

MODERN

1963 "WSBP"
Award Winner



electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 3, NO. 6

OCTOBER, 1963



IMPORTANT INFORMATION ON NEW LAWS page 7
HOW IMPORTANT ARE BUSINESS RECORDS page 9



How 6½ Sq. Ft. Can Speed Up
Your Picture-Tube Service: }

use it for **SILVER SCREEN 85 tubes...**
(10 "Universal" types meet half of all renewal needs)



10 versatile "Universal" picture-tube types from our SILVER SCREEN 85® line may be all you need to fill 52% of your renewal needs! This fact, verified by a recent industry survey, stems from a remarkable streamlining of the Sylvania line—fewer, more versatile types can be used as replacements for many others. Already 54 types can replace 217.

Think what the versatility of these "Universal" tubes can mean. An in-shop inventory of a few popular types can

help you quickly take care of most of your renewal calls. Ordering is simplified...and distributor calls for special tubes can be cut way down.

Start profiting now with SILVER SCREEN

85 picture tubes from Sylvania. Call your Distributor and put an inventory in your own shop—where it can enhance your reputation for fast service and quality replacements.

SILVER SCREEN 85 Picture Tubes are made only from new parts and materials except for the envelopes which, prior to reuse, are inspected and tested to the same standards as new envelopes.

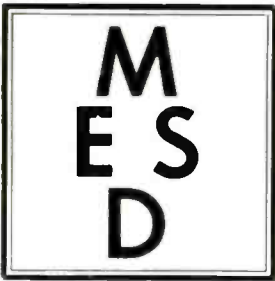
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MODERN ELECTRONIC SERVICE DEALER



MODERN ELECTRONIC SERVICE DEALER

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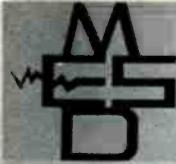
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ON OUR COVER

President Emmett Mefford of the California State Electronics Association, left, is shown here presented a plaque of recognition to Keith Kirstein, former Executive Secretary of CSEA, for his work on behalf of the Association over the past years. Standing next to Mr. Kirstein is his wife who was presented a matched set of luggage. The Kirsteins stopped by the recent Board meeting in Fresno during a second honeymoon trip to celebrate their 25th anniversary.



MODERN

electronic
service dealer

EDITORIALLY SPEAKING



DON MARTIN

LET'S NOT BURY OUR HEADS IN THE SAND

There is growing concern by industry leaders that many dealers are burying their heads in the sand. Some are even ignoring the importance of the new registration laws that can actually dissolve their business over night. Nothing in the California Electronic Service Industry history has ever been more important to the independent service dealer and yet we find some that "hope it will go away."

For years service dealers who are in business have worked on a program that would eliminate the tinkerer, hobbyist and part-timer who, for the most part, were responsible for the de-grading of the electronic repair profession. Although the new laws will not eliminate them over night, it is felt, it will force them to a decision of either getting in or out of the service business. They will finally be forced to know their trade and to perform top-notch work.

At several of the public hearings we have heard dealers actually "throw rocks" at the legislation but regardless of their personal feelings IT IS THE LAW right now. Of course, it would have been better had we obtained legislation that would have set a group of standards, written and oral tests, etc. but this was not what the legislature wanted to do. However, I repeat, let's forget the if's, why's, how's, and therefore's and remember that it is the law and it is going to effect the way in which we have been doing business.

Los Angeles County's Lien Law is another matter of extreme importance and may be a real hard one to live with as an Industry. However, if necessary, through a solid and strong Association of Dealers we will be able to set the basic ground rules for playing the game. I am sure that the Attorney General's office and local law enforcement agencies are not going to have the ability to police television repair frauds for the simple reason that they do not know electronics. These agencies are going to need the help of the industry in order to do an effective job of investigation and prosecution. The industry must answer this call for help and there is no doubt that they will as they have in the past. For months the California State Electronics Association worked with the different agencies with their operation Clean-up. No doubt, the success of this program alone was greatly responsible for the success of the legislation. Leaders and members became known to these agencies and their sincerity paved the way for future successes.

If I were in the service business I would make sure I was a member of the State-wide Association for no other reason than it is well known and respected by the different agencies. This, of course, does not exempt you from anything but does provide outstanding advantages to the acceptance of your shop by your customers and prospective customers. It's a symbol of integrity and a sign that you are interested in your profession. Even if you never attend a meeting I can guarantee you will be better informed and better respected than your competitor down the street who

may be offering that \$2 service call. I assure you, he is going to be watched because great efforts have been made to convince the consuming public, as well as those who will be enforcing the new laws, that it is impossible to make a \$2 service call.

We have heard a few grumbles in regards to the registration law that may be on the minds of others. First of all, an immediate advantage that we can see is that for the first time the real dealer distributors will be able to qualify their customers correctly. In the past, resale number was about all you needed and, anyone in the retail business could use this to obtain electronic parts and accessories. Through the registration law, distributors can now ask for their dealer registration number and this will definitely tie them into the business.

Another advantage of the law that might not come to mind is that for the first time the Board of Equalization will have a record of who is in the business and who is not. They will be able to collect taxes never before available because a lack of being able to check on those who were operating "out-of-their-home and in-to-their-pocket." This was a big advantage over the legitimate dealer who paid the proper taxes and the bookkeeping that went along with it. The deposit alone should eliminate much of this type of competition and will once and for all make a person stand up and be counted. We certainly will have competition but it will be based on a cost factor that will not provide the wide range of profit that has existed in past years. I wouldn't be a bit surprised if the Board of Equalization will take a long look at those registering and see how many have not been on their records over the past few years.

Another important aspect of this is that an all out campaign is being launched, by the different state offices, to make the consumer aware of these new laws and what procedures they should follow in regards to complaints. No one is going to protect your interests or present your side of the story better than the men who are making a living in the same fashion as you are. Try to be a part of this industry through membership . . . it may be the best investment you ever made in your own future.

You might consider this a plug for MESD, and it is, but we have been advised that we will be allowed to carry all the latest information as it is released by the Department of Professional and Vocational Standards. As you know, we have a subscription campaign under way at this time and, it would seem to me, that every dealer in the State would want to guarantee receiving this publication each month. So far the results have been overwhelming but still over half of the dealers in the State have not sent in their subscription order. We will have a follow up mailing in the near future and I hope you will take advantage of the charter subscription offer.

Membership Drive Set for November

DEALERS URGED TO APPLY FOR LICENSE TO DO SYSTEMS

Over the past few months we have carried stories in regards to the contractor's license needed for the installation of sound and antenna systems. Since that time, several dealers have applied for this license with good success.

According to Al Mungor, a San Jose dealer, "it is a relatively easy task to obtain this license. What I did was to fill out an application for a C-61 special license under the Contractor's License law. This was submitted with the necessary deposit and within a couple of weeks I was notified that I should appear before an examination board. At the time that I applied there were several hundred others applying for different licenses but only two of us under this "special" category. The examination took all day to complete and was basically on the laws with very little technical information. A few weeks later I was notified that I had passed the examination and was asked for the additional fees and within a few days I received my card."

According to Al, "the acquiring of this license has opened a completely new business for us. Contractors are seeking our help to provide a service they hadn't been able to get."

COMMITTEES FORMED TO STUDY PAY TV AND A APPRENTICESHIP PROGRAM

President Emmett Mefford of the California State Electronics Association has just announced the establishment of two new committees within the Association.

Under the direction of Allan Crawford, representative from Zone B, a full scale study will be made into Pay TV and its effect on the independent service dealer. His committee will review all present and proposed systems and their possibilities for future development.

A second committee, to be headed by Ken Preston from Zone C, will review all apprenticeship programs in the State of California and submit a study and recommendations to the Association in regards to future development of a program to provide future technicians to the industry.

An all out drive for membership in the California State Electronics Association has been set for the month of November, according to Jim Wakefield executive secretary of the state wide electronic service association.

This program will get under way the first of November with every chapter and every member competing for prizes and awards. The key to the campaign is the outstanding Insurance Program provided for members of the Association. Through a special opportunity available for one month only, all new members to the Association will be allowed to take part in the insurance program WITHOUT BENEFIT OF AN EXAMINATION. This outstanding offer, is through the cooperation of Woodman Accident and Life Insurance Company and will not be made available after November 30th. Everyone who is interested in membership is urged to make every effort to join next month. All applications can be submitted at any time during October and these will be held up so that everyone can take advantage of this opportunity. A complete list of CSEA chapters, addresses, etc. are listed in another article in this issue of MESD.

ZONE B COUNCIL MEETS TUESDAY, OCTOBER 8TH

The regular schedule of Zone B Council, for a meeting on the second Tuesday of each month, will be resumed, with the next one scheduled for the night of October 8th, according to Mel R. Haury of Morgan Hill, Santa Clara County, Council Chairman. It will hear reports on the September 22 meeting of the CSEA Board and Delegates, held in Fresno, and go into other matters, including that of pay TV which has been noted in the press as endeavoring to operate in the Bay Area. The dinner meeting will probably be held at Finkel-Helnic's restaurant, 3rd Avenue and East 8th St., Oakland, as members of the council feel it most centrally located. However, bulletins will be sent representatives as to definite place, says Phil Fisher, Zone B Council secretary-treasurer.

Safe Driving Award To Be Sponsored By CSEA San Diego

A plan is being developed to make a "Safe driver of the month" award to some driver in and around the San Diego area.

Sponsored by the San Diego chapters of CSEA the program will operate in the following manner. First of all, all members, who are on the road much of the time, will be asked to write down the license number of any driver they see performing a "safe driving" act. These numbers will be sent to Sacramento and the names of the drivers sent back to the local chapters. These names will be placed in a hat and one drawn each month. The winner will be notified and a special plaque along with a small gift will be given to the winner for performing his act of "safe driving."

The chapters feel that this is a good way to receive a lot of fine publicity and also to perform an outstanding civic service to the community. All members will participate and the one submitting the winning entry for the month will also receive a small prize.

NATIONAL ELECTRONICS ASSOCIATION TO MEET OCTOBER 6TH

The next meeting of the newly organized National Electronics Association, an Association of State Associations, will be held on October 5th and 6th at the Hotel Muehlebach Towers, room 364, Kansas City, Missouri.

Mr. Jim Wakefield, executive secretary of the California State Electronics Association, has been authorized by the Board of Directors to represent their group at this meeting. At the present time, over 14 State Associations have indicated they would be interested in such a National Association but no concrete plans have been made by the California group.

By
MEFFORD
EMMETT



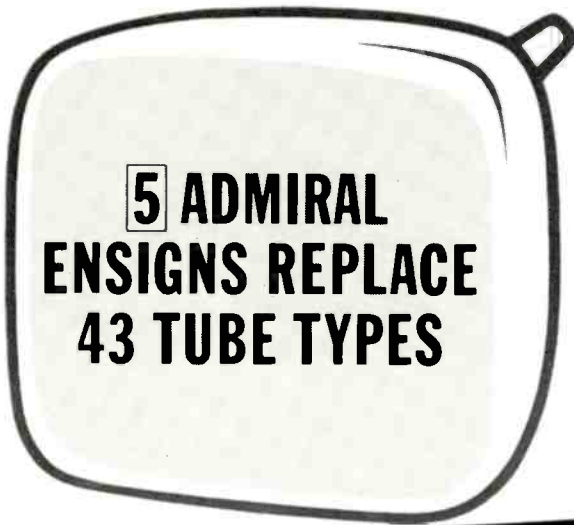
Time has a way of changing conditions for all things and all people, so it has with me by the unfortunate death of Clare Lannam, president of The California State Electronics Association. As Vice President and duly elected President to fill the vacancy left by Mr. Lannam's death I feel it a great responsibility to carry out the duties of president. I know Mr. Lannam had set a course for CSEA in the coming year, to take great strides forward in the Electronics Serving Industry. I hope I can interpret some of his ideas with others of my own and fellow Directors to make The California State Electronics Association an association of service dealers that can respect and be proud of their industry through ethical business and professional practices.

The proper growth of the Electronics Servicing Industry with our newly enacted Registration Law will depend greatly upon each and every individual

Dealer and Technician in the business. We have our first opportunity in the Electronics Industry to become recognized as business and professional men, if we will, but only avow to control our own practices. This is an industry that requires every technician who is a part of it, through his conscience, to be his own worst critic, as to ethical practices in servicing and advertising, because of the intricate technicalities and complex problems involved in servicing procedures. An old saying, that one bad apple will soon contaminate a barrel of good apples, can and has applied to our servicing industry. Let an unqualified shop poorly handle a technical service job for a customer who later becomes dissatisfied and through publicity leave the impression that the entire industry is at fault.

Our good fortune of having a Registration Bill passed by the Legislators in Sacramento is our first break and the proper interpretation and understanding of its provisions by all service dealers will be watched with interest, and those members of CSEA who will, no doubt be called on for advice and recommendations. The handling of internal problems will be a big factor in whether the Registration Bill will be extended beyond the two year trial period.

It is up to us, so let us make it work.



ENSIGN 17BJP4 REPLACES	17ATP4 17ATP4A 17AVP4	17AVP4A 17BUP4 17CBP4	17CLP4
ENSIGN 21AMP4A REPLACES	21ACP4 21ACP4A 21AMP4	21AQP4 21AQP4A 21CUP4	21BSP4
ENSIGN 21CBP4A REPLACES	21FLP4 21ALP4 21ALP4A 21ALP4B 21ANP4 21ANP4A	21ATP4 21ATP4A 21ATP4B 21BAP4 21BNP4 21BTP4	21CBP4B 21CMP4 21CVP4 21CWP4 21DNP4 21CBP4
ENSIGN 24CP4A REPLACES	24ADP4 24CP4 24QP4	24ATP4 24VP4 24VP4A	24XP4
ENSIGN 24AEP4 REPLACES	24DP4A 24YP4	24ANP4 24ZP4	

REDUCE INVENTORY! INCREASE SALES!

Save space, save dollars! Make more profit per sale with the Admiral ENSIGN "Big 5" as your basic tube inventory. 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. Every Admiral ENSIGN tube is of fine/precision quality manufacture.



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

Be wise... standardize on

ADMIRAL®
ENSIGN

REPLACEMENT PICTURE TUBES

Always Fine/Precision Quality

NEW LAWS NOW IN EFFECT..

- DEALERS MUST PROVIDE ESTIMATES
- FORMS TO BE CREATED

On September 19th every electronic service dealer in Los Angeles County was required, by law, to submit an estimate to all customers on work to be performed. Any dealer who does not comply with this new law is subject to arrest and prosecution as a misdemeanor.

On September 20th every electronic dealer in the State of California will be operating under the new registration law and the standards set by it. Although actual registration must be completed by January 1, 1964, the new law is in effect at this moment and all dealers are subject to its enforcement.

By now, every dealer has had an opportunity to read both of these new laws and understand them. 20 meetings, under the sponsorship of the California State Electronics Association, have been held throughout the State with an estimated 2500 dealers in attendance. In these meetings the Association and State of California Officials have done their best to explain the new laws and what must be done in order to comply with their regulations.

Although these two laws have been combined and discussed together it is important to note that the Association had nothing to do with the Lien Law.

The Registration Law was very much the Association's and was completely handled by CSEA over a two year period. No other organization had anything to do with it either in its writing or its support and was enacted through determined hard work by the officers and members of CSEA.

Registration Forms

As soon as the Department of Business and Professional Standards have completed the registration forms, every CSEA chapter in the State will have them on hand at their regular monthly meetings in order to aid the dealer in this registration program. These forms will also be available from Department offices throughout the State and by writing the Department in care of the State Capitol in Sacramento. It is expected that a full scale crash program of registration will begin sometime around the middle of October and will continue to the first of the year. The cost of registration has not, as yet, been determined but many feel it will run about \$35 per year.

Estimate Forms

At the present time, CSEA is working on a model estimate form that will satisfy the requirements of both laws. At the recent board of directors meeting a workshop session was held and a tentative form worked out that will be submitted to the Attorney General's office for a possible o.k. It is anticipated that these forms will be available at the October meetings of all CSEA chapters and everyone is urged to attend. MESD will reproduce this form in the November Issue so be sure to watch for it at that time.

See next page for all CSEA Chapters and Meeting Dates.



Just a portion of the over 2500 dealers who have attended the State wide information clients being sponsored by the California State Association are pictured here. On the left are Officials of the Department of Professional Standards and Officers of CSEA. From left to right are: Mr. John Blackwood of CSEA, Mr. Bob Whitmore of CSEA, Mr. Don Otten and Mr. Hastings of the Department of Professional Standards for the State of California, Ralph Johnnot of CSEA, Mr. Emmett Mefford, State President of CSEA; Jim Wakefield, CSEA Executive Secretary, and Mr. Bob Mott of the Los Angeles Better Business Bureau.

California State Electronics Association

CHAPTERS AND MEETING SCHEDULES

AREA OR CITY	ADDRESS	CHAPTER	PRESIDENT	MEETING DATE	PLACE	TIME
Bakersfield	P.O. Box 3245	Bakersfield	J. Blackwood	Open	Open	Open
Bellflower	P.O. Box 129	Los Cerritos	H. Huffman	2 & 4 Wed.	Bertha's Cafe	7:00 p.m.
Concord	1348 Galindo St.	Diablo Valley				
Fresno	1115 E. Belmont	Fresno	A. Chisser	2nd Tues.	PG & E Bldg.	8:00 p.m.
Glendale	P.O. Box 4012 No. Station	Glendale- Burbank	B. Seal	2nd Thurs.	Burbank Elks Club.	7:30 p.m.
Lawndale	4138 W. 164th St.	So. Bay	D. Reed	2 & 4 Wed.	15405 S. Western Ave.	8:00 p.m.
Los Angeles	213 So. Coronado St.	Los Angeles	F. Cox	4th Thurs.	Rodger Young Aud.	8:00 p.m.
Modesto	P.O. Box 1624	Stanislaus				
Mill Valley	P.O. Box 294	Marin County	R. Hoy	3rd Wed.	Dominicks San Raefel	12:15 p.m.
Morgan Hill	212 S. Monterey	Santa Cruz County				
Oakland	5585 Thomas Ave.	ACTRA	A. Crawford	1st Tues.	Driftwood Rest. Alameda	7:00 p.m.
Palmdale	38534 N. Sierra Hwy.	Antelope Valley				
Pasadena	P.O. Box 1143	Pasadena	R. Kealey	2 & 4 Wed.	Vasa Hall Pasadena	8:00 p.m.
Pomona	443 W. Center St.	Pomona				
Redding	P.O. Box 1410	Redding				
Riverside	121 S. Riverside Ave. Rialto	Riverside	M. Weaver	2 & 4 Thurs.	Open	8:00 p.m.
Sacramento	1801 "J" St.	Sacramento	F. Marshall	Open	Open	Open
San Diego	2207 Highland	San Diego #13	H. Honda	4th Tues.	KOGO-TV	8:00 p.m.
San Diego	1930 S. Santa Fe Ave. Vista, Calif.	San Diego #18	C. Powell	2nd Thurs.	Chapter Office	8:00 p.m.
Santa Barbara	733 Chapals	Santa Barbara				
Santa Monica	12026 Wilshire L.A. 25	Santa Monica				
Santa Paula	957 Main St.	Ventura				
San Jose	P.O. Box 304	Santa Clara County	A. Munger	2nd Wed.	Los Gatos Lodge	8:00 p.m.
South Gate	P.O. Box 626	San Antonio	A. Goodwin	2nd Wed.	Open	8:00 p.m.
Stockton	P.O. Box 1306	San Joaquin	T. Cary	3rd Tues.		8:00 p.m.
Tulare	P.O. Box 309	Tulare County				
Whittier	419 West Penn	Whittier				
Yuba City	P.O. Box 369	Yuba-Sutter				

State Office and Zone Offices

State Office
Jim Wakefield, Exec. Sec.
3333 Watt Ave., Sacramento.

Zone "A"
John Grote, Exec. Sec.
1801 "J" St., Sacramento.

Zone "B"
Phillip Fisher, Sec.
5585 Thomas Ave., Oakland.

Zone "F"
Virgil Gaither, Sec.
4305 Eagle Rock, Los Angeles 41

HOW IMPORTANT ARE ADEQUATE BUSINESS RECORDS?

You, as a TV service dealer in a booming business, must realize the importance of getting all the information concerning your field and the basic criteria that will make your business endeavor successful.

After studying many reports made by the U.S. Department of Commerce, it was found from statistics that a bank balance is not always a sign of a financially successful business. Many businesses fail not because of technical know-how or courteous service, but due to the lack of accounting controls. Scimming through the information, it is evident that one-third of the dealer failures kept no accounting records at all, 75 per cent kept inadequate records, and the lack of adequate records came only second in failures to lack of sufficient working capital.

These informative reports can lead you to a better understanding of your business and the basic accounting principles that keep your dealership from being entered into these statistical failures.

Further inquiry from varying sources only makes one more aware of the importance of simple accurate records. Records can be depended on for pertinent information as: How much of your business do you really own; what do you owe to suppliers; how much should be accumulated for taxes; how much profit was made last month, last year; is your business growing, standing still, losing money; should you expand or wait?

You, of course, recognize your ability as a TV technician and a specialist in your field, but if your weak point is keeping records, don't hesitate to turn for help to an accountant,

a man trained in that area and also superior in his field. The accountant can help you set up a simple but adequate bookkeeping system that either you or your wife could handle. It is prepared in such a manner that it will require only a matter of a few hours a week to be completely taken care of. After learning the basic principles of bookkeeping and accounting, you might even find this a pleasurable experience and soon might come to regard it as not such a task at all—now that you know exactly what you're doing.

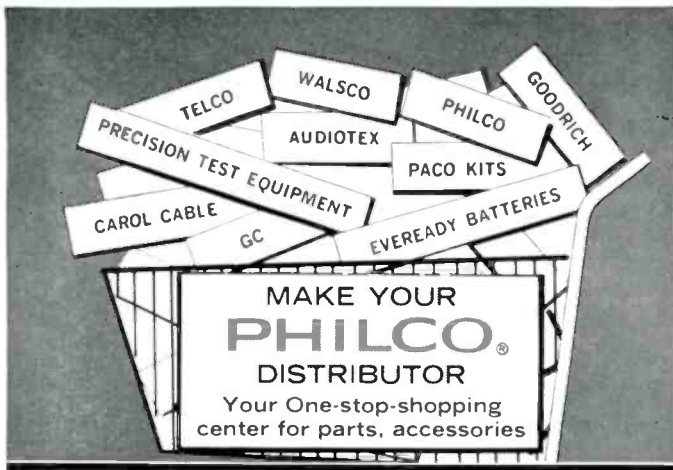
After your books are all organized it will be evident that this is going to be the best and easiest way in which to keep the close tabs you want on your money. It is certain that dealers learn from viewing other dealers in the business, that there is more than just paying bills salaries and having a little take home salary each week. Understanding this and the fact that you're in a competitive booming business—of course, makes you aware that it is imperative to make sure to substantiate your business investment. Records are also going to be beneficial in this aspect, because you're assured that you'll be able to find out WHAT you need to know about your business WHEN you need to know it.

Make sure to keep from "biting of more than you can chew at one time" in regards to shop expansion. When and if considering a location change refer back to those books to see if it is feasible or even profitable to consider this plan.

Many service dealers are hurting financially from distant customer service calls by not charging a small amount extra for this inconvenience and extra expense. It is suggested once again that if this is your case don't hesitate to turn to



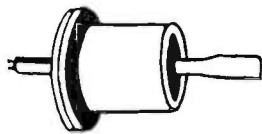
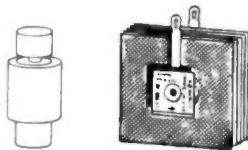
NO STATEMENT! NO LOAN!



PHILCO DIODES

A complete selection of diodes for exact replacement, including IN34, IN64; and Dual Diodes P15, common cathode (replaces Fed. K1615 and IRCD4); P16 series connected (replaces Fed. K1616 and IRCD5) and P17 common anode (replaces Fed. K1617 and IRCD6)

HI-DENSITY 500 MIL Selenium Rectifier and 500 MIL Silicon Cartridge Rectifier
Top quality products, perfect replacements for original equipment.

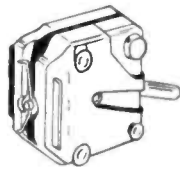


GUARANTEED 500 MIL SILICON RECTIFIER

Ideal for general replacement and miniaturization purposes. Lower voltage drop gives more drive plus greater anode voltage.

PHILCO POPULAR CARTRIDGE

Plays all speeds. Includes dual sapphire (synthetic) tip needle. Fits Philco changer models M20, 22, 24, 24A, 25, 26.



45 RPM SPINDLE

Quality made, low in price. For VM and Philco M40, 40A, 41. Also 45 RPM spindles for M60A and all BSR changers as well as other makes and models.

YOUR PHILCO DISTRIBUTOR

Features These Famous Brand Parts and Accessories

- PHILCO
- EVEREADY Batteries
- FLASHLIGHTS
- CAROL CABLES
- GOODRICH V-Belts
- GC Products
- AUDIOTEX
- WALSCO Products
- TELCO Antennas
- PRECISION Test Equipment
- PACO Kits

PHILCO MODERN COPPER ENGRAVED CIRCUITS — for Simplified Service

your records to figure how many cents per long distance customer could keep you out of the hole. This is something the customer won't even notice or object to, yet will keep you from a losing proposition.

The separation of money acquired from contract service agreements is one item that often drives many to bankruptcy. The money runs out while the contract is still effective. Make sure to counteract this by keeping a separate fund. Looting conspiracies on the part of the employees is another foremost reason for bankruptcy. When and if your shop becomes large enough to employ a large staff make sure to effect a systematic inventory control.

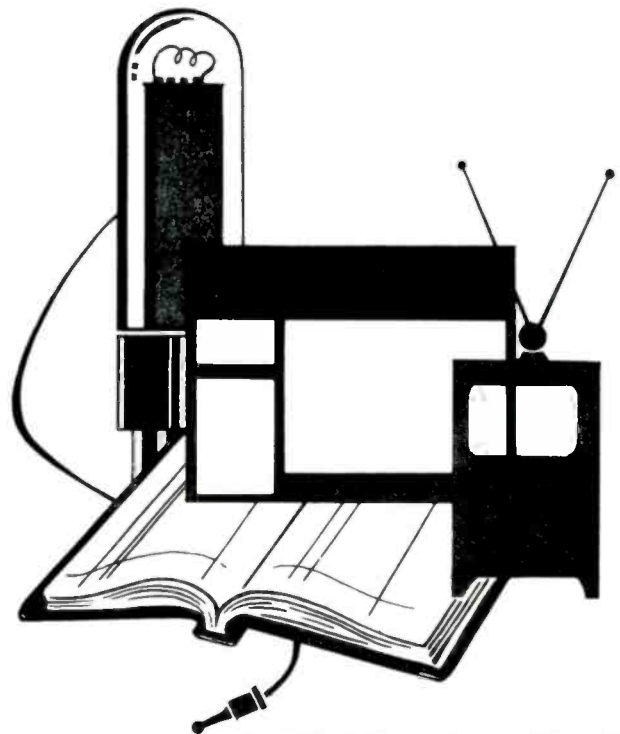
It is inevitable that every dealership has a yearly slump—a time when extra capital is needed, but you don't want to let any employees go, in anticipation of a sudden up-swing in business. The next and most obvious possible arrangement would be for you to turn to the bank. They will, of course, require profit and loss and other necessary financial statements—another important reason why it is imperative to be able to turn to those records.

A special warning goes to those dealers incorporating the check book method of accounting—this system is definitely inaccurate, inadequate and a dangerous faulty method of bookkeeping.

Possibly the most important thing your books will be used for will be your income tax statements—by the request of Uncle Sam, who demands that you keep these records. Law also states of course that you must pay Social Security and other federal, state and city taxes. This of course is impossible without the aid of detailed records of your payroll, sales, purchases, expenses, etc.

The basic principles of the accounting and bookkeeping records of your business can be the most advantageous tool your business may ever be offered.

In future articles we will discuss such other items as store display windows, advertising and promotion, etc. Although many of these are fundamental we hope that they will stimulate more interest and to provide some of the answers of being a successful businessman.



BUSINESS IS BUILT ON KNOW-HOW

PHILCO FALL FIESTA

A SUBSIDIARY OF *Ford Motor Company*



Christmas is Here! Almost!

NOW PHILCO BRINGS CHRISTMAS SHOPPING TO YOU, **FREE!** FREE BIKES, TOYS, MINK & CASHMERE SWEATERS, LUGGAGE, BOWLING BALLS. GIFTS FOR MOM, POP, THE KIDS, AND YOUR MOTHER-IN-LAW. IT'S THE **PHILCO FALL FIESTA**. ALL PURCHASES OF TUBES, PARTS AND ACCESSORIES, LAUNDRY AND APPLIANCE PARTS, AND TEST EQUIPMENT COUNT. **GET DETAILS NOW** PHONE, WRITE, COME IN.

SEE THEM ALL . . . AND GET IN ON THE
PHILCO FALL FESTIVAL . . . NOW!

At Your PHILCO DISTRIBUTOR CHRISTMAS SHOPPING CENTERS

LOS ANGELES

Philco Parts Store
6393 E. Washington Blvd.
Los Angeles 22, Calif.
RA 3-0345

FRESNO

Devlin Drew Co.
165 Broadway
Fresno, Calif.
AD 3-8811

SAN DIEGO

Philco Parts Store
1407 Columbia St.
San Diego, Calif.
BE 9-2201

PHOENIX

Philco Parts Store
1891 W. Roosevelt St.
Phoenix, Arizona
AL 8-8965

SAN FRANCISCO

Philco Parts Store
25 Fourteenth St.
San Francisco, Calif.
MA 6-1717

FREE!

Your Own AMF Bowling Ball...
or any of over 30 Wonderful Gifts in

PHILCO'S

Fall Fiesta



Your choice of scores of wonderful gifts FREE with your purchases of Philco Parts, Accessories and Tubes included in Philco's Fall Fiesta Catalog! Big savings . . . as well as wonderful gifts, just in time for Fall and Christmas. Get Your Philco Fall Fiesta Catalog NOW . . . see your Philco distributor . . . stock up on parts and accessories you need . . . AND GET THE GIFTS YOU WANT, TOO!

**ALL THESE
OTHER WONDERFUL GIFTS . . . YOURS FREE**
with your purchases of
Philco Fall Fiesta Catalog Merchandise

	FREE with your purchases of merchandise worth
AMF Rugger Bowling Bag	\$125
Daisy CO ₂ Gas Operated Pistol	\$225
AMF Roadmaster Hawk Bicycle	\$700
Bridal-Trousseau Doll Set	\$110
Famous Lionel Train Set	\$200
Daisy Thundercap Tank	\$ 55
Men's Million Miler Luggage	
One Suiter	\$400
Two Suiter	\$450
Three Suiter	\$500
Attache Case	\$275
Ladies' Million Miler Luggage	
16" Hat Box	\$250
21" Overnighter	\$275
26" Pullman Case	\$450
Ladies' Orlon Sweater	\$135
Ladies' Antron Cardigan Sweater	\$175
Ladies' Suburban Coat	\$350
Men's Melton Loden Coat	\$350
Men's Imported Rain Coat	\$350
Men's OuterJac	\$175
Men's Lambs Wool Cardigan	\$175
Men's Runabout Nylon Coat	\$350
Weather Trio (Instruments)	\$130
Outdoor Thermometer	\$ 15
Stanley Ratchet Driver Set	\$ 65
Oneida Dinner Ware	\$350
Oneida Stainless Flatware	\$450
8 Piece Cutlery Set	\$130
Hamilton Cosco Table and Chair Set	\$550



Luxurious
**MINK and Cashmere Ladies'
Sweater by Dalton**

YOURS FREE with purchases of only
\$1300 of Philco Fall Fiesta Catalog
merchandise.



Famous
SCHICK TRAVEL-ALL

(Shaver, pre-shave, after-shave and
grooming kit in handsome travel case.)

YOURS FREE with purchases of only
\$225 of Philco Fall Fiesta Catalog
merchandise.

GET YOUR FREE Fall Fiesta Gifts NOW . . . See Your PHILCO Distributor Today



PARTS & SERVICE OPERATIONS

PHILCO

A SUBSIDIARY OF *Ford Motor Company*

MODERN ELECTRONIC SERVICE DEALER

PHILCO RADIO NOW AVAILABLE FROM ALL OUR DISTRIBUTOR SHOPPING CENTERS



RADIO INTRODUCTORY OFFER

The T68 available to you for only \$12.00 with the purchase of \$25.00 in Parts and Accessories.

6-Transistor shirt pocket radio gift pack

PHILCO T-68 BK G. Deluxe gift ensemble in handsome box includes an extra-powerful, compact Philco radio with 6 Transistors, 1 Diode and 1 Thermistor to deliver a pocketful of listening pleasure, long-life battery, genuine leather field case and a Private Listening Ear Speaker with its own leather case. Radio features finger-tip vernier tuning, a magnifier in the dial window for ease of station selection, powerful Magnecor antenna and built-in 2 1/4" speaker. For table or desk top use, an easel stand pulls out of case. Rugged break-resistant case is 4 3/8" High; 2 9/16" Wide; 1 3/8" Deep. Ship Wt. 1 lb., 1 oz. Black with Silver trim.

SAMPLE THE
BIGGEST AND BEST
AND MOST SALEABLE
RADIO LINE
From
PHILCO

VALUABLE COUPON

Please send me one T68 Philco Radio for only \$12.00. I am enclosing an order for \$25.00 or more for parts, tubes, Eveready Batteries or Accessory items.

Dealer Name: _____

Store Name: _____

Address: _____

City: _____

State: _____

Send to your local Philco Distributor Shopping Center

STANDARD KOLLSMAN OPENS L.A. WAREHOUSE

Melrose Park, Ill. — Standard Kollman Industries, Inc., manufacturer of VHF and UHF television tuners and all-channel converters, is now stocking its Los Angeles plant, 2100 Soto Street, with the firm's new UHF converters, it was announced by Dal Photopulos, Standard Kollman distributor sales manager.

The new warehousing facility, according to Mr. Photopulos, will permit West Coast distributors to immediately draw inventories from stock to serve the growing UHF markets in Los Angeles and other coastal cities.

CSEA Sponsored Meetings Attract 2500 Dealers Throughout the State

Over 2500 dealers have attended the California State Electronics Association sponsored meetings throughout the State during the past 30 days.

Following the enactment of the new Registration Law and the new Lien Law, CSEA has attempted to provide a service to the electronic service industry in California by holding some 20 meetings at different locations from San Diego to San Francisco. The largest attendance was registered in Los Angeles when the Rodger Young Auditorium was packed

to capacity to hear Mr. Donald Otten of the Department of Business and Professional Standards describe the new registration law and its effect on the service industry. Although the new Lien law only applies to Los Angeles County, and is not under his Department, Mr. Otten did touch on it briefly and warn all attending that they will be required to provide estimates to all of their customers after September 19th.

A question and answer period was held at every meeting except the Los Angeles session since the crowd was so large. At all meetings special question cards were provided so that any dealer could have his question answered in writing by filling it out and turning it in that evening. MESD will print a resume of these questions and their answers in a future issue of the magazine. Be sure to watch for it.

Additional meetings are scheduled this month for several other northern California cities and special mailings will be sent out in advance of the program night.

G.E. ANNOUNCES PREMIUM PLAN FOR FALL

Owensboro, Ky.—An enticing selection of Christmas premiums will be available to radio and television service dealers in October and November through authorized distributors of General Electric tubes and other electronic components. Like:

A pretty girl doll, 17-inches high, who says "Give me a kiss" . . .

A water rifle, new on the market, that will warm any boy's heart as it spurts water 35 feet . . .

A new Armordad® tube caddy available which looks like a fine piece of luggage . . .

A nelectric carving knife which slices through hot bread or meat . . .

A camera outfit that includes everything the young photographer needs—camera, film, flashgun with bulbs and batteries and clip-on neck strap, and . . .

A set of color Christmas cards with a service theme which offers the greeting "Happy Holidays" and shows a dealer adjusting a television set.

All are available with the purchase of General Electric tubes through authorized distributors.

PICTURE TUBE SAVINGS!



COLOR

BONDED FACE & BLACK & WHITE

- TOP QUALITY
- ALL SIZES
- ONE YEAR GUARANTEE

WHOLESALE ONLY—DIRECT FACTORY TO YOU

Distributors of:

Westinghouse Receiving Tubes—Rogers Transformers & Yolks—
Test Equipment—Condensers—Resistors—Antennas—Everything
for the TV Replacement Market.

PICO-PARTS

STORES IN

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

LYNWOOD
10906 Atlantic
NE 9-6248

EAST LOS ANGELES
5916 Whittier Blvd.
PA 1-2907

**WESTINGHOUSE SETS
SERIES OF DEALER
SERVICE CLINICS**

Mr. C. A. Nealon, Regional Service Manager for Westinghouse has announced a series of dealer Television Service Clinics that will discuss new features and service methods for the 1964 Westinghouse line of television and high fidelity receivers, the new all-transistor stereo receiver and U.H.F. tuners.

Schedules in Northern California include:

San Jose, Oct. 1, 8:00 p.m., Hyatt House.

San Mateo, Oct. 3, 8:00 p.m., Villa Chartier.

Sacramento, Oct. 6, 7:30 p.m., S.M. U.D. Auditorium.

San Lorenzo, Oct. 15, 8:00 p.m., Westinghouse Auditorium.

Modesto, Oct. 17, 7:00 p.m., Modesto Junior College.

Fresno, Oct. 22, 7:30 p.m., The Hacienda.

San Francisco, Oct. 21, 8:00 p.m., Red Chimney.

Redding, Oct. 29, 8:00 p.m., Casa Blanca.

Chico, Oct. 31, 8:00 p.m., Oaks Hotel.

Stockton, Nov. 5, 8:00 p.m., Eden Motor Lodge.

Schedules in Southern California include:

San Diego Oct. 9

Bakersfield Oct. 16

Imperial Valley Oct. 10

San Bernardino Oct. 23

Santa Barbara Oct. 29

Santa Maria Oct. 30

Norwalk Nov. 20

Dealers are asked to contact Mr. E. L. Mixon, district service training supervisor in Southern California for the time and place of these meetings in their areas.

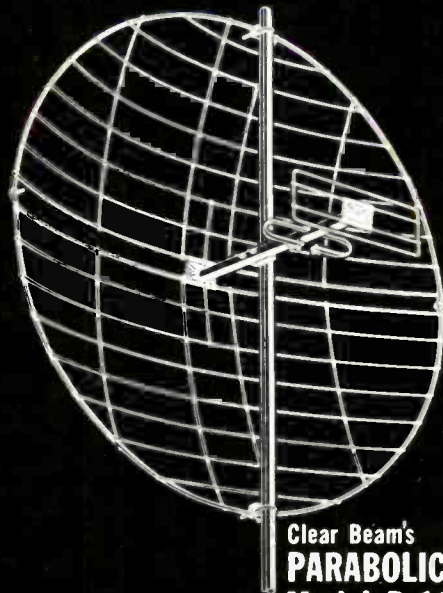
**HALE OF CALIFORNIA
FIRST TO WIN \$100
IN GE CONTEST**

The 101 winners in the first of a series of three monthly contests exclusively for radio and television service dealers have been announced by Gordon E. Burns, distributor sales manager, General Electric Company.

Top winner of the \$100 merchandise certificate was J. Hale, Hale's Radio & TV, 56 North Bascom Street, San Jose, California. He was one of 15 from California, the state that yielded the most prize winners.

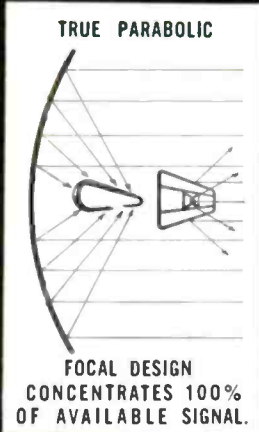
Winning the first monthly "101 Contest" gives J. Hale a chance at the \$500 cash grand prize which will be awarded to one of the three monthly winners.

**Most POWERFUL UHF
FRINGE ANTENNA EVER!**



Clear Beam's
**PARABOLIC
Model P-100**

New, from Clear Beam UHF Research



Focusing screen
selects directional signal
... Rejects ghosts.

Unique parabolic "big screen" design, single dipole feature, and all metallic construction provide maximum performance even in the toughest fringe and translator UHF areas. Prevents signal loss caused by weather deterioration and phasing harness mismatch. Preassembled screen and dipole for fast, strong installation! Up to 18 db gain. Proven the most powerful UHF antenna ever designed!

Ask your distributor or write today
for technical bulletin

**FOR THE BEST • UHF RESEARCH
UHF DESIGN • UHF PERFORMANCE • CLEAR BEAM**

Through continuing research and nationwide evaluation of problems in UHF areas, Clear Beam brings you the widest selection of proven UHF designs. Clear Beam's UHF antennas have been field tested in every type of UHF reception area to assure you maximum performance, maximum profits!



CLEAR BEAM ANTENNA CORPORATION
21341 Roscoe Boulevard • Canoga Park, California

... one step ahead!



How To Talk

ANTENNAS TO YOUR CUSTOMERS

By ROBERT D. RAYNOR, President
Clear Beam Antenna Corp.

PART VI

Although FM broadcasting has been going on for over twenty years, it is only since the advent of High Fidelity recordings and High Fidelity play back equipment in the home that it has taken on an important entertainment aspect.

Most peoples are quite well aware that if they have an FM set that they can get a better quality of music than on AM radio. Unfortunately, because FM appears similar to AM radio, most set owners think the difference is only on programming and are not aware that FM is accomplished by what can technically be considered an entirely different process.

This lack of awareness shows up in the sales statistics on FM antennas. With literally millions of FM sets already on the market and hundreds of thousands more being sold each year, the total number of FM antennas in use runs somewhere under 5% of saturation. The strange point here is that the moment an FM fan learns that he can achieve better reception with an outdoor antenna he will install one immediately. This is understandable when you consider that most FM fans already had a considerable investment to obtain better music, and the installation of an antenna, which makes the set work properly, is usually only a small fraction of the cost of the set itself.

The fact is . . . there is not a single area in the country where the installation of an outdoor antenna will not improve reception and bring in more of the available stations . . . and with greater clarity.

WHY FM IS DIFFERENT FROM AM

Because of the frequency at which it is broadcast, ordinary AM radio rarely, if ever, requires an antenna. FM on the other hand is broadcast in the same general frequency range as TV and is subject to the same reception problems as television. Interference which shows up in television as ghosts, snow or picture distortion also affects FM signals.

Even the finest high fidelity sets cannot deliver undistorted sound unless the signal is received free of this form of interference.

Many FM stations are now broadcasting "stereo", that is, sending out two audio signals on the same frequency rather than one as in regular (monaural) FM. With the proper receiving equipment, you can obtain the same effect from FM stereo as you do with stereo records and a two-

speaker system.

FM stereo signals, by their very nature, are weaker than regular FM signals. This means that an FM antenna is a "must" in most areas if the best FM reception is to be obtained.

SOME COMMON QUESTIONS ABOUT FM RECEPTION

- Q. My FM tuner has a built-in antenna. Isn't that all I need?
- A. No. Unlike AM radio, built-in FM antennas are capable of receiving only nearby stations. To bring in other stations, which are either weaker or are further away, you need an outdoor antenna.
- Q. Can you receive FM on a television antenna?
- A. It is occasionally possible for you to obtain FM reception on a TV antenna. Generally, however, TV antennas are not designed to work on the FM band (88-108 mc.). In addition, if you live in an area where FM is broadcast from many different locations, your TV antenna will very likely be too selective in its direction to receive them all. For best results, an antenna specifically designed for FM reception is recommended.
- Q. Is a special FM antenna required for Stereo?
- A. Any well designed FM antenna will operate on Stereo FM. Therefore, a "special" antenna is not required. However, because stereo FM does not travel as far as regular FM, a more powerful FM antenna will generally be required than was formerly necessary.

HOW TO SELL FM ANTENNAS

As indicated, most FM set owners and prospective FM set owners are not aware that an FM antenna is necessary and of what it will do for them. The best approach, generally, is through an actual display of the antenna at a point where the sets are sold or where allied items, such as Hi Fi records or TV antennas, are displayed and sold. Remember, we are dealing not with an antenna but rather with improved home entertainment.

If each potential customer is made aware of the improvement they can attain in their listening pleasure, FM antenna sales will increase tremendously.



**PATENTS HELP PRODUCE
HIGH QUALITY INDOOR
ANTENNA BY CLEARBEAM**

Canoga Park, Calif.—Unique patented features plus automated production techniques permit Clear Beam Antenna Corp., Canoga Park, Calif., to produce the ever popular Slimline indoor antenna at a consistently higher quality and lower price.

Research and engineering provide style-appeal and mass-production adaptability. The Slimline antenna offers attractive low silhouette base constructed of unbreakable virgin acetate, exclusive Polyneolan ratchet mechanism that holds antenna staffs firmly in any set position without flopping, and a completely pre-assembled lead wire that is riveted securely for positive electrical contact.

The Slimline's Antenna staffs and ratchet are precision manufactured on automatic equipment and the cost savings is passed on to the consumer through additional product benefits such as 22% bigger staffs, 25% heavier wall thickness and best available quality plastic.

The Slimline indoor antenna is protected by U. S. Patent Nos. D-188, 460 and 3,045,210. More information regarding the Slimline indoor antenna can be obtained by writing to Clear Beam Antenna Corp., Box 471, Canoga Park, Calif.

**PARALOG'S DESCRIBED
IN NEW CATALOG**

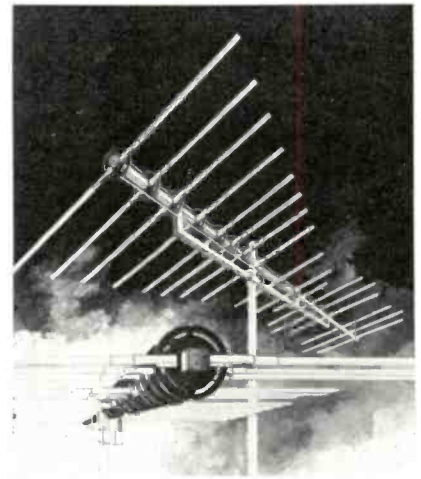
Catalog DS-CS-518.1 describes the new Jerrold-TACO line of Paralog TV-FM antennas. This 7-page, 2-color catalog includes an explanation of the modular parasitic element concept, which, with the log-periodic design makes this line of antennas the most innovative on the market.

Cyclac® insulators eliminate the conventional crossed transmission lines of all previous antennas in the consumer

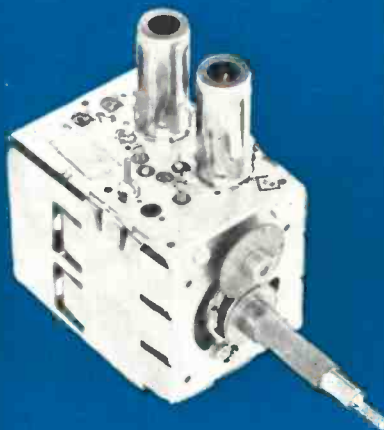
field. Vibration, wind, shock, all make the Paralog only sturdier because of the patented Wedge-Snap anti-element locks—making Paralog THE long life antenna.

Specifications cover both the 7 non-amplified Paralogs, with gain to 16 db, and the 4 amplified types, using Jerrold's new mast-mounted Super-Powermate, with gain up to 28 db. Also described are the Paralog FM antennas for fringe, dep frieng, and very weak signal areas, featuring a gain of up to 12 db. Included are photographs, prices, and lobe patterns.

The Distributor Sales Division of Jerrold Electronics Corporation, 15th & Lehigh Ave., Philadelphia 32, Pa.



TUNER REPAIRS



\$9.50

FOR COMPLETE OVERHAUL

Includes ALL parts (except tubes)
ALL labor on ALL makes

**24-HOUR SERVICE with
FULL YEAR WARRANTY**

Sarkes Tarzian, Inc., largest manufacturer of TV and FM tuners, maintains two completely-equipped Service Centers to serve YOU. Both centers are staffed by well-trained technicians in this specialized field and are assisted by engineering personnel to assure you of FAST, DEPENDABLE service.

⊕ Tarzian-made tuners—identified by this stamping—received one day will be repaired and shipped out the next. A little more time may be required on other makes. Every channel is checked and re-aligned per manufacturer's specifications, not just the channels which might exist in any given area.

You get a 12-month guarantee against defective workmanship and parts failure due to normal usage. Cost to you is only \$9.50 and \$15 for UV combinations, including all labor and parts except tubes. No additional costs. No

hidden charges. All tuners repaired on approved, open accounts. You pay shipping. Replacements on tuners beyond practical repair are available at low cost.

When inquiring about service on other than Tarzian-made tuners, always send TV make, chassis and Model number. Check with your local distributor for Sarkes Tarzian replacement tuners, parts, or repair service. Or, use this address for fast factory repair service.

SARKES TARZIAN, INC.
TUNER SERVICE DIVISION

See your distributor,
or use this address

10654 Magnolia Blvd.,
North Hollywood, Calif.
Tel: 769-2720

**MANUFACTURERS OF TUNERS... SEMICONDUCTORS... AIR TRIMMERS... FM RADIOS
AM-FM RADIOS... AUDIO TAPE... BROADCAST EQUIPMENT**

DUNBAR PICTURE TUBES

— Manufactured in the West's Newest Most Modern Tube Factory!

BONDED FACE PICTURE TUBES

They said it couldn't be done . . . but DUNBAR is doing it! The first independent tube plant to de-laminate and laminate bonded face picture tubes. Old plates removed, new plates replaced. Tubes processed electrically. 1 YEAR GUARANTEE.

SUMMER SPECIAL ANY 23" BONDED TUBE **\$27.50** EX. REGULAR \$32.50

COLOR PICTURE TUBES

21AXP22A 21CYP22A 21FBP22

SPECIAL **\$50**

WRITE FOR PRICE LIST

Shipments anywhere in California. Free delivery in Los Angeles area.

DUNBAR SALES CO.

2033 Venice Blvd.
Los Angeles, Calif. RE 5-1104

ACTRA SETS DATE FOR DINNER-DANCE

Date for the above has been set for the evening of Saturday, October 26th, at Miraglia's (formerly Renard's) in Alameda (2431 Central Avenue). Cocktail hour starts at 6:30 p.m., with buffet dinner following. The notice for the meeting says: "Our own orchestra, our own bar, prizes and fun!" Heading ACTRA Chapter's entertainment committee is Ben Foltrath, of Ben's TV in Alameda, and a past president of the chapter. Tickets (at \$5.00 each) may be had from Phil Fisher, the chapter exec. secty., 5585 Thomas Ave., Oakland 18, Calif.



CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

FOR SALE

TUNER REPAIR AND REPLACEMENT SPECIALISTS

ALL TYPES UHF-VHF-Combo UHF-VHF
ONE DAY SERVICE ON MOST TUNERS

90 Day Warranty

Tuners will have all worn, broken or defective parts including shafts, wafers, sockets, etc. replaced and aligned to factory specifications on crystal controlled equipment.

PRICES

any UHF	\$14.50
any VHF	\$14.50
Combo UHF-VHF	\$15.00
includes true combos only, not 2 unit jobs.	
Two unit types	\$22.50

Includes separate U & V sections bolted to common bracket with string drive, etc.—Includes all Motorola, GE, RCA types. An additional charge at net will be made for any missing parts, tubes or gross mutilation.

SAVE return Postage and C.O.D. Charge by enclosing remittance with tuner.—Shipped via U.P.S. where possible. Always include all tubes, shields, broken parts, and identify Tuner by set make, model and chassis number. ALSO, state what is wrong with Tuner.

FRESNO TUNER SUPPLY

7497 E. Jensen Ave., Fresno, California
AMherst 6-6796

FOR SALE

FOR SALE

TV TUNERS *\$9.50
Rebuilt & Aligned with
Factory Equipment per Specifications.
Including all parts except tubes.
1 day service inmost tuners. Guaranteed.
Ship to: Valley TV Tuner Service
5641-C Cahuenga Blvd.
North Hollywood, Calif.
POplar 9-4730
*Practical repairs. Plus shp. chgs.

BUSINESS OPPORTUNITIES

TV MAN

with sets and meters.
Mr. Kane
AD 1-1217

PARTS & SUPPLIES

PARTS BARGAINS

750 Mil Silicon rectifiers.....45¢ ea.
Indoor TV Antennas.....68¢ ea.
Cheater Cords.....18¢ ea.
Plastic Tape (30 ft. rolls).....25¢ ea.
#47 Pilot Lamps.....6¢ ea.
7.5 OHM fused resistors.....10¢ ea.
Receiving tubes—all numbers 70% off

MANY OTHER SPECIALS
WRITE FOR FREE CATALOG
All Merchandise Guaranteed

L. B. ELECTRONIC DISTRIBUTING CO.

2033 Venice Blvd.
Los Angeles 6, Calif.
RE 1-6991

USED TV'S FOR SALE

USED—TV'S

AS IS

WHOLESALE TO DEALERS

100's OF SETS TO CHOOSE FROM
LOW SHIPPING COSTS ANYWHERE

TV BROKERS

4920 W. PICO, LA. 19, Calif.
WE 1-6622

HOW TO USE WANT AD PAGE

TO PLACE AN AD

BY PHONE: in Los Angeles call AXminster 2-0287. (This is the number of the Classified Dept. only) ask for GRAYCE KENNEDY.

IN PERSON: Come to 4041 Marlton Ave. in the Crenshaw Shopping Center, next to Barker's. (This Address is for the Classified Dept. only.)

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

RATES

95¢ PER LINE, one time.

MINIMUM 5 lines.

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

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

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

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

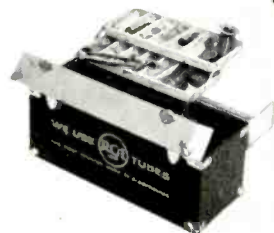
Be
Sure
You Use
Your
Want Ad
Section
For
BUY
SELL
TRADE
OR
HIRE

Service Technicians ahoy! RCA to the rescue!

In electronic servicing, it's the little things that count... the minor problems that add up to a major loss of time. Now RCA answers the S-O-S of busy servicemen with 5 new service aids:



And for quicker, more efficient servicing, two popular basic service aids:



RCA SERVICE-SPECIAL TOOL CHEST:
1A1280—Saves missing tool problems. Ample room for all tools with special compartment for RCA WV-38A V-O-M or RCA power line monitor. Keep everything right where you want it.

RCA LITEWEIGHT TUBE CADDY:
1A1241—Saves carrying a full-size caddy when not needed. Made of sturdy, stain-resistant lightweight molded plastic. And it can hold up to 210 receiving tubes at one time.



NUVISTOR PULLER:
Saves time. Grips nuvistors tightly to ease them from sockets quickly and effortlessly. 1A1347



NEW RCA DROP CLOTH:
Saves customers' carpets, floors. 3' square with cushioned lining—fully skid and scratch-resistant. Packs easily, resists wrinkles. 1A1044A



NUVISTOR SOCKETS:
Saves time-wasting socket-seeking. The two most wanted nuvistor sockets: For conventional mounting and stand-off printed circuits.
1A1382—conventional mounting
1A1383—stand-off printed circuits.



RCA 6-WAY PIN STRAIGHTENER:
Saves time and trouble with bent pins on novars, nuvistors, 12-pin tubes and 7-, 9- and 10-pin miniatures. Trim, free-form design, complete with screws for attaching to workbench or tube caddy. 1A1369



NEW RCA FOAM-RUBBER FLOOR MAT:
Saves tired feet when you stand all day at your service bench. Put one at your primary work area, another behind your counter. Bright red RCA monogram dresses up your entire shop. 1A1381

RCA Electronic Components and Devices



The Most Trusted Name in Electronics

SEE YOUR PARTICIPATING RCA TUBE DISTRIBUTOR FOR ALL THESE RCA SERVICE AIDS.

AUTHORIZED RCA DISTRIBUTORS

RCA VICTOR DISTRIBUTING CO.

6051 Telegraph Road, Los Angeles 22, Calif.

RA 3-6661

RADIO PARTS CO.

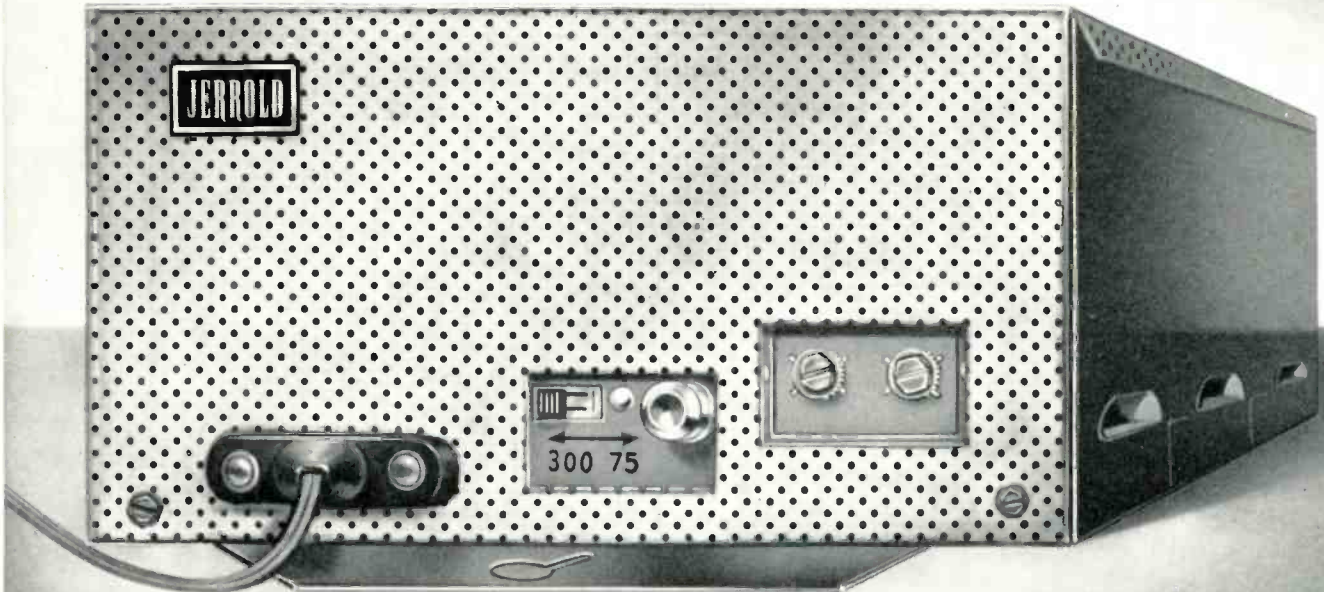
2060 India St.

BE 9-6112

**ANDREWS
ELECTRONICS**

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

BIG-SYSTEM MUSCLE...



SMALL-SYSTEM PRICE!

NEW JERROLD *Challenger* TV DISTRIBUTION SYSTEM

ENGINEERED FOR THE NEW COLOR-TV ERA

- Designed for TV shops, dealers' showrooms, small apartments and motels
- Feeds up to 32 TV and FM sets
- No controls or adjustments
- New "Quick-Disconnect" plug-in outlets

Here's the distribution system to sell to TV and FM dealers for their color-TV showrooms... perfect too for the small apartment building or motel that's been needing an antenna system but couldn't afford one before. It's also ideal for your own service shop.

The JERROLD "Challenger" Amplifier, Model ACL-200, delivers 20db minimum gain over the low band, 19db over the high band. Flat response—unique in a low-price amplifier, but necessary for good color TV. Easy to install, no controls to adjust. Famous JERROLD quality is built in to stay.

Model ACL-200 amplifier \$38.97 net

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