

MODERN

electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 2, NO. 8

DECEMBER, 1962

One Solitary Life

On Christmas Day we commemorate the birth of a baby in an obscure village, the child of a peasant woman. He grew up in another village. He worked in a carpenter shop until he was thirty, and then for three years he was an itinerant preacher. He never wrote a book. He never held an office. He never owned a home. He never had a family. He never went to college. He never put his foot inside a big city. He never traveled 200 miles from the place where he was born. He never did one of the things that usually accompany greatness. He has no credentials but himself.

While he was still a young man, the tide of public opinion turned against him. His friends ran away. He was turned over to his enemies. He went through the mockery of a trial. He was nailed to a cross between two thieves. While he was dying, his executioners gambled for the only piece of property he had on earth, and that was his coat. When he was dead, he was laid in a borrowed grave through the pity of a friend.

Nineteen centuries wide have come and gone, and today he is the central figure of the human race and the leader of the column of progress. I am far within the mark when I say that all armies that ever marched, and all navies that ever sailed, and all parliaments that ever sat, and all kings that ever reigned, put together, have not affected the life of man upon this earth as has that one solitary life.

The author of this widely quoted tribute to our Lord Christ is unknown. It has been credited to Phillips Brooks, O. Henry, Mark Twain, and to many others.

Revolution in the Air:

JFD PRESENTS

Initially Developed by the Antenna Research Laboratories of the University of Illinois*, Proved-Out in Air

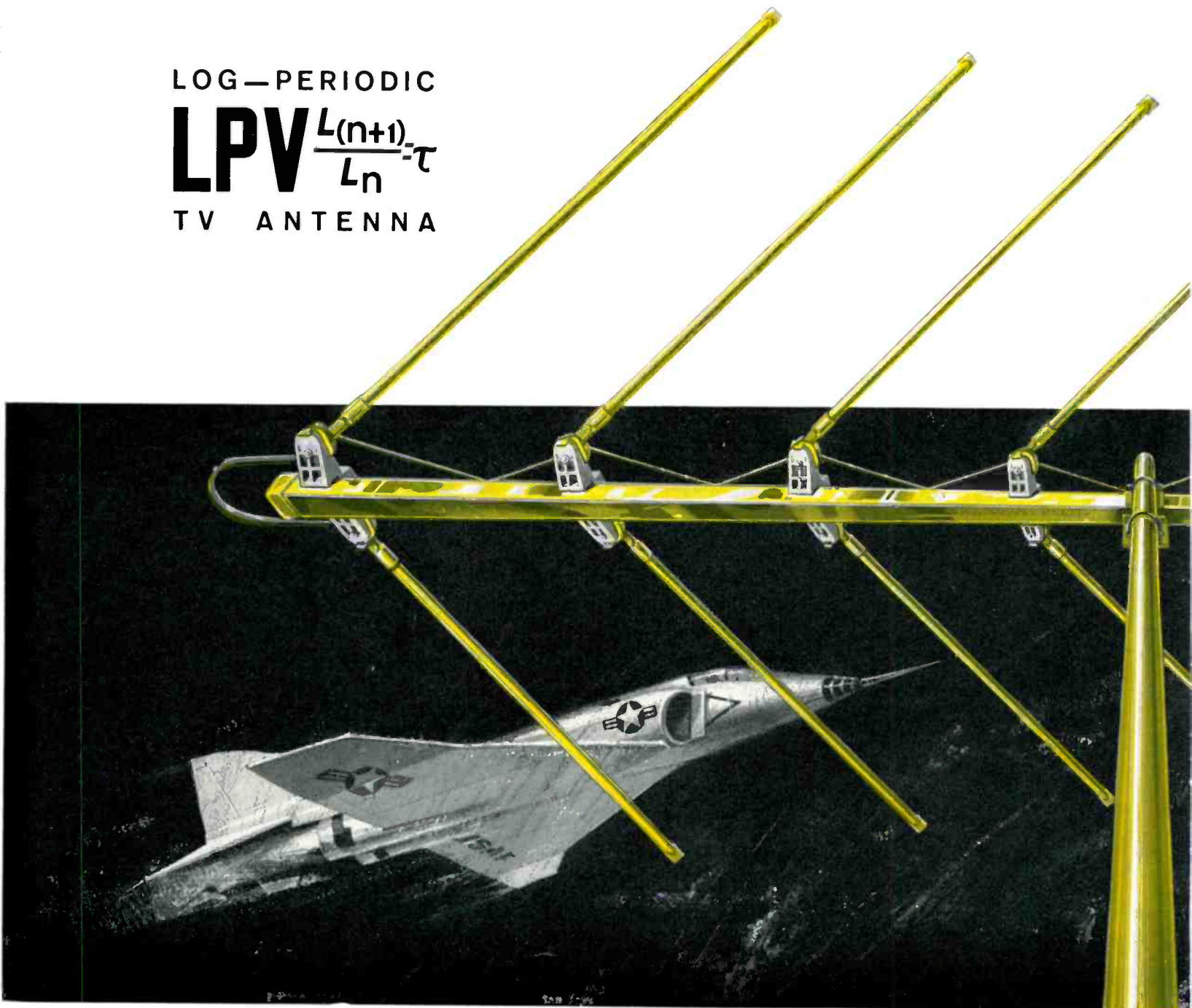
IT COULD ONLY HAVE BEEN PRODUCED by such massed resources as those of a prominent university, the military, and the country's leading antenna manufacturer. BECAUSE ITS GAIN IS INDEPENDENT OF FREQUENCY, the backward-wave log-periodic LPV functions with high efficiency across the entire band. This end-fire array is comparable on any channel to a tuned Yagi cut to that channel. ON VIRTUALLY EVERY COUNT, IT OUTPERFORMS PREVIOUS WIDE-BAND ARRAYS: in gain, in directivity, in bandwidth, in front-to-back ratio. It has gains as high as 14 db. in the 17-element model. It shows flat response across both TV bands—with greater gain on the high band, where it's needed most. Result: An all-channel, all-

purpose antenna with unprecedented gain, a decisive end to snow and ghosts and the truest color reception yet—as well as vivid sharpness in black and white. The basic log-periodic LPV principle will be also adapted to all future UHF antenna needs.

MORE, FARMORE, THAN JUST A "FRINGE" SOLUTION, the log-periodic LPV gives superior reception in all multi-channel areas. It is the first true "universal" TV antenna. It will open key profit opportunities to you in the months ahead—not only because it puts better reception within the reach of virtually every TV set-owner, but because it enables you for the first time to meet all antenna needs with a single antenna line.

*PRODUCED EXCLUSIVELY BY JFD ELECTRONICS UNDER LICENSE TO THE UNIVERSITY OF ILLINOIS
U.S. PATENT NUMBERS 2,958,081—2,985,879—3,011,168 ADDITIONAL PATENTS PENDING

LOG—PERIODIC
LPV $\frac{L(n+1)}{L_n} = \tau$
TV ANTENNA



DISTRIBUTED BY:

ANDREWS ELECTRONICS
Burbank, Calif.

FRANK QUEMENT
San Jose

RADIO TELEVISION SUPPLY CO.
Los Angeles - Harbor City

WRESCO INC.
San Francisco - San Carlos

THE LOG-PERIODIC LPV

Force Satellite Telemetry, Adapted to TV by JFD—Ending the "Era of Compromise" in TV Antenna Design

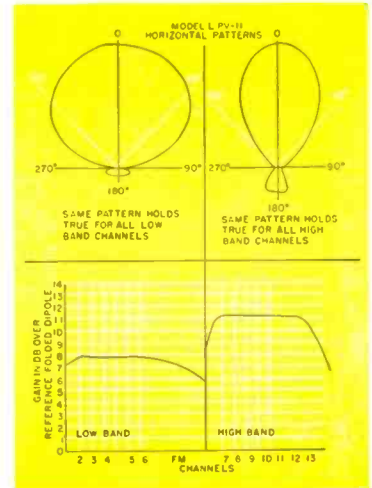
NOT A "CATCH-ALL COMPROMISE"—the log-periodic LPV signals a halt to the endless piling-on of narrow-band elements and parasitics. It is essentially frequency-independent since it is derived from an antenna geometry that repeats the electrical properties of the basic element, or cell, periodically; the periodicity being proportional to the logarithm of the frequency. (Actually, the basic log-periodic design is capable of flat response over a frequency range as broad as 20 to 1.)

BASED ON PRINCIPLES DESIGNED TO MEET RIGOROUS AIR FORCE PERFORMANCE STANDARDS—built to uncompromising JFD specifications—of AAA† Gold Bond Alodized aircraft aluminum for enduring good looks.

100% PREASSEMBLED FLIP-QUIK CONSTRUCTION—with new "tank-turret" aluminum brackets that align and double lock the elements instantly and permanently in place.

RECEIVES STEREO FM, TOO—delivers drift- and distortion-free FM stereo.

SEE THE LOG-PERIODIC LPV AT YOUR JFD DISTRIBUTOR—study the performance figures—try it—see for yourself how the LPV towers over all other broad-line antennas.



JFD

THE BRAND THAT PUTS YOU IN COMMAND OF THE MARKET

JFD ELECTRONICS CORPORATION

6101 Sixteenth Avenue, Brooklyn 4, N.Y.

JFD Electronics-Southern Inc., Oxford, North Carolina

JFD International, 15 Moore Street, New York, N.Y.

JFD Canada, Ltd., 51 McCormack Street, Toronto, Ontario, Canada

557 Richards Street, Vancouver 2, British Columbia

†Attractive, Anti-corrosive Armor

Model LPV-11
(Illustrated)

ONE BASIC CONFIGURATION SATISFIES ALL NEEDS:
Harmonically resonant V-elements operating on the Log-Periodic Cellular Principle in the Fundamental and Third Harmonic Modes:

LPV-4:
4 Active Cells—
up to 50 miles

LPV-6:
6 Active Cells—
up to 75 miles

LPV-8:
7 Active Cells and
1 director—
up to 100 miles

LPV-11:
9 Active Cells and
2 directors—
up to 125 miles

LPV-14:
13 Active Cells
and 1 director—
up to 150 miles

LPV-17:
15 Active Cells
and 2 directors—
up to 175 miles

JUNLAP ELECTRONICS
Stockton - Sacramento - Marysville
Chico - Merced - Modesto
Pittsburg - Walnut Creek - Fresno

RADIO PRODUCTS SALES CO.
Los Angeles

WHOLESALE ELECTRONICS SUPPLY CO.
Ventura - Santa Barbara

WESTERN RADIO & TV SUPPLY, INC.
San Diego

NEW! WINEGARD NUVISTOR ANTENNA AMPLIFIER



ENGINEERED FOR TROUBLE-FREE,
LONG LIFE OPERATION...

NO CALL BACKS!

INSTALL IT AND FORGET IT... USES 2 NUVISTORS THAT WILL LAST FOR YEARS... COMPLETELY WEATHER-SEALED, WON'T CORRODE... RESPONDS TO WEAKEST SIGNALS BUT STRONG SIGNALS WON'T OVERLOAD IT (TAKES UP TO 400,000 MICROVOLTS INPUT)... NOT AFFECTED BY HEAT OR COLD... DESIGNED FOR COLOR TV... FITS ANY ANTENNA... FULLY PROTECTED FROM LIGHTNING FLASHES, PRECIPITATION STATIC AND LINE SURGES ON 110 VOLT LINES.

Uppermost in the minds of Winegard engineers in developing the new Colortron amplifier were two things—1. A new high in performance. 2. Long life and trouble-free operation. For example, a special "lifesaver" circuit gives the two nuvistors an expected life of 5 to 8 years at top performance. This is possible because of a heat sink to control operating temperature and an automatic voltage control.

Winegard's revolutionary new circuit enables the Colortron to overcome the service problems and limitations of other antenna amplifiers. Colortron will not oscillate, overload or cross modulate because it takes up to 400,000 microvolts of signal input. *This is 20 times better than any single transistor amplifier.*

The Colortron amplifier will deliver clean, clear, color pictures or black and white, sharp and bright without smear. It can be used with any good TV antenna but will deliver unsurpassed reception when used with a Colortron antenna.

It has an ultra low noise circuit... high amplification... flat frequency response... accurate impedance match (VSWR 1.5 to 1 or better, input and output)... and no phase distortion. Can drive 6 sets or more easily.

Nothing on the amplifier is exposed to the elements—even the terminals are protected. A rubber boot over the twin-lead keeps moisture out. Colortron comes complete with an all AC power supply with built-in 2 set coupler. Colortron (model No. AP-220N) lists at \$39.95. Twin transistor model AP-220T also available. Input 80,000 microvolts without overload—\$39.95. For FM model, AP320 twin Nuvistor, 200,000 microvolts input—\$39.95.

Colortrons will be heavily promoted this fall with big ads in Life, Family Weekly, Parade and other consumer publications. Order now—ask your distributor or write for technical bulletin.

You get an extra bonus of quality and performance in all Winegard products.

WINEGARD DISTRIBUTORS

RCA VICTOR DISTRIBUTING CORP.

6051 Telegraph Rd., Los Angeles 22, California
RA 3-6661

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

DUNLAP ELECTRONICS

1800 18th St., Sacramento

824 Cherry St., Chico

526 "J" Street, Marysville

410 10th St., Modesto

27 No. Grant St., Stockton

355 "M" Street, Fresno

Other stores in
No. Sacramento, Merced, Pittsburg &
Walnut Creek

RADIO PARTS COMPANY

2060 India Street, San Diego
232-8951

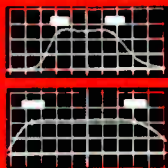
In Calexico EL 7-3148



AMPLIFIER WORKS
ON ANY ANTENNA.



SPECIALLY DESIGNED
AMPLIFIER CLAMP SNAPS
ON COLORTRON AN-
TENNA IN SECONDS.



UNRETOUCHED PHOTO
OF AMPLIFIER GAIN
CURVE—FLAT RESPONSE
ALL CHANNELS.

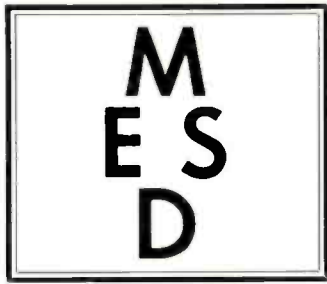


COLORTRON
POWER UNIT WITH
BUILT-IN 2 SET
COUPLER.



Winegard
ANTENNA SYSTEMS

3024-11 Kirkwood Boulevard
Burlington, Iowa



MODERN ELECTRONIC SERVICE DEALER

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Ralph L. Hoy, 912 A Street, San Rafael, Calif.
ZONE C
Kenneth Preston, 4137 No Eldorado, Stockton, Calif.
ZONE D
Russ Hamm, 4612 Soquel Dr., Soquel, Calif.
ZONE E
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Don Reed, 9107 Hoxey Ave., Los Angeles, Calif.
ZONE G
Paul E. Fort, Jr., 1546 30th St., San Diego, Calif.

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CALIFORNIA STATE
ELECTRONICS ASSOCIATION, INC.
KEITH KIRSTEIN
Executive Director
3300 Watt Ave.
Sacramento 21, Calif.
482-0706

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FEATURE ARTICLES

- 14 Your Stake In Business—Rule Of Thumb Days Gone Forever
This is a special article that attempts to point out the pitfalls of the old rule of thumb method of doing business. It tells facts concerning basic accounting, effects of price cutting and the do's and don't of borrowing money.

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LETTERS TO THE EDITOR:

Gentlemen:

I would appreciate receiving a subscription to your excellent publication.

Thank you.

Cordially yours,
ALPHA WIRE CORPORATION
Norman Miller
Advertising and Sales
Promotion Manager

Dear Mr. Miller:

We certainly want to thank you for your letter of October 30th and will be happy to place your name on our complimentary list.

You may not be aware of it but we will not sell a subscription to MODERN ELECTRONIC SERVICE DEALER. We have a very tight qualification policy and you must be a service dealer who is actively working in the industry to be placed on our mailing list. We have actually turned down numerous requests and will continue this policy until such time as we put on an active controlled subscription promotion. We have found that this tight policy is the only way in which you can control your circulation and who is to receive it. However we do have a small comp. list for possible advertising prospects.

Dear Mr. Martin:

With reference to an article on Page 11 of your September 1962 issue listed as ZONE B O.K.'S POSSIBLE APPLICATION OF ANTENNA GROUP.

This article mentions that Zone B delegates have voted to accept the AESC membership in their Association. This group of dealers is primarily interested in commercial sound and master antenna systems in new construction. We thank CSEA and Zone B for this consideration.

Our group has acted on this matter at a meeting on July 26th, with Mr. Clair Lanam and Mr. Chet Chapin from Zone B. The committee at that time decided to not affiliate with CSEA. All present believe that our group and CSEA should maintain good relations and should work together for the betterment of the industry.

Our Association has since been formed and we are diligently working on some of the more pressing problems in this area. I have informed Mr. Keith Kirstein that we will keep him and the CSEA informed of our progress. If your magazine desires to consider publishing articles from an Association that is not entirely affiliated with CSEA I will be glad to see that such articles are forthcoming.

Sincerely yours,

AESC

Richard E. Linebarger, Secy.

Dear Mr. Linebarger:

Although we are sorry that your group has decided against affiliating with CSEA we can understand how your problems differ and we wish you the very best of luck. We are definitely interested in your activities and will be more than happy to carry such news in MESD. It is our position to be an Industry Publication and we will report any news that affects the industry as a whole. We look forward to hearing from you in the near future.

Don Martin

CSEA
3300 Watt Ave.
Sacramento 21, Calif.

Gentlemen:

In the October issue of MESD—Volume 2, No. 6, tube warrantees are listed by mfg. code dates.

In placing this ad in the future, if it is possible the distributor would like to have it stated the distributor warrantee on these tubes is for 90 days only.

Thank you.

Sincerely yours,
CSEA Yuba-Sutter Chapter
By B. P. Smith, Secy.

This notation will be added to all future tube warranty listings. Thanks for the tip.

November 8, 1962

ATR Manufacturing, Inc.
300 East 4th Street,
St. Paul, Minnesota

Gentlemen:

Recently we read of your ATR Inverter in the new products section of MODERN ELECTRIC SERVICE DEALER, whose publisher, Mr. Donald J. Martin, was kind enough to forward your address when we made inquiry about it.

We would appreciate receiving particulars about the Inverter at your convenience. Please advise us whether it is stocked by jobbers in Northern California. Thank you.

We are yours very truly,

BONANZA STUDIOS,
Harry H. Fish, Mgr.

Happy to have been of service and thanks for sending us a copy of your letter.

Dear Editor MESD:

Noticing that several chapters have not incorporated, I feel that I must write this letter to emphasize that all chapters should incorporate as soon as possible.

Remember, that an unincorporated group is personally responsible for all actions of its officers and members.

This makes a rather frightening aspect, if someone should take exception or be injured physically or mentally in some manner.

Your magazine is certainly excellent. Keep up the good work.

Sincerely

Claire W. Lanam,
President, CSEA

SPECIAL THANKS!

We wish to give a special thanks to Mr. Harry Kiyomura, Zone F Treasurer, for his terrific pictures of the Board of Delegates meeting that were used in the November Issue of MESD. It takes a great deal of time and effort as well as expense to produce such material and we certainly want to thank Harry for doing this for us.

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
OV 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

726 No. Los Angeles, Anaheim
774-3022

KIESUB CORP.
2426 Fourth Avenue, San Diego
BE 4-7231

SOUTHLAND TV SUPPLY CO.
555 El Cajon Blvd., El Cajon
HI 2-9638
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

MODERN ELECTRONIC SERVICE DEALER

POWERMATE



...the unquestioned leader in antenna-mounting preamplifiers

"Improved" models of other TV/FM antenna amplifiers may come and go, but Jerrold POWERMATE remains the one to beat.

Only POWERMATE delivers consistent high gain on both high and low bands—no "hills and valleys" to cause smearing and ghosting. And only POWERMATE offers the over-all reliability that cuts call-backs to the bone. Service-

men and viewers, even in deepest fringe areas, agree that POWERMATE outperforms them all ... more customer satisfaction, more profit for you.

Are you getting your share of this POWERMATE-hungry market? See your Jerrold distributor today, or write Jerrold Electronics, Distributor Sales Division, Philadelphia 32, Pa.

JERROLD 

A subsidiary of THE JERROLD CORPORATION



DON MARTIN

SYLVANIA CLOSES FULLERTON PLANT

A few weeks ago we learned of the closing of Sylvania's picture tube plant in Fullerton. In an announcement by Walter A. Weiss, Vice President and General Manager of the Picture Tube operation, he stated that "all black and white picture tube manufacturing would now be done in Ottawa, Ohio, and that this action would provide Sylvania with additional manufacturing efficiencies." He further stated that "the Sylvania distribution services in Los Angeles and San Francisco would be expanded to provide West Coast customers with three instead of two picture tube distribution outlets. In this way," he went on, "we will be improving our services by placing our tube inventories closer to our customers."

From where we sit it seems strange that a factory owned manufacturing plant sitting in the world's largest individual market would be unable to provide better services than a shipped in warehouse operation. However, this move by Sylvania, follows closely the General Electric pattern of building large inventory centers in central locations. Their facility in Bakersfield has been in operation over a year now and seems to be doing the job.

The losing of a major manufacturing plant of picture tubes is certainly an important factor to the independent service dealer, the distributor and to competitive independent manufacturers of re-built tubes. The picture tube business in general has been going through an evolutionary period for the past two years with no one really knowing how it would end up. We have seen many of the largest re-builders go out of business and the prices go up and down. The CRT, which use to be the foundation of the distributors business, became a loss leader.

Profit seems to be a nasty word today but without it we have no industry. The time is right for realistic pricing not only on CRT's but the poor old receiving tube that has taken such a beating from the 50's, 60's and 70's off plus the percentages. Profit is based on sound evaluation of costs plus a realistic mark-up in order to stay in business. No one knows this better than the independent service dealer who finds himself charging customers at extremely low rates for a highly technical service.

All in all, it seems to me that higher CRT prices will have to come up. With all major manufacturers now placed in a position of shipping to a central warehouse, and then to the distributor plus the return trip of the used glass it has to mean higher prices. When you stop to think that in 1958 a 21AL, one of the fastest moving units which has been replaced by the 21CB or the new 21 FL, sold to the distrib-

utor for \$26.00 and now sells for \$19.50 plus a continued increase in costs, it can only mean the end of the price war and a return to selling.

In my mind there was no need to lose such a valuable asset as a CRT major manufacturing plant in Southern California or the independent re-builders. Each provides a definite service and both are valuable to the industry as a whole.

INDIANA LICENSE BILL

It was interesting to note in a recent newspaper article that the Indiana Electronics Service Association has already started an all out push towards licensing in that state. Meetings, sponsored by that group, are being held in various cities throughout the State in an effort to secure funds and encourage servicemen in the TV industry to back the passage of such legislation. It seems, from the comments of their president, that their main opposition came from manufacturers in the service industry and that ever effort would be made to spell out the complete bill to these people prior to the introduction into the legislature. In all of the past activities of CSEA the manufacturers have never been considered a stumbling block to the licensing bill. Most of the local opposition came from individual legislators and, it is hoped, much of this has been eliminated. As all of you know, the CSEA licensing bill went through the Assembly with flying colors but got pigeon holed in the senate committee and went down the drain with many other bills as the 61 legislature adjourned. All I can suggest is that an early start be made now that the elections are over.

PHIL SOTO ELECTED TO ASSEMBLY

It was with a great deal of pleasure that we noted the election of former Board of Delegates Chairman Phil Soto to the California State Assembly. Phil was an outstanding member of CSEA and it is a credit to our industry that the people choose him to represent them in the Assembly. It is extremely important that men who know the problems of the TV industry be on the ground floor when the service legislation is being discussed on the Assembly. Our sincere congratulations to Phil and the entire Service Industry in California is proud of your accomplishment.



dates

zone reports

chapter news

Hickok—CSEA Sponsored Clinic Highly Received

Attendance at a color t.v. and FM multiplex "clinic" held the evening of November 9th at the Hollywood Plaza Hotel turned out to be somewhat of a tribute to the reputation of CSEA's Los Angeles Chapter for arranging technical meetings of real interest to the industry. Although printed notices of the meeting had arrived by air express in Los Angeles only four days previously and could not be mailed until the following day, forty shopowners and technicians responded to the "RSVP-by-telephone" invitations and attended.

The clinic, co-sponsored by Hickok Electrical Instrument Company and California State Electronics Association, Los Angeles Chapter, was conducted by Hickok's Tom Clements. Mr. Clements holds the title of "National Sales Manager, Test Equipment Division," but he turned out to be a very well-informed authority on both the theory and servicing problems of color television and FM multiplex receivers. In fact, to the great satisfaction of all those present, Mr. Clements devoted his entire program to hammering home valuable information on the two subjects chosen, leaving the Hickok instruments to sell themselves by being effectively used for visual demonstration of points brought out in the lecture. Also present representing Hickok were Jim Walls, Regional Sales Manager, and Larry Shumway, Field Engineer. Mr. Shumway's office is located in Pasadena.

The Chapter was pleased to play host to fourteen of those present who have not yet signed up in the Association. Educational Director Hugh Wilkins stated that he hopes they will soon all be on the inside helping the organization to do bigger and better things for the industry.

For the information of other chapters who may be interested in arranging similar clinics in their areas, Mr. Clements has advised the Association that he will probably be available again in Southern California early next year. In this connection, it is suggested that chapters call Mr. Shumway at Murray 1-2419, for more definite information.

NEW TARIFF FOR YELLOW PAGE ADVERTISING PASSED BY PUC

by KIETH KIRSTEIN

Final approval of a Tariff regarding the requirement of listing addresses with telephone numbers in the "Yellow Page" advertising in the telephone directory was approved by the P.U.C. and will be followed on all "Yellow Pages" sales canvasses starting on or after September 30, 1962.

The P.U.C. Approved Sched. Cal. P.U.C. No. 17-T Tariff which says:

(b) "Where the type of business generally involves the removal of appliances, furniture or other articles of value from the owners' premises, the address at which the telephone service is rendered must be included in a business listing."

What this means is, any directory sales and servicing activities by the Telephone Company started after September 30, 1962 will have phone numbers with addresses. Those areas in which directory sales and service activities started before September 30 will not necessarily have addresses with each phone number.

This Tariff is not 100 per cent as we would like, but it is a gigantic step in the right direction. This change in the Tariff was initiated by this Association primarily in the public's interest. This activity is certainly a big milestone in the progress of CSEA. It is this type of accomplishment that cannot be realized by individuals or by Local Associations, but can be accomplished by a united backing of all CSEA members.

Although CSEA spearheaded this particular activity, we were backed 100 per cent by APA, the Attorney General's Office, Washington State Association, Sacramento Better Business Bureau and many others. The original informal complaint filed with P.U.C. was a joint action between APA and CSEA. From there on CSEA carried the ball with the wholehearted backing of APA, which was a vital factor in our success. Although this particular problem exists primarily with the television and appliance service organizations, it is applicable to all advertisers in the "Yellow Pages". Therefore, our efforts protect the public by a much wider scope than just television and appliances.

The assistance and cooperation of Mr.

Zone "F" Holiday Party Announced

The Zone "F" Council of CSEA will hold an Area wide Christmas Party in an effort to bring CSEA members from throughout the Zone closer together under a strictly social atmosphere.

In the past, local chapters have held individual parties and this is the first time an event of this nature has been set up in the Zone "F" area.

The event will be held at the Alhambra Elks Club, 201 North 1st Avenue on Saturday evening, December 8th. A social hour will precede the main dinner at 6:30 p.m. to 7:30 p.m. Dinner will be served promptly at that time and will be followed by music and dancing.

According to chairman Ron Kealy, "we have made arrangements with a local combo to supply danceable music for all of us old timers and the evening will be complete with door prizes, raffle drawings, etc."

The cost of the entire evening is \$7.50 per person and tickets are available from all Zone "F" delegates.

T. G. Edwards, Assistant Vice President of The Pacific Telephone & Telegraph Company, should be noted at this time. Without his interest and cooperation we would certainly have had a more difficult fight on our hands. Mr. Edwards has given us his assurance that the Telephone Company will continue to work with us in this same manner in raising the standards of advertising in the "Yellow Pages". His reception of our Advertising Standards, as originally submitted, was most gratifying. It is apparent that he is as interested in protecting the telephone subscribers as CSEA. This is a public "Thank You" to The Pacific Telephone & Telegraph Company.

Color Course Being Studied by Zone "B" CSEA Council

The Zone "B" Council of the California State Electronics Association voted to take advisement of proposed sponsorship of a Television Color Course.

According to the announcement, this course will include all color fundamentals and will be arranged along the line of a symposium. There will be a combination of several sessions by color set manufacturers and independent specialists to round out a complete program.

Zone "F" Discusses Plans for 1963

The Zone "F" Council of the California State Electronics Association at their last meeting on November 19th resolved a basic direction for their Council in 1963.

According to chairman Hugh Wilkins, "Our first step is to set up a new budget based on an increase of Zone dues. At the present time, the Zone itself receives only \$7.50 per year per member and this amount is not enough to carry out the aims and objections of the Zone delegates. The general amount of the dues increase will bring it up to a total of around \$3 per month."

Mr. Wilkins went on to state that, "Using the budget as a starting point we will then set up a complete advertising and promotion program for the year. With these aims and objectives spelled out we will know exactly where we are and where we are going. At the present time we have several good programs underway and with good organizational planning we will be able to make them work efficiently."

SEPTEMBER IS PEAK MONTH FOR TV PICTURE TUBE SALES

September was 1962's peak month for sales of television picture tubes, with 866,512 units worth \$16,537,417 turned over at factory outlets, the Electronic Industries Association reported.

Despite the spurt upward from August totals of 795,121 tubes valued at \$15,035,830, sales for the January-through-September period fell behind those for the same period last year. Through September, 6,782,798 picture tubes worth \$129,970,298 were sold, compared with 6,819,361 worth \$136,553,233 during the same period last year.

September was an average month for 1962 in sales of receiving tubes at the factory, with totals of 31,640,000 units valued at \$25,327,000.

Pay-TV To Arrive In Santa Monica For Pre-view Dec. 5th

LOS ANGELES, CALIF.—General Electric has contracted to design several special controls for use with a new pay-TV concept developed by Home Entertainment Company of America, Inc., for use with existing television sets. The announcement was made jointly by W. H. Sargent, vice-president of Home Entertainment Company of America, Inc., and J. H. Gauss, general manager of GE's Appliance Control Department.

First city to receive the new medium will be Santa Monica, Calif., where Home Entertainment Company of Los Angeles, franchised by HECA, has signed commitments with the General Telephone Company of California to install the cable system.

"Home Entertainment Company," according to Sargent, "is launching a dramatic concept in TV programming which calls for the presentation of such attractions as current motion pictures, stage presentations, concerts, symphonies and sports events." He said transmission will be directly to homes from the studios with signals carried through special cables installed by local telephone companies.

Gauss said GE is designing for production the unique push-button remote control unit and metering device. "In operation, the viewer would select a program by pushing a button which signals the meter to switch to the program selected," according to Gauss. The meter automatically keeps a record of the programs that have been viewed.

Sargent, the system's inventor, said Santa Monica was purportedly chosen for the initial installation because of its proximity to Hollywood, the nation's entertainment capitol, and because of the uniqueness of its residents, who comprise an excellent cross section of families.

To install the system, Home Entertainment puts the meter on the outside of the house, connected to the set, and installs a small outlet inside the home. The push-button selector is plugged into the outlet and the viewer is ready to choose the best Broadway shows and plays, major sports events, movies and a host of other events.

Present plans call for operation beginning early in 1964. One channel will broadcast approximately eighteen hours a day, and another will concentrate on special events and sports and will operate when and for as long as the events warrant, Home Entertainment said.

Some shows may cost as little as fifteen cents. Others, like top Broadway shows and championship boxing matches, may cost \$3.00. Motion pictures are expected to run for \$.75 to \$1.50, they added.

The push-button selector switch will have four buttons, R, P, A and B. Button (R) is for the regularly scheduled commercial programs and simply switches the mechanism back to the original set. Button (P) will preview the programming of the two operating channels, A and B.

When the studio control center changes programs a signal to the meter will automatically return the set to the free preview station so that the viewer cannot be charged for a new program not selected. Viewers will be billed monthly according to which programs were watched.

Home Entertainment Company of America, Inc., jointly with their Los Angeles franchised company, will stage a gala opening presentation of this new TV system in their recently completed headquarters in Santa Monica on Dec. 5. Noted celebrities and state and local government officials will be on hand to witness and herald this event.

MEMBERSHIP—NEW CHAPTERS MAJOR POINTS OF ZONE "B" MEETING

One of the most important issues discussed at the last Zone "B" meeting was the need for an expanded membership campaign and establishing of new chapters throughout the Zone.

President Clair Lanam of CSEA, who was in attendance at the meeting, stated that a new vigorous membership campaign is needed to keep CSEA moving ahead. In order to get this program moving along a special committee of directors Petswall, Keys, Hamm and Preston along with Lanam and Hoy will dedicate more

time to membership expansion.

It was also announced that several potential new chapters in Zone "B" seemed to be in the making. These included: San Mateo County, Richmond, Santa Rosa, Napa County, Diablo Valley as well as Vallejo alone or in combination with Napa.



CLAIRE W. LANAM

goal, none of our aims and feelings are foreign to each other. Complete trust in each other is a must. We are no strangers in our ideals.

Speech without profit—Idle talk is profitless and wasteful. Use your time and that of others to good advantage and bring up the constructive facts that will offer a solution to a problem or accept that of others if no better solution presents itself.

Do not waste yours or others time in idle talk and inquiries or speculation. Idle thoughts and actions do not beget the best solutions nor arrive at fundamental decisions. Do not base your decisions only on thoughts of others but arrive at your own intelligent solution, one which will benefit your industry—others cannot do your thinking, their thoughts are their own and may do you more harm than good. However always listen and you will learn.

Practice giving to others without thought of recompense and it will be returned many fold.

A fool will not recognize his friends

A fool will not take advise

A fool is someone working for personal gain and not helping his friends.

C. W. Lanam, *President.*

“Holiday Greetings To All — To and From C.S.E.A.”

A FOOL

A fool may be known by six things —
Anger without cause
Motion without change
Putting trust in strangers
Speech without profit
Inquiry without object
And mistaking his foes for his friends.

Arabian proverb.

Through the ages come proverbs and sayings that are so wise that they will always stand.

Be careful with your anger, maybe others are thinking along different lines. Pity those who deceive or delude them-

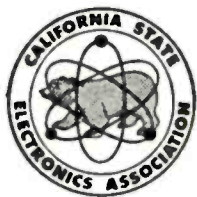
selves. It is not worth an angry upset on many things that are merely annoying and are basically trivial. Ask yourself would this really hurt? Rely on the average judgment of a group and be willing to go along. Avoid bias in any way.

Motion without accomplishing anything important. A person can do many trivial things, it is only when he applies himself to something really important and aids in the accomplishment of this goal, that his stature grows.

We are all in one industry with one



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

CSEA'S "OPERATION SANTA CLAUS" WINS APPLAUSE OF WELFARE AGENC

"Operation Santa Claus," a down-to-the-wire campaign started by the Los Angeles Chapter of California State Electronics Association to get every member shop in the area to donate at least one good re-conditioned television set for distribution to worthy institutions serving dependent handicapped and sick children and adults by Christmas has won the hearty applause of one of the member agencies of Welfare Federation of Los Angeles Area. Floyd Cox, live-wire CSEA member chosen by the L.A. chapter to spark the drive, has obtained permission to release for publication his copy of a letter to Mrs. Alexander Ban, West Hollywood Girl Scout Leader, from the Christmas Donor Service, a seasonal project of Welfare Information Service, Inc. Of special interest to Association members are the following quotations from the letter:

"... The whole staff here at Welfare Information Service were so thrilled to hear of the almost unbelievable offer made by the California State Electronics Association, Inc., who, through your efforts in talking to Mr. Floyd W. Cox, has offered to provide televisions (and possibly radios) to many of our institutions serving children and adults. We think their choice of name of project was unique. 'Operation Santa Claus' really is meaningful... Please extend our heartfelt appreciation to the California State Electronics Association and to your girl scouts and to those other units of the girl scouts and boy scouts who will be participating in delivering and presenting these televisions to the agencies..."

L.A. Chapter President Norman Shannon has issued a call to all chapter members to bring their donated sets to a central depot where they will be labelled with the name of the donor shop and the CSEA emblem. Shannon has also called upon all chapters in the area to broaden the campaign into a zone-wide activity by either appointing committeemen to work with the L.A. committee or setting up a similar committee to carry out the same program in their localities. The list of worthy institutions which the L.A. committee has covers the entire County of Los Angeles. It is assumed that the girl scouts and boy scouts in all areas will cooperate by performing the service of "Santa Clauses" if called upon sufficiently in advance of actual presentation.

AESC REPORTS ON PRICE QUALITY

As in the service business, we in the master television antenna system and commercial sound business, have both low bidders and quality installers in our midst. I believe that our problem with those who would sacrifice quality for pricing is more acute than this problem for the service industry. Most of our work is on a bid basis and bids are often submitted to people who do not understand quality definition in systems. The majority of multiple dwelling buildings are built on speculation and the builder will naturally cut costs wherever he can (although apartment houses account for the bulk of the MATV systems we also install systems in motels, hotels, schools, factories, hospitals, convalescent homes, private homes, stores, offices, sanitariums and other public and private buildings). The MATV is typically let during the latter part of construction and this is generally the time when the job funds are reaching a low ebb.

The general lack of quality in MATV has a very large influence on the service and sales dealers. A poor MATV system will make the sale of new sets (particularly color) more difficult.

COMING SOON . . . WATCH FOR Good News From Calvideo



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 TOTE" 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

CHAPTER OFFICES
SAN DIEGO #13
3318 Idlewild Way
274-2320
San Diego 17
NORTH COUNTY #18
930 S. Santa Fe Ave
Vista, Calif.

California State Electronics Association SAN DIEGO NEWS

NEXT MEETING
CHAPTER 13
No Meeting in Decmeber
Due To Holidays
CHAPTER 18
To Be Announced

VOL. 2, NO. 3

DECEMBER, 1962

Editor: ED FORT, JR.

SOUTH BAY AREA DEALERS DISCUSS INDUSTRY PROBLEMS

The TV Dealers and repairmen of the South Bay Area are setting a real good example of unity among the TV industry. To date, the group meetings which are held every other Wednesday morning have been very gratifying. At the outset, the group had an average attendance of 5 to 8 individual shops represented and at present are averaging about 20 shops represented. Of these 16 are contributing to a special fund that is being used to run ads and cartoons trying to inform the public that the low priced service call can not be done without sacrificing honesty or quality. While there has been no outward praise from the public, I feel that in the long run a lot can be accomplished to change the public's outlook on the \$1.00 and \$3.00 service calls. It has also helped to bring the shops closer together and several of the previous offenders have raised their prices to \$4.50 on up to \$5.95 which is bringing the service call rate in line with the fair recommended charges. In one of the ads run, it pointed out the difference between what constituted a fair service call consisting of cleaning the tuner in the home if it was the type that could be done without sacrificing quality of workmanship and minor repairs that can be done in the home that can be accomplished in a reasonable amount of time. It pointed out also that while the set may have to go into the shop, an accurate estimate could not possibly be given in the home before removal of the TV from the premises. The complex troubles encountered in some sets make it necessary to accomplish these estimates on an "in the shop basis" to give the customer an accurate and fair estimate. While all these ads run may seem trivial at the time, it has been felt that the public will sooner or later become used to seeing them in the paper and will eventually look for them to see what information is being passed on to them for their own protection.

Alex George

ELECTRIC SHOW BOOTH PROVES SUCCESSFUL

By all standards our CSEA booth at the Electric show was a huge success. The decorating theme was one of quiet dignity that stood out from the mass of ordinary booths that surrounded it. The closed circuit Television hook-up drew people to the booth like a magnet and we certainly want to take this opportunity to thank Hoffman Electronics for graciously donating the use of this equipment.

In one shift of four hours over 500 pieces of literature that sold CSEA was distributed and it was specially noted that after the show closed that evening very little of this material could be found on the floor. The booklet itself was called "Blue Book of Dependable Radio and TV Service Dealers" and had a place for the name and address of the dealer's shop that was working that particular shift. It contained information on what CSEA was and had a complete Code of Standards. Also included was a complete membership directory in the San Diego area.

According to reports, this was the most successful show ever presented in the 40 odd years it has been presented. Over 185,000 people viewed the exhibits and we are sure that the CSEA booth did an outstanding job of selling the Association, its members, and what it stands for. A special thanks goes to members Wes Novotrey, Gene O'Brien, and Hal Baughman for their work in setting up the booth program.

BUSINESS INDEX

99%

OF 1959 AVERAGE



Typical scene at the San Diego Electric Show booth was the presence of the Show Queen. The booth itself was manned by individual members of the San Diego CSEA Chapters and their duty was to pass out prepared literature to those passing the booth. A Hoffman Closed Circuit Television System drew people to the booth from all over the show area. Over 185,000 people attended this "pre-holiday" home type show.

F.C.C. LICENSE COURSE TO BEGIN IN FEBRUARY

Anyone interested in taking a preparatory course for F.C.C. licensing are asked to contact the San Diego Chapter 13 offices as soon as possible.

At the present time, the chapter is planning to commence this course in mid-February on a weekly basis and it will run for a full semester. It will be conducted on an industry wide basis with members and non-members alike being welcome. The only thing is that advance registration is necessary in order to complete final arrangements.

Your Stake In Business

“RULE OF THUMB” DAYS GONE FOREVER

Since the days of early colonization in America an amazing degree of preservation of individualism has endured the relentless batterings of history. What is this incentive that protects the modern day American capitalist? The facts concerning the promotion of business are explicable in terms of our history.

The scramble for wealth and success in the land of unrestricted opportunities led to the overpowering desire to better ones lot. But what of the modern day small businessman? His desire to socially and economically further himself has often become irrational.

What is the secret of success and preservation of the small store-owner?

Many Electronic Service Companies have come to the realization that the conduct of business is no haphazard, hit-or-miss affair, but a clearly defined system. Gradually, in the media of contemporary capitalism, the operation of business has evolved into an exact science. Men who neglect this fact are destined to be finished before the race has begun.

Statistically speaking only 10% of men engaging in business will successfully triumph.

How greater survival would be if only a few business fundamentals were adhered to. The days of rule of the thumb have passed away never to return.

Some of these fundamentals can be categorized into three basic divisions:

accounting, price cutting, and information concerning loans.

BASIC ACCOUNTING

Commercial shrewdness now depends on the proper bookkeeping methods and techniques. Sad, but true there exists many a businessman who is operating with little or no profit margin, taking home more capital than his yearly net profit.

In the case of the Electronic Service Companies, records show that a minority of servicemen keep any form of records.

A profit-loss statement including gross sales, cost of merchandise, service salaries, insurance, depreciation, etc. should be put into immediate practice.

Many men neglect to take into serious consideration the importance of such things as; interest on loans, advertising, and promotion, which are extremely important and relatively expensive.

Using the weekly, monthly, or quarterly profit and loss system, the small businessman may factually visualize the necessity, or discontinuance of certain practices or services.

A sales breakdown into departmental expenditures will also aid cost analysis. An explanation of terms may generate a clearer more precise picture of the profit-loss system—“Gross sales” indicates the entire business income from all sources. “Cost of merchandise” may be determined by applying a cost factor to the merchandise sales figures. “Ex-

EFFECTS OF PRICE CUTTING

On a basis of a 30% gross profit a cut of:

5% requires 14% more \$ volume & handling 20% more merchandise.

8% requires 25% more \$ volume & handling of 36½% more merchandise.

10% requires 35% more \$ volume & handling 50% more merchandise.

12% requires 50% more \$ volume & handling 73¾% more merchandise.

15% requires 70% more \$ volume & handling 100% more merchandise.

20% requires 140% more \$ volume & handling 200% more merchandise.

penses" may be totalled by the computational results of monthly bills, by the check stub method. "Service salaries" includes clerical and office help, the proprietor should exclude his income from this division. "Insurance" is secured for the possibility and coverage of any risks evolving from the normal business activity. "Depreciation" is an allowance made on the aging, general wear and re-sale value of the equipment.

THE EFFECTS OF PRICE CUTTING

The main understanding that should be made in regards to price cutting, is that quality and better selling techniques should not be sacrificed for larger and greater volume. True, prosperous volume is attained by good merchandising methods, and sensible trade and pricing techniques on goods.

If the store-owner cut his price 15% on a \$100.00 sale, it would then be necessary for him to sell \$170.00 in value. Twice as much merchandise must, therefore, be handled before a profit of \$30.00 to which the original \$100.00 sale entitles him.

Many businessmen are becoming aware of the necessity of a strict fair trade and list pricing on all goods, that could be fixed at an agreeable standard. An additional factor would have to be that of a flexible price for freight

charges. All retailers neglecting to conform to the published prices could be warned, or his source of supply could be stopped, if price cutting persists.

The suggestion naturally is extremely fantastic, and on the most part would fail completely.

The chart printed below, however, may make some come to the realization that greater volume is not the road to better profits as greater volume is created through price cutting.

Greater and more prosperous volume is created by fair and improved merchandising. The demand should be for better selling, and impressive places of business that are merely neat, clean, and pleasant.

This is actually the answer to greater profits without the ruining effects of price cutting.

HOW TO MAKE A LOAN

Hit-or-miss guessing is the down fall of many small, as well as large businessmen in regards to attaining capital.

Acquiring money from a bank or loan association is serious business and should be considered as such. Wise loans can either make or break the future of the party on the borrowing end. Facts concerning your business should be well planned and organized previous to requesting the loan from your banker.

An accurate estimate of the exact amount of money needed is a must, and

understanding of ones own business procedure is of the utmost importance.

Many business men are misled in that a \$1,000 investment, will supply the demands and serve a growing business.

According to this loan estimate, inventory would have to turn approximately 18 times annually for the proprietor to have a \$50 weekly earning, allowing \$500.00 for overhead and cash means, and a \$500.00 inventory investment, estimating that a 40% gross markup is available.

If the proprietor of a small business can see a minimum amount of success is being accomplished, and can visualize greater sales progress with an increased inventory, he may then find it necessary to go directly to his banker, if private capital is not attainable.

When speaking with your banker, be sincere and honest in your attempts of acquiring a loan. Analyze and reason carefully your request, and show the maximum consideration for your banker, and he will in turn respect you and your business more.

It is impossible to lay down exacting hard-and-fast rules of business regulation and organization, because of the recognized variances in the nature and magnitude of the particular business concern. Regardless of these factors, organized, systematic rulings and techniques such as these, could save one from complete commercial self-ruination.

THE DO'S AND DON'TS OF BORROWING MONEY

DO'S

1. Make an appointment to discuss the loan.
2. Have a financial statement of assets and liabilities.
3. Have operating figures for at least one year.
4. Have full knowledge of your insurance coverage.
5. Have full knowledge of your rental agreement.
6. Have a list of your vendors.

DON'T

1. Apply for a loan greater than your own investment in the business.
2. Let the interest rate be a major point of discussion.
3. Oversell or let your aspirations run away with your good judgment.
4. Think you make a favorable impression by emphasizing the plus aspects of the risk and leaving it up to the banker to bring out the minus factors.
5. Apply at more than one bank or lending agency at one time.

SIGN UP

for more business



with colorful service signs from RCA

RCA signs for service technicians:

- Identify your business
- Call attention to your services
- Dress up your shop or truck
- Associate you with the prestige and customer acceptance of RCA—the most trusted name in electronics

Another Way RCA Helps You in Your Business

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.



Metal Outdoor Hanging Sign—double-faced with hanging bracket, 40" x 28". (1A1275)



Metal Wall Sign—big 40" x 28" size. (1A1276)



All-Purpose Panel Sign Kit—for wall, truck, anyplace. Contains two 40" x 14" signs. (1A1278)



Metal Flange Sign—18" x 12"—for outdoor-indoor display. (1A1277)



Decal—12½" x 8½"—for wall, window, door, or truck. (1A1279)

All available from your Authorized RCA Tube Distributor. See him this week.



The Most Trusted Name in Electronics

AUTHORIZED RCA DISTRIBUTORS

ANDREWS ELECTRONICS

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

WESTERN RADIO & TELEVISION SUPPLY CO. INC.

1415 India Street, San Diego
BE 9-0361

INDUSTRY NOTES



DIXON NEW AD HEAD FOR SYLVANIA COMPONENT DIVISION

The appointment of William R. Dixon as Advertising Manager, electronic components group, for Sylvania Electric Products Inc., has been announced by Edward L. Slater, Director of Advertising.

In his new position, Mr. Dixon is responsible for the advertising programs of the Electronic Tube, Semiconductor and Microwave Device divisions.

Mr. Dixon joined Sylvania in 1959 as an advertising supervisor in the Electronic Tube Division. He was formerly associated with Colligan, Coe and Colligan, a Syracuse advertising agency and with the Defense Projects Division of The Western Electric Company, Inc. He succeeds Don J. Hughes who has resigned.

Mr. Dixon received a bachelor of arts degree from Syracuse University in 1954. He lives in Old Greenwich, Conn.

Int. Rectifier Names Prescott To New Post

Continuing its Electronic Parts Distributor sales-service expansion program, the International Rectifier Corp. of El Segundo, California, has appointed Don S. Prescott, Jr., to the newly created position of Asst. Distributor Sales Manager. In making the announcement, Robert J. Mueller, Distributor Sales Manager for the company, said that Mr. Prescott's extensive experience in electronic parts merchandising well qualifies him for his new position. This latest addition to the firm's already enlarged distributor staff, will afford better-than-ever order service and customer relations.

Kiesub Corp. Purchases Nystrom Bros. San Diego Operation Effective Dec. 1

It has just been learned that the Kiesub Corporation of Long Beach, California, has just acquired the business assets of the Nystrom Brothers electronic parts distributor firm in San Diego.

According to Kiesub President Bob Wesenberg, "final agreement for the sale was reached last month with our firm to take over this distributorship on December 1st. At the present time we plan to operate the present business but will immediately begin a building program and hope to be in a new location within the next few months." He went on to state that, "we have gone completely through the present inventory and have brought in truck loads of new merchandise to take care of any dealer order."

The addition of the Nystrom store is the seventh to be added to the Kiesub operation that started just three years ago. They just recently opened a new store in Anaheim and moved their Bakcrsfield operation to new quarters.

RAYTHEON TRADE-MARK CASE SETTLED WITH S.F. TUBE FIRM

Haas Electronic Products of San Francisco, who has been manufacturing and selling electronic tubes under the name Raytron, has agreed to a consent judgment in a case brought by the Raytheon Company against the firm for infringement of their trade mark.

The case has been settled without damages or accounting of profits under a stipulation that all tubes presently inventoried by Haas will have the Raytron name removed and that all advertising materials will be destroyed.

All court costs and fees incurred by either party will be paid for by themselves.

OPERATION SUCCESS TV SHOW SPOT-LIGHTS CALVIDEO ELECT.

On Sunday, November 11th, on Los Angeles channel 13, the Quentin Reynolds Show—Operation Success—featured on its half-hour show the success story of Calvideo Electronics.

Quentin Reynolds introduced Steven Tidik, the President of Calvideo, and traced the history of Calvideo Electronics from its inception in 1951 to its present position as the largest, independent picture tube manufacturer in the replacement market in the United States. The picture had many interesting aspects for the electronic trade as Quentin Reynolds explained to consumers watching this show, the importance of the Independent faction of the industry from the manufacturer to distributor to the service dealer under the free enterprise system. He recommended that the public support the independent manufacturer products, to prevent the possibility of captive factory service which he felt could lead to poor workmanship at higher prices. He also told the story of Calvideo's fight to overcome the great industrial price war within the picture tube industry; and that many of the actions taken by Calvideo were responsible for the Federal intervention and investigation into the picture tube industry, as well as what appears now to be the end of a three and one-half years of severe price war in television picture tubes.

Thousands of service dealers in the

Southern California area, as well as many thousands of consumers, were able to watch tubes going through the various phases of manufacture. Since the closing of Sylvania's plant in Fullerton, California, Calvideo has the largest picture tube facility west of Chicago. This was, of course, the first opportunity for many people in the industry to get a glimpse of the manufacturing facilities of Calvideo which have been renowned within the picture tube industry itself, for its cleanliness, automation and its large production capacity.

Quentin Reynolds stated that Operation Success will be shown on sixty-six major television stations throughout the United States within the next four-month period. Mr. Steven Tidik, President of Calvideo, stated that he was extremely pleased with the many wires and letters addressed to him offering their congratulations, from people within the industry. Mr. Steven Tidik also stated that he was very pleased and proud to have the Operation Success Program choose his firm as part of its success story for this season, and that the timing is very opportune as very shortly his firm would be announcing some very pleasing events from a Corporate standpoint, soon.

Perma-Power Appoints New Sales Reps

Technical Sales Associates, 1485 Bayshore Boulevard, San Francisco 24, California, has been appointed to represent Perma-Power Company in Northern California.

According to Mr. Norman Ackerman, General Sales Manager of Perma-Power, the company's new representatives will handle sales of Perma-Power briteners, garage door operators, radio remote control system components, and audio equipment.

Technical Sales Associates is headed by Mr. Herbert Solmsen.

Reeves Soundcraft Appoints New Sales Representatives

The James H. Heaton Co., has been appointed to represent Reeves Soundcraft Corp. for its line of instrumentation magnetic tape products in California, North of Delana, Nevada, with the exception of Las Vegas and the immediate surrounding area, according to Frank B. Rogers, executive vice president. An affiliate company, H & K Sales, Inc., will represent Soundcraft for its Sound Recording tape products in the same area.

Mr. Rogers also announced the Maitland K. Smith Company will represent Soundcraft for both instrumentation and sound recording tape products in Georgia, North and South Carolina, Alabama, Western Tennessee, Mississippi and Florida.

SOUTHLAND ELECT. AND SOUTHLAND TV TAKE ON FULL JERROLD LINE

Both Southland Electronics of San Diego and Southland TV Supply of El Cajon have taken on the complete Jerrold line of products.

In a joint announcement by Bob Paul of Southland Electronics in San Diego and Bill Hill of Southland TV Supply they stated that, "we are pleased to make this announcement to the service industry in San Diego and feel we are now in a better position to give immediate delivery of all Jerrold products."

Pacific Electronic Trade Show Exhibitor Continues To Grow

Mr. Cap Kierulff, president of the Pacific Electronic Trade Show announced recently that the 1963 show slated for the Shrine Exhibition Hall on February 8, 9 and 10 will have over 150 exhibitors and will be the largest Distributor Customer oriented show in history.

1963 PACIFIC ELECTRONIC TRADE SHOW

Partial List of Space Reservations
as of October 20, 1962

Alpha Wire Corporation
Antenna Designs Inc.
California Chassis Co.
Daystrom Products Co.
Electronic Periodicals Inc.
General Electric
International Resistance Co.
JFD Electronics Corp.
Kraeuter & Co., Inc.
Luxo Lamp. Corp.
J. W. Miller Company
Precision Apparatus Co., Inc.
Raytheon Company
Herman H. Smith Inc.
Soundolier, Inc.
Star Sales
The Thomas & Betts Co., Inc.
Ungar Electric Tools
Wald, Inc.
Ziff-Davis Publishing Co.
Hunter Tool
Westinghouse
Arlsoy Products
Dumont Electronic Tubes
Electronic Sources
J Electronics
E. F. Johnson Co.
Hoyt Electrical Instruments

Western Aerospace
Argos Products Co.
Regio Wire

Amperex Electronic Corp.
Associated Publishers
Clear Beam Antenna Corp.
Eico Electronic Instrument Co.
G C Electronics Company
General Radiotelephone Co.
The Jerrold Corporation
Kester Solder Company
Lance Antenna Corp.
Master Mobile Mounts, Inc.
Polytronic Laboratory Inc.
Radio Corp. of America
John F. Rider Publishers, Inc.
Sonotone Corporation
Sprague Products Company
TEVCO Insulated Wire
Tung-Sol Sales Corp.
United Transformer Corp.
Xcelite Incorporated
Industrial News
International Rectifier
Cal-Video Electronics
Electro Sound
Tri-Ex Towers
Rohn Manufacturing
Don Bosco Electronics
Krydon Inc.
Western Electronic News
Moderne Electronic Service Dealer
Wm. A. Holmin Corp.

L.A. Firm Named Distributor For New Line Of G.E. Products

Hamilton Electro Sales (11965 Santa Monica Blvd.) has been named West Coast distributor for General Electric specialty resistor products.

The firm is now stocking all standard catalog thermistors, and all standard catalog Thyrite[®] varistors except three- and six-inch diameter units, according to Hamilton Electro president Tony Hamilton.

Three other areas will be served by the company with stocking facilities in Palo Alto for the Bay Area and Northern California (Hamilton Electro Sales-North), in Phoenix (Hamilton Electro of Arizona), and in San Diego (Denny-Hamilton Electronics).

General Electric manufactures more than 100 different types of thermistors and Thyrite varistors.

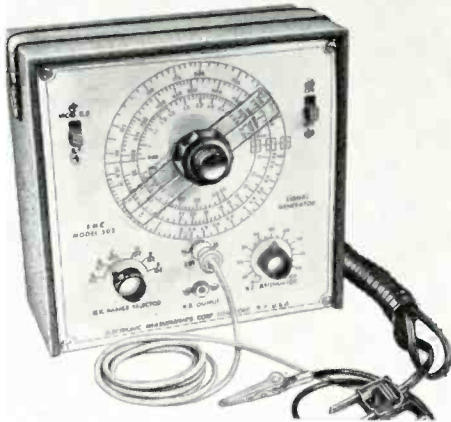
Thermistors are temperature sensitive resistors for temperature sensing and temperature compensation in electronic

and electrical products.

Thyrite varistors are voltage sensitive resistors used for voltage sensing applications and voltage surge suppression on relays, solenoids, small motors and generators and other inductive or transient producing devices. They recently have been finding wide-spread application in television receivers.

Thermistors and Thyrite varistors are manufactured by General Electric's Specialty Resistor Project, Edmore, Mich.

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



EMC INTRODUCES . . .

The model 502 . . . they believe it is the smallest, lowest priced Signal Generator on the market today, made in wired or kit form.

Check these outstanding features found only in Generators selling for at least twice as much.

The new EMC model 502 has 6 bands from 115KC to 110MC on fundamentals and up to 220MC on second harmonic. Individual slug tuned coils for each band. Colpitts RF oscillator for high stability. Planetary drive tuning condenser for fine adjustment of frequencies. 400 cycle internal modulation available. RF accuracy within 1 1/4%. 2 color etched panel for long durability. Provision made for external modulation. Small, compact-size, measures only 6 5/8" x 6 5/8" x 4" deep. Supplied with RF output lead. Cathode follower output and RF attenuator. Model 502 wired is priced at \$24.95 and in kit form \$17.95.

For further information, write to: Electronic Measurements Corporation, 625 Broadway, New York City 12, N.Y.

PRECISION-MADE . . .

stainless steel filament holders that are "Tec-Insulated" for high-voltage applications are now available from Techni-Tool, Inc. These quality holders are six inches long and have curved, serrated tips ideally suited for bending and inserting fine diameter wires and component leads in miniaturized circuits.

The durable "Tec-Insulation" maintains its physical and electrical characteristics at temperatures well above or below normal operating temperatures. The insulation is warm and relatively soft to the touch.

When the holders are squeezed, a pin in one of the arms enters a hole in the other to insure proper alignment of the tips and to prevent the object grasped from riggling loose.

BLONDER-TONGUE . . .

Laboratories, Inc. recently announced step-ups in styling and engineering on its line of UHF converter models. The improvements will also entail price revisions.

The product changes include: the model BTU-2S, formerly listing at \$39.95, now the BTU-2T, listed at \$12.95; the former BTC-99R, listing at \$24.95, now the BTC-99S, listed at \$26.95; and the BT-70, previously listed at \$43.50, now the BT-70B, at a list price of \$47.95.

Blonder-Tongue's Ultraverter, model BTU-2T, the most widely used converter on the market, now features a completely re-styled cabinet, pilot light, convenience outlet, and a patented tuner. The all-channel device offers a stage of amplification that increases signal strength almost three-fold, providing added utility for fringe-area reception.

The all-channel BTC-99S, designed for prime signal areas, is now equipped with a vernier-fine tuning knob, along with its completely re-designed cabinet. Other important features of the converter are its drift and distortion-free performance and its easy installation terminals.

The model BT-70B, designed especially for MPAT1 and UHF translator areas, is now on the market with a new premium diode. This will serve to improve its signal-to-noise ratio, assuring less snow in reception. Other features of the re-styled converter are a pilot, patented tuner, and a convenience outlet. It converts channels 70 through 83 only.

COLMAN ELECTRONIC PRODUCTS . . .

Amarillo, Texas, has announced a revolutionary addition to their line of Universal Knobs: TV & RADIO TUNING HEADS designed to replace Channel Selectors and Tuning Dials for TV & Radio Sets.

The Knob Heads come with a variety of inserts covering virtually every different dial numbering system in use. The Heads have a socket in the rear which mates with any stem in use in the Colman Universal Knob System.

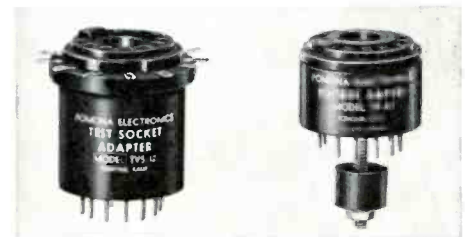
Each of the new Tuning Heads can replace an average of over 600 different original types of Knobs when fitted with the appropriate stem. Colman recently added several new stems in various lengths covering set screw shafts and various 1/8" and 3/16" shafts.

The new Tuning Heads are now available from all jobbers who stock the Universal Knob System.



MARKEL'S NEW MODEL 210 . . .

Radiant Neo-Glo Heetaire, an economical "plug-in" heater with the exclusive "guaranteed-for-life" Neo-Glo heating elements, offers smart new functional design plus most effective radiant heating characteristics. Standing 10" high, 13" wide, and 7" deep, it also features a safety tip-over switch. This new 1000 watt model lists at a modest \$12.95, with full distributor and dealer margins. Literature is available upon request.



THE 12 PIN COMPACTRON . . .

Test Socket Tube Adaptor Model TVS-12 is ideal for making measurements of voltage, resistance, audio and video without tracing complicated circuits from the bottom of the chassis. They feature: Extended test tabs for easy use with either alligator clips or test prods.

The 12 Pin Compactron Socket Saver Model SS-12 is designed to be installed on tube checkers and other electronic equipment to prevent wear and tear of sockets on original equipment. They are easy to install and remove. This eliminates the necessity of replacing and re-wiring sockets on original equipment. Built of quality materials. Beryllium Copper Long Life Contacts to give maximum service. Maximum Height above equipment 13/16 inches Reduced height for Portable Equipment.

NEW PRODUCTS

(continued)

PRECISION APPARATUS . . .

Manufacturers of PRECISION TEST EQUIPMENT have announced the addition of a new unit to their extensive line.

The new unit, Model E-490, is a moderately priced "PRECISION" quality Stereo Multiplex Signal Generator.

The E-490 is designed for rapid alignment and complete testing of the multiplex circuitry in all FM stereo receivers and multiplex adapters. Channel separation, channel balance, sync pull-in and

hold-in range can easily be measured and adjusted. The controls of the versatile E-490 provide for generating the FCC specified FM stereo multiplex signal . . . simply and easily. The self contained 1 kc audio oscillator, or an external audio generator, may be switched to generate: left only, right only, and sum or difference signals. The pilot signal can be switched on or off, independent of the composite modulation.

For more information on the new PRECISION Model E-490 Stereo Multiplex Signal Generator write to PRECISION APPARATUS CO., INC., 70-31 84th Street, Glendale 27, New York.



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PA 1-2907

A NEW COLOR BAR . . .

White Dot Generator in kit form is now on the market from Paco Elec. The G-36 is designed for the busy, up-to-date service technician. Compact and simple-to-use, the PACO Model G36 incorporates such advanced features as:

- (1) Extreme stability
- (2) Crystal controlled, voltage regulated.
- (3) Only one simple cable connection to the antenna input of receiver under test.
- (4) No external sync signals needed to lock in test patterns.
- (5) Three front-panel controls.

The PACO Model G-36 produces: Color bars, white dots, cross hatch, vertical and horizontal bars. RF Output is available on channel 3 or 4. Picture carrier 50 mv max. Sound carrier 10% of picture carrier. Output impedance is 300 ohms.

For further information on the PACO Model G-36, Color Bar, White Dot Generator contact PACO ELECTRONICS CO., INC., 70-31 84th, Street, Glendale 27, New York.

A NEW TRANSMITTING . . .

beam power tube, first of its kind to feature the RCA "dark heater," was introduced recently by the RCA Electron Tube Division for mobile communications and amateur radio transmitters.

Designated the RCA-8032, the tube may be employed as an rf power amplifier and oscillator as well as an af power amplifier and modulator in both mobile and fixed equipment. It contains a 13.5 volt heater that can be operated on ac or dc. Design of the heater insures dependable performance during battery charging and discharging, according to division engineers.

CSEA Chapter News Roundup

FROM RCA . . .

The first "RCA Transistor Manual," featuring do-it-yourself circuits as well as basic theory and device data for technicians, students, and hobbyists, has just been published by RCA Commercial Engineering.

Some of the typical circuits included in the manual are: a 3-watt stereo amplifier; a citizens-band transceiver; 6-volt and 12-volt auto radio receivers; an AM/FM auto radio tuner; an FM stereo multiplex adapter; a 200-mw phonograph amplifier; a 600-volt power supply for amateur transmitters; a code practice oscillator; a grid-dip meter; as well as a photo relay circuit. Each circuit also includes a complete parts list.

The publication, which will soon be available from RCA distributors, contains detailed technical information on 373 RCA semiconductor devices including transistors, silicon rectifiers, and tunnel diodes.

The 304-page book is designed to assist engineers, technicians, educators, and radio amateurs in their work or experiments with semiconductor devices and circuits. The manual contains basic semiconductor theory, applications, and installation information. Detailed information on semiconductor devices in the RCA line is presented in the technical data section. Comprehensive selection charts classify RCA semiconductor devices by function and performance level.

Among the individual chapter in the SC-10 manual are ones that cover the following topics: materials, junctions and devices; transistor design and circuit configurations; transistor characteristics; transistor applications; silicon rectifiers; tunnel, varactor, and other diodes; and how to interpret data.

The new "RCA Transistor Manual" CS-10 may be obtained from RCA distributors or by sending \$1.50 to RCA Commercial Engineering, Somerville, N.J.

FROM PRECISION APPARATUS . . .

The publication of an all new equipment catalog. A handsome 20 page book, this catalog is done in two colors and measures 7" x 10".

It contains all of the necessary features, specifications and prices of the complete line of PRECISION TEST EQUIPMENT.

To receive a copy of this new equipment catalog write to: Sales Promotion Dept., Precision Apparatus Co., Inc., 70-31 84th Street, Glendale 27, N.Y.



FROM SHURE . . .

The Shure Reactance Slide Rule, one of the most widely used special purpose slide rules in the country today, is again available from Shure Brothers, Inc., Evanston, Illinois, leading manufacturer of microphones, high fidelity and electronic components.

Since it was first made available in 1943, over 300,000 Reactance Slide Rules have been distributed by Shure to technicians throughout the world. Because of continued demand, Shure has decided to re-issue the instrument.

The Reactance Slide Rule is a helpful, time-saving means for solving resonant frequency capacity reactance, inductive reactance, coil "Q" and dissipation factor problems that cover a frequency range from 5 cycles per second to 10,000 megacycles.

The rules are available for \$1.00 each and come complete with detailed instructions and sample problems. Write Sales Dept., Shure Brothers, Inc., 222 Hartrey Avenue, Evanston, Illinois.

FROM SYLVANIA . . .

The Electronic Tube Division of Sylvania Electric Products Inc. has published a new television picture tube interchangeability chart, including 54 "universal" Sylvania tubes which replace a total of 217 types. Sylvania is a subsidiary of General Telephone & Electronics Corporation.

The guide contains the type number of the tube to be replaced, the number of the Sylvania tube that replaces it, and a key to the information needed to effect the replacement. The interchangeability guide can be used as a counter or wall chart, or may be folded into pocket size.

Copies may be obtained from Sylvania electronic tube distributors.

FROM JENSEN . . .

Catalog 165-H has just been released to the trade and the public by Jensen Manufacturing Company, 6601 S. Laramie Ave., Chicago 38, Illinois. The 2-color catalog covers all technical and styling details of Jensen's entire line of high fidelity loudspeaker and headphone equipment. An introduction by Ralph P. Glover, executive vice president, discusses the arguments for "slim" speakers as opposed to the normal bookshelf size. Mr. Glover comments also on stereo headphone listening and the exclusive Jensen CC-1 Space-Perspective system incorporating revolutionary new circuitry developed by CBS Laboratories.

In addition to suggestions on building a new stereo system and an explanation of loudspeaker principles, the new catalog presents Jensen's 3-P Speaker line and their Shelf Group which includes the compact X-20 and X-10 models. There is a section on Jensen's new headphone accessory products, with a discussion on the Remote Control of Private Listening. Outdoor speakers, component speakers, accessories and kits are also detailed in the new catalog.

FROM RCA . . .

The latest information on power tubes and their applications, including the new cermolox family of ceramic-metal types, is featured in the new RCA Transmitting-Tube Manual.

The 320-page manual, just published by the RCA Electron Tube Division, gives considerably increased coverage of single-sideband operations. The revised and updated text contains new single-sideband ratings, a discussion of linear rf amplifiers, and calculation of operating conditions for 2-tone modulation.

More than 180 types of transmitting and related rectifier tubes are treated in the technical data section, which gives maximum ratings, typical operating values, curves and characteristics.

Raymond A. Wissolik, Manager of Commercial Engineering, stated that the new TT-5 manual was prepared especially for engineers, radio amateurs, technicians and students. It should be a real help to those seeking an understanding of power-tube fundamentals, he added, and a practical aid in the solution of transmitting-tube and circuit problems.

The popular circuit section of the manual contains 23 typical transmitting and industrial circuits.



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APPLIANCE Service & Sales Store. Good opportunity for exp. party. Priced right for quick sale. Complete stock.

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Broken or mutilated MAJOR parts are extra at net price. Most tuners shipped same day
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BY MAIL: Send your ad to QUINN'S Classified Dept., 4041 Marlton Ave., Los Angeles 8, Calif.

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95¢ PER LINE, one time. **MINIMUM:** 5 lines.

BOX NO.: Add 50¢ service charge, and allow 2 lines for reply address.

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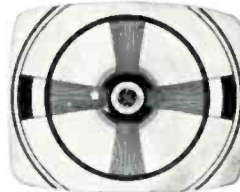
HEADLINES, ETC.: Large headlines, box borders and 2-col. ads available at modest charge.

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



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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.

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



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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



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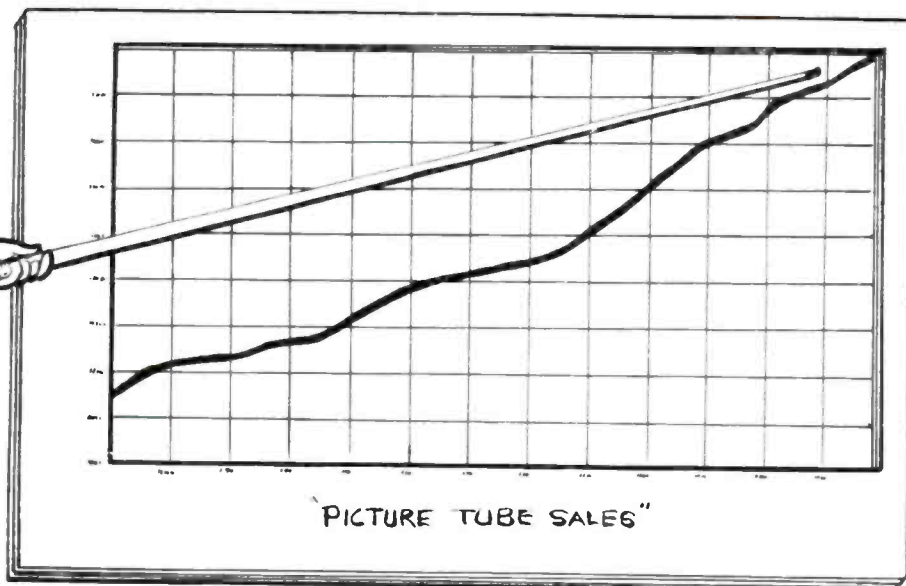
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General Electric's demonstrated leadership in research, analysis and product innovation provides you with the finest electronic components—has pioneered the Service-Designed "universal" replacement concept which simplifies your purchasing, inventory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

*All new parts in a reused envelope



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

<p>DUMONT'S EXCLUSIVE 2 YR. WARRANTY PLAN</p> <p>makes a captive customer for you who will trade with you exclusively and longer for each and every service call they require.</p>	<p>UNIVERSAL STRAIGHT GUN PROGRAM</p> <p>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.</p>	<p>PRICED TO MAKE YOU MORE PROFIT</p> <p>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.</p>	<p>NEW POCKET SIZED DEALER PRICE LIST</p> <p>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.</p>
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*A brand that means quality to every American,
and for the dealer, the Profit Line for the "Sixtys"*

NOTICE:
ALL parts and materials used in the manufacture of these tubes are **NEW** except for the envelope which, prior to reuse, was inspected to meet the standards of the original new envelope.

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A.
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WILL THE REPLACEMENT ANTENNA YOU ARE NOW USING, COVER THIS HOLE? IF NOT, YOU ARE LOSING PROFITS, BIG PROFITS!

1 1/8"



TENNA EXACT REPLACEMENTS

GIVE YOU THE EXACT ANTENNA FOR EVERY CAR AND HOLE . . . EVEN FOR THOSE HARD TO FIT 1 1/8" HOLES!

OVER 100 DIFFERENT CAR MODELS REQUIRE BASES TO COVER 1 1/8" HOLES!

Chryslers, DeSotos, and Plymouths '57 thru '60 and 1960 Darts. Mercurys and Fords '52 thru '56, Thunderbirds '55 thru '57 and Buicks '61 and '62 all require large bases. You cannot afford to overlook such a huge market.



YOU LOSE PROFITS, BIG PROFITS WHEN YOU LOSE BIG HOLE SALES!

TENNA Exact REPLACEMENTS FIT ALL HOLES. NO SOLDERING, NO CEMENTING!

No matter how large the hole, you never have to solder, weld or cement rings around the hole before installing a Tenna Exact Replacement. Tenna Exacts save you countless hours of installation time.



YOU LOSE PROFITS, BIG PROFITS WHEN YOU TRY TO COVER BIG HOLES WITH SMALL MOUNTING BASES!

TENNA Exact REPLACEMENTS ARE FULLY ASSEMBLED, READY TO INSTALL!

To install a Tenna Exact Replacement all you have to do is remove from skin-wrapped package. Every part, everything you need is in the package.



YOU LOSE PROFITS, BIG PROFITS WHEN YOU MUST COLLECT PARTS AND THEN ASSEMBLE ANTENNAS!

TENNA Exact REPLACEMENTS WILL MULTIPLY YOUR ANTENNA PROFITS!

When you sell Tenna Exacts you have a replacement antenna for every car and every hole. You serve your customer in a more satisfactory manner . . . and make 3 times the profit or even more in so doing. It pays to sell Exacts.



YOU LOSE PROFITS, BIG PROFITS WHEN YOU SELL A UNIVERSAL INSTEAD OF AN EXACT REPLACEMENT!

WHEN YOU DISPLAY AND SELL

TENNA EXACT REPLACEMENTS

YOU ARE ASSURED OF BIGGER, BETTER, MORE BANKABLE PROFITS!



DEAL YOURSELF IN ON THE BIG TENNA FREE DEAL

... and start making bigger profits at once!

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