

MODERN

electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

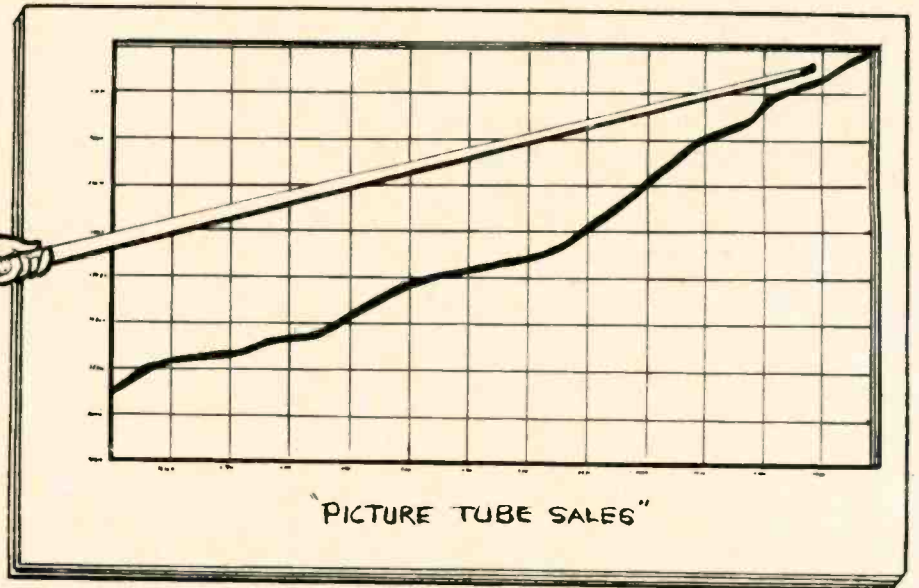
VOL. 2, NO. 6

OCTOBER, 1962



**SIX
WAYS
TO
PROTECT
YOUR
SHOP
FROM
THEFT**

PAGE 20



YOU DID IT!

Yes, it was you, the Service Dealers of America, who made Dumont A.B.D. Picture Tubes one of the four largest selling major brands in the nation . . . and, Dumont A.B.D. is growing at a faster rate than our nearest competitor. Our sincerest thanks to you all.

WHY YOU DID IT . . . MORE ADVANTAGES THAN ANY OTHER TUBE

DUMONT'S EXCLUSIVE 2 YR. WARRANTY PLAN

makes a captive customer for you who will trade with you exclusively and longer for each and every service call they require.

UNIVERSAL STRAIGHT GUN PROGRAM

with just 66 Dumont A.B.D. straight gun types, you can replace over 200 commonly used types. SG types do not use ion traps, and eliminates replacement confusion while they increase availability.

PRICED TO MAKE YOU MORE PROFIT

ask your distributor to compare and you will see why Dumont A.B.D. is the most competitively priced major brand on the market. Dumont A.B.D. is unsurpassed in quality, unsurpassed in price.

NEW POCKET SIZED DEALER PRICE LIST

the new pocket price sheets are available at your distributor now. They show the complete list of tubes replaced by each SG type. A handy reference to carry at all times.

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

*A brand that means quality to every American,
and for the dealer, the Profit Line for the "Sixtys"*

DUMONT^{A. B. D.}

TELEVISION PICTURE TUBES
RECEIVING TUBES

REDUCE INVENTORY! INCREASE SALES!

**5 ADMIRAL
ENSIGNS REPLACE
43 TUBE TYPES**

**You save space, save dollars—
make more dollar profit per sale!**

...with the Admiral ENSIGN "Big 5" as your basic tube inventory. Less stock, more sales—and you make more profit! That's sweet music! Every Admiral ENSIGN tube is of fine/precision quality manufacture. All materials and parts used in the manufacture of these tubes are *new* except for the envelopes, which prior to reuse, have been inspected and tested to the same standard as new envelopes.



Call your ADMIRAL DISTRIBUTOR tomorrow... start cutting inventory cost, pocketing new profits right away!

BE WISE... STANDARDIZE ON

ADMIRAL®
ENSIGN

<p>ENSIGN 17BJP4 REPLACES</p>	<p>17ATP4 17AVP4A 17ATP4A 17BUP4 17CLP4 17AVP4 17CBP4</p>
<p>ENSIGN 21AMP4A REPLACES</p>	<p>21ACP4 21AQP4 21ACP4A 21AQP4A 21BSP4 21AMP4 21CUP4</p>
<p>ENSIGN 21CBP4A REPLACES</p>	<p>21FLP4 21ATP4 21CBP4B 21ALP4 21ATP4A 21CMP4 21ALP4A 21ATP4B 21CVP4 21ALP4B 21BAP4 21CWP4 21ANP4 21BNP4 21DNP4 21ANP4A 21BTP4 21CBP4</p>
<p>ENSIGN 24CP4A REPLACES</p>	<p>24ADP4 24ATP4 24CP4 24AVP4 24XP4 24QP4 24AVP4A</p>
<p>ENSIGN 24AEP4 REPLACES</p>	<p>24DP4A 24ANP4 24YP4 24ZP4</p>

REPLACEMENT PICTURE TUBES—ALWAYS FINE/PRECISION QUALITY

DESIGNED FOR COLOR TV

WINEGARD COLORTRON ANTENNAS

4 gold anodized models from \$24.95

*Pat. Nos. U.S. 2,700,105; 2,955,289 • Canada 511,984 • Others Pending.



AVAILABLE WITH REVOLUTIONARY NUVISTOR COLORTRON AMPLIFIER...

Now, through continuous Winegard research, a new, improved Electro-Lens yagi has been developed—the NEW WINEGARD COLORTRON—PERFECT ANTENNA FOR COLOR TV!

Colortrons have a flat frequency response (plus or minus 1/2 DB across any 6 MC channel), no “suck-outs” or “roll-off” on end of bands . . . accurate 300 ohm match (VSWR 1.5 to 1 or better) . . . unilobe directivity for maximum ghost and interference rejection. They deliver today’s finest color reception, give a new picture quality to black and white. Colortrons are the only outside antennas that carry a WRITTEN FACTORY GUARANTEE OF PERFORMANCE.

And Colortrons are built to last. High tensile aluminum tubing for rigidity and stability, insulators with triple moisture barrier, GOLD ANODIZED for complete corrosion-proofing.

There are 4 Colortron models to cover every reception need, from suburbs to distant fringe areas . . . \$24.95 to \$64.95 list.

New Winegard Colortron twin-nuvistor amplifier perfectly matches Colortron antennas. Gives added gain and sensitivity on both color and black and white. Ultra-low noise, high

gain Colortron Nuvistor Amplifier can easily drive 6 or more TV sets.

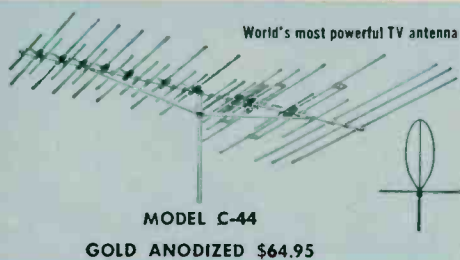
With revolutionary twin-nuvistor circuit, Colortron amplifiers can handle up to 400,000 micro-volts of signal without overloading. *This is 20 times better than any single transistor amplifier.* The Colortron Amplifier will bring the weakest signals up out of the snow, yet strong local TV & FM signals will not overload it. A special life saver circuit gives the two nuvistors a life of 5 to 8 years.

This amplifier is completely trouble free and the finest performing antenna amplifier you can own.

Completely weather sealed, nothing is exposed to corrode and cause trouble . . . has all AC power supply with 2 set coupler. (Model No. AP-220N, \$39.95 list). Twin transistor model also available up to 80,000 micro-volts input. *New type circuit protects transistor from static electricity built up in lightning flashes.* (Model No. AP-220T, \$39.95 list).

Colortron Amplifier can be added to any good TV antenna for sharper, clearer TV reception.

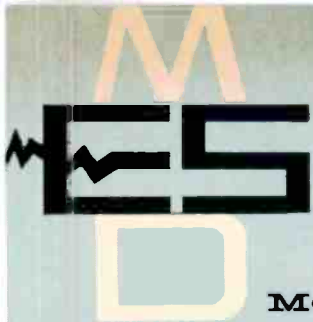
Ask your distributor or write for technical bulletin.



Winegard

There's an extra bonus of quality and performance in every Winegard product.
ANTENNA SYSTEMS

3024 Kirkwood • Burlington, Iowa



MODERN

electronic service dealer

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LETTERS TO THE EDITOR:

Editors Note:

The following is a letter from CSEA Executive Secretary Kieth Kirstein to Mrs. Helen Nelson of the State's Consumer Counsel. Since it is so important for every Service Dealer to know the CSEA stand we have reprinted this letter for your information in place of our regular "letters" feature.

Mrs. Helen Ewing Nelson
Consumer Counsel
State Capitol
Sacramento, California

Dear Mrs. Nelson:

We appreciate the time you spent the other day in discussing CSEA with me, particularly your comments on the radio program of August 30th from San Francisco at which time you informed the people of what CSEA is and what we are attempting to do. We appreciate this positive approach to the problem of television servicing and servicing appliances in the home, rather than the usual unfavorable comments. TV service dealers in the whole of northern California were tuned in to your program. We are sure it did a great deal to lift their morale.

In our discussion it was suggested that we list a few things which you could use in future programs or meetings. As you know, CSEA is a statewide organization of TV service dealers from Redding to San Diego and the Mother Lode to San Francisco. There are some 32 local associations, and many individual members from areas that have no local association. The main purpose for our existence is to improve the general welfare of our members, to create high standards of professional service and business ethics, and to promote good fellowship and understanding of our profession. We are listing ten items we feel the public would be interested in.

1. CSEA has a very rigid Code of Standards that all members must subscribe to. These are on display at every member shop.

2. CSEA holds many training sessions throughout the state for their members on the latest technical advances.
3. CSEA local associations will gladly accept any complaints by customers, will investigate and advise, and if possible, will bring to justice.
4. CSEA has an Apprenticeship Program in force with the State of California Apprenticeship Program to train new technicians.
5. CSEA is constantly fighting "bait" advertising which tends to mislead the public into believing they are getting something for nothing, etc.
6. CSEA advises customers to check with the Better Business Bureau in their city to determine how to select a reputable dealer. If there is no Better Business Bureau, the local CSEA will be glad to help them select a dealer.
7. CSEA is constantly seeking ways to eliminate fraudulent "gyp" artists in the TV service business.
8. CSEA keeps a constant vigilance at the State Capitol to protect the service dealer and public from undesirable legislation.
9. CSEA advises the public to deal only with reputable, established service organizations. Know your service man.
10. By patronizing the TV service shops that display the CSEA emblem you can be assured of a reliable, dependable service organization.

CSEA is very grateful for your interest in our problems. We are sure that with all interested parties working together, we can come up with a solution in protecting the public from unscrupulous dealers.

Sincerely,
Calif. State Electronics Assn.

JERROLD DISTRIBUTORS

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

CAPITOL ELECTRONICS SUPPLY
17724 Van Owen, Reseda
ST 6-5870

COOK ELECTRONICS
210 E. Hardy St., Inglewood
OR 8-7644

ELECTRONIC SUPPLY INC.
2486 Third St., Riverside
OY 3-8110

BRANCH
323 W. Seventh St., San Bernardino
TU 4-4791

FIGARTS RADIO SUPPLY
6320 Commodore Sloat Dr.,
Los Angeles
WE 6-6218

HURLEY ELECTRONICS
1429 So. Sycamore Ave., Santa Ana
KI 3-9236

1501 Magnolia Ave., Long Beach
HE 6-8268

1023 So. Cleveland, Oceanside
SA 2-7694

222 W. "B" St., Ontario
YU 6-6638

501 E. Date St., Oxnard
HU 3-0133

390 S. Mt. Vernon, San Bernardino
TU 8-0721

KIESUB CORP.
311 W. Pacific Coast Hwy.
HE 6-9697

BRANCHES
2615 F Street, Bakersfield
FA 7-5533

1162 Industrial Ave., Oxnard
HU 3-9541

910 W. 11th St., San Bernardino
TU 8-6807

14511 Delano St., Van Nuys
ST 1-3930

NYSTROM BROTHERS
2426 Fourth Avenue, San Diego
BE 4-7231

SOUTHLAND ELECTRONIC SUPPLY
3610 University St.
San Diego, Calif.
AT 3-3941

WHOLESALE ELECTRONIC SUPPLY
265 So. Laurel, Ventura
MI 8-3163

BRANCHES
209 W. Cannon Perdido, Santa Barbara
WO 5-5238

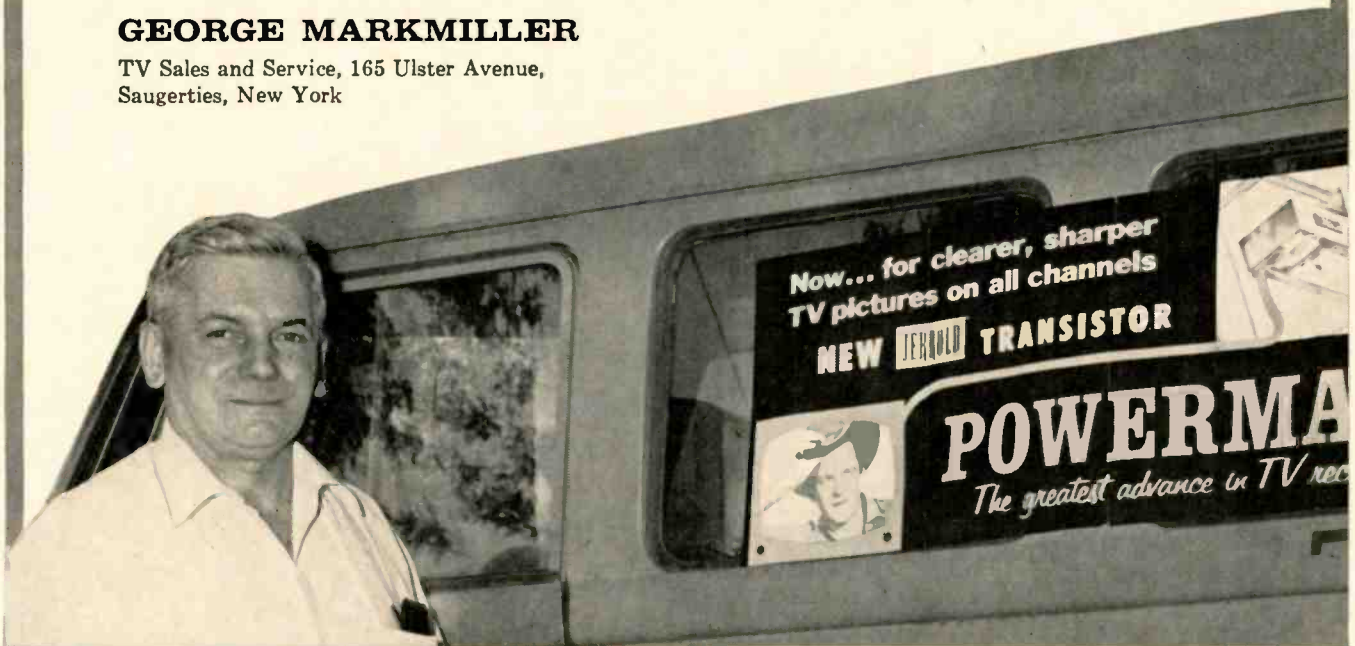
311 No. McLelland St., Santa Maria
WA 5-7213

MODERN ELECTRONIC SERVICE DEALER

"OVER \$12,000 WORTH OF POWERMATES SOLD...AND IT'S JUST THE BEGINNING!"

GEORGE MARKMILLER

TV Sales and Service, 165 Ulster Avenue,
Saugerties, New York



POWERMATE sells itself through its performance

George Markmiller's customers "were from Missouri" where TV reception was concerned. The products they had tried, in spite of high claims, had not produced snow-free TV from the distant New York stations. With the help of his Jerrold distributor, George used the potent promotional kit to tell his customers the POWERMATE performance story. Newspaper ads, truck banners, stuffers and store displays presold

POWERMATE because the promotion was *custom-designed* for his area.

The real clincher came after the demonstration when one customer began to tell the other about POWERMATE's amazing reception. The Saugerties area had never seen such clarity in black and white *and in color*. As George says, "The performance of this unit has been the best advertising that has helped to sell it."

Jerrold's ready to set up a POWERMATE promotion designed for *your local area*. You can repeat George Markmiller's success story as hundreds are doing—all over the country. Write for the name of your nearest Jerrold distributor.



JERROLD®

TRANSISTOR
POWERMATE
ANTENNA AMPLIFIER

\$3995
LIST

JERROLD ELECTRONICS CORPORATION
A subsidiary of THE JERROLD CORPORATION
Philadelphia 32, Pa.

Jerrold Electronics Corporation
Distributor Sales Division, Dept. IDS-265
Philadelphia 32, Pa.

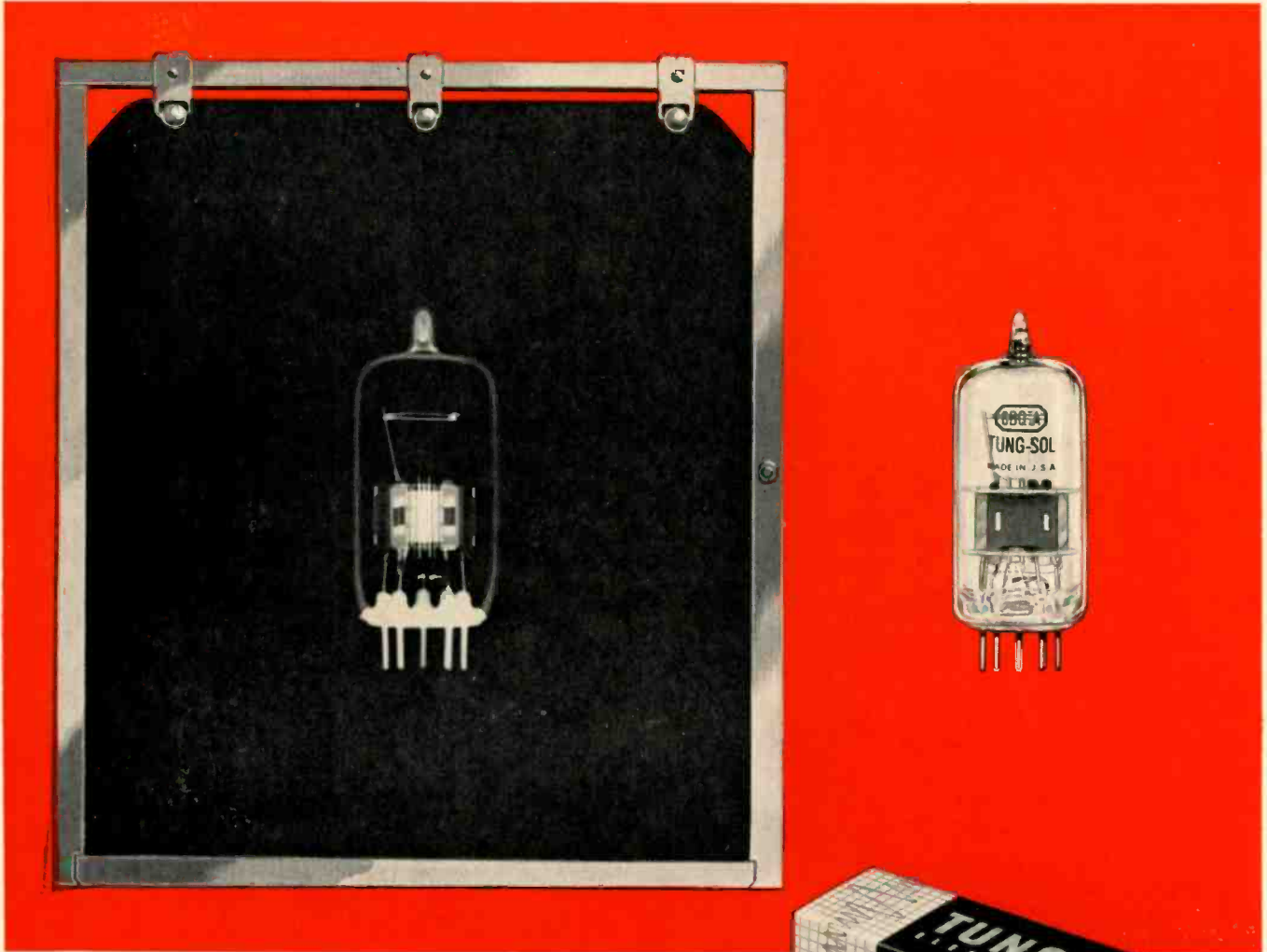
I want Jerrold to promote the POWERMATE in my LOCAL area. Send me the name of my nearest distributor.

Name _____

Address _____

City _____ Zone _____ State _____

HIGH GAIN AND LOW CAPACITANCE OF FRONT END TRIODES EXPLAIN ABSENCE OF SNOW ON PICTURE TUBES



SNOWY or hazy pictures are symptomatic of tv front ends that transmit input noise infections to the video stages. The wideband RF amplifier triodes manufactured by Tung-Sol for tv tuner service are immunized against this disease by abnormally close spacing of grids and cathodes, boosting power gain and allowing transconductance to increase faster than input capacitance. Isolation of tube elements is maintained by three-part formula: clear mica spacers and rigidized construction to prevent thermal warping and microphonics; high-purity materials prevent gas generation and the formation of leakage paths; extreme cleanliness during every step of manufacture avoids contaminants. Shot noise caused by uneven cathode emission is prevented by using finely dispersed cathode materials.

PRESCRIPTION FOR PROFIT

Customers appreciate fair weather tv pictures. To keep customers and their sets sunny, specify Tung-Sol front end tubes.

 **TUNG-SOL**[®]
RF AMPLIFIER TUBES

TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

MODERN ELECTRONIC SERVICE DEALER

Two New Zone Councils Being Formed

President Claire Lanam along with Lou Hall and Phil Fisher of Zone B recently completed a trip to Stockton that may culminate in the setting up of new zone councils in Zone A and C.

The meeting was held in the shop of Ken Preston with Board of Directors member Darrell Petzwall presiding. Petzwall outlined zone organization, mechanics, and responsibilities. Ken Preston then explained the costs with Claire Lanam discussing the need for the Board of Delegates to help the Directors to administer CSEA affairs and, locally, in building up public faith in our profession.

Zone A, when formed, includes those chapters within the 20 counties located from the California-Oregon border through Sacramento and El Dorado Counties. Zone C includes 12 counties south of Zone A, largely in the San Joaquin Valley and mountain area, south to and including the counties of Fresno and Kings.

BOARD OF DELEGATES GIVEN STATE REPORT — BY-LAWS CHANGED

The CSEA Board of Delegates meeting in Fresno last month were presented with an outstanding report from State Executive Secretary Kieth Kirstein.

Mr. Kirstein's report brought all of the delegates up-to-date in regards to the State's activities with the Attorney General's office, Better Business Bureaus throughout the State, the Public Utilities Commission, our Insurance program, and many many other areas of activity.

This report was followed by a report from President Claire Lanam who again pointed out the need for unity and strength in creating a better consumer image of the TV Service Dealer.

Don Reed, chairman of the By-Laws committee, made a report to the delegates that would consolidate and re-define certain provisions in the By-Laws. These were discussed and passed by the delegates as part of their business meeting. The controversial resolution presented by delegate Hugh Wilkins of Los Angeles at the last Board of Delegates

Meeting was discussed at length and then returned to committee to be brought up as the first course of business at the next Delegates meeting. This resolution would, if adopted, revise some of the duties of the delegates and call for an annual convention.

For those readers who are not members of CSEA a simple explanation of the basic structure of CSEA is as follows. At the present time there are 32 paid up chapters of CSEA throughout the State. Each chapter works independently, have their own programs, discuss local problems, etc. Each chapter then elects one member to be a delegate to the State organization and he becomes a member of the Board of Delegates. These same delegates meet once a month in Zone meetings ranging from all parts of the State. For example: Zone A is in the Northern tip of the State and Zone G is in San Diego with other Zones in between. At these Zone meetings, depending upon membership, Board of Director members are elected. All Zones have one member on the Board with the exception of Zone B and F that have three each. The Board of Directors then elects their own chairman and officers who automatically become State Officers. The Board meets on a quarterly basis and the Delegates every three months . . . usually at the same time in separate meeting rooms.

This is, of course, a simple explanation of the Association but will give you a real good look at the fine organizational plan that makes up this Association. There is representation of all chapters and all problems whether local or State wide can be presented. Also, with this type of organization, there is a constant change over of representatives and new ideas are constantly in motion. The life blood of any Association is new people with new ideas and this type of organization insures the best possible results.

CSEA MEMBERS IN SO. CALIF. CO-OP TV WEEKLY AD PROGRAM

Some 55 CSEA member shops in Southern California have banded together in a 12 week full page advertising program in the TV Weekly section of the Los Angeles Herald Examiner.

The ad, chairmaned by Virgil Gaither of Television Central, has a headline of TV TROUBLES? followed by the CSEA bug. The copy reads "Choosing a reliable television service shop can be a serious problem. The following independent shop owners are members of the California State Electronics Association. CSEA is a non-profit organization dedicated to improving the practices that exist within the Television service industry—CSEA members have signed and endorsed the code of ethics as out-

lined by the Los Angeles Better Business Bureau. Call the independently owned shop nearest you.

This is followed by a listing of the shops participating and is signed by the Southern California Office of CSEA, 1817 W. Verdugo Road, Burbank, Victory 9-5423.

The ad itself was a co-op program with Sylvania Picture tubes with them paying half the cost of the ad. Each shop paid \$50 for the twelve weeks of advertising.

SACRAMENTO PUBLIC RELATIONS CONTINUES TO BUILD GOOD WILL

The Sacramento Chapter of CSEA has, for the past few months, been working with a public relations firm in building a better image to the public. This program has been very successful to date and even greater things are being planned in the future.

In a recent newsletter they pointed out a new program that will take all second hand sets, that are working but bring in little revenue, be given to worthy people in the community. The idea, fostered by Ed Nelson or Ed's Reliable TV, has been placed into action with a committee to investigate local charitable organizations for the distribution of the sets.

Another "news getter" is the chapters Miss Perfect Picture. The latest gimmick is to get her to pose for pictures on top of the tower at Walnut Grove. A pretty girl, in this case Miss Wendy Douglas, always attracts news editors and a great deal of chapter publicity and be attributed to her talents.

Further success of the program can be attributed to the recent five-minute interview with Bill Fritz, Sacramento Better Business Bureau, over "People In The News" on Channel 3, KRCA-TV. Bill's topic was a familiar one on TV gyys and what his office and the District Attorney have been doing about them. Fritz plugged the local CSEA chapter in this interview and there are more to come.

CSEA Board To Meet November 11th In Los Angeles

The next Board of Directors meeting will be held Sunday November 11th in Los Angeles it has been announced by Claire Lanam President of the Association. The site has not as yet been determined but will be announced in next month's issue of MESD. Any member who wishes to attend these meetings may do so.



Pictured here is Mr. Stan Auerbach addressing the Los Angeles Chapter of CSEA. This outstanding color class was so successful that other chapters in the Southern California are continuing the program in their own area.

Two CSEA Chapters To Sponsor Color School Program

The San Fernando Valley Chapter and the Glendale Burbank Chapter are co-sponsoring a CSEA Color School similar to that presented by Los Angeles last spring. The school will be held every Tuesday night starting at 8:00 p.m. now through November 27th at the North Hollywood Woman's Club, 5629 Vineland Avenue in North Hollywood. The first class was held on September 11th with 42 students. The instructor is Mr. Stan Auerbach and further information can be obtained from President Al Aird at ST 8-1794.



THE ZONE'S IN ACTION . . . Each month delegates from the different chapters meet to go over statewide problems. Pictured on the left are the delegates from Zone B as they met in Walnut Creek a few months ago. On the right are delegates in Zone F as they met in Los Angeles.

WHITTIER CHAPTER HOLDS BREAKFAST MEETING

A number of CSEA Chapters have expressed problems in keeping their membership attendance high for monthly meetings but this is not the case for the Whittier Chapter of CSEA.

This chapter holds all of its meetings as Breakfast gatherings and the program is limited to one and one half hours. The meeting gets underway promptly at 7:30 a.m. and adjourns at exactly 9:00 a.m.

The programs themselves are limited to area problems. With most of the members being competitors they are able to discuss mutual problems concerning certain customers, the over-all economic outlook in their area, a co-operative advertising program, Industry problems and Association work, etc. Guest speakers are invited from time to time but not regularly.

The most striking aspect of the program has been a 100% attendance by the membership month after month. It would seem to me that this idea could be used by other chapters throughout the State that may be having problems along these lines.

ACTRA DINNER DANCE HELD SEPTEMBER 22ND

The ACTRA Chapter of CSEA held another of their successful dinner dances last month at Renard's of Alameda Restaurant.

The affair was open to everyone with all ACTRA members, their guests, Technicians, etc., with their wives and sweethearts enjoying an evening of fun and relaxation.

A "Happy Hour" Cocktail Party preceded the Buffet and dancing. Guest of honor was Mr. Claire Lanam, ACTRA member and President of the Statewide Association.



CAMPAIGN STARTED TO COMBAT PRODUCT THIEVES

In recent months the increase of burglaries has risen alarmingly and a campaign is presently underway to stop as much of it as possible.

The Appliance News, in a recent article, publicized this wave of burglaries and has asked that every dealer cooperate with them in listing all stolen merchandise by product, make and serial number. This material will then be published in an effort to provide dealers with up to date information. It has been found, that some dealers are buying stolen merchandise believing that it is close-out or bankrupt merchandise. Needless to say, merchandise that is purchased under these circumstances should be checked into thoroughly before final purchase is made. Police and other local law enforcement agencies are actually taking back stolen merchandise right out of customer's homes.

The Appliance Profession has contacted our office in an attempt to extend their efforts into the Television industry. We have decided to work with them and will re-produce the name, make and serial numbers of all stolen merchandise reported to us from our readers. In turn, this material will be turned over to them for re-printing and any material they have will be re-printed in MESD. We have also asked the cooperation of local law enforcement agencies to provide additional information for publication as it becomes available. Anyone that has had products stolen in the last few weeks are asked to send this information to us. We will then publish it and send it on to the Appliance News.

Stolen Merchandise

From: Chet Noyer, 10015 W. McKinley, Fresno 5, California.

Make	Model No.	Serial No.
RCA Victor	171A052-U	%1127314
	192A064-U	%6359117

ZONE "F" OFFICE OPENED IN BURBANK

Mr. Buz Bezzel, newly appointed Executive Director of Zone "F," has established his office at 1817 West Verdugo in Burbank. Anyone wishing to contact the zone office may do so by contacting Mr. Bessel at that address.

The next Zone "F" meeting will be held on Monday Evening October 15th at Kelley's Restaurant, Atlantic and Washington Blvds., Los Angeles.



Claire W. Lanam

The unsung heroes of all eternity, our female counterparts, who go through many tiring, frustrating, painful days and months, with a stoic determination, overwhelms all obstacles until the arrival of our loved one.

Can we, as men, do nearly as well in this work that, from your own viewpoint, is extremely vital to the welfare of your own loved ones?

How does a person succeed? Sweat? Tears? And our education? We are taught about the technicalities of our business, both in engineering and economically. A vital factor in economics is the ability to work with other people as a group, and develop the fundamental instincts of fair play and compassion to all people.

When we can dedicate ourselves to others, when we can give of time and money to better the positions of others, then we are on the road to success.

Then is when we can automatically, with no effort on our part reap the benefits of the largesse we have sown with such an enthusiastic and willing hand.

Do unto others as you would have them do unto you.

Let us practice this, and all ideals, that no finger may be pointed at us. Let us tackle the problem of chaos, uncertainty and distrust of our profession, and make the trust in our profession a miracle byword in the intelligence of the public mind.

There are many men with us who are capable of creating this true and proper image. We might have differences, we will all make mistakes, but it is up to us to recognize this situation and profit by our own and others mistakes. Judgment by men experienced in association work is very valuable and we should do our utmost to get a good consensus of opinion by knowing these people.

I, as well as anyone else, cannot know men such as we have in our Association, without being greatly enriched. None of us can ever repay the good we will gain by this association of men.

My thanks to all who have contributed so generously to our Association.

Know Your Board . . . No 3

A NEW FEATURE OF MESD



ED FORT, JR.

Our new CSEA Treasurer has been in the TV Service business since 1953 having gained his experience as an electronic technician in the Navy. In 1951 he acquired his first dependent, his wife Hazel, and since that time has been adding quite regularly to that list. The present count-down includes Robin Dale, Steven Micheal, Jacalyn Leslie and James Edward . . . all Fort's. In the early days he was a member of the old R.T.A. and then, in turn, a member of CSEA. He is a past president of the San Diego Chapter 13 and a State Director for the past two years. He was recently elected, by the Board, as the new State Association Treasurer.

CHAPTER OFFICES
 SAN DIEGO #13
 3318 Idlewild Way
 274-2320
 San Diego 17

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

California State Electronics Association

SAN DIEGO NEWS

NEXT MEETING
 TO BE
 ANNOUNCED

VOL. 2, NO. 1

OCTOBER, 1962

Editor: ED FORT, JR.

CSEA San Diego Activities Summed Up

The advantages of being a member of CSEA are many. Obviously, not all activities are being pursued at once, and not all goals are achieved immediately.

Efforts are constantly being made on a state-wide basis to achieve long-range goals. In addition to this, each local chapter has its own activities. We thought it worthwhile to sit down and compile a list of items our local chapter has done for its members during the last 9 months.

Advertising

1. Trademark heading in the yellow section of the San Diego Telephone Directories.
2. Interview on KOGO Channel 10 "Ask your TV Serviceman" on February 28.
3. Spot radio announcements on KOGO Radio 600 from February 19 through March 30.

Training and Informative General Meetings

4. 18-hour training course in servicing color television
5. 8-hour training course in stereo multiplexing

Social Get-Togethers, Exchange of Ideas and Methods among Members

6. Installation Banquet at Vacation Village Hotel

Organized Effort to Upgrade Industry

7. After adverse newspaper publicity in Chula Vista, charges against members were investigated, and, when found baseless, corrective action was taken.

CUSTOMERS "LOAN GAME" CAUTIONED BY SAN DIEGO GROUP

A new gimmick seems to have caught on recently among some of our erstwhile customers. It may pay you to be on the alert for it.

When the call first comes in the customer tells you the set will probably require shop work and they would like to know if you will leave a loaner. If you do accept the call and go out to service it you will probably find an extremely old piece of junk that obviously needs more work than the set is worth. But still they want it repaired, and cost is apparently no factor. This is the tipoff. They don't care about the cost because they never plan on getting the set back. Your loaner will stay in their home for as long as they can talk you into leaving it. They will even agree to pay rent on the loaner and you can add it to their bill. This will continue as long as you allow it, or until they move, taking your loaner with them. If you should be foolish enough to extend credit you can just kiss it goodbye. To the best of my knowledge this started about nine months ago. Recently, however it seems to have become more popular. The best way I've found to nip this quickly is to explain to them when they first call that you can leave the loaner there only until their set is repaired and then you will have to pick it up. They'll probably tell you to forget it, hang up, and try to find some other pigeon who might be a little hungrier.

EDITOR'S NOTE: Many queries have been received by our chapter office from our members regarding the B.B.B. Code of Ethics. The following is a copy of the letter sent by the San Diego chapter of CSEA to the San Diego BBB.

Gentlemen:

Our members have reported to us that they have received your circular and Code of Ethics together with a pledge card. We feel sure that all of our members will sign and return the pledge card to you and cooperate with you in your effort toward improving consumer confidence in the television service industry.

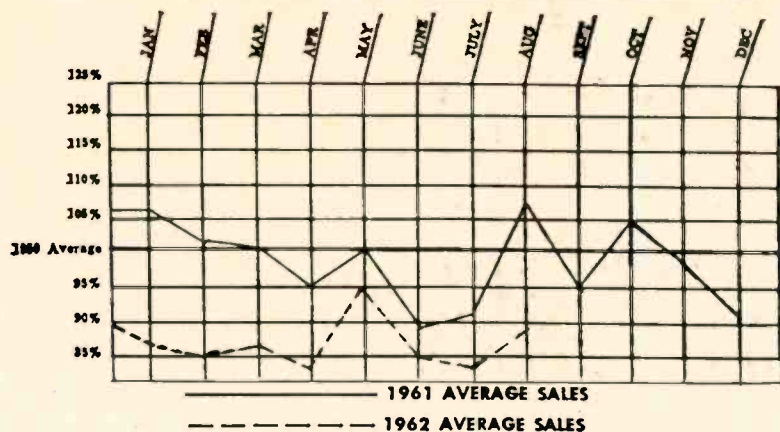
As you know, all of our members, at the time of their application for membership in our Association, have to sign a pledge to abide by our own Code of Standards. The Code of Ethics which you have set up follows basically our own Code of Standards. There are several points, however, in the code as set up by you which are impractical. We believe, our former President, Mr. Eugene O'Brien, pointed them out to you at the time you invited him to a meeting and showed him the completed code. We regret that his suggestions were not followed.

Nevertheless, we want you to know that we approve of your Code of Ethics in principle and will give it our full support as far as our membership is concerned.

If there is anything that we can do to be of help in your effort to have the pledge cards signed and returned to you, please let us know.

North County General Meeting Features Sam's Cost Study

Chapter 18, North County, had an excellent program at their last general meeting. It was held at Hurley's in Oceanside. The program was entitled "Pricing your services for a profit." The presentation was supplied through Howard W. Sam's & Co. and is an extremely comprehensive study of costs vs. charges. I hope Chapter 13 gets on the ball pretty soon and orders this lecture from Sams. It might open a few eyes.



Look for these signs at your participating Distributor

YOU GET
S&H
GREEN STAMPS
WHEN YOU
BUY
SYLVANIA
RECEIVING
TUBES

HUNDREDS OF GIFTS FOR YOU AND YOUR FAMILY WHEN YOU BUY SYLVANIA RECEIVING TUBES

FOR THE S&H CATALOG BUY SYLVANIA RECEIVING TUBES

SYLVANIA ELECTRONIC TUBE

THE MARK OF QUALITY

SYLVANIA ELECTRONIC TUBE

SYLVANIA ELECTRO

Get in on

Sylvania's big, new Service 'n Save Stamp Plan

S&H Green Stamps add up in a hurry when you buy Sylvania tubes. So does customer good will when you stay with Sylvania quality.

That's why we say you can profit and save at the same time through the many Sylvania distributors offering S&H Green Stamps with Sylvania Receiving Tubes.

Select gifts from a big, new 144-page S&H Catalogue. Ask your Distributor for a copy.

SYLVANIA

SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS





From the Legal Side . . .

by ANTONY ANASTASI
CSEA Legal Council

False And Misleading Advertising

Every businessman should be concerned with and aware of the law regarding false or misleading advertising inasmuch as advertising is an ever-increasingly used tool of those seeking to promote their goods and broaden their markets.

In California, the law pertaining to this topic is found in the Business and Professions Code. Section 17500 of that Code states that it is unlawful for one with intent to dispose of property or to perform services or to induce the public to enter into any obligation relating thereto, to make or disseminate any statement concerning the property or services which is untrue or misleading, and which is known, or which should have reasonably been known, to be untrue or misleading.

An examination of that provision reveals that it is broadly drawn so as to cover the sales of all property, real and personal, and the performance of all services, professional and otherwise. Also, it covers statements made or disseminated in any manner, so as to include all the advertising media. Importantly, the law proscribes not only statements which are false and untrue, but those which are merely misleading

or deceptive. Finally, it should be observed that one violates this law not just when he knows that what is said is untrue or misleading but also in situations when he acts innocently but, by the exercise of reasonable care, should have known the statements were false or misleading. Hence, the law places a reasonable burden on the advertiser to determine whether the statements made are false or misleading.

Since laws to be enforceable require sanctions of some kind, section 17534 of the Business and Professions Code provides that a violation of any of the sections relating to false or misleading advertising constitutes a misdemeanor. Additionally, section 17535 permits a violator or proposed violator of the chapter to be enjoined, that is, to be restrained by a court from so acting. The action for injunction may be prosecuted not only by the Attorney General or a district attorney but by an individual acting on his own behalf or that of the general public.

Another specific section of the chapter relating to advertising that is worth mentioning is 1701 which says that no price shall be advertised as a former price of an article unless the purported

former price actually was the market price within three months just prior to the advertisement or unless the date when the purported former price did prevail is clearly stated. This provision, of course, is intended to prevent any ballooning of former prices to indicate a current drastically-reduced price.

Under California law, untrue or misleading advertising may also constitute unfair competition and as such be enjoined; and where fraud or the intent to deceive is shown, civil liability for money damages may exist.

A recent case decided that the essence of unfair competition rests in simulating and imitating the goods of a competitor with the purpose of deceiving the public into buying the imitation under the impression that it is purchasing the goods of the competitor.

The Federal Trade Commission Act is also designed to prohibit unfair methods of competition and unfair or deceptive acts or practices. It makes unlawful false or deceptive representations made by means of brands, labels, advertisements or otherwise. In order for the Act to come into operation, the matter must be one affecting interstate or foreign commerce.

1962 REPLACEMENT TUBE CODE—EXPIRATION DATES FOR 1962

Expires	Standard*	R.C.A.	Raytheon	Sylvania	Tung-Sol
SEPT. 30	61-39	M K	1-8	H K	M W
OCT. 31	61-43	M L	1-6	H L	M Z
NOV. 30	61-48	M M	1-4	H M	N A
DEC. 31	61-52	M N	1-2	J A	N B

*STANDARD—The EIA standard four digit code number system is used by many brands. The first two digits indicate the year. The remaining two digits identify the month by referring to a week of the year included in that month. Brands using this system include: C.B.S., G.E., Philco, Westinghouse, Zenith.

CSFA COMPARATIVE INSURANCE PLAN

Comparison of Benefits showing why the CSEA Group Insurance Plan is your best insurance buy.

BENEFIT	YOUR CSEA PLAN		COMPANY A		COMPANY B		COMPANY C	
		(A GROUP PLAN)	(AN INDIVIDUAL PLAN)	(A GROUP PLAN)	(AN INDIVIDUAL PLAN)	(AN INDIVIDUAL PLAN)	(AN INDIVIDUAL PLAN)	(AN INDIVIDUAL PLAN)
LIFE INSURANCE		\$ 1,000.00		\$ 1,000.00	NONE	NONE	NONE	NONE
ACCIDENTAL DEATH & DISMEMBERMENT		1,000.00		1,000.00	NONE	NONE	NONE	NONE
MAXIMUM MAJOR MEDICAL BENEFIT		10,000.00		10,000.00	\$10,000.00	\$10,000.00	HOSPITAL-SURGICAL PLAN	HOSPITAL-SURGICAL PLAN
1. Hospital services (Bed, board, general nursing care)		1. 100% of 1st \$500 and 80% of balance of covered expenses incurred during a calendar year	1. Covered up to 75% after \$50 deductible per calendar year. Semi-private room covered in full. Maximum for private room can be no greater than Hospital's usual charge for standard semi-private room	1. 80% of covered expenses after \$100 deductible. Room benefit up to \$25 per day	1. 80% of covered expenses after \$100 deductible. Room benefit up to \$25 per day	1. 80% of covered expenses after \$100 deductible. Room benefit up to \$25 per day	1. \$20 per day for 365 days per disability	1. \$20 per day for 365 days per disability
2. Drugs and medications and other hospital services		2. Covers usual hospital charge for a semi-private room; maximum for private room is \$19 per day	2. Covers 75% of actual charges. Same as No. 1 above	2. Same as No. 1 above	2. Same as No. 1 above	2. Same as No. 1 above	2. \$200 plus 80% of next \$1,000. of additional hospital expenses per disability	2. \$200 plus 80% of next \$1,000. of additional hospital expenses per disability
3. X-ray & lab (In Hospital)		3. Same as No. 1 above	3. Covers 75% of actual charges. Same as No. 1 above	3. Same as No. 1 above	3. Same as No. 1 above	3. Same as No. 1 above	3. Same as No. 2 above	3. Same as No. 2 above
4. Physical therapy (In Hospital)		4. Same as No. 1 above	4. Covers 75% of actual charges. Same as No. 1 above	4. Same as No. 1 above	4. Same as No. 1 above	4. Same as No. 1 above	4. Same as No. 2 above	4. Same as No. 2 above
5. Doctor's services (In Hospital)		5. Covers up to 80% after a \$50 deductible per person per calendar year. Includes surgery	5. Covers 75% per California Relative Value Schedule. Same as No. 1 above	5. Covers 75% per California Relative Value Schedule. Same as No. 1 above	5. Same as No. 1 above	5. Same as No. 1 above	5. \$450 Surgical Schedule only	5. \$450 Surgical Schedule only
5. Doctor's services (In Office)		6. Same as No. 5 above	6. Covers 75% per California Relative Value Schedule. Same as No. 1 above	6. Covers 75% per California Relative Value Schedule. Same as No. 1 above	6. Same as No. 1 above	6. Same as No. 1 above	6. None, except surgery	6. None, except surgery
7. Doctor's services (In Home)		7. Same as No. 5 above	7. Covers 75% per California Relative Value Schedule. Same as No. 1 above	7. Same as No. 1 above	7. Same as No. 1 above	7. Same as No. 1 above	7. None, except surbery	7. None, except surbery
8. Drugs, prescribed or administered at office or home		8. Same as No. 5 above	8. Not covered	8. Same as No. 1 above	8. Same as No. 1 above	8. Same as No. 1 above	8. None	8. None
9. X-ray & lab (In Office)		9. Same as No. 5 above	9. Covers 75% per California Relative Value Schedule. Same as No. 1 above	9. Covers 75% per California Relative Value Schedule. Same as No. 1 above	9. Same as No. 1 above	9. Same as No. 1 above	9. None	9. None
10. Physical therapy (In Office)		10. Same as No. 5 above	10. Covers 75% per California Relative Value Schedule. Same as No. 1 above	10. Covers 75% per California Relative Value Schedule. Same as No. 1 above	10. Same as No. 1 above	10. Same as No. 1 above	10. None	10. None
11. Maternity care (After 9 months' membership)		11. Hospital up to \$150, normal delivery, \$75; Caesarean section, \$150 and miscarriage, \$37.50, for pregnancies commencing while family coverage is in force. Additional for complications, 9 months' extension after termination	11. Normal delivery, \$150; miscarriage \$75; Caesarean or ectopic; hospital as in No. 1 above; surgical or medical, 75% per California Relative Value Schedule	11. Complications of pregnancy only are covered for pregnancies commencing while family coverage is in force	11. Complications of pregnancy only are covered for pregnancies commencing while family coverage is in force	11. Complications of pregnancy only are covered for pregnancies commencing while family coverage is in force	11. Complications of pregnancy only—payable after 5 days of hospital confinement for pregnancies commencing while family coverage is in force	11. Complications of pregnancy only—payable after 5 days of hospital confinement for pregnancies commencing while family coverage is in force
12. Maternity care (Before 9 months' membership)		12. Complications covered for pregnancies commencing while family coverage is in force	12. Normal deliver, no coverage; miscarriage, \$75 if pregnancy occurred while insured; Caesarean or ectopic; Same as No. 11 above.	12. Same as No. 1 above	12. Same as No. 1 above	12. Same as No. 1 above	12. Same as No. 11 above	12. Same as No. 11 above
13. Emergency care outside of area of service		13. All standard policy provisions: orf-wide	13. All standard policy provisions: orf-wide	13. All standard policy provisions: orf-wide	13. All standard policy provisions: orf-wide	13. All standard policy provisions: orf-wide	13. All standard policy provisions: orf-wide	13. All standard policy provisions: orf-wide
14. Deductible amount		14. \$50 per person per calendar ear	14. \$50 per person per calendar year	14. \$50 per person per calendar year	14. \$100 per person per disability	14. \$100 per person per disability	14. None	14. None
15. Hospital room maximum		15. \$19 for rpivate room. 100% of semi-private room	15. Semi-private room charge	15. Semi-private room charge	15. \$25 per day	15. \$25 per day	15. \$20 per day	15. \$20 per day
Premiums: (Per Month)		All Ages \$ 7.28 16.12 10.31 20.15	All Ages \$ 6.84 16.48 11.24 20.87	All Ages \$ 6.52 15.13 12.18 23.63	Age 34 \$ 6.52 15.13 12.18 23.63	Age 34 \$ 6.52 15.13 12.18 23.63	Age 30-39 \$ 7.89 17.15 14.81 29.99	Age 30-39 \$ 7.89 17.15 14.81 29.99

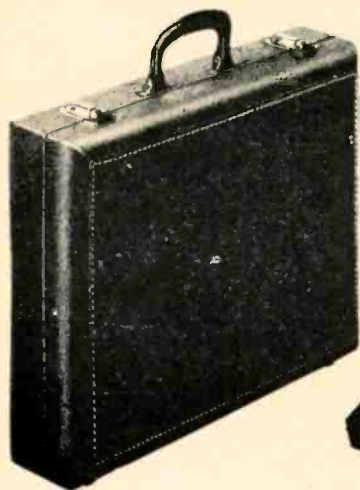
THESE EXCITING GIFTS ARE YOURS FREE!

... with Philco Receiving Tube
and Philco Starbright²⁰/₂₀CR Tube
Purchases until Dec. 10th, 1962



AD-4069

EXECUTIVE ATTACHE CASE!



AD-4056

Great for work or school. Brown, simulated leather-plastic finish with smartly stitched side panels.

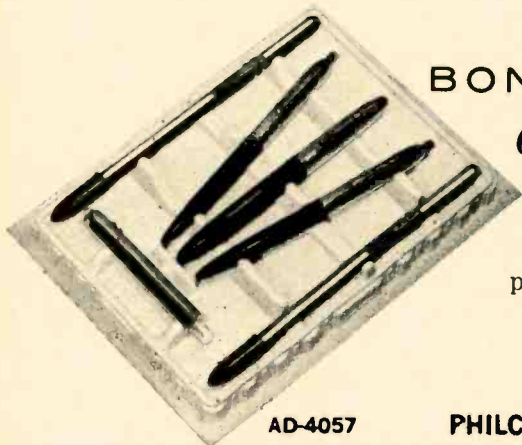
YOURS FREE WHEN YOU BUY ONLY 85 PHILCO RECEIVING TUBES—OR 3 PHILCO TV PICTURE TUBES AND 10 RECEIVING TUBES!

BONANZA!

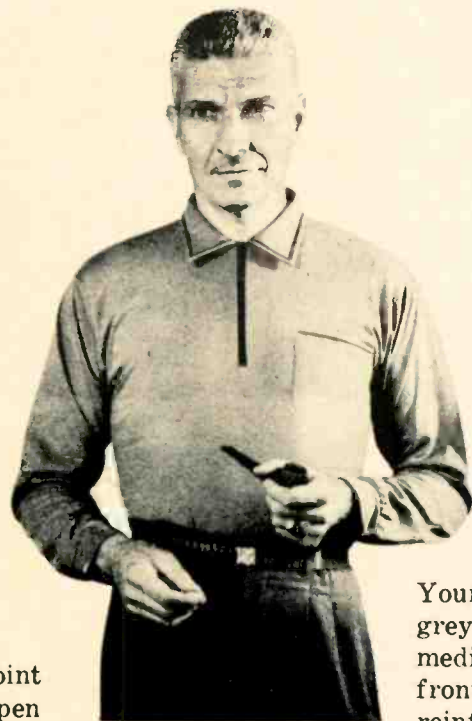
6-PIECE PEN, PENCIL & FLASHLIGHT SET

In an attractive plastic case—two ballpoint pens, two ballpoint pencils, one fountain pen and one pen-sized flashlight. Useful in office, school or home.

YOURS FREE WHEN YOU BUY ONLY 25 PHILCO RECEIVING TUBES—OR 1 PHILCO TV TUBE!



AD-4057



AD-4073

Your cho
grey-heat
medium,
front. Ne
reinforce

YOURS FREE WHEN YOU BUY RECEIVING TUBES—OR 2 PHIL

Mr. Service Dealer:

SELECT THE G
CR TUBES AN

DISTRIBUTED BY: SAN FRANCISCO
PHILCO CORP., 25 14TH ST.
MA 6-1717

FRESNO
DEVLIN-DREW, 165 BROADWAY
AD 3-8811

LIGHTWEIGHT RUN-ABOUT COAT

Styled by famous
NARRAGANSETT OF
WOONSOCKET. A rich deep
olive tone. 100% nylon
fabric bonded to
polyurethane foam. Two-tone
lining is 100% rayon—
interlining is 70% wool,
30% other fibers. Heavy-duty
zipper. Smartly knit collar
with button-down tabs. Entire
coat weighs only 2 lbs. 2 ozs.
Sizes: 34 through 46. Sold
at better stores.

**YOURS FREE WHEN YOU
BUY ONLY 300 PHILCO
RECEIVING TUBES—OR 12
PHILCO TV PICTURE TUBES!**



AD-4068

SUBURBAN SPORTS JACKET

GENUINE LEATHER

HAND CRAFTED IN FASHION-WHITE
FOR THE LADY IN YOUR LIFE!

Luxurious satin lining, leather
covered buttons.

Sizes: 8 through 18.

Sold at better stores.

**YOURS FREE WHEN YOU BUY ONLY
450 PHILCO RECEIVING TUBES
OR 18 PHILCO TV PICTURE TUBES!**



FASHION SETTING SWEATER SET

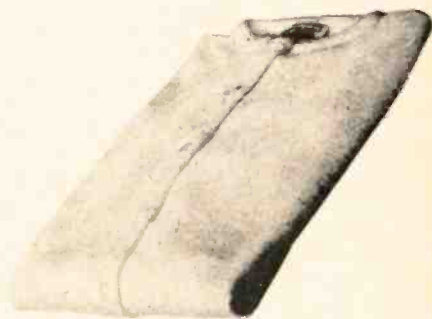
100% HI-BULK ORLON

White, short-sleeved slip-over
sweater with matching white,
long-sleeved cardigan.

Full-fashion look. She'll love them!

Sizes: 34 through 40.

**BOTH FREE WHEN YOU BUY
ONLY 100 PHILCO RECEIVING
TUBES—OR 4 PHILCO
TV PICTURE TUBES!**



AD-4072

YOUR
T AND
URE WEAR

ILAN: KNIT O SHIRT

of blue, red,
or block. Sizes: small,
e. New nylon-zipper
stay-fresh collar with
os.

**Y 50 PHILCO
TV PICTURE TUBES!**

NEW HANDSOME WRIST WATCHES

MEN'S CALENDAR WRIST WATCH!

BY HARVESTER

YOU'LL SAY "TERRIFIC"!



AD-4071

Diamond-tooled yellow and
white metal case. Anti-magnetic.
Sweep second hand. Gives
you the time—and the date!
Moravian black leather strap
and matching metal clasp.
Swiss made.

**YOURS FREE WHEN YOU
BUY ONLY 125 PHILCO
RECEIVING TUBES—OR 5
PHILCO TV PICTURE TUBES!**



AD-4070

FOR HER A CHARMING CHARLO WRIST WATCH!

ANTI-MAGNETIC

In a modern, circular yellow
metal case—distinctive dial
with raised numerals and
markers under sparkling clear
crystal. Soft black leather band
with matching clasp. Swiss
made.

**YOURS FREE WHEN YOU BUY
ONLY 125 PHILCO RECEIVING
TUBES—OR 5 PHILCO TV PIC-
TURE TUBES!**

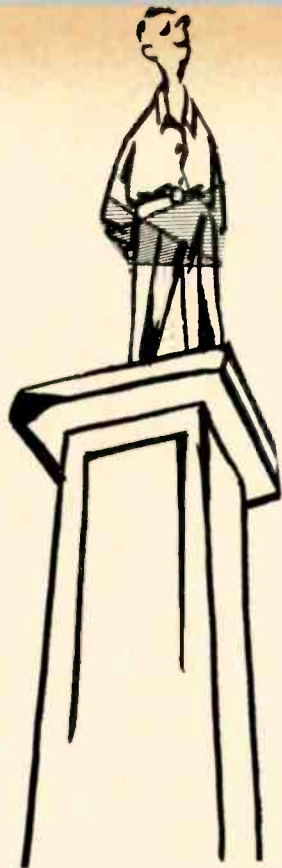
**OF YOUR CHOICE! YOU MAY MIX PURCHASES OF RECEIVING AND
WAY YOU WANT. ONE CR TUBE EQUALS 25 RECEIVING TUBES.**

LOS ANGELES

PHILCO CORP., 6393 E. WASHINGTON
RA 3-0345

SAN DIEGO

PHILCO CORP., 1407 COLUMBIA ST.
BE 9-2201



How To Build Your Personal Prestige In Your Community

BY H. B. NELSON

General Electric Co.

A statue of oneself in the city park or the mantle at home loaded with commendations and awards are symbols of recognition as a leading citizen and pillar of one's community. Many service shop owners possess them . . . hundreds more could do so.

Often in our younger days we looked on such prestige as being reserved for "stuffed shirts," which may have been true in the past but is as outmoded today as a crystal radio set. As one observer put it not long ago . . . "have you ever noticed how the shop owner who is such a leading citizen is also a successful business man?"

"The young shop owner is deluged with business help today," one such elder statesman told this writer recently, "but no one seems to want to tell him how to build his personal prestige in his community. The steps that he will take to accomplish that end will be automatic business building strides as well. You don't become an outstanding citizen of your community overnight any more than your shop becomes a success on a single idea."

We asked this shop owner what those steps were in his own case. His answer was of such interest that we sought out others and asked them the same question. The results provide a series of stepping stones that lead not only to business achievement but that extra possession of personal prestige which becomes of such great additional value later on in life.

"Learn pride in your business and respect for it will be recognized by others." — The man who looks on the field in which he hopes to attain a successful life as a means of making money only acquires little respect for his business from others. The shop owner has everything on his side in building personal prestige for he is in a field universally respected by everyone.

"Take an active interest in the other fellow, always." — Many a time it looks as though such a reaction will be wasted effort but it always pays off in the long run. People become interested in us when we are interested in them. An extra five minutes spent in showing honest interest in the other man and his personal problems pays off in his willingness to help us later when we need the same favor in return.

"Acquire the art of demonstrating authority in speech." — Many great business executives and statesmen were able

to grasp their first big chance when it came along because they had the ability to impress with what they said and how they said it. Attending a speech class at some school may seem like a waste of time but it has seldom turned out that way.

"Promises are made to be kept." — Nothing will damage a person's prestige more than failure to live up to a promise he has made whether it be trivial or important. Before we make a promise to do anything, business or otherwise, make certain that we can and will fulfill the obligation, successful men tell us.

"Pick a favorite activity and give it all you have." — This may be the Red Cross, Cancer Drive, a local boys' club or one of the many score of others available everywhere. Too many shop owners try to be a part of all such projects and thus are able to do so little in any one that their contribution is either not worthwhile or goes completely unrecognized.

"Strive for recognition in your own field." — The shop owner whose whole hearted contributions to his trade association activities wins him recognition therein attains a prestige within his own community that no amount of money can buy. People look for leadership at the community level from men who have demonstrated their leadership and prestige within their own fields.

"Keep your firm looking successful." — Everytime an individual walks into one's shop the impression it makes upon him is also the impression he has of its owner. It's neatness, it's fixtures and equipment, the air of success it presents gives him pride in choosing it as his personal business and respect for the person of the man who owns it.

"Personal appearance spells a difference." — Can a shop owner who dresses in a sloppy manner or meets the people who come into his business with a soggy cigar draped from the corner of his mouth expect the person he meets to respect him? Dressing like a fashion plate is hardly a requirement but we can always remember that we ourselves have a little more respect for the fellow who dresses neater, acts with dignity and consideration than we do ourselves. It has been said that all of us need some one to look down upon and to look up to . . . it's much better to be the latter in the eyes of the other fellow.

"Blow your top only in the privacy of the washroom."
—We all have to let off steam from time to time. The place to do it is never out in public. If a hidden photographer could shoot some movies of an individual doing just that we can be sure he would never do it again in public once they were shown to him.

"When help is needed locally, be there."—Without a doubt there's more pleasure to be arrived at in the latest TV thriller than attending that town hall meeting but the greater reward will come from the latter. Once a shop owner has tried participation in such activities he will find that they have a way of rewarding him not only in personal satisfaction but in prestige among his fellowmen as well. Participation in the really important things is a must, in the frivolous ones it can become a burden.

"Put ethics before the dollars always."—In these rather cynical times it has become the fashion to think first, last and always of the profit to be made. Success can come only from the profits we make in our business but success AND precedent can come just as easily by adherence to ethics, both written and implied, as well. A big bank account can mean very little in our later years if we have less respect of our fellow man than we had the day we first opened up for business. Many shop owners who have attained both business success and community prestige tell us this is not "preaching" . . . just plain business sense.

"We always carry a small part of the reputation of our friends"—It may be an unfair thing to do but nevertheless we tend to judge those we know by the people with whom they associate. Practice of this maxim too literally can make a snob out of the best intentioned individual. Giving it too little attention can put an unneeded weight on our shoulders we'll find hard to carry.

"Start with the employees in the shop"—A shop owner can adhere to every rule in the book but if the people who work in his business have no respect or admiration for him, all else will avail him little. It's a tough policy to follow in these days of difficult employee problems but it's one well never forgotten.

"Wear that success well"—None of us begrudge a man's success until he starts flaunting it in our face. The already successful men discount their established good opinions of him from that time on . . . those less successful take his actions as a personal affront. More men are broken by their inability to handle their first success than by most other factors business historians tell us. Some times it's a good idea to put the Buick before the Cadillac even though we're ready for the latter financially.

"Be a prestige sponge"—Look to the men who are leaders in the community today . . . study them and find out how they attained leadership and prestige and absorb every part that adapts itself to our own personality. Some times such men are willing to discuss what they have done with fellow business men younger than themselves. We may get tired of hearing old axioms like "hard work and save your money, son" but there's usually something new and very good in the other comments that go along with this.

Sorry if we seemed to do a little preaching . . . the men who gave us these ideas all emphasized they had no such purposes in mind. Building prestige is as difficult as building a success of our business for the two go hand in hand. Ideas pay off. They pay off in building business and personal prestige as well.

"Some I learned in my twenties, but most of them were acquired in my late thirties and early forties after I had sense enough to learn how important they were," one retired shop owner told us, "and some I'm still learning today in my sixties."



**HOW ABOUT
THAT BIG
"SIXTY-SIX"**

Because of the superior engineering staff of Calvideo Electronics Inc., they are the Nations first independent to offer you the New Universal Straight Gun Replacement Program. And how about that . . . only 66 types directly replace over 200 commonly used types. The advent of the straight gun has been one of the industries greatest advancements. The "SG" types do not use ion traps, they offer superior focus over bent gun types, they eliminate replacement confusion while they tend to increase replacement availability.

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

AND, DON'T FORGET . . . That Calvideo is the only independent supplying the replacement market who utilizes 100% NEW phosphor screens, new aluminization, new internal conductive coatings and new precision electron guns offering noticeably better focus. Just compare with any other brand and see how Calvideo quality stands out.



QUALITY + ECONOMY = PROFIT



Appliance and radio-TV service shops have always been extremely attractive to the burglar profession but it is being realized more and more each day as the program has been stepped up by those in the fraternity.

Why are they so attractive? Most obvious is the fact that they house valuable merchandise that can be moved easily and disposed of for a good price. In California, and I'm sure in other border states, Mexico has been the recipient of some of the better class of stolen merchandise and the sales are easily made. In recent weeks a multi-million dollar ring was smashed because a local shop owner spotted one of the trucks leaving his shop and he marked it with a series of bullet holes. These holes were then traced and the truck was located at the Mexican border.

TV sets, Radios and Record Changers have long been popular targets for this type of specialist and the advent of tape recorders, hi-fi and stereo equipment has made us even that more attractive.

Equally important is that service shops are usually located in poorly populated areas and there is less chance of being caught. Hence, the perfect location picture: valuable and attractive merchandise and easily accessible with a small chance of being caught.

The dealer himself does his part in promoting these thefts. First of all, few of them bother with expensive alarms and the locks are uniformly cheap. Many shops can be entered with nothing more elaborate than a screwdriver.

SIMPLE RULES FOR PROTECTING YOUR SHOP

1. First of all, most thefts can be prevented by nothing more than a good set of locks and a little protection on the windows.

2. The best lock you can buy is never too expensive. Investigate a good deadlocking mechanism that can't be opened easily with a strip of celluloid. Make sure you only have a few keys and that

you know where these are at all times. Many burglaries are so-called "inside jobs" because a key had been picked up during the normal business hours by the thief. This, of course, is really making it easy for him.

3. The back door should be well protected. In fact, if at all possible, an iron bar should be placed across this door for added protection.

4. Check your skylights and make sure that they are protected by steel bars also. This is one of the best ways to discourage entry and to prevent future problems. Once the word gets around the prevention of the first one may eliminate those in the future. The shop that has been robbed once is sure to have it happen again.

5. Lights are your best defense, so use them wherever possible. Make sure they are well placed and that the local police department is aware of their location. It will go a long way towards eliminating the probability of being robbed. The most obvious spots for lights are over the doors, the safe and cash registers.

6. Don't wave temptation in the face of a possible burglar. I'm sure most of you are aware of the local jeweler who cleans his window every night. Everyone knows that he has valuable merchandise in the store and that a burglary would net something worth while but he eliminates as much temptation as possible. A hint to the service and appliance store . . . make a practice of cleaning your windows, if at all possible. Some dealers have had whole windows wiped out in a matter of minutes. One brick through the window, a waiting truck and two minutes later nothing.

To be on the safe side . . . take inventory of your shop right now. Make sure that IT IS NOT the most inviting in the neighborhood by checking this list. The shop that looks as if it is the softest touch is the one that should look out for trouble.

WAYS TO PROTECT YOUR SHOP FROM THEFT

NEW, MODERN, PORTABLE... FOR THE MAN ON THE GO...

as easy to use as a voltmeter

- A new 3 inch Extended View Portable Scope with New Features and Performance Unmatched by even the most Costly 5 inch Oscilloscopes



NEW

SENCORE PS120 PROFESSIONAL WIDE BAND OSCILLOSCOPE

Lowest priced Wide Band 3 inch Scope anywhere. All hand wired.

Only 124⁵⁰ net

Here it is, the scope that technicians, engineers and servicemen from coast to coast have been demanding. A portable wide band scope that can be used on the job anywhere, yet has the highest laboratory specifications for shop or lab. Cumbersome color TV sets, remote audio and organ installations and computers are just a few of the jobs that make owning a scope of this type so essential. Why consider a narrow band scope, when for only a few dollars more, this professional wide band sensitive scope equips you for any job.

- The PS120 provides features never before offered. Only two major controls make the PS120 as easy to use as a voltmeter. Even its smart good looks were designed for functional efficiency. New forward thrust design, creating its own shadow mask, and full width calibrated graph increase sharpness of wave form patterns. A permanent chromed steel carrying handle instead of untidy leather strap and a concealed compartment under panel for leads, jacks and AC

line cord make the PS120 the first truly portable scope combining neatness with top efficiency.

- Electrical specifications and operational ease will surpass your fondest expectations. Imagine a wide band scope that accurately reproduces any waveform from 20 cycles to 12 megacycles. And the PS120 is as sensitive as narrow band scope... all the way. Vertical amplifier sensitivity is .035 volts RMS. The PS120 has no narrow band positions which cause other scopes to register erroneous waveforms unexpectedly. Another Sencore first is the Automatic Range Indication on Vertical Input Control which enables the direct reading of peak-to-peak voltages. Simply adjust to one inch height and read P-to-P volts present. Standby position on power switch, another first, adds hours of life to CRT and other tubes. A sensitive wide band oscilloscope like the PS120 has become an absolute necessity for trouble shooting Color TV and other modern circuits and no other scope is as fast or easy to use.

SPECIFICATIONS

WIDE FREQUENCY RESPONSE:

HIGH DEFLECTION SENSITIVITY:

	RMS	P/P
Vertical Amplifier—Vert. input cable	.035V/IN.	0.1V/IN.
Aux. vert. jack	.035V/IN.	0.1V/IN.
Through Lo-Cap probe	.35V/IN.	1.0V/IN.
Horizontal Amplifier—	.51V/IN.	1.44V/IN.

HIGH INPUT RESISTANCE AND LOW CAPACITY:

HORIZONTAL SWEEP OSCILLATOR:

Frequency range—	4 ranges, 15 cycles—150 KC
Sync Range—	15 cycles to 8 MC—usable to 12 MC

MAXIMUM AC INPUT VOLTAGE:

Vertical input cable—	} 1000 VPP (in presence of 600 VDC)
Aux. vert. jack—	
Lo-Cap probe—	
Horiz. input jack—	

POWER REQUIREMENTS:

Voltage—	105-125 volts, 50-60 cycle
Power consumption—	On pos. 82 watts
	Stby. pos. 10 watts

SIZE: 7" wide x 9" high x 11¼" deep—weight 12 lbs.



The PS120 is a must for color TV servicing. For example, with its extended vertical amplifier frequency response, 3.58 MC signals can be seen individually.

SENCORE

ADDISON 2, ILLINOIS

Distributed By:

AMERTON
567 S. Fairfax Ave., Los Angeles
NE 6-9314

CHANNEL RADIO SUPPLY CO.
18 E. Ortega, Santa Barbara
WO 5-8551

DUNLAP ELECTRONICS
P.O. Box 1970, Stockton
HO 6-3373

GROSSMAN & REYNOLDS
1900 W. Valley Blvd., Alhambra
CU 3-4706

STYLES & ENGELMAN
2255 Bancroft Ave., San Leandro
357-9431

SOUTHLAND ELECTRONICS INC.
555 El Cajon Blvd., El Cajon
HI 2-9638

SOUTHLAND ELECTRONICS, INC.
3610 University Ave., San Diego
AT 3-3941

Hints . . . for the

CARE OF SMALL TOOLS

It is always profitable to control replacement costs by judicious and careful use and repair of one's equipment, and this applies to the small tools, as well as major test equipment units in any service shop. In addition, the ever present possibility of an immediate replacement not being available on some such small tool or piece of equipment, requires more exercise of care in their use.

The following pointers should lengthen the life of your tools:

Guard against "mushroom" heads on tools. In the case of tools with iron or steel handles, such as hammers and chisels, the condition can be remedied by grinding off the "mushroom" part of the head before it is bad enough to cause the handle to split or chip.

A "mushroomed" wood handle will split and chip easily so must be repaired quickly. An iron or steel band should be driven over the top of the handle to keep it from spreading.

A clean, perfect tool will go far to

maintain efficiency and will have a longer useful life.

Never use a large heavy hammer on a tool that is small or frail. Be sure that every tool is being used correctly.

Never use a small tool for a large job, except when absolutely unavoidable. . . . Whenever possible, use only a rubber or wood hammer on wood handle tools.

Varnish all tool handles regularly; it keeps out grease and dirt that will weaken any handle.

Tape all tool handles wherever possible to do so; that protects them from wear of all kinds.

Too much pressure should not be exerted on any tool or small machine carrying a motor . . . this loosens bearings and causes overheating.

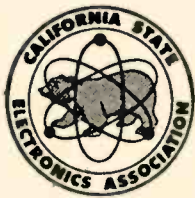
All such motors should be oiled frequently, with an oil that will not become sticky or gummy.

Always keep all tools clean and in a dry and dustproof place when not being used.



YOU TOO!

. . . CAN AID YOUR INDUSTRY



**COMPREHENSIVE
INSURANCE
PROGRAM**

**FULL TIME
STATE OFFICE**

**BETTER BUSINESS
SUPPLIES & AIDS**

Application For Membership

CALIFORNIA STATE ELECTRONICS ASSOCIATION

3300 Watt Avenue

Telephone 482-0706

Sacramento 21, California

Owners Name.....

State Resale Permit No.....

Business Name.....

Business Address.....

Tel. No..... City.....

CLIP OUT — MAIL IT TODAY — WE WILL CONTACT YOU

INDUSTRY NOTES

Sencore Sets Series of California Color TV Servicing Dealer Seminars



Going over plans for a fall Channel Master program are (left to right) Mr. Lee Naylor, West Coast Representative for Channel Master, and Mr. Dick Wesenberg, President of the Kiesub Corporation.

KIESUB MOVES— EXPANDS MAIN OFFICE —OPENS NEW BRANCHES

The Kiesub Corporation, with Wholesale Electronics Stores throughout Southern California, have recently moved their Long Beach store to 311 West Pacific Coast Highway. The new location was necessary, according to President Dick Wesenberg, "in order to have larger quarters and to centralize our complete office facilities." In the past the Long Beach Store served the dealers but the main office was in a different location.

In keeping with this expansion program, Kiesub recently opened a new store in Anaheim at 725 North Los Angeles Street and expanded their Bakersfield operation at a new location on 21st street.



Large circle signs that display the many product lines handled by Kiesub add a great deal of attractiveness to the new Long Beach Store. Easy to reach displays also provide convenience for dealer "shelf shoppers" as well as providing easy access to order fillers.

Sencore Inc., Illinois manufacturer of Dealer Test Equipment, has announced the scheduling of a series of Color TV Servicing Dealer Seminars in California.

Mr. Wayne Lemons, Sencore Factory Representative and recipient of the EIA's "Serviceman of the Year" award, will present this series of meetings devoted to Color TV Servicing. Mr. Lemons is recognized as an authority in this field.

Many dealers will be interested in hearing Mr. Lemons since he was the author of an article that appeared in the September Issue of MESD titled "SHORTCUTS TO COLOR TV SERVICING." Many Dealers took issue with the author's remarks that tended to minimize the real ability necessary for quality color TV servicing and, we are sure, they will be ready for the question and answer period that usually follows such seminars.

The following is a schedule of these meetings. We urge all dealers to make arrangements to attend the seminar being held nearest you.

CALIFORNIA SCHEDULE

SACRAMENTO, OCTOBER 23

Sponsor: Dunlap Electronics
Place: 7:30 p.m., SMUD Bldg., Sacramento

STOCKTON, OCTOBER 24

Sponsor: Dunlap Electronics
Place: 7:30 p.m., Garden Room, Stockton, Hotel, Stockton

OAKLAND, OCTOBER 25

Sponsor: Styles & Engelman
Place: 8:00 p.m., Edgewater Inn, Oakland

FRESNO, OCTOBER 25

Sponsor: Dunlap Electronics
Place: Murietta Room, Hacienda Motel, Fresno

VAN NUYS, CALIF., OCTOBER 29TH

Sponsor: Capitol Electronic Supply, Reseda
Place: 7:30 p.m., Sky Trails Restaurant, 16435 Sherman Way, Van Nuys

Tube Sales Take Midsummer Drop

Factory sales of receiving tubes and television picture tubes showed a midsummer drop in July, both to the lowest monthly total of this year, according to figures released today by the Electronic Industries Association.

TV picture tubes dropped to 565,022 units worth \$11,064,357 in July from June total of 740,788 worth \$14,252,844. July sales of receiving tubes totaled 24,122,000 valued at \$19,612,000, against 29,648,000 worth \$24,587,000 the month before.

Cumulative totals for this year were 5,121,165 picture tubes worth \$98,397,051 and 207,625,000 receiving tubes valued at \$173,952,000. Last year through July there were 5,032,378 picture tubes sold valued at \$100,335,883 and 206,320,000 receiving tubes worth \$171,479,000.

OF SENCORE MEETINGS

PASADENA, CALIF., OCTOBER 30TH

Sponsor: Grossman & Reynolds Dist., Co., Inc.
Place: 8:00 p.m., Vasa Temple, 2031 East Villa, Pasadena

SAN DIEGO, CALIF., OCTOBER 31ST

Sponsor: Southland Electronic Supply (San Diego & El Cajon)
Place: 7:30 p.m., King's Inn (Hwy. 80, Hotel Circle, Mission Valley, San Diego)

LOS ANGELES, CALIF., NOVEMBER 1ST

Sponsor: Ametron
Place: 7:30 p.m., Sinai Temple Recreation Bldg., 10400 Wilshire Blvd., Los Angeles

SANTA BARBARA, CALIF., NOVEMBER 2ND

Sponsor: Channel Radio Supply Co.
Place: 7:30 p.m., 18 East Ortega St., Santa Barbara

CSEA Chapter News Roundup

ACTRA

Mrs. Lou Hall

The 1963 Westinghouse "Color Coded" Chassis was presented to the ACTRA members at their September 4th meeting at the Driftwood Restaurant in Alameda.

Making the presentation was Mr. Don Johnson, District Service Supervisor for Westinghouse who stated that this year's theme for Westinghouse was "This is the year to buy TV from the Back . . . A Service man's dream."

Everyone who attended were presented with a free copy of the 1963 Manual and a copy of the new Westinghouse "Pocket Data Book."

RIVERSIDE

The Riverside Chapter of CSEA has been actively working with the Better Business Bureau of Inland Cities, Inc. to provide a new "Handbook of Electronic Service Standards and Code of Ethics." The booklet has now been published and includes: 1. The purpose, Identification, Authorized Service,

Availability of Service, Price Advertising, Picture Tube Advertising, Exaggerated Claims, Home Repairs, Guarantees and Warranties, Work Orders or invoices, Credit Terms, Estimates and a Code of Ethics. Under each of these headings the booklet defines and clarifies each category of consumer misunderstanding and fraud. It has been very well received by everyone in our area and is a big step forward in helping to clean up our industry in this area.

SAN FERNANDO

Pres. Al Aird

Last month the San Fernando Chapter members were pleased to have as their guest speaker Mr. Walt Hueman of Andrews Electronics. Mr. Hueman presented a great deal of information in regards to the new UHF Station Channel 34 along with a demonstration of the converters and antennas. Preceding this presentation our members discussed such items as a cooperative advertising program, unethical practices in the area and general business conditions.

LOS CERRITOS

Pres. Harold Huff

With the advent of Channel 34 we had as our guest Mr. Wedge Weber the area representative for Blonder-Tongue. Mr. Weber gave us a great deal of information concerning the new station, its promotion plans, and present schedule of air time. We also received additional information on TEVCO and Clearbeam antennas and their place in the UHF market.

PASADENA

Pres. Dave Wyman

The Pasadena Chapter last month made a special tour of the Calvideo Plant in Compton, California. Members were very much impressed by the methods of quality control and production volume that is being produced in this modern tube plant. Under the direction of Sales Promotion Manager Mel Benjamin, members were taken on a step by step tour that showed the duds coming in one door, the different processes they are put through, and the finished rebuilt tube that was then ready for distribution. He also gave a fine presentation of Association work and its functions in producing a clean industry.

BURBANK-GLENDALE

At the last meeting of the Glendale-Burbank Chapter. Mr. Wedge Weber, representing Blonder-Tongue Corporation, held an attentive audience in his discussion of the future of UHF stations. He also described various antenna's, and converters.

Members in the chapter reported on the excellent color school which had just started in conjunction with the new San Fernando Valley Chapter.

The Consumers Council headed by Mrs. Nelson and CSEA's Executive Secretary, Keith Kirstein will meet in the near future in hopes of obtaining help from publishers in curtailing bait advertising.

Announcing Another First From

PICO Electronic PARTS

The First Independent Picture Tube
Manufacturer to Rebuild . . .

COLOR

PICTURE TUBES

We have always used the finest in equipment and materials in the production of all of our TV picture tubes. We have adapted this same method to produce rebuilt color picture tubes—at an attractive price!

CONTACT ANY PICO STORE FOR COMPLETE PRICE LIST

- Wholesale To Dealers Only
- Immediate Supply
- 1 Full Year Guarantee
- Highest Quality

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

LYNWOOD
10906 Atlantic
NE 9-6248

EAST LOS ANGELES
5916 Whittier Blvd.
PA 1-2907



THE "GO-PETS" 1963 TEAM IN ACTION

Pictured above is part of the "TEAM" of Distributors - Reps - and Officials who are responsible for putting together the multitude of details for WESTERN ELECTRONIC WEEK/PACIFIC ELECTRONIC TRADE SHOW scheduled for the week of February 4 through 10, 1963 at the Shrine Exposition Hall, Los Angeles.

Reading from left to right, standing: Ralph Johannot, Chairman Dealer Service Workshops, and California State Electronic Assoc.; Jeff Louis, special representative for Ed Altshuler organization; Bert Moore; John Gregory, Public Relations; Ellard Strassner, Chairman Distributor Div., Southern California Chapter ERA (Reps) and Chairman of Distributor "Booth Conferences"; Don Martin, Promotions Chairman; Tom Lynch, Chairman of Committee for Distributor Booth Conference; Andy Futchik, Chairman Dealer Liaison Committee; Ed Altshuler, President Ascon Management Corp. and Educational Director for PET Show.

Seated, left to right: A Byron Perkins, Business and Show Manager; Frank Eckert, past President of PETShow and Honorary Chairman Overall Western Electronic Week; Cap Kierulff, President 1963 WEW/PETShow; Norb Dean, 2nd Vice President PETShow and Chairman of all Manufacturers Distributors Visitation Day activities; and Chas. Silvey, Executive Vice Pres., WEW/PETShow, 1963. A few of PETShow Executive Committee could not be present when this picture was taken, but they, along with all those pictured above, are striving to make the 1963 WEW/PETShow an outstanding event—knowing always that our motivation is Service to our Trade, our Suppliers and our Principals.

LYNCH ELECTRONICS TO DISTRIBUTE DAYSTROM

Appointment of Lynch Electronics, Inc. (1818 Myrtle Ave., Monrovia, Cal.) as a new Southern California distributor is announced by the Potentiometer Division of Daystrom, Incorporated. The announcement was made by Robert E. Wolin, manager of Daystrom's Archbald, Pa., potentiometer facility. Daystrom is the originator of the tiny Squaretrim® potentiometer used for the delicate matching, balancing, and adjusting of variables in all types of precision control, computing, missile, telemetering, and other critical military and industrial circuits.

MALLORY DISTRIBUTOR DIVISION MOVES THREE

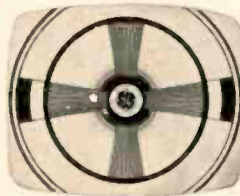
P. R. Mallory & Co. Inc. has announced three changes in the sales staff of its Distributor Division. General Sales Manager F. P. Vendely said that his division's moves resulted from the opening of a new Mallory sales office in Burlingame, California, to increase service in the San Francisco Bay region.

Named to handle distributor sales in that office is J. P. Siffin, who has held a similar post in the Mallory office in Teaneck, New Jersey.



Partners in Progress

Ever think of the items in a product line that aren't really products at all? Take the G-E line, for example. It only begins with the electronic components you need. It also encompasses our genuine interest in making your job easier, more profitable, more satisfying—a partnership with you in furthering the progress of the independent service dealer. Here are a few examples:



WORLD SERIES TV TUNE-UP
This preventive maintenance campaign brought measurable results last fall for more than 6,000 dealers.



PROFITABLE SERVICE MANAGEMENT COURSE

A complete business management and development program. Course includes 2 volumes, plus phonograph record and workbook.

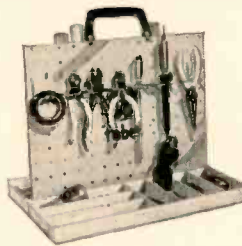
ALL-AMERICAN AWARDS

This nationwide program of public service awards brings national recognition to television service technicians who perform outstanding community service.



TECHNI-TALK

This bi-monthly publication contains information, short cuts and service helps; keeps you abreast of latest developments.



ORIGINAL G-E SERVICE AIDS

A complete line of tools and other items specially designed to help the technician in his daily work. New Service Aids are constantly being developed and tested.

PROGRESS IN SERVICE-DESIGNED PRODUCTS



Compactrons



"SG" Picture Tubes*



Capacitors



Entertainment Semiconductors

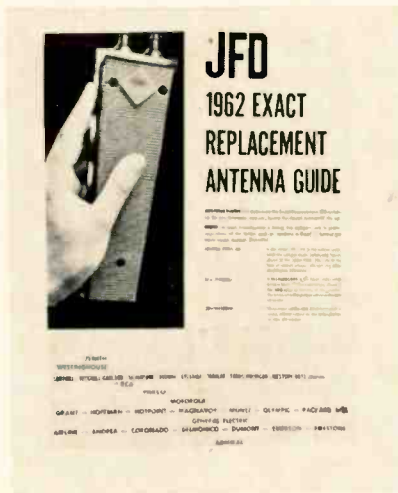
Progress Is Our Most Important Product

GENERAL ELECTRIC

General Electric's demonstrated leadership in research, analysis and product innovation provides you with the finest electronic components—has pioneered the Service-Designed "universal" replacement concept which simplifies your purchasing, inventory and service requirements.

*All new parts in a reused envelope

CURRENT LITERATURE AVAILABLE



FROM JFD . . .

Cross-referenced to set manufacturer's set number, OEM part number and JFD universal replacement number, a unique wall chart in condensed form is available to TV Dealers through authorized JFD Distributors.

Illustrations of 80 JFD Exact Replacement designs provide the visual help in determining the correct antenna. Listings by manufacturers are on individual sheets, again cross-referenced to manufacturer part number and set-chassis numbers.

JFD Distributors will make these flip-charts available to their Dealers on a registration basis under which revisions and changes are mailed periodically to registered Dealers as new set models and antenna designs are introduced.

FROM CALIFORNIA RESISTOR . . .

Availability of a 16-page catalog describing its standard line of precision power resistors is announced by California Resistor Corporation (CAL-R), 1631 Colorado Ave., Santa Monica, Calif.

The fully-illustrated brochure contains specifications and standard ranges-tolerances-resistances on its silicone coated resistors (including non-inductive) for power requirements in advanced electronic circuitry; its metal clad resistors (inductive and non-inductive) for high power heat sink applications; and its high temperature 350° silicone coated resistors (including non-inductive) for high temperature power applications.

A recap of CAL-R's production and quality control methods is also included.

FROM BLONDER-TONGUE

A compact master TV reference manual, designed to guide technicians and TV countermen in the selection of proper systems and equipment, has just been published by Blonder-Tongue.

The booklet covers smaller systems only, featuring clear diagrams and descriptions of typical installations that can be placed effectively in TV showrooms and service shops, apartment houses, as well as hotels, motels and other institutions. A section is also devoted to home systems, enabling technicians to meet the growing demands of multi-set owners for reception outlets throughout the home.

The Quick Reference Manual of Master TV systems is available without charge from Blonder-Tongue Labs, 9 Alling Street, Newark 2, N.J.



FROM SHURE . . .

An attention-getting, four-color counter display card featuring the new Shure Model 201/401 CB improvement microphone is being offered distributors by Shure Brothers, Inc., Evanston, Illinois.

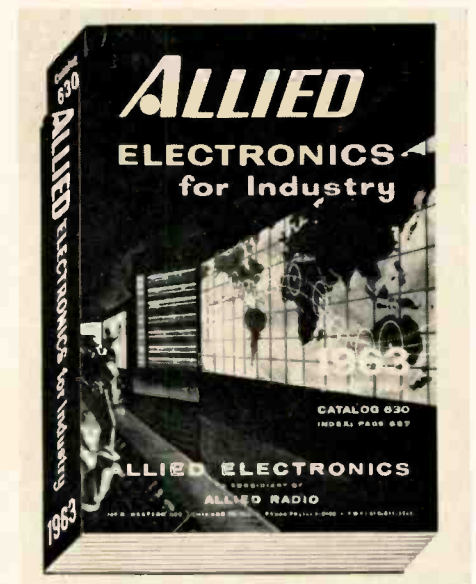
Features of the card are a mounted dummy 201 microphones and a supply of specially printed CB Signal Cards listing the most popular and useful "10" codes used by citizens band operators. The signal cards are contained in a "take-one-free" box mounted on the display.

The card is designed as a self-standing display and measures 20 inches high by 15 inches wide.

The display card, one dummy 201 microphone and a supply of 50 CB Signal Cards are available free to dis-

tributors ordering 12 Shure 201 or 401 microphones or any mix of the two models. Additional CB Signal Cards are available.

Additional information is available from Sales Dept., Shure Brothers, Inc., 222 Hartrey Avenue, Evanston, Illinois.



FROM ALLIED ELECTRONICS . . .

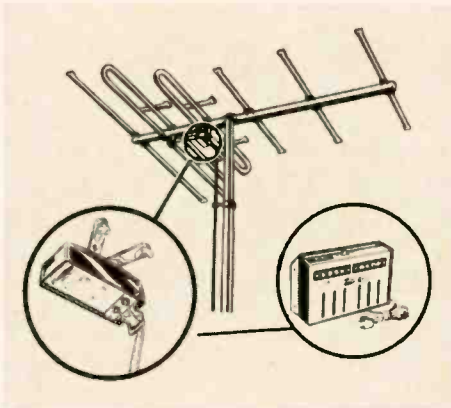
The just-announced 1963 Catalog of Allied Electronics, now available through Allied Radio of Calif., the company's West Coast branch, reflects new listing of space-age electronic components. Allied Electronics is the industrial subsidiary of Allied Radio Corp., Chicago, world's largest electronics parts distributor.

Largest and most complete buying guide in history, the 672-page "Allied Electronics for Industry" includes more than 70,000 types of components, parts and products regularly stocked by Allied.

Additions to the 1963 catalog include hundreds of newly developed devices such as laser crystals, fiber optics, electroluminescence, integrated microcircuitry and reed relays. Others are military components, tantalum capacitors, circuit-building components and potentiometers. Expanded sections cover semiconductors, relays and other electronic and related equipment.

The new 1963 catalog, largest in the industry, is available free on request from Allied Radio of California offices in: Pasadena (2085 E. Foothill Blvd.), Palo Alto (2439 Birch St.) or from Allied Electronics Corp., 100 N. Western Ave., Chicago 80, Illinois.

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



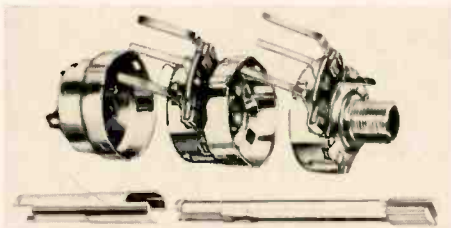
A TRANSISTORIZED . . .

electronic FM antenna to its "Stereocone" line, has been announced by JFD Electronics Corporation. Developing 34-DB gain, the rated operating range has been reliably reported as up to 200 miles.

The new FM Transis-tenna, model TNTFM350G-AC, features a built-in Transistorized Amplifier for Increased signal-to-noise ratio in the fringe on all FM frequencies 88 to 108 mc. The compact amplifier is integrated into the Twin-Driven dipoles of the antenna where it amplifies FM Monophonic and Stereo signals at point of interception.

The Twin-Driven dipoles employ satellite sleeve design and provide the sensitivity and gain required to compensate for the power loss of the Stereo carrier and subcarrier. Six wide-spaced elements are individually tuned and phased to pinpoint distant FM stations, eliminate interference and provide full limiter action.

The TNTFM350G-AC works as a powerful high gain amplifying system, for one or two FM Hi-Fi sets. The FM Transis-tenna is also available without the transistorized amplifier system as model AFM350. Both models are constructed of iridescent gold alodized aluminum for lasting beauty and consistent performance.



CENTRALAB . . .

The Electronics Division of Globe-Union Inc., has developed a completely new replacement control system that provides exact replacements for 15/16" controls.

The system covers all dual concentric types, as well as single and dual controls.

With the new system, known as Fastatch II, any control can be assembled in seconds and the resulting product is indistinguishable from a factory assembled unit. The components are designed to plug-in and snap-together, and a permanent locking construction guarantees that the shaft won't loosen or pull out. Exact replacement shafts are available for every application, regardless of the length or termination. The units have universal terminals which replace wire-wrap, hole type and all three types of printed circuit terminals.

Additional information about Fastatch II write Centralab, The Electronics Division of Globe-Union Inc., 900 East Keefe Avenue, Milwaukee 1, Wisconsin.



A NEW BROADCAST COUPLER . . .

that permits a citizens band antenna to be used simultaneously with a citizens band transceiver and with a standard AM automobile radio has been introduced by B & K Division, Dynascan Corporation.

Designated the CBS-1, the new coupler has a net price of \$8.95, Citizens Band net.

The coupler has extremely low insertion loss. Tests have shown maximum loss to be less than 0.3 decibels between transceiver and antenna. The CBS-1 is recommended for use with Mark Heli-whip® citizens band antennas, as well as any other mobile CB antenna.

The antenna cable is connected to a SO-239 input plug that is completely potted for long life. A lead with a PL-259 plug is connected to the CB transceiver. A conventional AM radio jack-plug connects the other lead to the standard broadcast receiver.

Further information may be obtained by writing B & K Division, Dynascan Corporation, 1801 West Belle Plaine Ave., Chicago 13, Ill.



A NEW DESIGNING

for color TV servicing is now available from Stancor Electronics, Inc. George Mena, Stancor's Distributor Sales Manager, describes it as a ruggedly built unit designed for maximum convenience and ease of use.

The coil, which is Stancor's Model DGC-100, features a 10 foot line cord with a line switch at the coil end. This eliminates the need for repeatedly plugging and unplugging it from the AC line.

The degaussing coil is now available from all Stancor distributors. It is priced at \$12.75.



THE HICKOK ELECTRICAL . . .

Instrument Company, Cleveland manufacturer of electronic test instrument, panel meters and control instruments has just introduced a new universal tube tester adapter for testing of Compactrons, Novars, 5 and 7 pin Nuvisitors and 10 pin tubes of older manual tube testers.

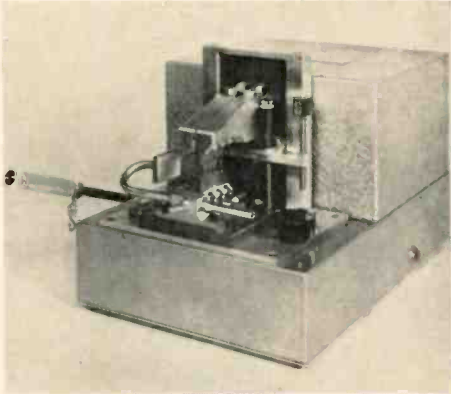
The new CA-4 Universal Adapter has sockets for all of the new tubes together with eight 14-position selector switches enabling proper set-up for the new tubes. Because no elements are paralleled, all tests can be made to handbook specifications.

The CA-4 Adapter connects to the octal socket of any manual type tube tester.

The Hickok CA-4 Universal Adapter is priced at \$49.50 and is available from stock of franchised Hickok distributors.

NEW PRODUCTS

continued



A NEW CABLE STRIPPER . . .

Model SS 40, that instantaneously severs and fuses the ends of braided wire shielding on coaxial cable is now available from Carpenter Manufacturing Company, Highbridge Road, DeWitt 14, New York. Designed to remove shielding from cable containing a heat-resistant inner insulation such as asbestos or Teflon, the bench-mounted Model SS 40 can also fuse a ground wire or terminal to the shielding during the severing operation. Where cable contains a heat-sensitive inner insulation, a protective tube is slipped between the shielding and the inner insulation before the severing operation. The Model SS 40 will cut and end-fuse shielding up to a total cross-sectional area of the shielding wires equal to 15 ga copper wire or 12 ga stainless steel wire. Average production rate is from 400 to 1000 pieces per hour depending on the skill of the operator and the type of cable being stripped. Base price for the Model SS 40 is \$485.

Operation of the Model SS 40 requires that any outer insulation over the shielding first be removed. The cable is then placed between a pair of holding jaws which act as electrodes. A set of jaws, which is replaceable, is notched to customer specifications to hold three sizes of cable; other sizes are accommodated by other sets of jaws. When a lever or optional foot pedal is depressed, an AC current passes through the jaws and instantaneously melts the shielding while fusing the severed strands to eliminate fraying. The severed section of shielding is removed manually.

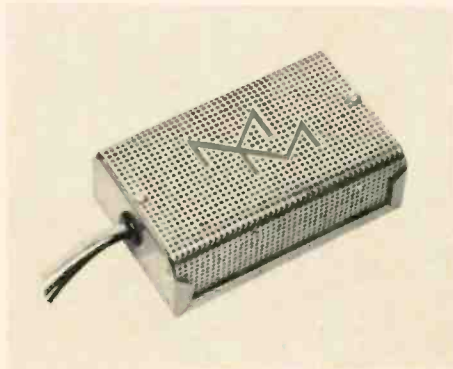
Prices and specifications are available from Carpenter Manufacturing Company, P. O. Box 217, Highbridge Road, DeWitt 14, New York (446-0670, Area Code 315). Samples of coaxial cable for stripping should be sent to the above address.

"CLEAN TIPS" . . .

a new product which solves the problem of cleaning and oiling normally inaccessible areas in electronic and mechanical equipment is offered by Robins Industries Corp., Flushing 56, N.Y. Priced at \$.75 for a package of 100 swabs, Robins' new item can also be used in workshops and will be of special interest to hobbyists and amateur craftsmen.

Consisting of slender wooden shafts tipped with cotton, "Clean Tips" permits access to places the hand cannot reach. The cotton tip is ideal for removing dust and dirt from delicate parts. Its absorbent qualities allow "Clean Tips" to be used as applicators for oil, grease or cleaning liquids.

The manufacturer suggests a use that employs the product for cleaning tape recorder heads. The swab, after being dipped in cleaning solution, may be inserted through the narrow tape slot without removing the protective head cover.

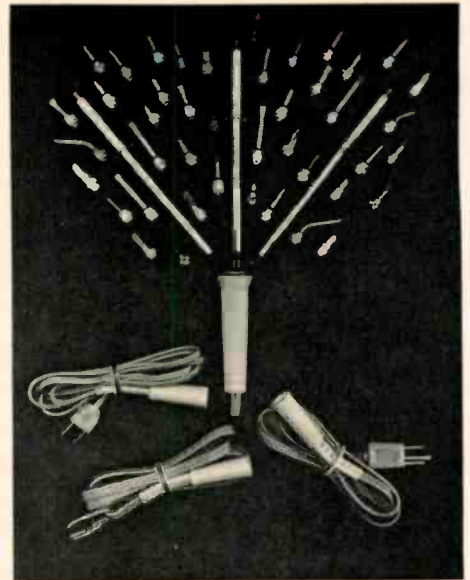


A NEW MODEL . . .

of the Hallett Message Master, an electronic device for counteracting noise in mobile communication equipment, has been introduced by Hallett Manufacturing Co. of Los Angeles. This component, now completely encased, is available in two types for either inboard or outboard mounting on the radio chassis. Hookup is simple; power requirements are extremely small; and the unit does not interfere with radio sensitivity.

The Message Master improves reception where interference is greatest, such as in heavy traffic, and near power lines and power stations. Adaptable to most FM tube-type sets, the unit converts noise into gating pulses which are injected into the receiver to coincide with the passage of potential noise voltage. So equipped, budget-priced receivers perform to the standards expected of more complex sets.

Descriptive literature may be obtained from Hallett Manufacturing Co., 5910 Bowcroft, Los Angeles 16, California.

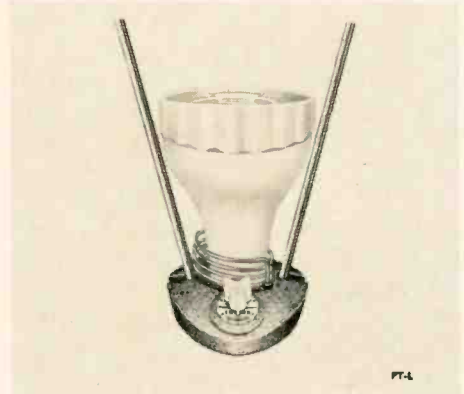


OFTEN REFERRED TO . . .

as the most revolutionary soldering iron ever invented, Ungar Electric Tools' IMPERIAL graphically demonstrates its interchangeability.

Designed to fill most soldering needs in the electronic, missile and space industries, a complete line of IMPERIAL parts includes Perma-Cool handles available in three select pastel colors (turquoise, beige and ivory), standard or grounded 2-wire or 3-wire cord sets, 25-30-40 watt longlife heat cartridges, and a current selection of 44 thread-on soldering tips.

Contact your local Electronic Parts Distributors for further information.



A COMBINED TV ANTENNA . . .

and lamp that provide the right type of light for TV viewing at the same time it is giving the clearest possible picture reception, has been introduced by Snyder Manufacturing Company, Philadelphia.

Called the Tenna-Lite (Model PT-L) the unit features Snyder's powerful Directronic indoor television antenna system with 12-position beam selector. This exclusive Snyder system gives the sharpest picture possible indoor antenna methods, employing individual selection

for each station. It gives good reception with black-and-white, or color receivers, with either the VHF or UHF systems. The Tenna-Lite's inverted lamp, attached to the base, beams the light upward. The lamp shade is made of opaque plastic, equipped with a web-like glare diffuser at the top opening. Enough light is provided to illuminate the room, but it is soft and subdued making TV watching easier on the eyes.

Tenna-Lite comes in cafe and brass combinations.

The antenna portion of the Tenna-Lite includes two 3-section staffs, Twin-X cable and slugs, heavy duty iron base that won't topple off the TV receiver, even though the staffs may not be in perfectly-balanced position. The staffs and coils are brass-plated.

Suggested retail price of the Tenna-Lite is \$9.95.



THAT OLD MOTHER GOOSE RHYME . . .

about the woman with rings on her fingers and bells on her toes, might

have been a prophecy concerning the modern ATR Inverter, which makes it possible for anyone, anywhere, whether in remote woods or mountain cabin, or lake or river, at a picnic or beach party, to use such amusement devices as portable record player, TV, tape recorder or radio, as well as other small electronic or electrical devices.

The secret? The ATR Inverter simply changes the 6 or 12 volt direct current as produced by the ordinary storage battery in the automobile, into regular house-power 110 volt A.C. It's easy, too. Just plug one end of the ATR Inverter connection into the automobile cigarette lighter receptacle, connect the

other end to TV, radio or record player, and—music, news, sports events, can be yours wherever you go.

A NEW PRODUCT . . .

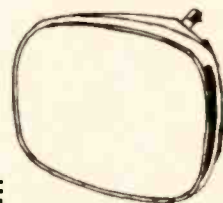
that removes rust and tarnish from iron, steel, aluminum, copper, brass and porcelain has been introduced by Devcon Corporation, Danvers, Mass., manufacturers of Plastic Steel and other Devcon products.

Called "Devcon Rust Remover," the material is virtually a universal cleaner and polish, and also helps prevent further oxidation of these metals, Devcon officials report.

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DON MARTIN

EDITORIALLY SPEAKING

RECENT RULINGS ON "LIST PRICES"

It looks as if the U.S. Government, through the Federal Trade Commission, is getting ready to crack down on our old friend the "List Price." Needless to say, the merchandising aspect of list prices has been shot full of holes and the advent of the discount house was certainly the last straw. In a recent statement, Paul Rand Dixon, Chairman of the Federal Trade Commission stated that the Commission considers it a matter of settled law that "The representation of Manufacturer's List or Suggested List Price creates the impression that there is a usual and customary retail price for the product in the trade area, and, that price is the specified Manufacturer's List Price." Emphasis was given to Chairman Dixon's view by the United States Supreme Court on April 23rd, 1962 when it declined to review a United States Court of Appeals ruling affirming an FTC order barring fictitious pricing through preticketing. The lesson was very clear...fictitious pricing in any form is unlawful.

Following much of this were statements from leading manufacturers that their 1963 lines would not carry list prices or would there be a suggested list price printed. Retailers are being asked to eliminate the use of the words "list price" or "suggested retail price" from the advertising.

All of this may or may not be good depending upon each individual opinion. The thing that bothers me is that there seems to be a lack of definition as to WHAT THE GOING PRICE IS. From what I can gather, the going price is the lowest price being advertised in a given market by some retailer. Whether or not there is any consideration of volume buying I do not know, but the way it looks from here...the so-called-discount house is going to have to set the retail price of any particular product and the rest of us can take it from there.

Actually...it may save some firms who we see advertising "lower than discount," but it wasn't too long ago that a product was manufactured and sold to a distributor who marked it up 20% and sold it to a retailer who marked it up 40% and sold it to the consumer. Nobody was confused and everyone made a profit. Today the word profit is very un-popular and we have all but eliminated the distributor's 20%. From now on, the manufacturer will build a product and, if possible, make a profit. This product is then turned loose on the dealer to sell it for what ever you can get. God love the small businessman...he isn't long for this world.

**WEW/PETS OF 63 . . . AN IMPORTANT
OPEN LETTER TO DEALERS**

This is kind of an open letter to the Service Dealers in California. In the last two years you have had an opportunity of viewing the Pacific Electronic Trade Show. The first year, you turned out in record numbers and last year, I'm sure, it would have been the same except the rains that came. This note is to let you know that many of the national manufacturers whose products you are buying are not really interested in talking with you or showing you what's new. At this date...many of these national accounts have not acknowledged their responsibility, and it IS THAT, to provide this personal opportunity to answer direct questions. I don't know whether it will do much good but in the future issues of MESD we WILL LIST ALL FIRMS THAT HAVE AGREED TO EXHIBIT...and, even if it hurts us, take issue with those who have not. This year the GO PETS

Caravan should swell dealer attendance and with a special section devoted exclusively to dealer products we can not see how any manufacturer can over-look PETS 63. Some of those that are already in include: RCA, Tung-sol, Jerrold Electronics, Sprague, JFD, Calvideo, Du Mont, Westinghouse, General Electric, to name only a few. In the November Issue we will list all of those that are in at that time. I should think that it would be a terrific idea if every COLOR TV Manufacturer would be present with their service manager to answer specific questions about these sets.

ACTIVITY THROUGHOUT THE STATE

Whatever you may think of the California State Electronics Association you have to admit it is an active one. Sitting here in the middle you can see this activity being molded into an overpowering drive to advance an industry that began as a highly respected technical one to that of a screw driver tinkerer and now back the other way. When you think about it...the TV itself has gone through this same type of evolution and, with the advent of color on a large scale, it too is returning to the scene of something more than a machine you plug into the wall in the public's eye.

A few weekends ago the Board of Delegates of CSEA met in Fresno. This group, made up of individuals representing different chapters from throughout the State, didn't make earth shattering progress but progress was evident. Combine this with the activity of the Board of Directors and add: 1. Fifty some new members joining the Fresno Chapter in a body, 2. The Sacramento Chapters outstanding Public Relations program, 3. The Co-op Advertising Campaign in the Los Angeles Area, 4. The San Diego members fight for the integrity of the individual dealer...whether a member of CSEA or not, 5. The work of our State office with the Consumer Council, 6. The tremendous planned programs of the ACTRA group, 7. The work of the Zone's in their meetings, etc., etc., just to name a few activities reported in THIS ISSUE OF MESD. This is just for one month. What about the rest of the year?

Needless to say, CSEA is mustering its forces for the new session of the State Legislature. Whether our direction is for licensing or certification is still to be determined. Whatever happens you can count on an all out effort from now until next June when the session adjourns.

This is not the fight of only 500 or 600 dealers that are presently members of CSEA. It is not a fight of personalities, pettiness or indecision but a coordinated combined effort of an industry that is going to be heard.

Even though this publication is the official organ of CSEA it is independently owned and operated. In over 17 months, since the first issue hit the streets, the officers and members of CSEA have never exerted any editorial policy. Instead, they have offered us complete cooperation and understanding of occasional mistakes. They have made suggestions of what they would like to read and we have tried to obtain this information and present it to the best of our ability. Judging from the terrific amount of letters and cards that we receive...MESD is achieving this goal.

Our publication, I believe, can not be compared with any other "Association Publication". Its unique arrangement with CSEA enables us to act as an official voice for all independent service dealers throughout the State of California and not just those of the Association. Every honest dealer should be interested in the work of this organization and should try to become an active member.

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