRadshaw 2-2124

Los Angeles 64, California  
GRanite 7-1208





# ONE G-E 21FLP4 PICTURE TUBE REPLACES 13 TYPES



## FILLS 25% OF YOUR REPLACEMENT NEEDS

*The General Electric 21FLP4 just released.* Here's the only picture tube you need for one out of every four replacements. It replaces 13 tube types. Thirteen replacement tubes you *don't* have to order—pick up—pay for—or carry in stock to meet your customers' requirements. It's almost like getting a 13-tube inventory in one picture tube! Quick availability for more of your replacement needs.

The General Electric 21FLP4 is a low-voltage electrostatic focus tube which does not require an ion trap magnet. Saves time and work on service calls and in the shop. The General Electric high-resolution electron gun and deep-cushion phosphor screen help provide the long-lasting, brighter picture your customers want.

The General Electric 21FLP4 replaces these 13 tube types:

- |         |         |         |
|---------|---------|---------|
| 21ALP4  | 21BAP4  | 21CBP4B |
| 21ALP4B | 21BNP4  | 21CMP4  |
| 21ATP4  | 21BTP4  | 21CVP4  |
| 21ATP4A | 21CBP4  | 21CWP4  |
|         | 21CBP4A |         |

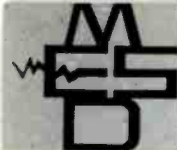


Get full details on this 21-inch 90-degree "universal" replacement picture tube from your General Electric tube distributor. General Electric Company, Distributor Sales, Electronic Components Division, Room 8238B, Owensboro, Kentucky.

A FEW  
WILL DO

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



DON MARTIN

## EDITORIALLY SPEAKING

### PETS IS A DEALER SHOW

Needless to say, this issue of MESD is devoted to Western Electronic Week. We have attempted to build as much interest as possible into the following pages in order to make the entire week the success it should be.

Of course, the idea behind Western Electronic Week stems from last year's Pacific Electronic Trade Show and the week long activities, this year, are climaxed with PETS once again.

There happens to be a great deal of "politics" involved in the presentation of such a show because of such things as the May Parts show in Chicago and others. It seems that many of the eastern manufacturers feel that PETS is just another show that will add to their already full agenda. This may be true but it is time that these same manufacturers realized that the western market represents over 25% of the entire sale of electronic parts. Naturally, being the space center of the country, much of this is industrial and is covered extensively by WESCON but it also must be realized that California will very shortly be the largest state in the union in population and this represents a consumer market that will be second to none.

Last year the electronics market was hit with a cut-back in the industrial and military but the consumer market continued to prosper. In my opinion, PETS will evolve into a DEALER TYPE SHOW with concentration in the consumer type product rather than either of the other two before to many years pass. It can be a success if presented in the same fashion as it is today. It may never be a WESCON but it will be defined once and for all. As I see it, many of the manufacturers are confused as to what type of show it really is so many of the dealer product manufacturers do not participate because they feel it is another WESCON and the Industrial and Military manufacturers do not participate because they feel it is a consumer or dealer type show.

AED officials define PETS as a Distributor Customer show. This also makes sense since many of the distributors business, which started with TV basically, now measures about 40% dealer and 60% industrial on the average. Of course, there are some "pure" dealer and "pure" industrial but the vast majority do service both to one degree or other.

### CSEA CONVENTION

This year the California State Electronic Association will hold its annual convention in conjunction with PETS. The move was made by the Board of Directors in order to present the membership with an outstanding program of top speakers from all over the country. Although the main convention headquarters will be the Disneyland Hotel, in order to encourage a family trip to So. Calif., the business seminars will be held at the Shrine Exhibition Hall, scene of PETS. What is believed to be the finest panel of speakers ever presented to the dealer trade, these meetings will be open to all dealers and technicians attending PETS and CSEA encourages everyone to make plans to attend all of the programs or the ones of greatest interest to each individual. It is an opportunity that does not come along very often and we hope that every dealer will make plans to take advantage of the program that has been planned.



MODERN

# electronic service dealer

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Modern Electronic Service Dealer is Published Monthly  
at 618 So. Western Avenue, Los Angeles 5, Calif.  
DU 9-3230 by Associated Publications.

FEBRUARY, 1962

## FEATURE ARTICLES

### 6 This Is Western Electronic Week

"An Introduction to a week long list of activities that touches all segments of the Industry."

### 7 Official Program of Western Electronics Week

"This program gives all of the last minute information concerning the ERA Conference, Neda Seminars, All Industry Party, California State Electronics Association Convention and PETS."

### 9 Nation Views So. California's Western Electronic Week

### 11 Exhibition Booth Locations at PETS

## CALIFORNIA STATE ELECTRONICS ASSOCIATION'S CONVENTION & SEMINARS

### 13 Dealer Seminars Highlight Western Electronic Week

### 14 All Roads Lead To Disneyland

### 17 CSEA Seminar Program and Speakers

### 25 What Can Be Seen At PETS

## NEWS OF THE INDUSTRY

### 21 CSEA San Diego News

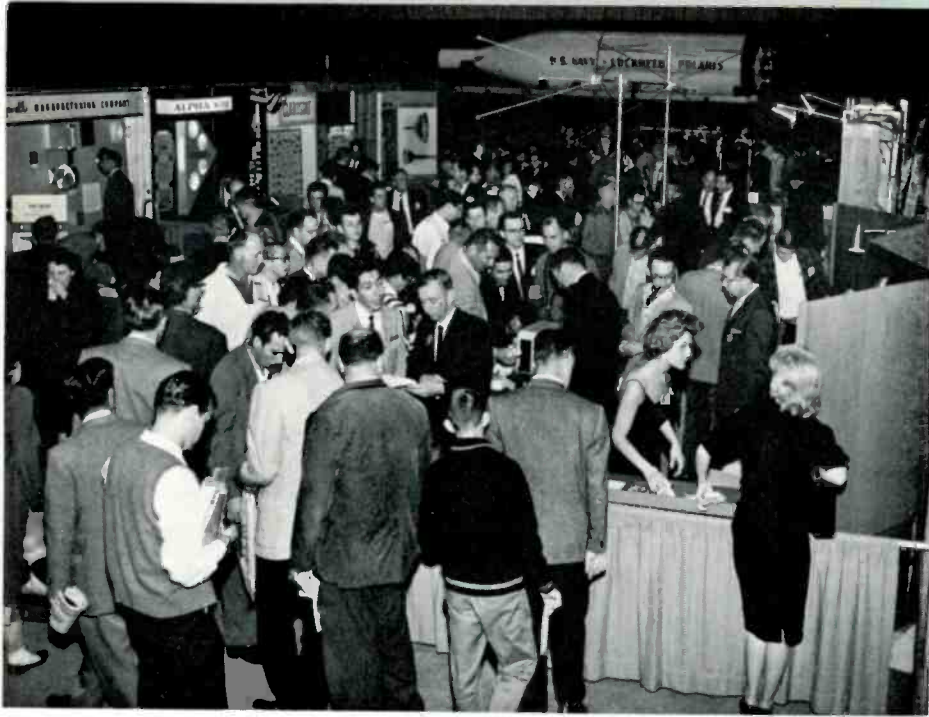
### 23 Industry Notes

## DEPARTMENTS

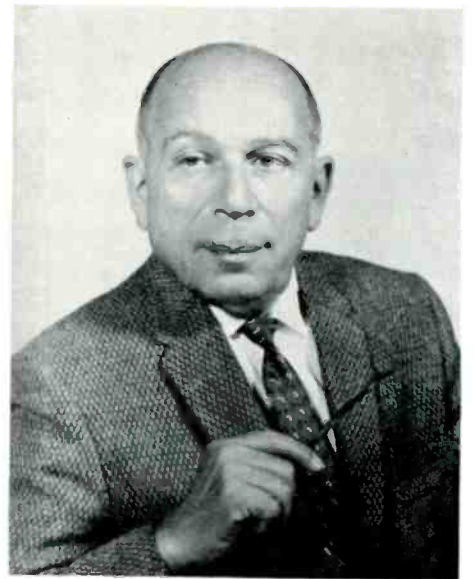
### 4 Editorially Speaking

### 30 Classified Ads





**PACIFIC ELECTRIC TRADE SHOW!**  
LOS ANGELES



PETS CHAIRMAN—GENE ROTHMAN

# THIS IS WESTERN ELECTRONIC WEEK

Feb. 3rd-11th, 1962



BOB WHITMORE  
CSEA PRESIDENT

**CSEA  
CONVENTION &  
SEMINARS**

DISNEYLAND—LOS ANGELES



**NEDA SALES SEMINARS**

STATLER-HILTON—LOS ANGELES

**ERA DISTRIBUTOR  
CONFERENCE—**

PALM SPRINGS

ERA OFFICERS—NEW AND OLD  
SNITZER AND McCARTHY



# Western Electronics Week

## OFFICIAL PROGRAM

**ERA DISTRIBUTOR CONFERENCE** Palm Springs Riviera Hotel

Sponsored by: Distributor Division, Southern California Chapter,  
Electronic Representatives Assn.  
Chairman: Jack Carter

Saturday, Feb. 3	2 p.m. to 6 p.m.	Check in at hotel
Sunday, Feb. 3	All Day	Conferences
Monday, Feb. 5	All Day	Conferences
Tuesday, Feb. 6	Morning	Conferences
	1 p.m.	Luncheon (closing)

**NEDA BOARD MEETINGS** Palm Springs El Mirador Hotel

Official Meeting, Board of Directors, National Electronic  
Distributors Association

Sunday, Feb. 4	Directors Session
Monday, Feb. 5	Directors Session

**NEDA SEMINARS** Los Angeles Biltmore Hotel  
Renaissance Room

Co-Sponsored by: Electronic Industries Show Corp., and  
Electronic Distributors Assn., Inc.

Tuesday, Feb. 6	7:30 p.m. - 10:30 p.m.	25th Regional Seminar
Wednesday, Feb. 7	7:30 p.m. - 10:30 p.m.	25th Regional Seminar
Wednesday, Feb. 7	12:00 Noon - 5:00 p.m.	Executive Session, Owners and top executive personnel

**ALL-INDUSTRY COCKTAIL PARTY** Los Angeles Statler-Hilton Hotel  
THURSDAY, FEB. 8—6:00-8:00 P.M.

**CSEA CONVENTION & DEALER SEMINARS** Los Angeles SHRINE EXHIBITION HALL—  
DISNEYLAND HOTEL

Sponsored by: California State Electronics Assn.  
Chairman: Don Martin

Friday, Feb. 9	Dealer business and service Seminars (day)
Saturday, Feb. 10	Dealer business and service Seminars (day)
Saturday, Feb. 10	Banquet featuring industry speaker (night)
Sunday, Feb. 11	Dealer Business and service Seminars (day)

**ANNUAL BANQUET—7:30 P.M.** Charter House Rest.  
Anaheim

**PACIFIC ELECTRONIC TRADE SHOW** Los Angeles Shrine Exposition Hall

Sponsored by: Western Electronic Distributors  
Chairman: Gene Rothman

Friday, Feb. 9	10 a.m. - 10 p.m.	Exhibits
Saturday, Feb. 10	10 a.m. - 10 p.m.	Exhibits
Sunday, Feb. 11	10 a.m. - 6 p.m.	Exhibits



# 30-second story on the WISE BUY in picture tubes



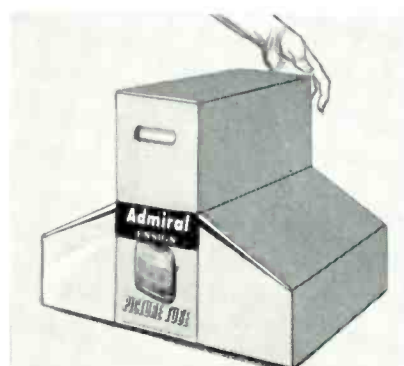
**Make \$2<sup>85</sup> to \$16<sup>00</sup> more profit on a 21" Admiral Ensign**

Now Admiral's vast purchasing power and national distribution give you the one picture tube line with everything: Finest quality workmanship and material... famous brand-name acceptance... attractive list prices... plus the biggest profit margin in the industry.

You can actually pocket from \$2.85 to \$16.00 more profit on a 21"

Admiral Ensign than on other brands. (Comparably higher margin on all other tube sizes.) Get the facts! Compare Ensign quality, performance, prices and profits. Discover for yourself why dollar-wise servicemen are switching to the Admiral Ensign. Call your nearby Admiral Distributor today! Start earning more right now!

**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.



**NEW Admiral Tube Carton**

Remarkable new package is lighter, stronger... has built-in carrying grips... takes 40% less space! Another Ensign "Extra."

# ADMIRAL<sup>®</sup> ENSIGN Picture Tubes





*Nation Views Southern California's*

# Western Electronics Week

WESTERN ELECTRONIC WEEK... February 4-11 is jam packed with activities of importance to every member of the Electronic Industry whether he be Manufacturer, Representative, Distributor, Dealer or Industry in general.

Keyed to presenting the most in the least amount of time this year's Western Electronic Week combines the activities of The Electronic Representatives Association, NEDA's annual seminar program here in the west, the Pacific Electronic Trade Show and the annual California State Electronics Association's Convention. With this type of concentration by our entire industry there will be little left undone after the week has been concluded.

The idea behind combining all of these activities into one week was to provide Eastern Manufacturers, as well as local industry people, an opportunity of getting together during one period of time rather than making two or three separate trips to different group activities.

Actually the week gets under way with Southern California Electronic Representatives Association's PALM SPRINGS Manufacturer - Representative - Distributor meetings. Although registration begins on Saturday, February 3rd the full program does not begin until Sunday, February 4th with the NEDA Board Meeting at the El Mirador Hotel. Also on the 4th at both the El Mirador and the Riviera Hotel will be the begin-

ning of the two day ERA-Management Conferences. These conferences are held in small groups by previous appointment and include the Manufacturer, his Representative and a Distributor or Distributors. Through this kind of association many of the problems of all three can be discussed and worked out creating better relationships.

## NEDA SEMINARS

With the conclusion of the ERA program and luncheon on the 6th of February, Western Electronic Week shifts to the Statler-Hilton Hotel in downtown Los Angeles where the National Electronic Distributor's Association will present their annual NEDA Sales Supervisory Seminars at 7:30 p.m. Part 2 of this program will be held the following evening, February 7th at 7:30 p.m. also at the Statler-Hilton.

The NEDA Seminars are for Distributor's Salesmen, Manufacturers' representative Agency Salesmen and Manufacturer's Factory Salesmen.

The February 6th Seminar will be conducted by the same firm that held such an outstandingly successful program at the Chicago Parts Show last May, Kielty, Dechert and Hempe, Inc. These men will develop and establish the principal "Develop the Potentials of Your Customers By Selling Them All the Items You Can Supply".

The group will present the concepts of "Service Selling", "Effective Use of

Manufacturer's Sales Materials", "Product Presentations", "Selling New Customers" and "Prospect Analysis".

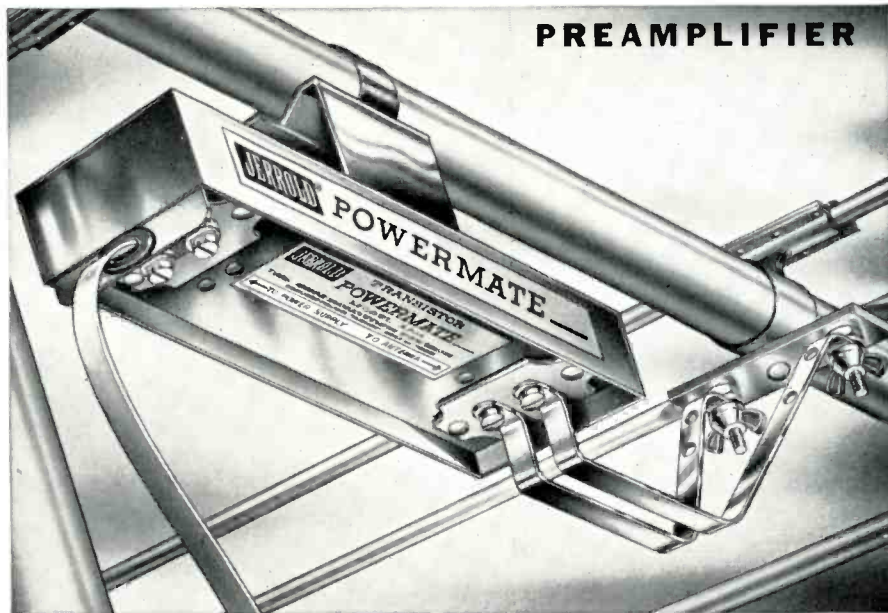
The February 7th session will feature Mr. Jack D. Hughes, Executive Vice-President of Littelfuse, Inc., who will present "Sales Is A Serious Thing". This will delve into such topics as inventory and price-cutting.

Following Mr. Hughes will be the sales comedy team of Dr. Herbert True, known as Mr. Creativity", a man of many facets and talents who has held audiences spellbound with his unusual methods of presentation, and Fred Klemp, president of the True-Klemp Organization for over 20 years an advertising sales and marketing consultant, creator, producer, lecturer and master of ceremonies.

## ALL INDUSTRY COCKTAIL PARTY

On Thursday Evening, February 8th at the Statler-Hilton Hotel from 6:00 p.m. to 8:00 p.m. will be the first annual All Industry Cocktail Party. This is the social beginning of PETS and everyone and anyone in the Industry is invited to attend. The cost of the party is \$6.50 per person and has been limited to 1500 people. This includes drinks, hors d'oeuvres and an evening of entertainment. Chairman of this event is Mr. Tom Lynch at 1818 So. Myrtle Ave., Monrovia. His phone number is EL 9-8261. If you wish, you can send your order for tickets with a check to the Pacific Elec-

# NEW TRANSISTOR JERROLD® POWERMATE



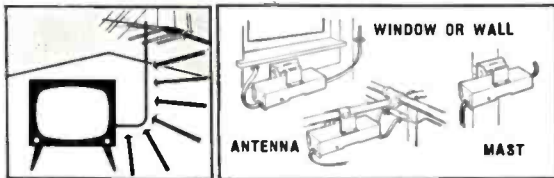
Servicemen everywhere are saying ...  
**OUTPERFORMS THEM ALL**  
**—OUTSELLS THEM ALL!**

In fringe areas all across America, TV servicemen are saying the new JERROLD Transistor POWERMATE outperforms all other antenna-mounted preamplifiers—and it's a *must* for color TV!

Such thorough acceptance makes POWERMATE *the* unit to recommend. And the acceptance is certainly well earned! Highest gain in the business (an average of 13.9db at Channel 13 and 18.25db at Channel 2), lowest System Noise Figure, most rugged and easily installed preamplifier you can recommend. So get on the POWERMATE bandwagon to make '62 your big *SELL* year.

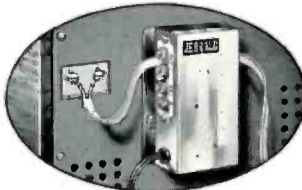
See your distributor today, or write for special bulletin describing *System Noise Figure*.

*Only \$39.95 list, complete with power supply*



#### NO TUBES, NO BATTERIES, NO OSCILLATION, NO FEEDBACK

Mount it on the boom or anywhere along the download. Thoroughly neutralized against oscillation; output impedance balanced to prevent radiation back to antenna. Same 300-ohm lead that carries signal also carries 15 volts ac to POWERMATE. No tubes or batteries to replace.



#### REMOTE AC POWER SUPPLY OPERATES 1 OR 2 TV OR FM SETS

Installs on or near receiver, draws less current than an electric clock. No polarity problems when attaching to lead, no danger of transistor damage.

**JERROLD® ELECTRONICS CORPORATION**  
Distributor Sales Division, Dept. IDS-192.  
The Jerrold Building, Philadelphia 32, Pa.

Jerrold Electronics (Canada) Ltd., Toronto, Ontario  
Export Representative: CBS International, New York 22, N.Y.

AMERICA'S LEADING MANUFACTURER OF TV-FM RECEPTION AIDS AND MASTER-ANTENNA-SYSTEM PRODUCTS



FRANK ECKERT

tronic Trade Show, 2216 So. Hill Street, Los Angeles 7 and they will be sent to you by return mail.

#### PETS

The Pets segment of Western Electronic Week gets underway at 10:00 a.m., February 9th at the Shrine Exposition Hall and it will remain open to 10:00 p.m. on both Friday and Saturday. On Sunday, February 11th the show opens at 10:00 a.m. but closes at 6:00 p.m.

#### CSEA SEMINAR PROGRAM

During the three day show the California State Electronics Association will sponsor a series of 10 seminars for all dealers and technicians attending. These will be held on Friday evening, Saturday afternoon and Sunday Afternoon. A complete schedule of speakers and topics appears in another section of this issue.

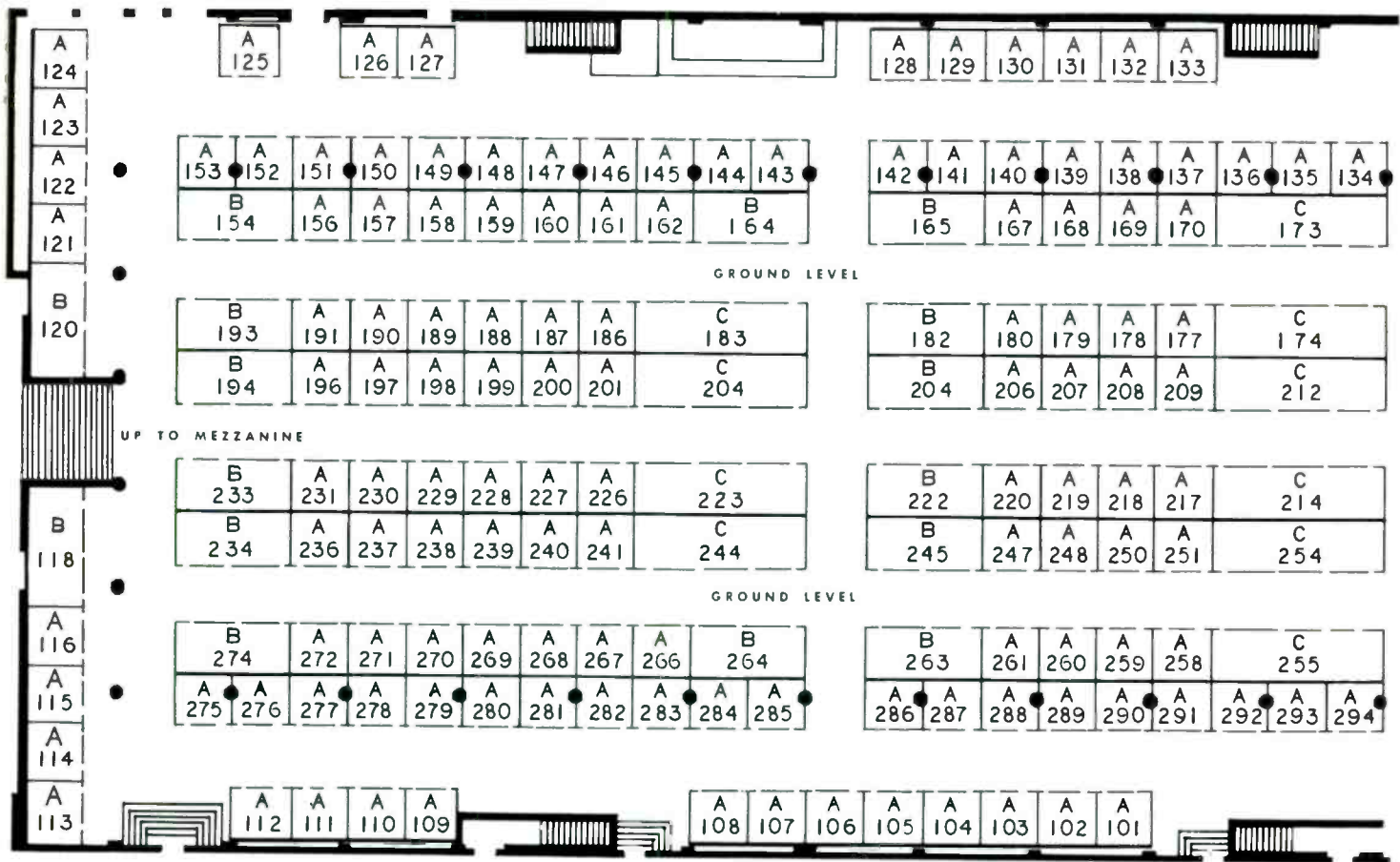


BYRON PERKINS

MODERN ELECTRONIC SERVICE DEALER



# PACIFIC ELECTRONIC TRADE SHOW SHRINE EXHIBITION HALL EXHIBIT LOCATIONS



## EXHIBITORS

AED .....	224	GENERAL RADIOTELEPHONE CO. ....	209	SIMPSON ELECTRIC .....	199
ALPHA WIRE CORP. ....	258	GURIAN, EDWARD E. CO. ....	274	SONOTONE CORP. ....	105
AMPEREX ELECTRONIC CORP. ....	247	HARMON-KARDON, INC. ....	244C	SOUNDOLIER, INC. ....	178
ANTENNA SPECIALISTS CO. ....	189	HICKOK ELECT. INSTRUMENT CO. ....	253	SPAULDING PROD. CO. ....	200
ARKAY PRODUCTS .....	233	HUNTER TOOL CO. ....	294	SPECTRA-STRIP WIRE .....	196
B & K MFG. CO. ....	168	INDUSTRIAL NEWS .....	102	SPRAGUE PRODUCTS .....	214
BOURNS, INC. ....	159	INJECTORALL CO. ....	231	SYLVANIA ELECTRIC PROD. ....	222
BUD RADIO, INC. ....	183	INTERNATIONAL RECTIFIER CORP. ....	164	TECHNICAL APPLIANCE CORP. ....	244
BURGESS BATTERY CO. ....	270	JENSEN INDUSTRIES, INC. ....	238	TENNA MFG. CO. ....	219
CADRE INDUSTRIES CORP. ....	227	JERROLD ELECTRONICS CORP. ....	244A	TEVCO INSULATED WIRE .....	207
CSEA .....	155	JENSEN MFG. CO. ....	191	THOMAS & BETTS CO. ....	204
CALIFORNIA CHASSIS CO. ....	250	JFD ELECTRONICS .....	286	TRI-EX TOWER CORP. ....	237
CENTRALAB .....	269	E. F. JOHNSON CO. ....	230	TRIAD DIST. DIV. ....	220
CETRON ELECTRONIC CORP. ....	160	KESTER SOLDER CO. ....	218	TRUTONE ELECT. INC. ....	232
CINCH JONES SALES .....	260	KRAEUTER & CO., INC. ....	240	TUNG-SOL ELECTRIC INC. ....	259
CLEAR BEAM ANTENNA CORP. ....	170	LANCE ANTENNA CORP. ....	206	UNGAR ELECTRIC TOOLS .....	133
DAYSTROM PROD. CORP. ....	229	L.M.B. ....	228	UNITED TRANSFORMER CORP. ....	180
DU MONT ABD ELECTRONIC TUBES .....	135	LUXO LAMP CORP. ....	101	UTAH ELECTRONICS CORP. ....	180
EICO .....	272	MASTER MOBILE MOUNTS .....	266	VACO PRODUCTS .....	248
ELCO CORPORATION .....	186	J. W. MILLER CO. ....	162	WALD, INC. ....	208
ELECTRO SOUND CO. ....	156	MESD .....	130	WALDOM ELECTRONICS, INC. ....	217
ELECTRONIC PERIODICALS, INC. ....	169	NEW-TRONICS DIV. ....	261	WEBSTER MFG. ....	226
ELECTRO PRODUCTS LABS., INC. ....	129	NEDA .....	225	WALSCO ELECTRONICS CO. ....	165B
ELECTRONIC SOURCES .....	157	PHILMORE MFG. CO., INC. ....	161	WESTERN AVIATION .....	106
ENCYCLOPEDIA BRITANNICA .....	142	POLYTRONICS LABS., INC. ....	239	WESTERN ELECTRONIC NEWS .....	201
EQUIPMENT & MATERIALS REPORTER .....	128	PRECISION APPARATUS CO. ....	177	WEST. STATES BUYERS GUIDE .....	267
ERA .....	223	QUAM-NICHOLS CO. ....	252	WESTINGHOUSE ELECTRIC .....	193
GC ELECTRONICS CO. ....	165A	QUINN'S .....	131	WINEGARD COMPANY .....	198
GENERAL ELECTRIC CO. ....	134	RAYTHEON CO. ....	285	WYCO METAL PRODUCTS .....	236
GENERAL INSTRUMENT CORP. ....	187	JOHN RIDER PUB. ....	251	XCELITE INCORPORATED .....	143
GENERAL INSTRUMENT CORP. ....	254	ROHN MFG. CO. ....	245	ZIFF-DAVIS PUB. CO. ....	271
(SEMICONDUCTORS) .....		HERMAN H. SMITH .....	179		



**Servicemen everywhere are saying:**



**ELECTRA**

**brings in sharp**

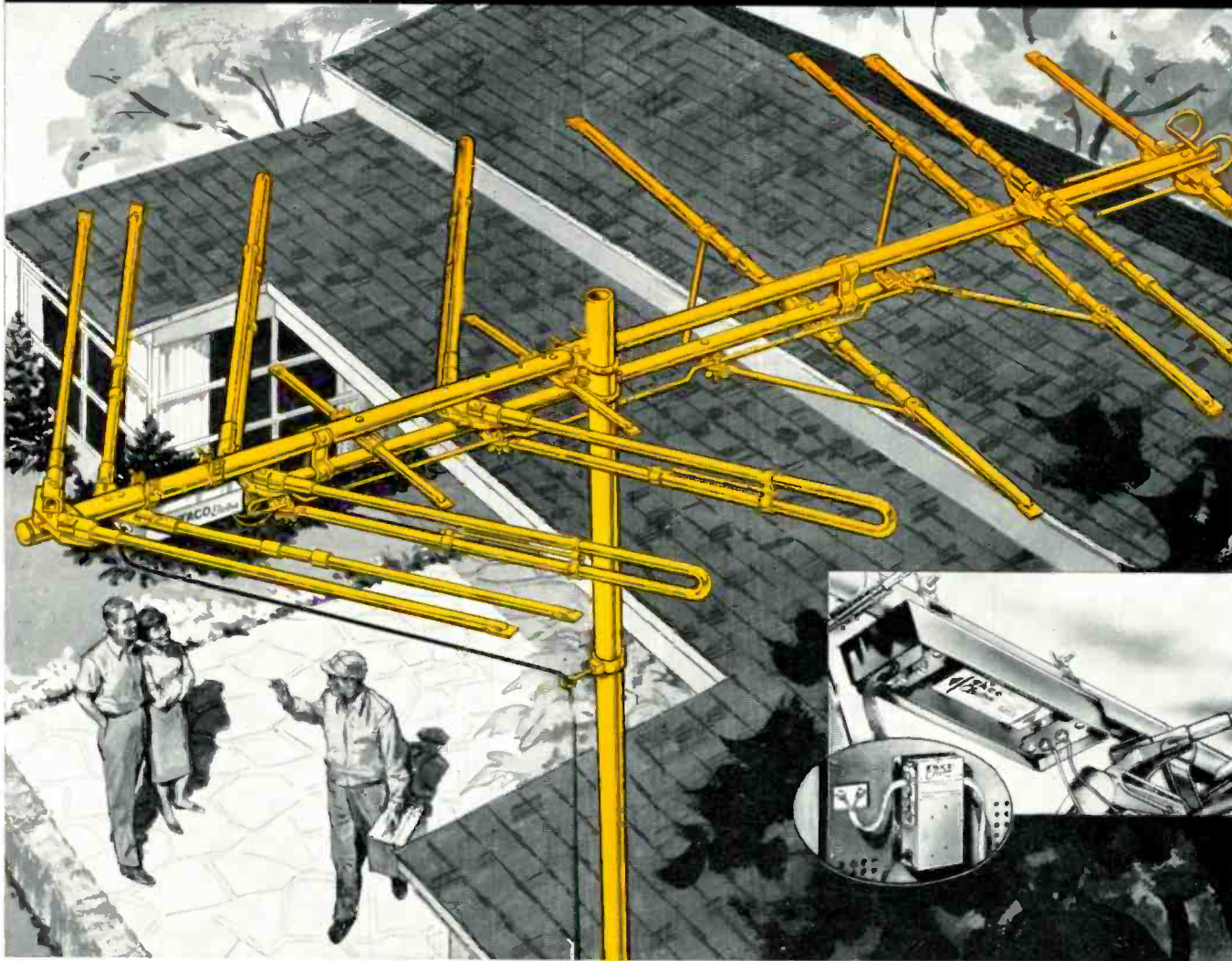
**pictures where other electronic antennas fail**

It stands to reason that TACO would produce, in the T-BIRD ELECTRA, the world's best electronic antenna. Only TACO gives you the combination of the most rugged, highest-performance antennas plus the finest in antenna-mounted transistorized preamplifiers (designed by Jerrold).

So, with the T-BIRD ELECTRA you assure customer satisfaction, even in severest "problem" areas. Rigid chrome-alloy aluminum elements and

contacts eliminate the antenna "friction noise" and "signal flutter" inherent in some so-called "high-gain" antennas. There's a T-BIRD ELECTRA for every TV/FM home need, priced from \$79.75. And it's completely pre-assembled for your convenience.

Only TACO offers custom area-engineering on electronic antennas to help you solve any type of signal problem. For these special services, see your TACO distributor.



**TACO**

**TECHNICAL APPLIANCE CORPORATION**

Distributor Sales Division • Dept. JTD-5, Sherburne, New York  
A Subsidiary of Jerrold Electronics Corporation

# California State Electronics Association's

## ANNUAL CONVENTION AND DEALER SEMINARS HIGHLITE WEST. ELECTRONICS WEEK

### Board of Directors Action Moves Annual Affair To Coincide With PETS To Take Advantage Of Outstanding Speaker Program

One of the finest arrays of top executives in the Electronic Industry will be featured at the annual CSEA Convention to be held February 9-11, during the PETS SHOW, at the Disneyland Hotel and Shrine Exhibition Hall in Southern California.

Heading the list will be Mr. R. H. Bowden, President of Sencore who will be the featured speaker at the annual CSEA Banquet to be held at the Charter House, just a few blocks from the show headquarters at the Disneyland Hotel. Mr. Bowden will speak on the importance of the Independent Serviceman . . . Today and Tomorrow.

Registration for the three day affair will be handled at both the Disneyland hotel and at the entrance to the PETS show. There will also be an information booth set up in the lobby of the Statler Hilton Hotel, the headquarters of the PETS officials.

The seminar program will be put into orbit by one of Southern California's most well known Executives Mr. Walter L. Schott, Manager Distributor Sales Division of the International Rectifier Corporation. The topic of his speech will be "How The Service Dealer Can Participate In The Growth of the Electronic Industry In This Decade". This first seminar will begin at 7:00 p.m., Friday, February 9th at the Shrine Hall. Following Mr. Schott at 8:30 p.m. will be Mr. F. J. Nataly of General Electric in Owensboro who will speak on the Potentials of Advertising for the Service Dealer. As an Individual or Group.

On Saturday afternoon at 1:00 p.m. the service fraternity will be able to meet and hear Mr. Walter Goodman, Sales Manager of Distributor Sales for the Jerrold Electronics Corporation of Philadelphia. The topic of his presentation will be on "TV Distribution Systems and Their Markets".

Following at 2:30 p.m. will be Mr. Al Coumont, Sales Manager for the Sprague Electric Company. Mr. Coumont will be remembered for his outstanding presentation at last years CSEA Banquet held during the PETS show.

Clearly one of America's foremost authorities on Antennas, Mr. Mort Leslie of JFD Electronics Corporation will present "Profits From Antennas". To a background including participation in organization of the RCA and Emerson National Service Departments, and Associations with the Sperry-Rand and Fairchild Camera, and several years on the staff of the Mutual Broadcasting System Program Department, Mr. Leslie has added years of participation in dealer meetings held throughout the country in the interest of up-grading the serviceman in our industry. In the field of Antennas and signal reception, Mr. Leslie is especially well informed from the technical and financial viewpoint. With this type of background all dealers and technicians will gain a new viewpoint into the Antenna installation business. Mr. Leslie's speech from 4:00-5:00 p.m. will close the second day's program.

Saturday evening, as stated previously, will be highlighted by Mr. Bowden of

Sencore. A get acquainted Cocktail Party will be held from 6:30 p.m. to 7:30 p.m. with dinner to follow.

On Sunday the Seminars will begin at 11:00 a.m. with Mr. C. A. Neylon, Regional Service Manager of Westinghouse, providing his thoughts on "The Future of the Service Industry in View of Continued Improvements In Consumer Electronic Products."

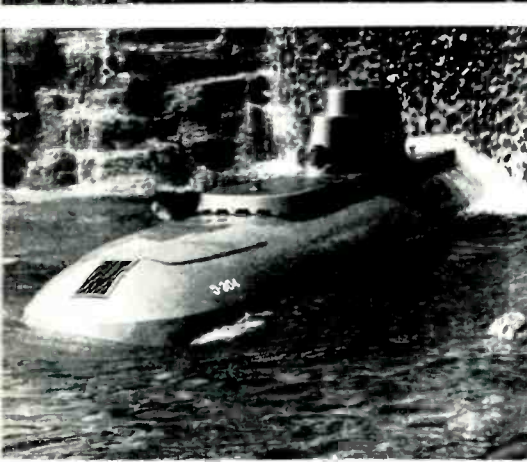
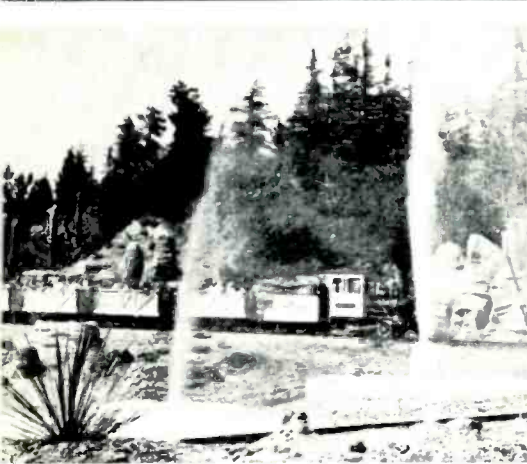
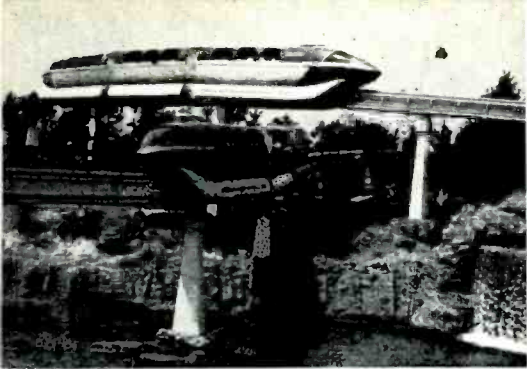
From 1:00 p.m. to 2:00 p.m. Mr. Joseph Ridge of the Wingard Company in Burlington, Iowa will present the "New Horizons" In FM and Television Antennas".

At 3:00 p.m. Mr. Don Hughes, Manager Advertising & Merchandising, Electronic Tube Division, Sylvania Electric Products, Inc., one of the nation's most respected advertising experts, will present "The Electronic Parts Manufacturer's Place In Consumer Advertising".

The three-day seminar program will be concluded with a presentation by Mr. Walter Cerveney of Hickok Instrument Company on "the Use of Best Equipment In Servicing Multi-Plex-Stereo Equipment.

As you can see, this complete and diversified program of subjects and speakers has been arranged to give all visitors to the Convention an ample opportunity to visit all the exhibits and to take in whatever seminar program they wish to schedule. This convention is by far the most complete ever presented and should not be missed by any member of CSEA. Of course, these seminars are only sponsored by CSEA and all Dealers and Technicians will be welcomed.





# All Roads Lead To

# DISNEYLAND

Why was Disneyland chosen as the place in which to hold the annual California State Electronics Association's convention?

Certainly, Disneyland is widely-known as a place for play but the real reason was to attract members and their families from all over the state to one of the most educational and valuable three days they could possibly spend. Disneyland is, of course, the "leader." The board of directors felt that if we could make a trip to Southern California fun and relaxing for the better half of the family and would give the boss a chance to see everything that is new in the world of electronics plus having an opportunity of hearing some of the nation's top electronic executives, one would have one of the most successful conventions in history.

With most of the action taking place at the Shrine Exhibition Hall, it is hoped that the family will enjoy the wonders of Disneyland over the weekend when most of the winter activities are in full swing. By making your reservations well in advance you can either drive, fly, or take a bus directly to Disneyland from almost anywhere in the State. If you

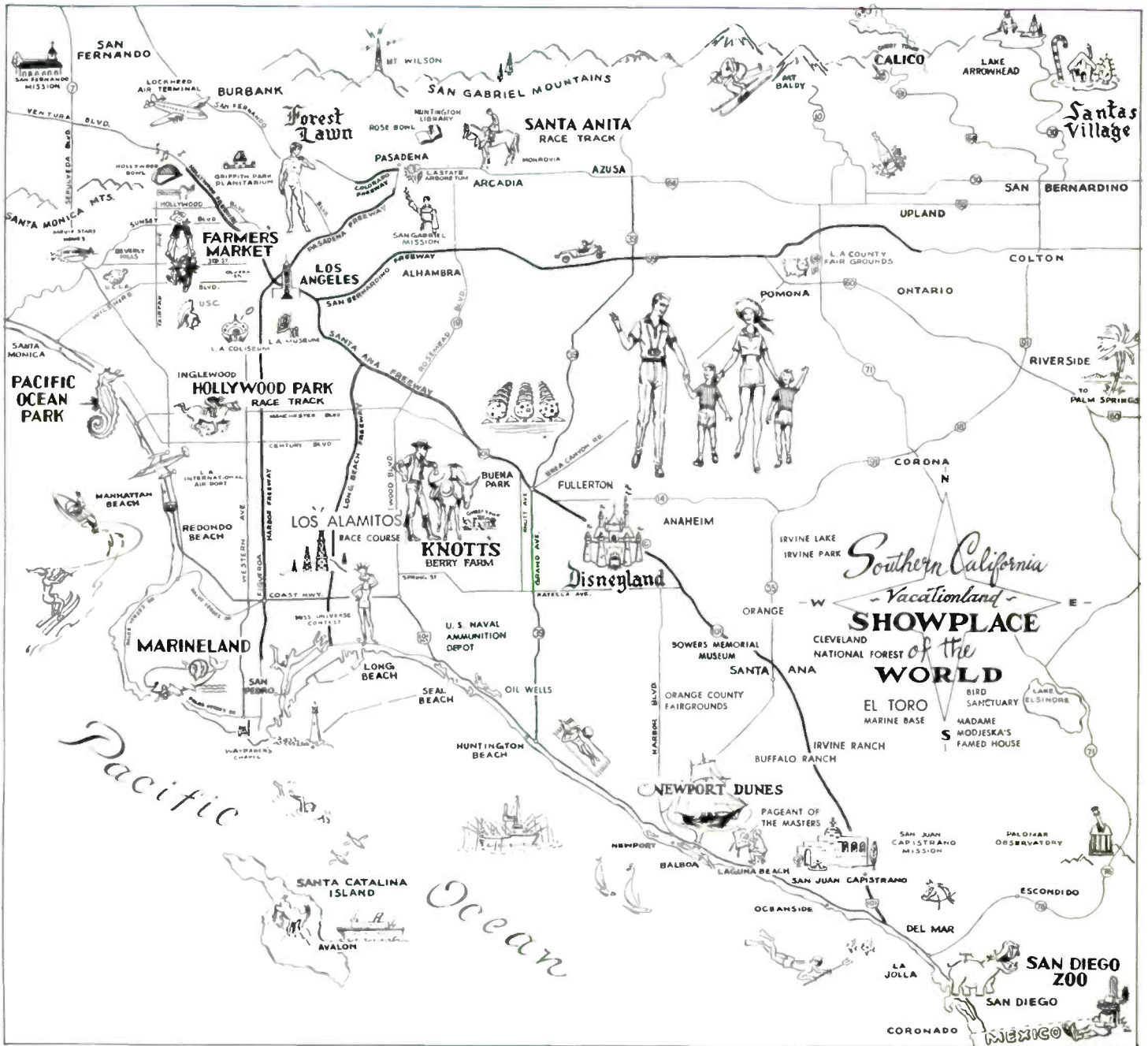
arrive in time on Friday evening the first two seminar programs will get under way at 7:30 p.m. at the Shrine Exhibition Hall. Transportation from Disneyland is being provided. If you don't arrive until Saturday morning, the first program doesn't get underway until 1:00 p.m. so there is plenty of time to get there. (If you are on the Board of Directors . . . there is a meeting on Saturday morning) Saturday night is the big annual banquet at the Charter House, just a few blocks from Disneyland, with an excellent program of entertainment, dinner and Mr. R. H. Bowden, President of Sencore.

Disneyland itself is virtually a spa every American feels he must see—the proven prototype operation that is sparking almost a score of other fabulous, multi-million dollar parks across the country. You as the convention-goer and visitor will find yourself using up all of the hours there are just enjoying yourself whether it is going down the famous Matterhorn or riding the Monorail.

We feel that Disneyland was the right choice for our Convention and are sure that you will agree.





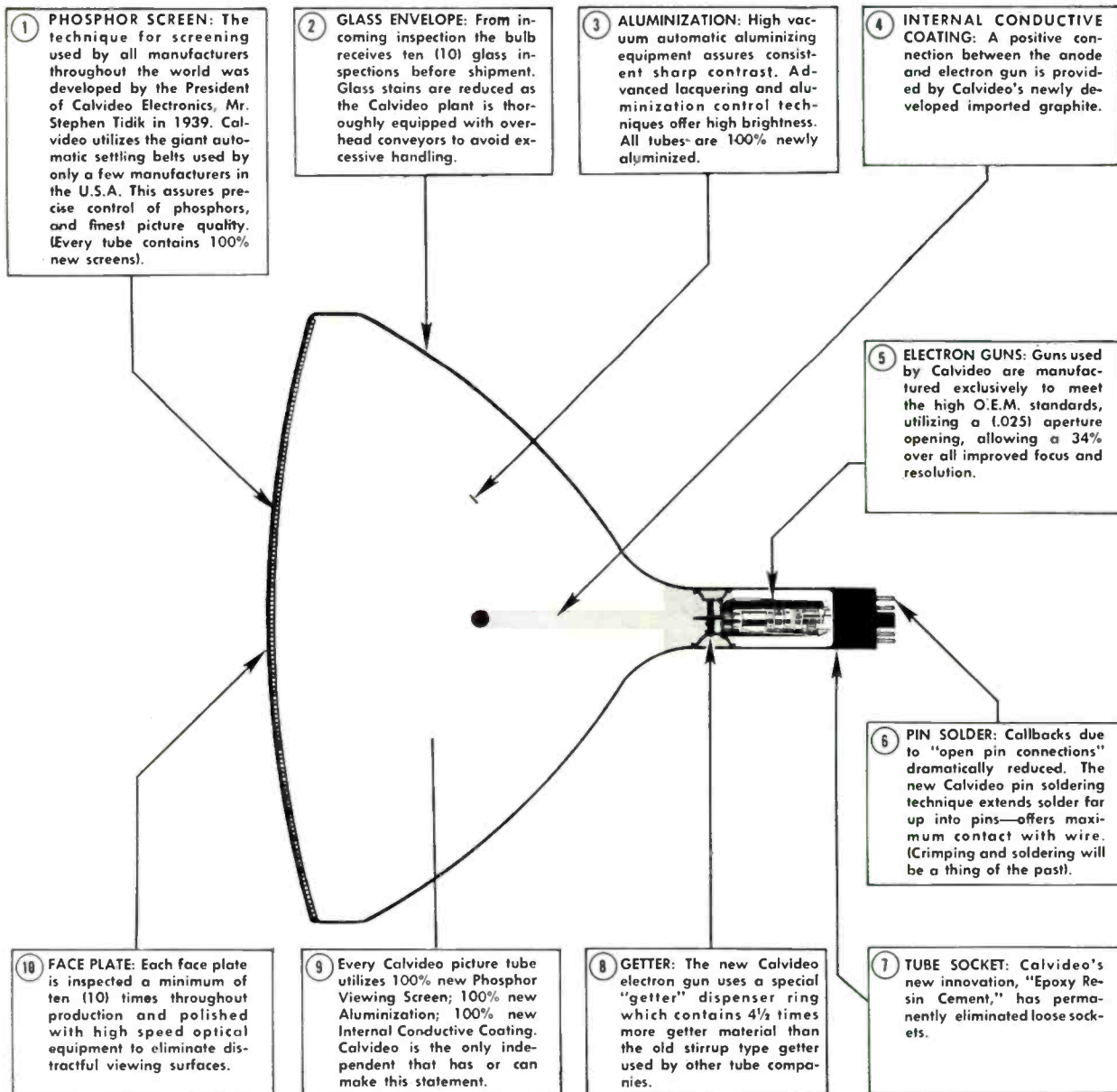


*Southern California...*

# SHOWPLACE OF THE WORLD

# SEE TEN GOOD REASONS WHY CALVIDEO IS NO. 1 IN SALES\*

"VISIT US IN BOOTH 135 PACIFIC ELECTRONIC TRADE SHOW!"



AS A BONUS FEATURE ALL CALVIDEO TUBES COME PACKAGED IN THE NEW EASY TO HANDLE "TUBE TOTER" CARTON.

\* the largest independent picture tube manufacturer, supplying the replacement field



Electronics Inc.

# CALIFORNIA STATE ELECTRONICS ASSOCIATIONS

## SEMINAR PROGRAM

### FRIDAY

Feb. 9, 7:00-8:00 p.m.  
Mr. Walter L. Schott  
Manager  
Distributor Sales  
International  
Rectifier Corp.



"How The Service Dealer Can Participate In the Growth Of The Electronic Industry In This Decade."

### FRIDAY

Feb. 9, 8:30-9:30 p.m.  
F. J. Nataly  
Mgr. Dist. Sales  
Prom. & Adv.  
General Electric Co.



"Potentials of Advertising For The Service Dealer As An Individual Or Association."

### SATURDAY

Feb. 10, 1:00-2:00 p.m.  
Mr. Walter Goodman  
S. M. Distributor Sales  
Jerrold Electronics Corp.



"TV Distribution Systems And Their Markets."

### SATURDAY

Feb. 10, 2:30-3:30 p.m.  
Mr. Al Coumont  
Sales Manager  
Sprague  
Electric Products



"The Business Side Of The Capacitor Industry And How It Affects The Service Dealer."

### SATURDAY

Feb. 10, 4:00-5:00 p.m.  
Mr. Mort Leslie  
Sales Manager  
JFD Electronics



"Profits From Antennas."

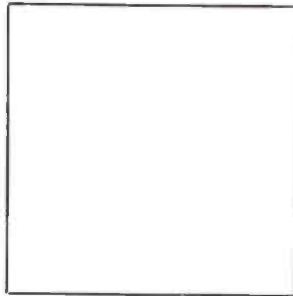


**CSEA ANNUAL  
BANQUET**  
Charter House  
Restaurant  
(A Few Blocks From  
The Disneyland Hotel)  
Cocktail Party  
6:30-7:30 p.m.  
Dinner at 7:30 p.m.



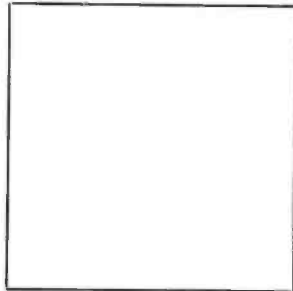
**GUEST SPEAKER:**  
Mr. R. H. Bowden, President SENCORE  
**TOPIC:** "The Importance Of The Independent Service-  
man . . . Today and Tomorrow."

**SUNDAY**  
Feb. 11, 11:00 a.m.-NOON  
Mr. C. A. Neylon  
Reg. Service Mgr.  
Westinghouse  
Elec. Corp.



"The Future Of The Service Industry In View Of Con-  
tinued Improvements In Consumer Electronic Products."

**SUNDAY**  
Feb. 11, 1:00 p.m.-2:00 p.m.  
Mr. Joseph Ridge  
Assit. Sales Manager  
WINEGARD Company



"New Horizons In FM and Color Television Antennas".

**SUNDAY**  
Feb. 11, 2:30-3:30 p.m.  
Mr. Don Hughes  
Mgr. Adv. & Merch.  
Sylvania Electric  
Products, Inc.



"The Electronic Parts Manufacturer's Place in Consumer  
Advertising".

**SUNDAY**  
Feb. 11, 4:00-5:00 p.m.  
Walter Cerveney  
Chief Design Engineer  
Hickok Electrical  
Instrument Co.



"The Use of Test Instruments In Servicing Multiplex-  
Stereo Equipment".

"Be Sure To Watch For Your RCA ...

# KEY TO SUCCESS"



## BRIGHT! SHARP! PICTURES



## SILVERAMA PICTURE TUBES

SILVERAMA CONTAINS THE FINEST PARTS AND MATERIALS INCLUDING A REUSED ENVELOPE

AUTHORIZED RCA DISTRIBUTORS

### ANDREWS ELECTRONICS

1500 W. Burbank Blvd., Burbank  
TH 5-3536

### RADIO PRODUCTS SALES INC.

1501 So. Hill St., Los Angeles, Calif.  
RI 8-1271

### RCA VICTOR DISTRIBUTING CO.

6051 Telegraph Road, Los Angeles 22, Calif.  
RA 3-6661

### DUNLAP ELECTRONICS

Stores in:  
Marysville, Sacramento, North Sacramento,  
Pittsburgh, Walnut Creek, Stockton, Modesto,  
Merced and Fresno.

### WESTERN RADIO

1415 India Street, San Diego  
BE 9-0361

### HURLEY ELECTRONICS

1429 S. Sycamore, Santa Ana  
KI 3-9237  
STORES IN: SANTA ANA, OXNARD, LONG BEACH,  
SAN BERNARDINO, ONTARIO, OCEANSIDE

# 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



## Radio Parts Bowling

### Team Leads League

With two-thirds of the season gone, Radio Parts Company of San Diego leads their league by five and a half games.

Bowling in the progressive league, under the corporation's name of Electronic Components Inc., this team is determined to better their second place finish of last year. This six man team is one of few in the league made up entirely of sponsors employees. Ernie Cooper, the company's purchasing agent is the teams' lead off man and holds the league record for high game and high series.

Other members of the team are: Bob Mermin, who takes care of orders for branch stores, Jimmie Dunn, Dealer Dept. sales manager, Tom Hayes, Industrial Dept. telephone salesman, John Tunnell, Industrial Dept. supervisor, and team captain and anchor man Walker Crouch, who's clutch bowling has done much to keep the team where it is. Walker is an outside salesman in the Industrial Sales Dept.

Radio Parts Company is proud of their team and feels sure it will keep up the good work.

*"Between the great things we cannot do and the small things we will not do, the danger is that we shall do nothing"*

### CHAPTER OFFICES

SAN DIEGO #13  
3614 Mt. Alvarez Ave.  
San Diego, Calif.

NORTH COUNTY #18  
114 So. Juniper  
Escondido, Calif.

### NEXT MEETING

SAN DIEGO #13  
Time: 8:00 p.m.  
Tuesday, Feb. 27th  
Place: KOGO  
Hwy. 94 & 47th St.

NORTH COUNTY #18  
Time: 7:30 p.m.  
Thursday, Feb. 8th  
Place: 114 S. Juniper

## ARE TV COMMERCIALS TOO LOUD?

by

Al Raper

KOGO-TV Studio Supervisor

Why are the TV and radio commercials louder than the program? A question which is asked in a soul searching age. The viewers have been told this by critics of the entertainment world, such a famous person as Jack Parr has acknowledged this fact, yet the broadcasters have said it is not true. A well known magazine sent its representatives throughout the United States equipped with measuring devices and tape recorders. Their studies disclosed some four stations that seemed to be boosting the volume of commercials. How about the 800 other TV and 3000 radio stations? Were their commercials louder? That depends on who is listening. The listener would probably say "Too loud", the sponsor might say "You can hardly hear them."

The harrassed audio engineer in the master control room knows the level is "just right", his level indicator is peaking 100, his measuring equipment is the best the manufacturer can offer. He has an electronic limiter accurately compensating for human errors. Does this mean the commercials are the correct level? Certainly by trade accepted standards they are. Around 1940 the broadcasting trade discarded hap hazard ways of measuring level in favor of the VI (volume indicator) meter. By definition, the standards for the VI meter are closely defined, such items as calibration, rise time and scale are carefully controlled. Each VI instrument is exactly the same as each other VI instrument. One point that should be mentioned concerning VI meters is that they are a voltage indicating device, indicating a standard

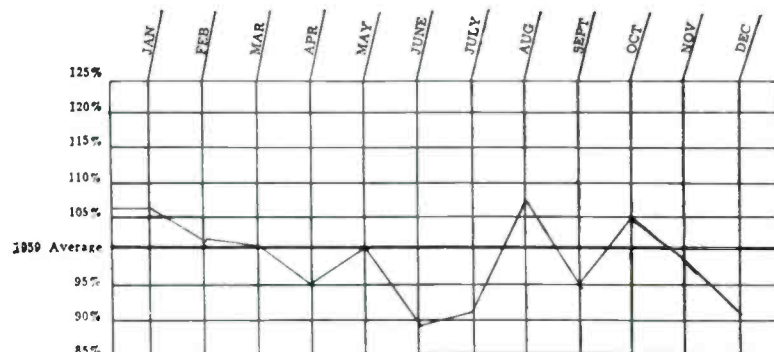
voltage across a known impedance. They do not measure loudness.

Let us examine the word "loud". In Webster's Collegiate Dictionary the definition is "marked by intensity, not soft or subdued" and the number two definition is "giving or making resounding sounds, as a loud trumpet, hence noisy as a loud street." Now we have a key to our problem. The editor has established trumpets are loud and streets are noisy, so are also loud. We are really talking of the psychology of sound. It is a practical fact that sound from a mood scene in a movie, for example, the night scene on a trail where sound consists of crickets and horses hoofs, when carried at the same VI meter reading as other scenes, for instance, a battle scene, will be soft by comparison. Some commercials fall in the second category. If you wish to gain attention for your place of business, blowing a trumpet in the street would attract that interest. The radio and TV commercial is designed to attract attention. If it does not do this, it has failed its purpose.

Popular methods are the so called "punch" announcement, when the artist throws words and sentences at you at a staccato pace. It might also be added

*(Continued on Next Page)*

**CALL YOUR LOCAL  
CHAPTER OFFICE  
FOR CONVENTION  
BANQUET TICKETS**



This is a Business Average compiled of combined averages of a 1 Man Shop—2 Man Shop—3 Man Shop—6 Man Shop

that a directly contrasting style has been successfully tried of late. In this method, the words of the artist are whispered and lost in the background of noise and music. The result being, the viewer turns up the volume to find out what he has said.

Exploring further the wonderful world of commercial sound, let's examine a few methods of artificially affecting loudness. Probably three methods could be employed—(1) reverberation; the fuller sound caused by echo appears louder. Reverberation can be created either electrically or mechanically. (2) The pleasantness of sound; in this category we are including the listeners reaction. A soft voice is more pleasant and thus less loud. A raspy voice is unbearably loud. (3) Sound Compression; two methods could be used. The first would be restricting of the frequency range transmitted. With this method, the needle on the volume indicator instrument is made to kick the same point as it would without the frequency selection. The gain has thereby been increased and the sound is louder with the meter still restricted to a fixed value. The second method is that of voltage peak compression. Compression in sound is not new, almost every system using a microphone uses it. In this instance, the peak sound bursts are carefully con-

trolled but more peaks are caused to occur in a given time with the net results, an apparent increased loudness. Note that this is the same method used as a "punch" announcer to attain the same goal physically.

Now that we have established some of the causes of variations of loudness, let's see what the broadcaster could do to correct it. An obvious answer would be to have the engineer play the sound sources he handles such as live, film, records and tape by ear to be sort of a maestro who weighs the quality and the volume of sound strictly by ear. This method has been tried, but has proved faulty in that it brings personal likes and dislikes into the picture. Furthermore, the accomplished artists tends to allow a wider variation to pass than can be handled by the broadcast system. The TV set in your home is expected to handle such wide variations in sound sources as a cat purring to a jet breaking the sound barrier. If the broadcaster were able to provide this dynamic level variation your set would not reproduce it in your home, remembering, of course, that you want to hear all of the sound on television, yet you do not want it to interfere with normal conversation in the room. This is a plenty tough assignment. With these restrictions, if the broadcaster is successful in bringing you

the illusion that you are experiencing wide variations in sound, it then seems normal and natural that he may succeed in making his commercials attract attention without actually being loud.

The major networks have for many years made surveys of listener reaction and published their results for the layman and the tradesman to examine. One network has established a policy of carrying commercials 3 to 5 db lower on the meter than the rest of the program. No progressive station would today attempt to run commercials at a higher than normal level and clients are being educated to the necessity of presenting commercials that are pleasing in sound and educational or entertaining, but remember, they must be attention getters if radio and television is to survive. One network is trying to develop a loudness meter and if and when it is developed, it will be accepted by station personnel.

At KOGO-TV we have followed the steps taken by a major network in which a specifically developed compression expander type amplifier is placed in the studio output.

The public still asks the question "why are TV commercials so loud?" But the circumstances in which the viewer inserts the words "your TV commercials" are on the decline.

ANOTHER "ONE STOP" SERVICE OF

## **CALIFORNIA ELECTRONICS SUPPLY, INC.**

A Complete Line From CAL-CHASSIS

ENCLOSURES . . .

PANELS . . . AND . . .

CHASSIS FOR EVERY PURPOSE

**CALIFORNIA ELECTRONICS SUPPLY, INC.**

11201 West Pico Blvd.  
Los Angeles 64, California

BRadshaw 2-2124  
GRanite 7-1208



## Jerrold Acquires Pilot Radio Corp.

New York, January 15. Jerrold Electronics Corporation has acquired Pilot Radio Corporation, it was announced by Sidney Harman, Jerrold president, and Leon A. Mnuchin, Counsel and Executor of the Estate of Isidore Goldberg, the late founder and owner of Pilot.

The sale was an all cash transaction. Purchase price was not disclosed.

Pilot, located in Long Island City, New York, is one of the country's oldest manufacturers of high fidelity components and custom quality high fidelity consoles. Founded in 1919, it is one of the pioneers of the electronics industry. It was a privately held company. The Company's first products included short-wave radios and portable radios.

This is the third major acquisition by Jerrold in less than a year. Jerrold acquired Harman-Kardon, Inc., in February 1961, and Technical Appliance Corporation (Taco), in September 1961.

Pilot, like Harman-Kardon and Taco, will continue to operate as an autonomous company.

The Pilot line of high fidelity components and consoles will continue to be merchandised through its present national distributor and dealer organizations.

## BAY AREA GROUP GOES AFTER MEMBERSHIP

EMGM (Every-Member-Get-A-Member), is the theme of TSDA's program for January and February. During these two months, the initiation fee has been drastically reduced as an added inducement for increasing the membership.

Members have voted to have a display booth at the San Mateo County Fair during the month of August. This exhibit will acquaint the public with the type of technical services our members have to offer.

"Success Story, U.S.A." was the title of the talk given by Captain Elmer Ross, USNR, at the January meeting. This presentation was the story of our Navy's Fleet Ballistic Missile System and featured the Polaris missile and the nuclear powered Polaris-launching submarine.

## GOUGH TO DISTRIBUTE MOTOROLA IN SAN DIEGO, ARIZONA & NEVADA



H. E. CHRISTENSEN

## Radio Tel Names New Consumer Products Sales Manager

Radio Television Supply Co., Inc., of Los Angeles, celebrating their 37th year as a California equipment parts and home entertainment products distributor, announces the appointment of H. E. Christensen as manager of the Consumer Products Division. This is in accordance with distributor plans to increase their diversification and concentration on distribution of consumer products. Sales coverage will be considerably intensified by expansion of the sales force under this division. Territorial coverage range from Kern County to the Southern tip of California.

Following Army Service, Mr. Christensen received his BBA at the University of Minnesota where he majored in sales and advertising. He has been associated with RCA Victor for nine years in the position of representative for television, radio and phonograph products, working with distributors in the Middlewest, Northwest, and California.

LOS ANGELES: Gough Industries, Inc., 819 East First Street, Los Angeles, has been named Motorola distributor for the San Diego area, the State of Arizona and Clark County, Nevada, according to S. R. "Ted" Herkes, Vice President for Consumer Products Marketing. The areas will be serviced by Gough's branches San Diego and Phoenix. The appointment became effective on January 1.

The new outlet replaces Merchandising Distributors of San Diego, and Black & Ryan of Phoenix. President of the newly appointed firm is Phillip G. Gough, Jr.

Gough Industries, Inc., is franchised for the sale of Motorola Television, stereophonic high fidelity products, table, clock, portable and pocket radios, and car radio lines, in addition to a broad line of national brand appliances. It is considered the largest independent appliance distributor in the West, and will celebrate its 50th anniversary as wholesale outlet in January 1962.

Branch manager in Phoenix is Bill Noble, in San Diego, Jim Smith.

## SYLVANIA INTRODUCES THREE UNIVERSAL TYPE PICTURE TUBES

SENECA FALLS, N. Y. — Sylvania Electric Products Inc. has announced the addition of three "Universal" picture tube types to its already extensive multiple brand program. The new tubes, designated 21CBP1A, 24AEP4, and 17DKP4, can replace 20 popular types now in use.

Ralph R. Shields, product sales manager—cathodes ray tubes for Sylvania's Electronic Tube Division, said the "Universal" tubes will replace nearly 25 per cent of all replacement tubes sold. This means tremendous storage space savings for both distributors and dealers. Mr. Shields said that now, for the first time, service shops can carry in stock three instantly available tubes that will cover about one-fourth of their renewal picture tube needs. Consequently, distributors, dealers and customers will all benefit from this new development.

# So. Calif. RCA Schedules Second Color Seminar Programs

RCA Distribution Corp. of Southern California has scheduled the second in their series of color seminar programs for dealers and technicians. The pro-


gram has been broken up into two days Friday evening February 16th at 7:30 p.m. and Monday evening February 19th at the same time.

According to RCA Parts Sales Manager Walt Pasner, "We are very pleased to announce that arrangements have been completed for Mr. Andy Hilderbrand, Product Performance Specialist, of Indianapolis to be with us and present this second part. The topic of the seminar is called "Color Service In The Home."


**NEXT BEST THING TO THE WINEGARD ELECTRONIC POWERTRON TV ANTENNA**

**NEW TRANSISTOR TV-FM WINEGARD TENNA-BOOST**


**MOUNTS ON ANY ANTENNA**



**MOUNTS ON ANTENNA**



ON MAST



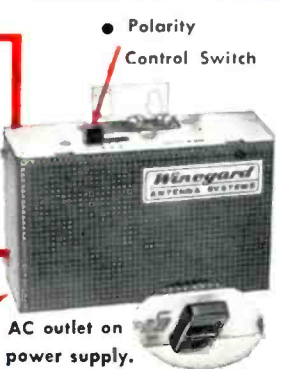
ON WALL

Model MA-300

**\$34<sup>95</sup>**

only LIST


**INSTALL IT... FORGET IT!**  
 ALL ELECTRIC, ALL-AC POWER SUPPLY costs less than 27c a year to operate. Many exclusive features.  
 No costly, nuisance batteries!



## 19 DB GAIN! CUTS SNOW...BOOSTS SIGNAL!


Now you can make any TV or FM antenna work better by magnifying signals with the new Winegard transistor Tenna-Boost. Tenna-Boost has up to 19 DB gain, no peaks and valleys. Ultra low noise. Linear frequency response. VSWR input better than 1.5:1 across all frequencies. Output VSWR 1.8:1 or better. This fine frequency response plus the very low VSWR make Tenna-Boost excellent for color.

Winegard's *exclusive* input band-pass filter eliminates interference from citizen's band, Hams, garage door openers, etc. Only TV and FM signals are amplified. All metal parts are anodized, irridized or stainless steel. Completely weather-proof, trouble-free. Install it... forget it. There's a big difference in antenna amplifiers! Ask your distributor or write for technical bulletin.



**FOR THE ULTIMATE IN TV RECEPTION**

Winegard Transistorized Electronic Powertron TV Antennas. 3 Models to Choose From.



# Winegard

**ANTENNA SYSTEMS**

3024-12 Kirkwood • Burlington, Iowa





# What Can Be Seen At The Pacific Electronic Trade Show

## ALPHA WIRE CORP.

**TO BE SHOWN:**  
Microphone Cable (plastic, rubber, neoprene) Audio cable, intercom cables, retractile coil cords, cord sets, Teflon tubing, Zipper tubing and Lacing cord.

## B & K MANUFACTURING CO.

**TO BE SHOWN:**  
1076 Analyt, 440 CRT Rejuvenator-Tester, 600 Tube Tester, 700 Tube Tester, 360 VOMatic, 375 VTVM, 960 Transistor Set Analyst.

## BUD RADIO, INC.

**TO BE SHOWN:**  
Steel and aluminum housings, electronic components, BUD-IMLOK, Trans-Aire Blowers.

## BURGESS BATTERY CO.

**TO BE SHOWN:**  
Burgess Magnetic Recording Tape. The Burgess Battery Co. announced last year in January its entry into the magnetic recording tape field. The Burgess Magnetic Tape Division now markets a full line of audio tape of the highest quality featuring superb frequency responses, low noise level, high sensitivity, uniform, trouble-free performances assured by Burgess quality control.

## CADRE INDUSTRIES CORP.

**TO BE SHOWN:**  
Model 500 five watt CB transceiver, Model C-75 one watt portable CB transceiver, Model 35 shielded wire stripper, "Dart" Disaster Alert by Radio Transmission.

## CALIFORNIA CHASSIS CO.

**TO BE SHOWN:**  
Cabinets, cabinet racks, chassis, panels. New AWC Cabinet Rack, new MPX Expandable Cabinet.

## CETRON ELECTRONIC CORP.

**TO BE SHOWN:**  
Electronic industrial tubes, rectifiers, thyratrons, triodes, infra-red sulfide and photocells.

## CINCH-JONES SALES

**TO BE SHOWN:**  
Electrical Connecting Devices.

## EICO

**TO BE SHOWN:**  
15 Newest EICO engineering achievements, both in kit form and wired.

## ELECTRONIC PERIODICALS, INC.

**TO BE SHOWN:**  
Electronic Distributing Magazine, Electronic Specifying & Purchasing Directory.

## ELECTRO PRODUCTS LABORATORIES, INC.

**TO BE SHOWN:**  
Complete line of low voltage, high current AC to DC Power Supplies, for use in automotive and aircraft communications equipment servicing applications, as well as general-purpose industrial and educational applications.

## ENCYCLOPAEDIA BRITANNICA

**TO BE SHOWN:**  
Encyclopedia Britannica 1962 edition.

## GS ELECTRONICS CO., DIV. OF TEXTRON ELECTRONICS, INC.

**TO BE SHOWN:**  
Electronic Chemicals, Tools-Hardware. Exact replacement portable TV antennas, T/V knobs, phono drives, chassis punches. Electronic components, etc.

## GENERAL ELECTRIC CO.

**TO BE SHOWN:**  
Picture tubes, service designed receiving, I&M receiving tubes, service designed semiconductors and capacitors.

## GENERAL INSTRUMENT CORP. SEMICONDUCTOR DISTRIBUTOR SALES

High Reliability line Germanium transistors, Silicon Planar and Mesa Transistors, Germanium Gold Bonded Diodes, Silicon Diodes and Rectifiers, Silicon Controlled Rectifiers.

## GENERAL RADIOTELEPHONE CO. CO. ORATIO

**TO BE SHOWN:**  
Amateur Radio Equipment, Citizens Band Equipment—Crystals, Commercial Two-Way Radiotelephone Equipment, Test Equipment, Frequency Test Equipment.

## EDWARD E. GURIAN & CO., INC.

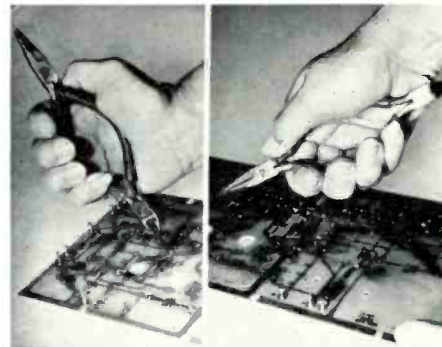
**TO BE SHOWN:**  
Conventional and Hi-Fi Loudspeakers; Speaker Systems, with and without enclosures; Wall Baffles with and without speakers; Baffle Board Systems; Remote Speaker Kits; Auto Radio Rear Seat Speaker Kits; Rear Seat Kit Components and Accessories; Patio speakers; Battery Chargers. Constant voltage transformers; Tube Testers.

## HARMAN-KARDON, SOUND DIVISION

**TO BE SHOWN:**  
Commander Series Public Address Amplifiers, Harman-Kardon and Citation Series High Fidelity Equipment . . . and introducing a new series of Deluxe Commercial-Industrial Sound Equipment.

## THE HICKOK ELECTRICAL INSTRUMENT CO.

**TO BE SHOWN:**  
Electronic Test Equipment . . . NTSC Color Test Equipment, Tube Testers, Transistor Testers, V.O.M., Oscilloscopes, etc.



## HUNTER TOOLS

**TO BE SHOWN:**  
Electronic Hand Tools—Featuring miniature pliers, tweezers, circuit board holders, thermal wire stripper, soldering aids, heat sinks.

## INDUSTRIAL NEWS

**TO BE SHOWN:**  
Special Issue Newspapers.

## INJECTORALL CO.

**TO BE SHOWN:**  
Electronic chemicals, glues, adhesives, plastic cleaners, furniture polish, lubricating oils, record and tape cleaners, insulators, contact cleaners, tuner cleaners.

*(Continued on Next Page)*

**NEW . . . AT PETS**

*(Continued)*

**INTERNATIONAL RECTIFIER CORP.**

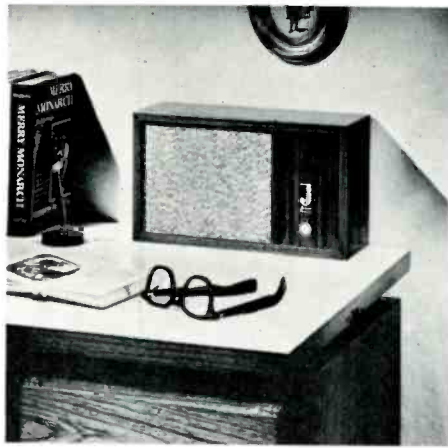
TO BE SHOWN:

Selenium, Silicon and Cadmium sulphide photocells; Selenium and silicon rectifiers; superpower, high voltage silicon rectifier columns; silicon controlled rectifiers and triggers; zener voltage regulators, reference elements and reference packs. Student type sun battery experimental equipment.

**JENSEN INDUSTRIES, INC.**

TO BE SHOWN:

Full line of Phonograph needles, cartridges, drives, and accessories.



**JENSEN MANUFACTURING COMPANY**

TO BE SHOWN:

Loudspeakers.

**JFD ELECTRONICS CORP.**

TO BE SHOWN:

Television roof top antennas, Exact Replacement Indoor TV antennas, precision piston capacitors, delay lines, allied accessories.

**KESTER SOLDER CO.**

TO BE SHOWN:

Kester Flux-Core Solder; Kester Solid Wire and Bar Solders; Kester "Solder-forms"; Kester Soldering Fluxes and Kester Soldering Paste and Salts.

**LANCE ANTENNA CORP.**

TO BE SHOWN:

TV & FM outdoor antennas; TV & FM indoor antennas; telescopic steel masts; steel masting; TV & mast hardware and accessories.

**LUXO LAMP CORP.**

TO BE SHOWN:

Portable lighting fixtures: Incandescent, fluorescent, incandescent-fluorescent (For benches, desks, draftsmen, assembly lines, inspection stations). Illuminated magnifiers (same use as above).

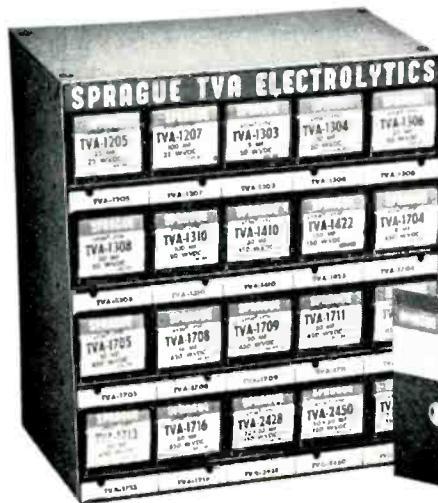
**J. W. MILLER CO.**

TO BE SHOWN:

R.F. Chokes, line filters, I.F. Transformers, line filter chokes, replacement coils.

*(Continued on Next Page)*

**WHEREVER COUNTERMEN WEAR THIS BUTTON YOU'LL FIND 31 WAYS TO HELP BUSINESS...**



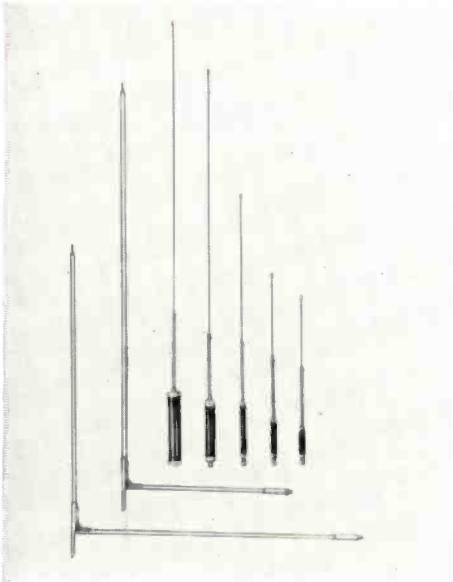
**31 Sprague Capacitor Assortments in FREE Stock Cabinets and Cases**

RADIO AND TV SERVICE TECHNICIANS SWEAR BY SPRAGUE'S CAPACITOR ASSORTMENTS AND FOR GOOD REASONS — CONTACT YOUR LOCAL DISTRIBUTOR AND LEARN WHY!

"SPRAGUE IS THE CAPACITOR MANUFACTURER THAT CONSISTENTLY STRIVES TO HELP THE INDEPENDENT SERVICE DEALER."  
WORLD'S LARGEST MANUFACTURER OF CAPACITORS.







**NEW-TRONICS DIVISION**

TO BE SHOWN:

Automobile antennas, Ham, Amateur, Mobile Communications antennas and components.

**PACOTRONICS INC.  
(PRECISION-PACO-PACE)**

TO BE SHOWN:

Hi-Fi Kits and Wired, Test Equipment Kits and Wired.

**PHILMORE  
MANUFACTURING CO., INC.**

TO BE SHOWN:

Electronic Kits, variety of electronic components, Citizens Band equipment.

**POLYTRONICS  
LABORATORIES, INC.**

TO BE SHOWN:

Citizens band transceivers and amateur band VHF transceivers.

**JOHN F. RIDER  
PUBLISHER, INC.**

TO BE SHOWN:

*Books on:* Electricity, Electronic Technology, Mathematics, Science, Space Technology and Management. *For:* Electronic Technician, Engineer, Student, Kit Builder and Ham.

**ROHN MANUFACTURING  
COMPANY**

TO BE SHOWN:

Towers, masts and accessories; Rigid tube tower line.

**SIMPSON ELECTRIC CO.**

TO BE SHOWN:

Panel meters, test equipment, meter relays, laboratory equipment.

*(Continued on Next Page)*

**Tear Out** ... and return this application for invitations to the

**2<sup>nd</sup> Annual**

**Pacific  
Electronic  
Trade  
Show**

**THE WESTERN PARTS DISTRIBUTORS SHOW**

**SHRINE EXPOSITION HALL  
FEBRUARY 9 • 10 • 11, 1962  
LOS ANGELES**

The West's Own Electronic Parts and Components Show! See hundreds of new products, parts, components, systems, services and ideas from major manufacturers throughout the Nation. Be well-informed—keep up with this fast-moving industry.

**PLAN NOW TO ATTEND!**

**Return to:** PACIFIC ELECTRONIC TRADE SHOW OFFICE  
2216 South Hill Street • Los Angeles 7, California

Please send me \_\_\_\_\_ invitations without charge. I have checked my classification as:

- |                       |                          |                            |                          |
|-----------------------|--------------------------|----------------------------|--------------------------|
| Distributor .....     | <input type="checkbox"/> | Commercial-User .....      | <input type="checkbox"/> |
| Dealer-Service .....  | <input type="checkbox"/> | Government-User .....      | <input type="checkbox"/> |
| Industrial-User ..... | <input type="checkbox"/> | Amateur-Experimenter ..... | <input type="checkbox"/> |

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Please use typewriter or print.



### SONOTONE CORP.

TO BE SHOWN:

Phonograph Cartridges, Needles, Tubes, Microphones, Loudspeakers, Rechargeable Flashlight Batteries, Tape Heads, CM-30 Citizens Band Microphone.

### SOUNDOLIER, INC.

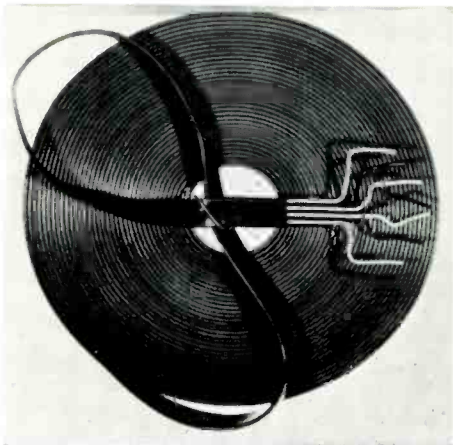
TO BE SHOWN:

Loudspeaker baffles, baffle enclosures and audio-lites.

### SPAULDING PRODUCTS CO., INC.

TO BE SHOWN:

Towers, TV, Radio transmitting and receiving.



### SPECTRA-STRIP WIRE & CABLE CORP.

TO BE SHOWN:

Flat bonded Cables and Harnesses, Special Inks, Vinyl Adhesives, attaching terminals, potting terminations.

### HERMAN H. SMITH, INC.

TO BE SHOWN:

Electronic hardware, plugs, tacks, binding posts, M.S. jacks, clips, prods, handles, telephone plugs, test leads, adapters, spacers, turret terminals, grommets, bushings, standoffs, solder lugs, switches, kulka terminal blocks.

### TEVCO INSULATED WIRE

TO BE SHOWN:

Plastic Insulated Wire & Cables, View Pak merchandisers, Co-axial cable, TV lead-in, Intercom Cables.

### THE THOMAS & BETTS CO., INC.

TO BE SHOWN:

Sta-Kon terminals, splices, shielded wire terminations, flat conductor cable connectors, Ty-Rap cable ties, clamps, identification markers, heat shrinkable insulators.

### TRUTONE ELECTRONICS, INCORPORATED

TO BE SHOWN:

Raymer tuners, amplifiers, and receivers for background music and commercial sound applications. Teeco tuners, amplifiers, and receivers for Hi-Fi.



### UNGAR ELECTRIC TOOLS, ELECTRONICS DIVISION, ELDON INDUSTRIES, INC.

TO BE SHOWN:

Soldering Irons and Accessories, Imperial Soldering Irons.

### VACO PRODUCTS CO.

TO BE SHOWN:

Screwdrivers, nutdrivers, pliers, adjustable wrenches, solderless terminals.

### WALD, INC.

TO BE SHOWN:

Speaker Baffles & Enclosures, TV installation components, automobile antennas.

### WALDOM ELECTRONICS, INCORPORATED

TO BE SHOWN:

Solderless Terminals and Connectors, Crimping Tools, Electronic Hardware, Knobs, Dials, Cable Clamps, Service Replacement Parts, Planetary Drives.

### WEBSTER MFG.

TO BE SHOWN:

Webster 4-11 Citizens Band Transceivers, Webster Band Spanner antenna line, Webster Web-Wip Citizens Band antenna line, mobile mounts.

### WESTERN STATES ELECTRONICS DIRECTORY & BUYERS' GUIDE

TO BE SHOWN:

Western States Electronics Directory & Buyers Guide; Brand Name Guide; "Find-it-for-me" Service.

### WYCO METAL PRODUCTS

TO BE SHOWN:

Cabinets, chassis, racks, panels.

### ZIFF-DAVIS ELECTRONICS DIV.

TO BE SHOWN:

Special interest magazines: Electronics World, Hi-Fi Stereo Review, Popular Electronics.

NOW AVAILABLE TO THE  
MEMBERS OF THE  
**CALIFORNIA STATE ELECTRONICS ASSOC.**

A DISABILITY

## INCOME PROTECTION PLAN

Help Protect Your Income with the Plan Adopted by CSEA

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2740 Fulton Avenue  
Suite 106, P.O. Box 4406  
Sacramento 21, California  
IVanhoe 3-8557

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and ASSOC.

1706 Broadway, 6th Floor  
Oakland 12, California  
GLencourt 2-0665



## 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

Metropolitan Area, Center or FRB district	% CHANGE FROM SAME PERIOD LAST YEAR		
	One week ending Dec. 16	4 weeks ending Dec. 16	Cumulative from Jan. 7, Dec. 16
LOS ANGELES-LONG BEACH AREA	+ 6	+ 4	+ 1
DOWNTOWN L.A.	0	- 3	- 5
WESTSIDE L.A.	+ 2	+ 4	+ 2
SAN DIEGO AREA	+34	+32	+16
SAN FRANCISCO-OAKLAND AREA	+ 6	+ 4	+ 3
SAN FRANCISCO	+ 4	+ 3	+ 2
OAKLAND	+ 7	+ 6	+ 4
SACRAMENTO AREA	+20	+18	+10
SAN JOSE AREA	+ 4	0	+ 3
PORTLAND AREA	- 2	- 2	0
SEATTLE AREA	+ 8	+ 4	+ 2
TACOMA AREA	+ 8	+ 6	+ 3
SPOKANE AREA	+13	+ 5	+ 5
SALT LAKE CITY AREA	+10	+ 4	+ 5
TWELFTH DISTRICT	+ 8	+ 5	+ 3
UNITED STATES	+ 9	+ 5	+ 8

ENROLL NOW . . .

CSEA MEMBERS!

GROUP LIFE INSURANCE

and

COMPREHENSIVE MAJOR MEDICAL

EXPENSE BENEFITS

PLAN

Issued and Underwritten

by

Woodmen Accident  
and Life Company

Lincoln, Nebraska



The  
Protecting  
Hand

A MUTUAL LEGAL RESERVE COMPANY • ESTABLISHED 1890

# WHY BE HALF SAFE!

. . . BE COMPLETELY SAFE WITH  
ALL NEW ZENITH PICTURE TUBES

## ZENITH

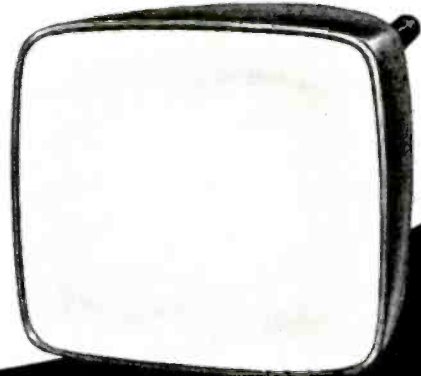
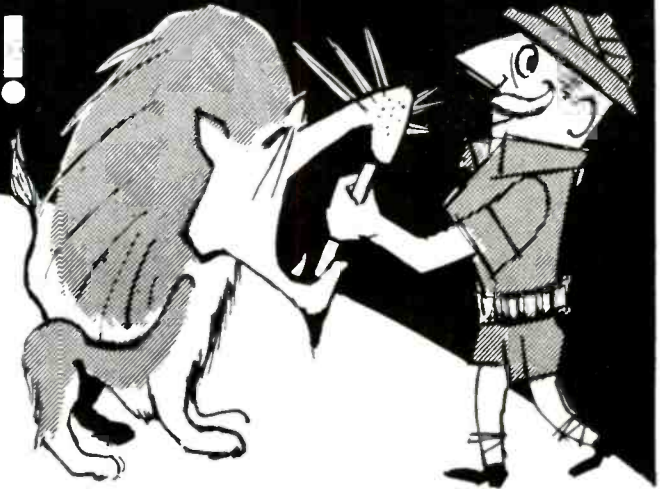
Picture Tubes are 100% NEW from face plate to socket, assuring you of the highest quality and performance for every replacement need. Remember, Zenith leads to long life and finest picture quality.

AVAILABLE IN MOST POPULAR SIZES.

SUES, YOUNG & BROWN, INCORPORATED

For your convenience, Zenith parts and tubes, in or out of warranty, are available from the following parts distributors.

HURLEY ELECTRONICS 1429 South Sycamore Santa Ana, California	HURLEY ELECTRONICS 501 East Date Street Oxnard	ANDREWS ELECTRONICS 1500 West Burbank Boulevard Burbank, California
HURLEY ELECTRONICS 1501 Magnolia Long Beach, California	GROSSMAN & REYNOLDS 1900 West Valley Boulevard Alhambra, California	ELECTRONIC SUPPLY COPP 2483 - 3rd Street Riverside, California



# PICO Electronic PARTS

## PICTURE TUBE SAVINGS

**WHOLESALE ONLY!  
DIRECT MANUFACTURER TO  
THE DEALER ON  
TOP QUALITY — FIRST LINE TUBES  
ALL SIZES — ONE 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

## Sprague Appoints Hollywood Radio

HOLLYWOOD RADIO AND ELECTRONICS, INC., Hollywood, California (Division of Terminal Hudson), has been appointed authorized industrial distributor for Sprague Electric Company, North Adams, Massachusetts.

Sprague Electric Company makes an extensive line of capacitors, and semi-conductors. Hollywood Radio and Electronics, Inc. is one of the leading industrial distributors on the west coast and maintains extensive sales representation in the greater Los Angeles, San Diego, and Bay areas.



## 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.

### 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

### BUSINESS OPPORTUNITIES

ELECTRONICS SALES & Service Business desiring to sell for net inventory. We have other interests. Good location, excellent recreational and educational surrounds. Ideal for ski, fishing or hunting enthusiasts. Blue skies, clear air! Immediate answer requested. ESCO, Box 588, Mt. Shasta, Calif.

### FOR SALE

#### \* USED—TV'S \*

AS IS  
WHOLESALE TO  
DEALERS  
100's OF SETS TO CHOOSE  
FROM  
LOW SHIPPING COSTS  
ANYWHERE  
TV BROKERS  
4920 W. PICO, L.A. 19  
WE 1-6622

### BUSINESS SPACE

#### OFFICE FOR LEASE

IDEAL FOR ELECTRONICS  
Park in front of your office. All utilities paid. Excellent Van Nuys, Calif. location.  
7537 VAN NUYS BLVD.  
VAN NUYS, CALIF. TR 3-3888

### REPS. WANTED

WE MANUFACTURE  
25,000 Loudspeakers daily.  
We sell only a few accts.  
in West. Need rep. who  
knows jobber business plus  
can call on the five O.E.M.  
accts. Our Co. first in field  
for value at price. Box 15Q  
296, 4041 Marlton Ave.,  
Los Angeles 8, Cal.

### FOR SALE EQUIP.

PRECISION TEST Equipment Model E20 dot gen. ES550 Scope with 4 Probes. E400 Sweep Gen. E200C Marker. 88 Vom. 1 thru 532 Sams Folders/with filing cabinets. Rider manuals/.226. Delta Radio. 1513 Firestone Blvd., Los Angeles 1, Cal. LU 9-0754.

### 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.

BOX NO.: Add 50c service charge; and allow 2 lines for reply address.

RE-RUNS: 2nd and 3rd times, less 10% each, 4th and thereafter, less 15% each. Same copy.

HEADLINES, ETC.: Large headlines, box borders and 2-col. ads available at modest charge.

"POSITIONS WANTED": Less 15%, payable in advance.

## 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.

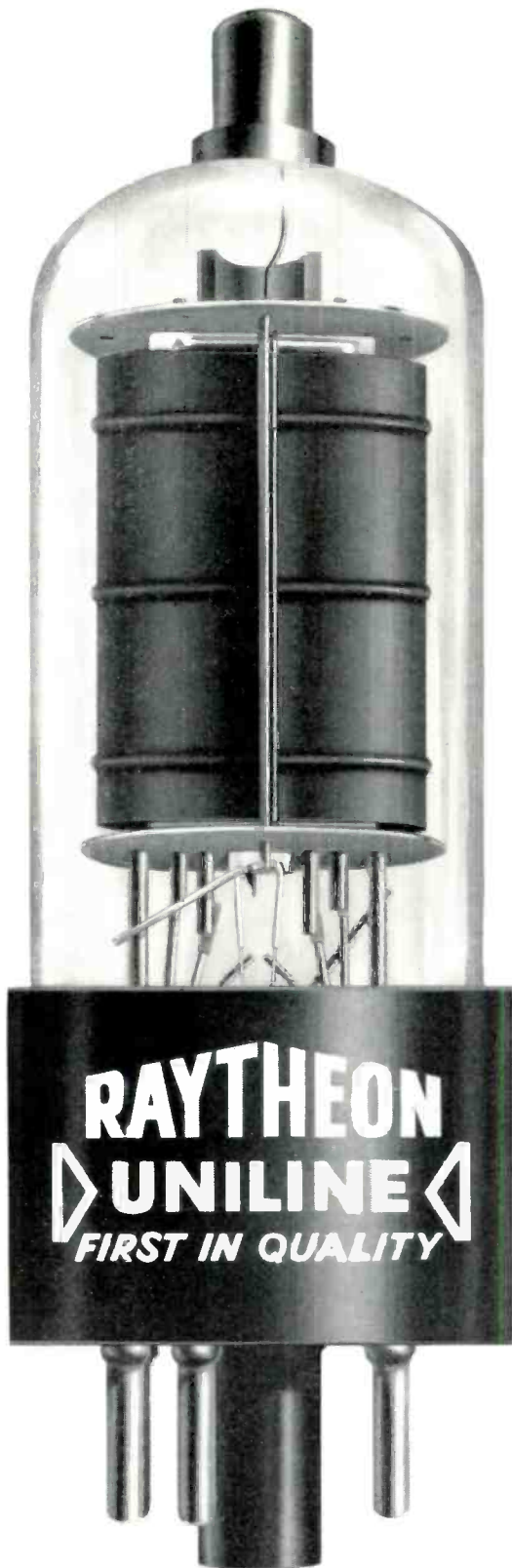
DISCOUNTS: Less 10% 2nd & 3rd times; less 15% thereafter.

BLIND BOX NO'S: Add 50c.

POSITIONS WANTED: Less 15% cash with order.

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





**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**



**DISTRIBUTED BY**

**Crest Electronics Suppliers**  
2001B Harbor Boulevard  
Costa Mesa, California

**Radio Parts Company**  
2060 India Street  
San Diego, California

**Cook Electronics Company**  
210 E. Hardy Street  
Inglewood, California

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

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

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

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

**Pennisula Electronic Supply**  
656 South First Street  
San Jose, California

**UNITED RADIO & TV SUPPLY**  
1425 W. San Carlos Street  
San Jose, California

**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

**California Regional Offices**

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

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

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



## BIG REASONS

why

## SYLVANIA 6AW8A

is preferred for

## VIDEO AMPLIFIER SERVICE

1. Automount construction provides uniform and tight mount structure featuring low noise and microphonics.
2. Insulator coating on heaters is electronically controlled to maintain exacting tolerances, provide improved heater warm-up time.
3. Embossed cathodes provide extra-firm positioning of cathode in the mica.
4. Automated grid manufacture eliminates handling and contamination, provides uniformity. Result: improved cutoff characteristics, reduced noise, more stable characteristics.
5. Exclusive hook-design heater connectors enable reliable heater welds, longer life through reduced open welds.
6. Special radiators on screen grid dissipate heat rapidly, virtually eliminate secondary emission, reduce interelement shorts, maintain cutoff characteristics; longer tube life is realized.
7. Tubes are set-tested for microphonism; assures against "picture tearing and jittering."
8. Special plate material provides stable plate characteristics during life, enhances stability of contrast and brightness.

There's another big reason why SYLVANIA is preferred—it offers the complete line of popular TV types. For example, this group of video amplifier tubes: 6AU8, 8AU8, 8AW8A, 6GN8, 8GN8, 6BA8A, 8BA8A, 6ET7, 8ET7, 12BY7A, 6CL6, 6BH8, 8BH8, 6CX8, 8CX8, 6EB8, 8EB8. Always specify SYLVANIA TUBES—"quality" is the big, BIG REASON. Electronic Tubes Division, Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.



# SYLVANIA

SUBSIDIARY OF

**GENERAL TELEPHONE & ELECTRONICS**

