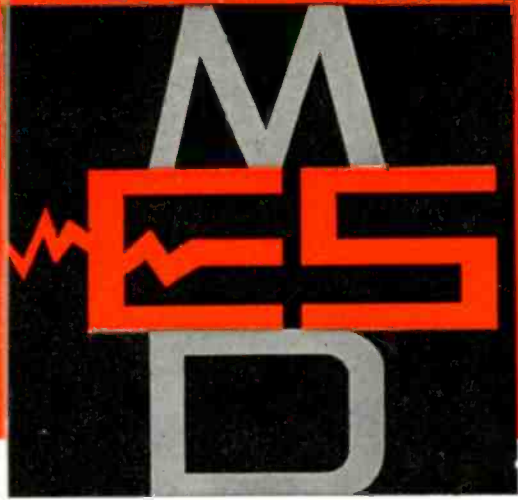


MODERN

1963 "WSBP"  
Award Winner



# *electronic service dealer*

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 4, NO. 6

OCTOBER, 1964

**A Report: Sacramento All-Industry Meeting**

**Policy Against Pay TV and Why**

*Procedural Safeguards Under The New Law*

**An Editorial: Ontario Dealer Meeting**

**CSEA Survey Indicates Dealer Split On Law**

# GHOST TOWN!



Clean it up...take it over...  
with this unique new  
Channel Master antenna

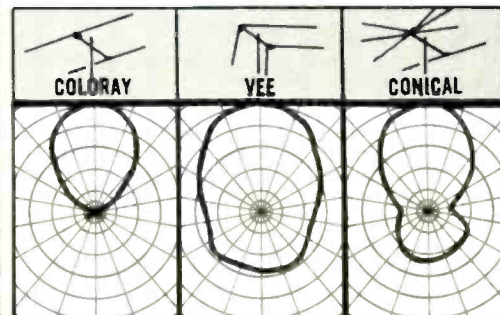
The Coloray. A new kind of antenna **GUARANTEED** to make city (and suburban) TV sets give up the ghost, knock out interference. And has proved it time after time. Right out there in the field—among the tall buildings that cause 80% of the city's TV troubles.

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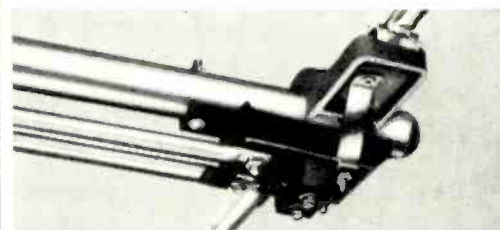
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Compare polar pattern of Coloray with those of most commonly used city antennas.



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## TWIN TRANSISTOR SUPER COLORTRON

Not 10 DB, not 15 DB but a whopping  
33 DB gain on the low band and FM—  
33 DB gain on the high band actually  
amplifies the signals 45 times



## TWIN TRANSISTOR STANDARD COLORTRON

18 DB gain on the low band and FM—  
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**NEVER BEFORE —33 DB gain!**

**NEVER BEFORE —Same gain on every channel 2—13 plus FM!**

**NEVER BEFORE— 3.5 DB noise figure or less on all channels!**

# POTENT NEW PRE-AMPS

## from Winegard with Super High Gain

- First Pre-amps That Have Same Gain on Both TV Bands plus FM.
- Will Take Highest Signal Input of Any Twin Transistor Antenna Amplifiers Made.
- Have Lowest Noise Figure Ever Obtained on TV Antenna Pre-amps.
- Can Be Used on Any TV Antenna for Black and White, Color or FM.

Up to now there have been two serious drawbacks to *all* antenna pre-amps (including our own)—

First—there have never been antenna pre-amps that had enough gain for *every* application. Second—all antenna pre-amps have had from 4 to 6DB gain less on the high band. This is unfortunate because the high band channels normally need pre-amplification more than the low band due to greater reception losses at the higher frequencies.

NOW Winegard has created two big solutions to this problem—the Super Colortron with a flat 33 DB measured gain on all channels 2—13 and the Standard Colortron with a flat 18 DB gain on all channels 2—13. For example, the Super Colortron will blow up a 50 microvolt signal to 2250 microvolts even on 13, the highest channel. Compare this with the best twin transistor pre-amps previously available where a 50 microvolt

signal would be amplified only to 175 microvolts—a tremendous difference in signal power. This increase in amplification will cover *all* applications—particularly for *fringe* area color. (See comparison charts to the right).

Of equal importance to gain is the noise figure of a pre-amp. Winegard engineers have lowered the noise figure on these new pre-amps as much as 2 DB over any other TV pre-amp available. They will bring perfect color even to deep fringe areas.

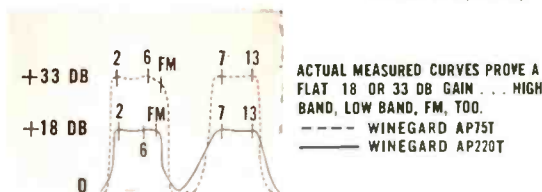
Compare these new Winegard antenna pre-amps with any others on the market today. Compare construction—totally weather-proofed polystyrene case, even the terminals are protected . . . convenient, rugged mounting bracket that snaps-on boom. Compare performance—highest gain . . . lightning protected circuit . . . lowest noise! Then try a new Twin Transistor Colortron and see it in action!






The Super Colortron (AP75T) uses a 75 ohm system with RG59U Coaxial cable. Has three RG59U Connectors. For runs of over 70 ft., RG11U is recommended. The AP75T supercedes the AP215N. Model AP75T lists for only \$79.95.

SPECIFICATIONS: GAIN: +33 DB per band. BANDPASS: 54MC-108MC, 174MC-216 MC. RESPONSE  $\pm 1/2$  DB per 6 MC channel. VSWR: Input 1.5:1. Output: 1.75:1. MAX. SIGNAL INPUT: 55,000 MV. MAX. SIGNAL OUTPUT: 2,000,000 MV. INPUT IMPEDANCE: 300 ohm. DOWNLEAD IMPEDANCE: 75 ohm. OUTPUT IMPEDANCE 75 or 300 ohm. 117V 60 CPS 1.8 watts.

The Twin Transistor Colortron Antenna Amplifier (AP220T, 300 ohm) lists for only \$44.95. The AP275T (75 ohm) amplifier lists for \$49.95.

SPECIFICATIONS: GAIN +18 DB per band. BANDPASS: 54 MC-108 MC, 174 MC-216 MC. RESPONSE  $\pm 1/2$  DB per 6 MC channel. VSWR: Input 1.5:1. Output: 1.75:1. MAX. SIGNAL INPUT: 80,000 MAX. SIGNAL OUTPUT: 660,000 MV. INPUT IMPEDANCE: 300 ohm. OUTPUT IMPEDANCE: AP-220T—300 ohm, AP275T—75 ohm. 117V, 60 CPS. 1.8 Watts.



 <p><b>COLORTRON TWIN NUVISTOR (AP220N).</b> 300 ohm. Input: 400,000 microvolts . . . highest of any amplifier, tube or transistor. List \$39.95. AP275T (75 ohm) List \$44.95.</p>	 <p><b>TWIN NUVISTOR FM AMPLIFIER ONLY. (AP320).</b> 18 DB gain. 180,000 Microvolts input. List \$39.95. AP375—same, but coax. List \$44.95.</p>	 <p><b>REDHEAD SINGLE TRANSISTOR ANTENNA AMPLIFIER (RD300)</b> Most reliable, highest gain single transistor model available. Input: 20,000 microvolts. 300 ohm input and output. List \$29.95.</p>	 <p><b>UHF 212—Twin Transistor UHF antenna amplifier</b> has 12 DB gain on all UHF channels 14-83. Noise figure 8 DB at 900 MC. List \$44.95.</p>	 <p><b>UHF 110X Single Transistor UHF antenna amplifier</b> has +8 DB gain on channels 14-72. List \$34.95. UHF 110T (translator model) —same, but has 12 DB gain on channels 72-83. List \$34.95.</p>
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## EDITORIALLY SPEAKING

By DON MARTIN

### ONTARIO DEALER MEETING

Last month in Ontario I had an opportunity of appearing on an industry type program that included speakers representing CSEA, Pay TV and Free TV, the Board of Equalization, Bureau of Electronic Repair Dealers Registration, etc. The object of this meeting, as I understood it, was to present as much information as possible, to the greatest number of dealers, in the shortest period of time. Each and every one of the speakers could have presented a program of his own but the object was to put all the eggs in one basket.

The turnout itself, in spite of the final day of the Democratic National Convention, was pretty good with over 150 dealers in attendance. In leading off the program I tried to explain the position of MESD in the Industry and its independent connection with the California State Electronics Association. As many of you know, our publication is independently owned but acts as the official publication of CSEA and many times our views are in opposition.

In finishing my presentation I explained that I was proud of the people I had met in the Television Service Industry and proud of the Industry itself. At this point I have to hedge a little on my generalizations to state that the following actions of some of those dealers in attendance was complete rudeness to speakers representing the Association and the State of California.

Being in local politics on our City's Council and the only Republican in a City with over 80% Democratic registration I have had my share of ribbing and cat calls but the display in Ontario did nothing but hurt the industry we are attempting to help. The general poor image of the service dealer in the eyes of the public is bad enough but when you compound the situation with this type of poor taste it will take just that much longer to do the job.

Now, I am not saying that these fellows were wrong in their view point but I do say they were wrong in the way they voiced it. Unfounded cries of conviction without a jury, no re-course under police state tactics, attacks on individuals and Associations, etc. just don't make sense and the people who make them are just not informed.

Whether the registration law will work still must be proved. If it doesn't I will be the first to lead the battle the other way. I'm a firm believer in individual rights, a decentralization of government and the freedom of free enterprise. Many people who worked so hard to obtain this legislation are ultra-conservation in their politics but still believe this was needed before one step could be taken to establish a profession.

Many law enforcement agencies will tell you that the Television Repair Business is or was a haven for fraud. Because of technical problems it was almost impossible to get a conviction and the result, if obtained, was a minor fine. This made the chances of ever being prosecuted over 100 to 1 and those are good odds for any racket.

I realize that it makes a person angry to receive another bill from a local, state or federal government agency for a service you didn't ask for and know little about. However, let's just take it easy for the next 12-months and see what happens. I know of one operator, under observation, that does over \$90,000 dollars a year in service and the bulk of it illegally. The Bureau is about to step in, with a tight case, and this business is going to be picked up by an honest dealer. This type of unfair competition is going to vanish shortly so let's reserve our judgment until all of the evidence is in.

### PARTS SHOW TO MOVE EAST THEN WEST

The Chicago May Parts Show will now be the New York May Parts Show in 1965 and the San Francisco Parts Show in 1966 according to an announcement made by the Show Board during WESCON.

In another communication directed to Norb Dean, President of PETS, Ken Prince, General Manager of the Show stated that, "in addition to the events held in previous years an effort will be made to open the show an extra day for the benefit of the dealer trade. "In the past, the Chicago Show had always been limited to the Distributor trade and this is quite a policy departure."

Actually, in our opinion, this is the result of the pressure applied by PETS, in the few years it ran, and a decline in national distributor attendance over the past couple of years. As I reported a few months ago this year's parts show was lacking in spirit, attendance and national participation. Very few west coast people attended and it seemed like the hand writing was on the wall. The move to New York and then on to San Francisco should solve most of these problems and I believe that distributor attendance should take an up swing.

The idea of opening for a one day dealer show is great and something we have advocated for some time. The first PETS show was well attended by dealers but the big problem was that the show itself was not directed at dealers. By the time the PETS people woke up the horse was gone and the barn was empty. Although I have been a board member of PETS, for the past two years, it seemed impossible for me to convince anyone that the dealers would support a local show. Maybe in 1969, when it is slated for Los Angeles, we will have a few surprises.

### BERD MEETING SLATED FOR L.A. OCT. 17

The Bureau of Electronic Repair Dealer Registration Advisory Board is scheduled to meet in Los Angeles on Saturday October 17th in room 1016 of the State Building, 107 South Broadway, at 10:00 a.m.

The agenda, according to Thomas Schneider President of the Board, will include: 1. Appraisal of the operation of the 1963 law, to date, 2. Steps to assure renewal of the law in the 1965 legislature, 3. Use of the word "Guarantee," and 4. Procedures for informal adjustment of complaints."

Every dealer is invited to attend this meeting and observe the operation of the Board first hand and to also present their views in person.

This is a real opportunity for those who are against the registration law to voice their objections and to get direct answers to their questions. During the last few weeks there has been a great deal of confusion generated by a few people concerning the law and its enforcement and this is the real place to learn the facts.

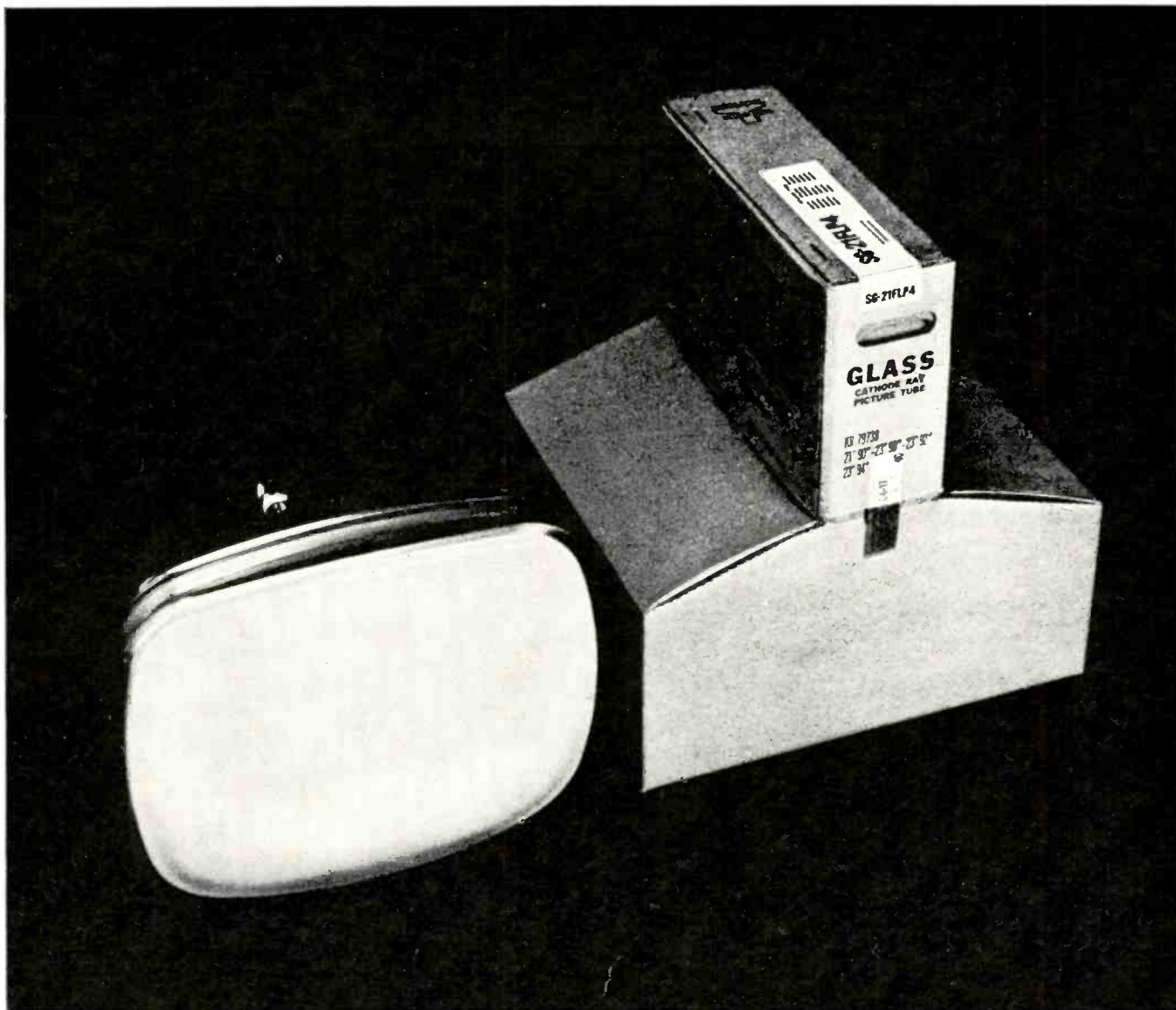
### PAY TV HURT BY PROP. 15 FIGHT

According to a recent report, Subscription Television, Inc. has had to cutback its labor forces in light of the costly fight being staged by them to defeat Proposition 15, the so-called "free-TV" proposition.

At the present time STV has about 40,000 installations in L.A. and San Francisco but need some 70,000 to break even. With the full page ad campaign and TV spots being purchased, with stockholders money, it looks as if the bottomless dollar barrel is going to get a little thin for equipment.

To me the Service Dealer is in a fight for his own business life and that PAY-TV is opening the door to real captive service. Better start leaving those leaflets.

# A better tube deserves a better box



*(a T-Box)*

The G-E "SG" straight-gun picture tube\* comes in a new package that's more than just a box—it's custom-tailored tube protection. Easy to carry, easy to open, the new T-Box minimizes tube breakage and is really handy for dud return.

As always, G. E. is placing the "Accent on Value" by manufacturing the best straight-gun tube—that doesn't need an ion trap. With only 25 G-E "SG's," you're ready to replace 250 other picture tube types and provide faster service. Fewer call-backs! No ion trap nuisance!

A perfectly resolved picture . . . up to 80% brighter.

Your reliable G-E distributor is waiting for your order now. He has the best replacement tube yet—and the box to put it in. Call him today.

*\*All new parts and material in a reused envelope.*

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**HURLEY ELECTRONICS  
OF INGLEWOOD**

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**EDISCO, INC.**

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318 - 21st St., Bakersfield  
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Each kit is prepacked in its own carton with all the necessary hardware. There's nothing more to buy! No need to have extra hardware lying around your shop—or in your service vehicle.

You can sell every antenna need with conical, in-line, yagi, uhf, and new parabolic styles. Many are available with gold anodizing for custom installations.

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## LETTERS TO THE EDITOR

Gentlemen:

I was given a dozen of passed issues of Modern Electronic Service Dealer magazines by a fellow technician and, sure enjoyed reading them.

How does one get on your mailing list to receive such important news?

Thank you for your consideration.

Madrid's TV Service

*Ed: We have placed you on our regular list.*

Dear Don:

Please print the following comments in MESD—if you dare.

Gentlemen:

Three cheers for Mr. Allen Hughes. His feelings are shared by at least 95% of the Industry. This law is universally hated by everyone I have talked to, including CSEA members.

A Bureaucratic one man rule of our business is needed like a hole in the head.

Point out to your readers that anyone accused under this law has no redress in the courts. If he demands a hearing—his "kangaroo court" jury will consist of the same gang of Bureaucrats that accused him. In other words he is "guilty until he can prove his innocence." A felon is entitled to a trial—not a T.V. man.

Recognition as a profession—???? May I remind you that when it was legal—prostitutes also had to register, but I doubt if it increased their Professional standing!

How your publication or CSEA can condone this Police State law is beyond my comprehension. Yet you and your Organization claim credit for this legislative abortion!!

How could your Organization agree to sit on the Board in an advisory only position—outnumbered 3 to 2 ????? Do you realize that this is possibly the ONLY Board of this kind so constituted?

**YOU ARE GOING TO HAVE A GREAT TIME FASHIONING A SILK PURSE OUT OF THIS SOW'S EAR.**

John V. Gross

Dear John:

*Our industry survey that we have printed in this issue indicates that the service industry is split about 50/50 on the registration law. As for the chief of the Bureau, every Bureau in government has a chief and it is not a one man rule. All preliminary hearings set by the Bureau are subject to the courts and any decision can be appealed to the courts. As for the advisory board, it was set up in the law and the Governor appointed all five members. Two had to be from the industry and three from the general public. I hope that in the months to come we will be able to print as much information as possible and can assure you that it looks as if the job isn't being done we will lead the way towards repeal.*

Dear Mr. Martin:

According to your September editorials it appears that CSEA's program of passive resistance to the attacks against the service industry is over. We hope this attitude reflects

the feeling of the officers of CSEA/Service has been rescuing the broadcasting industry for years and its reward has been these attacks. In addition, it appears that a strong Association should protect our industry against similar attacks from politicians, political appointees and publicity seekers of all types.

Albert Hoeflick, Redding, Calif.

Dear Al:

*Your point is well taken and I can assure you that we will do everything possible to stop this type of attack. The result of this editorial is the possibility of CBS producing a documentary film on the service industry for viewing throughout the United States. It is our hope to work with them and to show just what is involved in television servicing.*

Dear Don:

In case you are curious, I have never been in legal difficulties with BERD. I am 45 years old—have been in this trade all my life—except for 5 years in the Navy in WW2.

I have been here in Yucaipa, a small town near San Bernardino for 20 years. I have built my business from nothing—with no capital—to nearly \$200,000 a year gross.

Since I have been here, I have seen at least 20 dealers come and go. Some were poor managers. Some were poor technicians, one or two were crooked. I may have wished them out of business, but not to the point of relinquishing my Constitutional rights—and giving them to the Bureaucracy.

If MESD and CSEA truly wish to reflect the feelings of the dealers in the State, I urge you to go out and talk to dealers at random. Don't tell them who you are. Be honest. If 8 out of 10 don't dispise this law—I miss my guess.

Johnny

Dear Johnny:

*Maybe you are completely right in your viewpoint that the majority of the Television Service Industry is against the new registration law. In your case, doing over \$200,000 per year. I am sure it is not the annual fee but a dislike of governmental controls. However, until now there has never been grounds for the control of fraud in our industry. A lack of technical witnesses, a minor penalty under the law, etc. have fostered a few bad apples that have caused a complete distrust by the consumer. The Bureau has only been in existence for about nine months and has not had a real opportunity to function to its capacity. Let's give it a chance before we condemn it.*

Dear Mr. Martin:

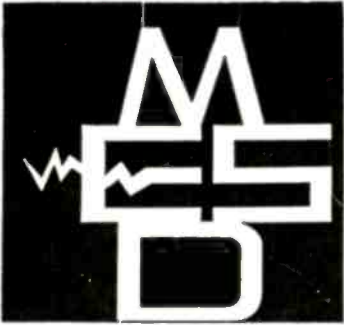
Many thanks for continuing to send me M.E.S.D. over here. The industry news it contains is always of interest to me since I know many of the people personally, and enjoy reading about our good friends at C.S.E.A.

Litton Industries, Belgium  
Cordially yours,  
Ray B. Oxman

Glad to do it Ray.

(Continued on page 20)





The California State Electronics Association

## NEWS WIRE

The All-Industry Meeting held in Fresno last month was very well received by everyone who attended. The meeting, sponsored by CSEA, was to review the different facets of the industry and to attempt to find some key to the future. All of the papers that were presented were good and we will try to report them in the months to come.

The establishment of a CSEA chapter within the National Electronic Association is still under consideration and anyone interested in joining should contact the Association's State office in Fresno for further information. The cost is about \$1 per month per member and a minimum of 75 members is needed to form a chapter.

CSEA once again stated their opposition to PAY TV and its position is pretty well outlined by Ralph Johonnot under his by-line in this issue of MESD.

A series of Press Meetings are still being scheduled for later this year with Dan Weston slated as the primary speaker. Plans are to host a brunch for all Newspaper, TV and Trade Editors and Publishers in order to make them better aware of what is going on in the industry. This is a direct result of the bad publicity towards our industry that seems to crop up every now and then without basis or foundation. The Association feels that a complete explanation of what has been accomplished, in the past few years, and what is in store for the future will go a long way to help build our industry image to where it should be. There is also a possibility of a CBS documentary on the service industry for national distribution and this would be a real aid to our fight for proper recognition.

ACTRA members meeting last month in Oakland heard a report from the Bureau of Electronic Repair Dealers Registration that related some of the work being accomplished by the Bureau during its first nine months of active operation. It was also pointed out that the new regulations will go a long way in setting the pattern for future enforcement of the registration law and its protective clauses for both the service dealer and the consumer. Further discussion and questions followed the formal part of the meeting.

An add on the ACTRA meeting notice sheet stated that four Alameda County service dealers, of questionable competence and ethics, lately just quietly closed shop.

Is registration helping?

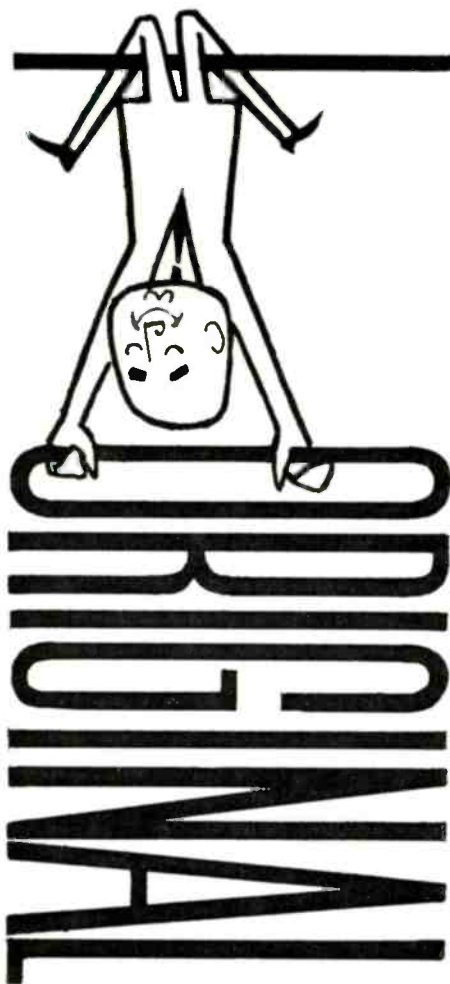
Orange County Chapter of CSEA has just completed their re-organization with the naming of Joe Scarpino of Ohio TV as President of the Chapter. Don Humble of Suburban TV is the new vice president and John Leja of Harbor TV is the new secretary-treasurer. Arnold Lien of Lien TV was named as the chapter's delegate to the zone and State.

The possibility of CSEA becoming a part of NARDA, discussed during a recent Board meeting with no apparent action being taken, has caused some concern among individual members and Association officers. Many feel that NARDA has nothing to offer that CSEA is not already providing and that a definite position should be taken in regards to any type of affiliation with any national group. Many feel that CSEA has led the way and its members would never stand for the second class status of another chapter of a national organization. Re-actions are now being sought by local chapters of CSEA before any further Board action, on a State basis, is taken.

The San Francisco Chapter of CSEA is undertaking a new group advertising program for local newspapers and possibly TV spots. The chapter feels that this type of a program would lead to better public acceptance of the members and an increase in dealer interest of the Association itself.

Zone "B" delegates meeting at Oakley Dexter's home in Larkspur have also instigated an investigation into the possibility of the State Dept. of Weights and Measures taking the local tube testers under their jurisdiction. Many feel that the tube testers check weak and the cost of replacing tubes that do not need replacing by the consumer, could amount to thousands of dollars annually.

The self-certification program is under way and the first series of tests will be held on October 15th. Anyone interested in taking these tests, sponsored by CSEA with the full cooperation of industry leaders, should contact the State office in Fresno or its President Ralph Johonnot of Tri-Color TV in Burbank.



## FACTORY REPLACEMENT PARTS FOR T.V. & RADIO

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**A SPECIAL EDITORIAL:**

## POLICY AGAINST PAY-TV AND WHY

BY RALPH JOHONNOT

PRESIDENT CSEA



The California State Electronics Association has taken a firm stand to support the "Free TV Initiative." On August 12th Mr. James Wakefield, the state executive secretary of this association made a fast statewide survey to once again confirm the stand of the board of directors and delegates as to our future in regard's to "Pay Television." The rights to use the name of our association in aiding their cause was officially given to the "Citizens Committee For Free TV" on the above mentioned date, to use as an endorsement where they deem necessary.

We as the independent service industry cannot afford to "Close the barn door after the horse has got out." In a recent issue of "Life" magazine Mr. Weaver talks about leasing of large screen television, using the word "We" as referring to STV. Shortly after the statement issued above Mr. Weaver spoke before the San Diego press Club and talked about the "Japanese 1000 line set that they were negotiating to import for the STV subscribers." Here he doesn't state "sale or lease" but it is apparent that it must be one or another or both.

The board of directors and the board of delegates, both, during the early months of 1964 took a stand that as "pay tv presented itself at that time they were against it in principal and object." Since the date these resolutions were passed by both boards much water has passed under the bridge and of this writing we have heard rumors of still another company besides STV entering the field here in California.

We, as the only statewide association

representing the television industry here in California must protect our rights to the future of OUR industry as to sales service and leasing. If pay TV does not have some type of regulation and control it is apparent that it can become a giant monopoly of which we would have no part.

The major networks have stated that if the pay system is successful they will have to follow suit. Now annalyze the end of network programming and you will see that a small community that is too small to support a cable system or UHF outlet of their own would soon be without any television at all.

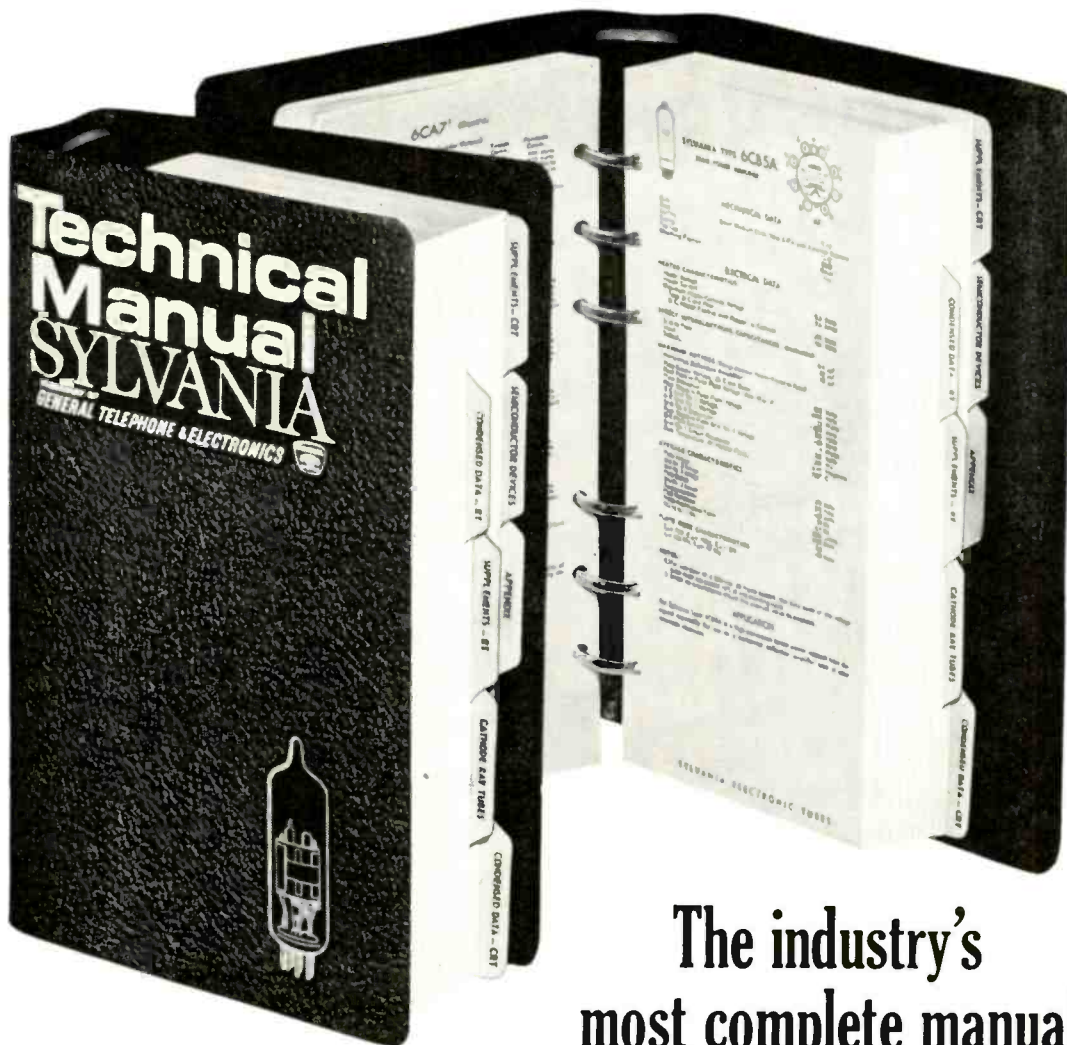
This now awakens the outlying dealers future and we hope brings to him the necessity of joining the fight. Now is the time before this Novembers election to speak before your various service clubs and lodges to let the true story be known and find out if the general public in your area is willing to pay approximately \$30.00 to \$40.00 per month for entertainment that was once free such as championship fights, baseball etc. which are now under contract to the pay TV groups.

The "Citizens Committee for Free TV" are located in both San Francisco and Los Angeles and have free give away pamphlets, bumper stickers, professional speakers for meetings etc. I urge you to vote yes on prop. #15, to repeal the pay TV monopoly and to inform all of your customers that this proposition is backwards as to the way it sounds. A vote NO will allow pay TV to continue. A vote YES halts it's progress.

Ralph Johannot.

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Sylvania's Technical Manual is still the most complete data source for up-to-date information on tubes... and has been since 1929. The current 12th Edition, for instance, will provide information on 2,225 tube types to more than 100,000 service men, technicians, dealers, distributors and other specifiers of tubes. (Incidentally, 2,225 is only the figure of the moment.) At periodic intervals, and at no extra charge, Sylvania mails supplementary data sheets to provide you with the latest information and insure that your Tech Manual is current.

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# SYLVANIA

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NEW CAPABILITIES IN: ELECTRONIC TUBES • SEMICONDUCTORS • MICROWAVE DEVICES • SPECIAL COMPONENTS • DISPLAY DEVICES

# Sacramento All-Industry Meeting Discusses:

- New Law
- Consumer Council
- Fraud Division of Attorney General's Office
- Future of Color
- Bureau Activities
- Enforcement Procedures
- Industry Leaders

On Monday September 14th an all industry meeting was held in Sacramento sponsored by the California State Electronics Association. The purpose of this meeting was to discuss "the current trends and future outlook of the television service industry."

The group of speakers consisted of Ralph Johonnot, President of CSEA; Daniel Weston, Chief of the Bureau of Electronic Repair Dealers Registration; Mrs. Helen Nelson, Consumer Council of the State of California; Robert Baker, Assistant Attorney General Fraud Division; Don Coogan, Sales Representative of RCA; Russell Tatro, partner in Norcal Electronic in Sacramento, a distributor of electronic parts and accessories; Keith Anderson, owner of Handy Andy Television Sales and Service and a member of the Advisory Board for BERD; Capp Loughboro, Loughboro TV in Ventura and another member of the Advisory Board of BERD and James Wakefield, Executive Secretary of CSEA, acted as chairman of the meeting.

The program itself was lead off by Ralph Johonnot who re-caped many of the activities and accomplishments of CSEA over the past years. He voiced the position that every dealer in the State is interested in a fair and unbiased public opinion and that they have run out of patience with uninformed attacks upon the industry and individuals engaged in the service business. He went on to state that, "the new Registration Law is not the complete answer to our problems as service dealers. It is, at least, the first real recognition of an industry that is now reaching the tops in importance in the American home. It is a start that could mean the end to unfair and fraudulent competition that is being practiced today."

Following Mr. Johonnot was Dan Weston, Chief of the Bureau, who stated that his department was now in a position to make itself felt throughout the State. He advised the group that complete television service labs have been equipped and that they have already completed their first series of investigations.

The results of this first attempt at developing evidence provided alarming results. Almost all informed sources agree that the vast majority of complaints are caused by certain dealers. With this in mind, the Bureau picked a few of these to begin with and sent out ten sets to be repaired. Nine of these ten sets were returned with fraudulent charges that resulted in as much as 300% to 1000% profit to these dealers. At the present time the Bureau is working with the Attorney General's office and are expected to indict these firms within the very near future. If convicted they will not only be possibly fined and sent to prison but stand to lose their registration and right to do business.

Weston also went on to point out some of the statistics of his Bureau and what has been done since he opened the doors last December. Many dealers fail to realize that this law has only been in operation about a year and that the Bureau was not staffed until early in 1964.

Mrs. Helen Nelson of the State Consumer Council followed Weston and her presentation was excellent. She pointed out that the Television Service Business was the ideal business for the fraudulent operator and, in fact, she had been told by a convicted prisoner that the TV service business was the easiest to get into and the least likely one to be bothered by the law. Actually, she stated, there was so little known about the technical side of the television service business that most prosecutions ended up with either acquittals or a hung jury. On top of that, the crime was usually petty theft and the local law enforcement agencies didn't want to bother with them since they had more important cases to try. The result was that the punishment was so minor and the possibilities of prosecution so minute that the Television

Service business became the ideal way to make a dishonest living. It was also quite mobile since all it required, to a great extent, was a tube caddy and the violators were hard to trace! The consumer, because of these problems, have been bilked out of millions of dollars and it has resulted in a poor consumer image for everyone connected with the industry.

"Now," she stated, "the situation has completely changed. There is teeth in the new law and a violator can not only go to jail but can be put out of business. Complete and accurate files are kept on all dealers receiving complaints and these records stay with them wherever they go in the State of California. This data is now being processed on computers and it is going to be harder and harder to bilk the public on television service and get away with it for long."

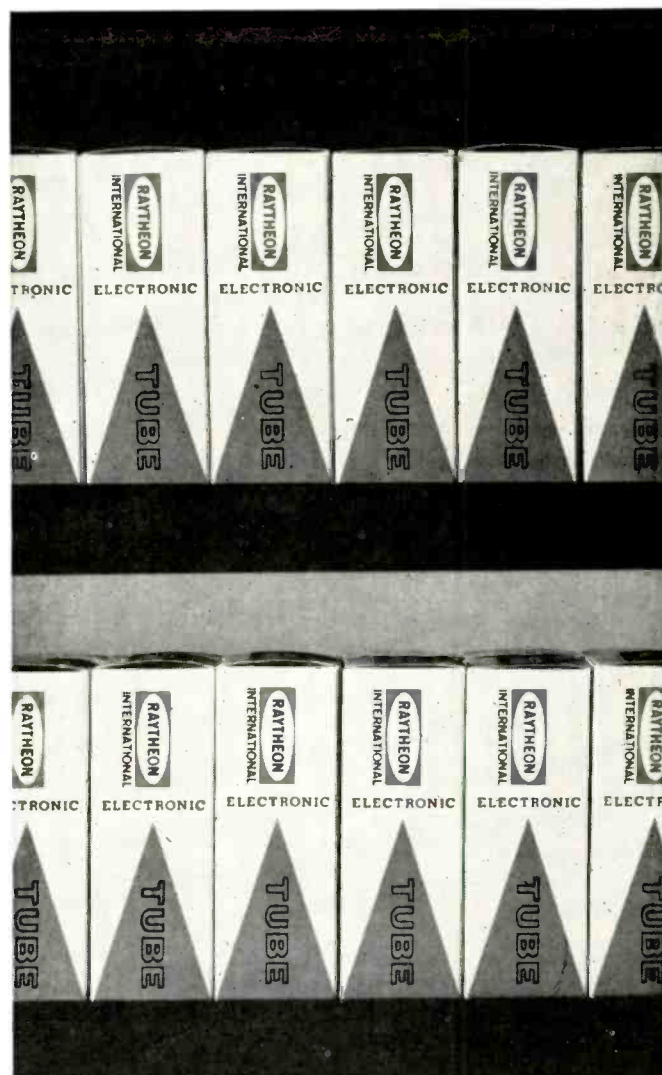
The net result of this will be a sounder industry of honest small businessmen. They will be able to charge full prices for their work and not be afraid of the unfair and illegal competition that has drained them dry for so many years. It is estimated that in California alone over \$3 million dollars is annually taken by the fraudulent service dealer and this business is going to be absorbed by the honest dealer who is giving fair service for a fair dollar. Not too long ago a dealer was faced with the choice of being dishonest or going out of business. We sincerely believe that this is not now the case and the situation can only improve over the years to come.

The afternoon session of the conference was kicked off by Don Coogan of the Radio Corporation of America who stated that the vast investment by RCA in the color field will produce the greatest future the television and television service industries have ever known. Color Television sales in California are supposed to pass Black and White sales this year and the future is ever brighter. Color, he stated, will separate a lot of the men from the boys and the demand for real technicians will become greater and greater. Color, of course, demands a greater dollar for service and the consumer is willing to pay for it. The advent of new sets, new tubes, etc. is in the immediate future and will be the wise dealer who will be ready for it when it comes.

Russ Tatro, partner in Norcal Electronics stated that, the new law has had a stabilizing effect on the service industry in their area and that it will continue to do so every day. He also felt that this stabilizing would provide the consumer with better service for less total cost, that it would allow the dealer to operate in a legitimate way, that it has helped the boarderline dealer to make up his mind as to whether or not to be honest and it will have a definite effect on the mortality rate of business failures.

One of the most important parts of this meeting was a report from Assistant Attorney General Robert Baker who outlined step by step the procedures of prosecution of violators of the registration law. Mr. Baker pointed out that there must be a series of hearings, under courtroom type of conditions, and of most importance is that any decision can be appealed to the courts. There has been a great deal of controversy raging throughout Southern California in regards to "one man rule" "trial without recourse," etc. and this is not true. A complete run down of the regulations governing the Bureau and all other Bureaus operating under the Department of Business and Professional Standards will appear in another section of this issue of Modern Electronic Service Dealer.

Following these two gentlemen were Kieth Anderson of Handy Andy and Capp Loughboro of Loughboro TV both members of the Bureau's Advisory Board who expressed their opinions, as dealers, as to the operation of their businesses under the new law. They also reviewed some of the action of the Board and its place in regards to the Bureau.



## service more profitably

All the reasons for using Raytheon International tubes add up to this — with Raytheon you get premium tubes at "run-of-the-mill" costs. Introduced to help American radio and TV manufacturers achieve higher reliability and value, this new line has received overwhelming approval.

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Get the Raytheon International tube profit story from your Raytheon Distributor today.



# PROCEDURAL SAFEGUARDS FOR THE DEALER UNDER NEW LAWS

*This is a direct printing of a speech made September 14 to an All Industry gathering in Sacramento. The purpose of this speech was to point out the procedural safe-guards which are available to a service dealer registered under the Electronic Repair Dealer law. During the past few weeks there have been many attacks made on the new law, the Bureau*

*and the California State Electronics Association. Some of the charges included trial without jury, guilty until proven innocent, one man rule, no recourse under the law, etc. To help clear up this misinformed and misguided criticism we are pleased to present this material exactly as it was presented last month.*

I would like to extend to you the greetings of our new Attorney-General, Thomas C. Lynch, and to offer his congratulations for your continued efforts to resolve the problems facing your industry.

The Attorney-General's office would also like to commend Mrs. Helen Nelson for the excellent work of her office. We know that the Consumer Counsel's duties are both extensive and demanding. Nevertheless, there can be little doubt that the functions of that office are being well performed. Although the Consumer Fraud Section of the Attorney-General's office functions independently from the Consumer Counsel's office, there is a unity of motivation and commitment which is compelled by the need for effective consumer representation.

I would like to briefly outline the function, procedures and goals of the Consumer Fraud Section of the office of the Attorney-General. The section was organized in 1959 to extend to the consumers of California the protective arm of the State's chief law enforcement officer. The present statewide head of the section is Assistant Attorney-General Vincent M. Thorpe.

The function and responsibility of the section may be outlined as follows:

(1) To assess the extent of fraudulent and unethical practices in the State which unlawfully induce the consumer to purchase or to enter into contracts for the purchase of goods and services.

(2) To assess and utilize procedures available to law enforcement agencies to curb these practices.

(3) To institute whatever litigation is available to the Attorney-General against those individuals or firms who initiate such practices and operate on a scale transcending the boundaries of local communities.

(4) To seek wherever possible and proper, voluntary compliance with the law.

(5) To alert and solicit the active participation of organized units of industry and the community to combat unethical and fraudulent practices.

by  
Robert  
Baker  
Deputy  
General  
Sacramento,  
Calif.

(6) To utilize regulatory authority of those several California State agencies to attack those problems within their respective jurisdictions.

(7) To propose legislation which is reasonably calculated to assist the State and its subdivisions to correct these practices.

(8) To evolve programs for public information designed to expose unethical, fraudulent and misleading claims which are calculated to mislead the consuming public.

In general, the Consumer Fraud Section is directed to focus and coordinate law enforcement for consumer protection.

The operation of the Consumer Fraud Section is only one function of the Attorney-General's office. Another important function is that of representing administrative agencies such as the Bureau of Electronic Repair Dealer Registration. I would like to spend most of my time today discussing some of the procedural safeguards which are available to a service dealer registered under the Electronic Repair Dealer Law. You will note that the Bureau was established within the framework of the Department of Professional and Vocational Standards. This Bureau was created at the instance of the California State Electronic Association and the Consumer Counsel's office.

The Director of the Bureau may "establish and enforce such regulations as may be reasonable for the conduct of service dealers and for the general enforcement of the various provisions of the Electronic Repair Dealer Law in the protection of the public." All proceedings to refuse to validate and temporarily or permanently to invalidate a registration must be conducted pursuant to the Administrative Procedure Act. This Act was adopted in 1945 and proscribes hearing procedures to be followed when the Director of the Bureau institutes disciplinary proceedings. In other words, when a service dealer protests the Agency's action, a hearing under the Act is required.

APA proceedings the parties are designated "Complainant" and "Respondent." The Complainant, i.e., the Agency, is represented by the Attorney-General; the Respondent "may be, but need not be represented by counsel" in his own

discretion. Such counsel would, of course, be of Respondent's own choice and employment. Hearings in a contested case under the Act must be "prescribed over" and "conducted by" a Hearing Officer on the staff of the Office of Administrative Procedure, Department of General Services. A Hearing Officer must have been admitted to practice law in California for at least five years immediately preceding his appointment and, as a matter of fact, the professional experience of a Staff Hearing Officer is significantly more extensive.

Proceedings under the Act may be generally broken down into two categories: (1) Those which relate to refusal of the Director to validate a registration and (2) those which relate to suspension or revocation of a previously validated registration. The Complainant or accusatory pleading in a refusal to validate proceeding is termed a "Statement of Issues" and in a suspension or revocation proceeding an "Accusation." When an applicant is refused validation, he may initiate proceedings under the Act by appealing to the Agency which will then prepare a Statement of Issues. The Agency independently initiates suspension or revocation proceedings by preparing and serving an Accusation.

The Statement of Issues is a written statement specifying the statutes and rule with which the Respondent must comply, and any additional information which would authorize a refusal to validate his registration.

The Accusation is a "written statement of charges which sets forth in ordinary and concise language the acts or omissions with which the Respondent is charged so that the Respondent will be able to prepare his defenses." It must also relate the statutes and rules which authorize the Agency to revoke, suspend, or condition the registration.

As a practical matter the Agency bears the ultimate burden of proving its affirmative allegations set forth in the Statement of Issues or Accusations.

Upon filing the Accusation the Agency must serve a copy on the Respondent together with a Notice of Defense and a statement that Respondent may request a hearing. The Notice of Defense constitutes the answering pleading to an accusation. In practice the statement to Respondent usually contains additional information describing Respondent's rights under the Act.

In a denial Proceeding the time and place of hearing will be determined prior to service of the Statement of Issues. In Revocation proceedings the Agency will set a time and place for hearing when it receives Respondent's Notice of Defense. In both cases the Notice of Hearing must be served upon him at least ten days before the hearing. The hearing somewhat resembles a civil trial, although it is not a judicial proceeding. It is a contested adversary proceeding with the Hearing Officer acting and exercising responsibilities much in the nature of a judge.

The order of presentation is (1) the Complainant's evidence, (2) the Respondent's evidence, (3) Rebuttal, if any, and so on. Opening statements, though not customary, may be made at the discretion of the parties; opportunity for closing arguments is also afforded.

The form of presentation of evidence resembles that in a judicial proceeding. Direct and cross-examination of witnesses is permitted. On occasion the hearing officer will ask a question of a witness. All documents offered are marked as exhibits and become a part of the record. Oral evidence is taken only on oath or affirmation. Each party has the right to call and examine witnesses, to introduce exhibits, to cross-examine opposing witnesses on any matter relevant to the issues, to impeach any witness and to rebut the evidence against him. The rules pertaining to cross-examination and impeachment are more liberal than in judicial proceedings, whereas the rule regarding the Respondent's testimony is narrower than in civil proceedings. If Respondent does not testify on his own behalf, he may be called and examined as if under cross-examination. Our office is of the opinion that the Respondent should not be called as a witness by the Agency until he has had an opportunity to testify on his own behalf and has failed to do so. In practice the Agency puts on its case first, after which the Respondent is given the opportunity to put on his case.

The Hearing need not conform to the technical rules of evidence followed in judicial proceedings. It should be emphasized that the proceedings are not criminal in nature, although many of the rules of privilege are applicable. Hearsay evidence which is admissible in civil proceedings under an exception to the hearsay rule is admissible in APA contested proceedings and can, standing alone, support a finding of fact. Relevant hearsay evidence which would not be admissible over objection in civil proceedings is admissible in APA proceedings "for the purpose of supplementing or explaining any direct evidence, but is not sufficient in itself to support a finding." Such hearsay evidence is called "administrative hearsay." The general rule favors admission of all reliable relevant evidence.

At the conclusion of the hearing the officer prepares a written Proposed Decision containing findings of fact, determinations of issues and a Proposed Order of Disposition. The Proposed Decision may be adopted by the Agency in its entirety or the Agency may alter the Proposed Decision. In either case the matter is decided by the Agency. The Act does not provide for argument before the Agency itself in support of or against the adoption of the proposed decision. The Agency's decision becomes effective thirty days after it is delivered or mailed to the Respondent unless (1) a Reconsideration is ordered, (2) the Agency orders that the Decision become operative sooner, or (3) the Agency directs a Stay of Execution. After the Agency Decision, there are three remedies available to an aggrieved dealer. He may (1) petition the Agency for Reconsideration, (2) petition the Agency for Reinstatement or Reduction of the Penalty and (3) petition the Superior Court for a Writ of Mandate. This last remedy provides a means for judicial review of the Administrative Determination.

These remarks have but touched the surface of procedures under the Administrative Procedure Act, but I hope have articulated the major procedural safeguards available to a service dealer.

# How To Deal With NUTS

A Satire About  
The Consumer Who  
Pays Our  
Tube Bills

by  
G. N. "DOC" STINER

I got into the madhouse of TV service about 1950, as the crow flies, and thirty thousand times since then I have threatened to quit. Not because of short circuits in TV sets but because of open circuits in human heads.

One night I was sitting on an orange crate in my cardboard shack under the Santa Ana bridge when I decided to do some serious thinking about what to do with screwballish television customers. By early morning of the following day and after the third fifth of muscatel I had come up with some answers. I still can't fix TV sets but I know more about the nut who drives technicians to drink. I consider this knowledge of such value I am passing it along to the trade. No charge, of course. Let us say you enter your customer's home with the intent and purpose of getting sound back into a ten year old Philco, a real good set in its day and one that would still be popping along if it hadn't pooped out. You ask Mrs. G. if there is anything else wrong besides this and she says "No, it plays just fine, it just won't talk." Good! You take the lid off the 6T8 and sure enough there are only two little lights going there instead of three and you are happy as hell because this is the same as shooting fish. So now the sound is back to normal and you carry on a sparkling conversation whilst writing out the bill, all about your qualifications as a technician, the high cost of living, etc.

"What's the matter with the picture?" she says. She works the fine tuner. "Something's wrong?" Because you just repaired the sound. "It didn't used to wiggle and jump up and down like that!" Sure enough, you have run into a nut. Calm down and bum a cigarette off of her. Your nonchalant attitude will throw her off guard. Now what do you do? You change the subject. Since there is actually nothing wrong with the set that getting a new one wouldn't cure, you can't get involved. You know she had that trouble before so with the parting shot that you could probably cure that trouble for about \$35.00, you grab your check and get out lesson number one: Keep the customer happy but do NOTHING!

Never strike a customer in anger. Never break a picture tube over a customer's head without first putting on protective goggles. Never throw small tubes against the walls in the customer's home. Don't hit the kid with your cheater cord when he upsets your tube caddy. Don't kick a pregnant cat. They make a terrible noise.

Mrs. Knapperknaw is on the tele-

phone: The conversation goes like this:

"You fix sets in the home?"

"Whenever possible, ma'm."

"I won't let it go to the shop!"

"Why not?"

"Just because I won't. All it needs is a little tube."

"Which tube does it need?"

"How do I know, you're the technician!"

What do you do with this kind of a nut? Easy. You laugh heartily and say: "I'll bet you could fix that set yourself, I'll bet you know more about TV than you let on!"

Now you've got her. She knows you have a sense of humor because you laughed. She also knows that you know that she knows and that dispells her fears. What else is there to do but pick up the set and bring it into the shop. It has to go in anyway. The flyback is burned.

Mrs. J. is on the phone. She says: "I want that resistor put back in my set." "What resistor?" "The one you took out the last time you fixed it, it's never worked right." "Oh, *that* resistor! Certainly, I will take care of that just as soon as I get my truck back from the garage and my wife has her baby. Things are awfully confused right now but we'll be out there, don't you worry." The rest is obvious. Be out of town when she calls back. Simple? Of course, but you have to study these things!

If the old man who lives down the street staggers into your place five minutes before you intend to close and your mouth is watering for a martini and the broiled filet you can't afford, I have an answer for that one also. He wants a knob for a radio that was made in 1932. Get him a big box of assorted knobs and put them on a bench outside the shop. His eyes are weak so he sees better in natural light. What do you care if he is there until sunset? Nobody steals old radio knobs! Call your answering service and go home to your wife who has a big head-start on you where the martinis are concerned.

Do you understand now, how you can cut call-backs, establish amiable relationships with your clientele, sleep peacefully at night and have peace of mind?

I am delighted to say I have reduced my call-backs to a minimum. I have also reduced my calls. The fact of the matter is I don't have any customers any more but it really doesn't matter because I closed my television shop and bought a small chicken ranch. Chickens may be dumb but at least THEY don't stay awake nights thinking of ways to give you trouble!

—G. N. "Doc" Stiner





# TRADE / TALK

## ADMIRAL BLASTS RCA ON COLOR TUBE COSTS

The Admiral Corp. has embarked on a program of manufacturing their own color tubes. With a direct slap at RCA for charging high tube prices to the major manufacturers the firm announced they will soon be producing 19 and 25 inch rectangular tubes and 21 inch round tubes.

According to Admiral officials, RCA is charging the same price for color tubes today as they did ten years ago and that it has meant abnormal profits. RCA, on the other hand, stated that they have always maintained that the manufacturer of color tubes has returned a good profit but deny that it is unreasonable considering the vast investment the firm has made over the years in the advancement of color TV.

## JERROLD REVIEWS DEALER POSITION ON UHF PROMOTION

Many dealers throughout Southern California were upset over a promotion being sponsored by the new UHF Channel 28 that seemingly was selling converters at dealer cost to the general public. In contacting the local representatives it was disclosed that this was a complete mis-understanding. In a letter to the Association's Publicity Chairman Howard Singer Mr. Bob Margolis of the Jack Berman Company stated, "our closest tie-in with channel 28 is in the order form that they mail out to prospective subscribers to the station. Actually, a new subscriber to the station can, when he subscribes, order a converter for a do-it-yourself installation. Please be assured that the number of orders received by Channel 28 for converters has not been overwhelming. As a matter of fact, they have been very sparse. This is in contrast, however, to the number of pure subscriptions they have received, and that is most encouraging to the station."

## MURPHY NEW AD CHIEF FOR CALECTRON

Harry P. Murphy has been appointed Advertising Manager of Calectron, Northern California distributor for RCA. He had previously associated with Soter's Inc., a Salt Lake City household and

appliance retailer as sales promotion and advertising manager.

## SYLVANIA SENDS OUT 25-INCH COLOR TUBES

Sylvania Electronic Products has begun to sample leading manufacturers with their new 25-inch, 90 degree rectangular color TV tube. According to Sylvania, the 25-inch tube will provide over 19 per cent more picture area than a standard 21-inch tube.

## JERROLD TO RETAIN PILOT DIV.

There has been a great deal of talk concerning the possible sale of the Pilot division of Jerrold Electronics over the past few months but, according to the President Milton J. Shapp, "this is now being terminated." The decision of the firm is to go full speed ahead in the complete engineering, production and marketing program geared for achieving the highest levels in the company's history.

## RCA TO EXPAND COLOR TUBE FACILITIES

RCA has just announced that it will spend \$8 million on the construction of two new buildings at its Lancaster, Pa. plant as the initial step in a long range expansion program for color television picture tube facilities. The new program is geared to parallel the projected growth of color television set sales which are expected to more than double during the next five years.

## BRANDEIS NEW PARTS SALES MANAGER FOR ZENITH

Melvin Brandeis has been promoted to sales manager of the Parts and Accessories division of Zenith Sales Corporation according to John Adams, the division's general manager.

## TAME SEEKS FCC CONTROL OF CATV

The Television Accessory Manufacturers Association (TAME) has just recommended to the Federal Communications Commission that it ask Congress to pass legislation giving it the same

regulatory jurisdiction over wired community antenna television that it now has over radio and television broadcasting stations.

TAME, according to the report, has taken this action in order to safeguard the American system of free broadcasting of television and to ward off chaos in the industry."

It is interesting to point out that a similar bill was defeated in the Senate by one vote in 1960.

## TELEVISION SHIPMENTS GO OVER \$1 BILLION IN '63

A recent report indicated that factory shipments of television sets in 1963 went over the 1 Billion dollar mark for the first time in history. With an increase of 17% over 1962 the total dollar volume reached \$1,058,000,000.00 with unit sales reaching 7,706,000. Of the total unit sales about 10% were in color sets or about 717,000 with a total value at \$257,459,000.

## JACK BERMAN NAMED TO PARTS SHOW BOARD

Jack Berman, of the Jack Berman Company Los Angeles Manufacturers' Representative firm, has been named to the Electronic Show Corp's board as a representative of the Electronic Representatives Association. Along with the announcement of Berman's appointment by Allen Williams president of ERA, the Association went on record in favor of the new plan to alternate the Electronic Show each year and increasing it to a five day show.

## HERTZ ENTERS COLOR RENTAL BUSINESS

Hertz Rent-All has just recently announced their entry into the leasing of color television sets. Although test operations are now being conducted in Chicago and New York it is felt that the program will be expanded to all major markets within the near future.

Hertz is renting RCA 21-inch table model color sets on a minimum six months basis at \$23 per month. Installation is free if the contract is for one year, otherwise the cost of installation is \$35 for the six month period.

*(Continued on next page)*

# 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.

SPECIAL ANY 23" BONDED TUBE **\$29.50** EX.

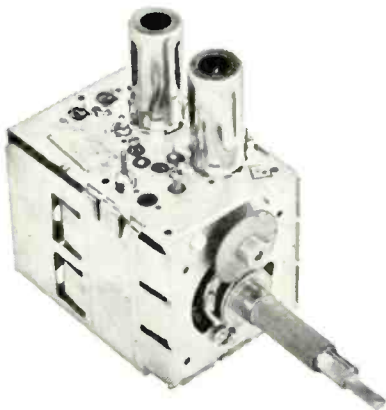
WRITE FOR PRICE LIST

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

## DUNBAR SALES CO.

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

Tarzian offers  
**FAST, DEPENDABLE  
TUNER REPAIR  
SERVICE (ALL  
MAKES)**



It just makes sense that a manufacturer of tuners should be better-qualified, better-equipped to offer the most dependable tuner repair and overhaul service.

Sarkes Tarzian, Inc. pioneer in the tuner business, maintains two complete, well-equipped Factory Service Centers—assisted by Engineering personnel—and staffed by specialized technicians who handle **ONLY** tuner repairs on **ALL** makes and models.

Tarzian-made tuners received one day will be repaired and shipped out the next. Allow a little more time for service on other than Tarzian-made tuners.

Tarzian offers a 12-month guarantee against defective workmanship and parts failure due to normal usage. And, compare our cost of \$9.50 and \$15 for UV combinations. There is absolutely no additional, hidden charge, for **ANY** parts except tubes. You pay shipping costs. Replacements on tuners beyond practical repair are available at low cost.

Ⓢ Tarzian-made tuners are identified by this stamping. When inquiring about service on other tuners, always give TV make, chassis and Model number. All tuners repaired on approved, open accounts. Check with your local distributor for Sarkes Tarzian replacement tuners, replacement parts, or repair service.

 **SARKES TARZIAN, INC.**  
Bloomington, Indiana

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

ONLY  
**\$9.50**  
INCLUDING

**ALL PARTS**  
(except tubes)  
**and LABOR**

**24-HOUR SERVICE  
1-YEAR WARRANTY**

**TWO SERVICE CENTERS  
TO SERVE YOU BETTER**

See your distributor, or use the address nearest you for fast factory repair service

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

## INTEGRATED CIRCUITS NEW THREAT TO DEALER

Development reports indicate that the appearance of integrated circuits by most major manufacturers is not too far away. What this means is the replacement of the whole stage with no need for coupling capacitors, bias resistors, etc. Its effect on the service dealer, the component manufacturer and the electronic parts distributor could mean real trouble.

## TECHNICIANS FORM UNION IN ST. LOUIS

Local 6375 of the AFL-CIO Communications Workers of America has just been formed in St. Louis and is composed of electronics specialists and technicians. The union has about 100 members and is now actively seeking to sign up television service shop owners and their employees. The purpose of the union, states their first president John Storehalder is to "upgrade the quality of TV repair service by establishing training programs for technicians and improving working conditions."

## ROSE KALAJIAN NEW WEMA SECRETARY

Rose Kalajian, of the ITT Cannon Electric Co., has been appointed as the new secretary of the Western Electronic Manufacturer's Association and replaces Jo Westfal of the J. W. Miller Company.

## PAY-TV REPORTS FIRST NIGHT VIEWING RESULTS

The first night viewing results of Pay-TV in Santa Monica proved to be quite interesting with 61% of the subscribers watching the Dodger game, 23% watched the Broadway Play from South Africa and 16% watched the surfing show.

At the time the first show went on the air STV had over 4,000 subscribers but only about 2500 were wired in time for the opening gun. One interesting statistic was that the salesmen for STV found that one out of every five homes in this middle income district had a color set and about 7% of the homes had no Television at all.

## TV GUIDE FEATURES ARTICLE ON SERVICE

An article appearing in the latest issue of TV Guide does a great job in letting the general public know what is involved in television service. The article points out the pitfalls of \$1.95 service call bate advertising and is to be commended by the service industry. Dealers are urged to get a copy of this Issue and use it whenever possible.

# CSEA SURVEY INDICATES DEALERS SPLIT ON LIEN LAW

Several weeks ago the state office of the California State Electronics Association prepared and sent out a survey to try to evaluate the effect of the new law in Los Angeles County that makes it mandatory to give an estimate to a customer before removing the Television Set from the home. This law has been confused with the State-wide law, that is being administered by the Bureau of Electronic Repair Dealers Registration, and has caused a great deal of misunderstanding among the dealers. The estimate requirement singles out Los Angeles County only and an estimate is not required in other sections of the State. It must also be pointed out that the California State Electronics Association did not participate in the L.A. County law although they played a very important part in the creation of the new Bureau.

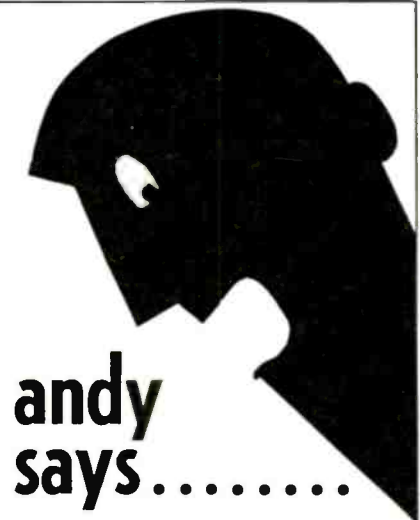
here are the results of that survey taken in Los Angeles

With a return of over 10% at the time of tabulation, County only:

- |   |           |        |
|---|-----------|--------|
| 1. Do you feel that AB-1359 has corrected any unethical practices?..... | Yes       | 33     |
|   | No        | 33     |
| 2. Do you feel that AB-1359 gives advantage to the Large Shop?.....     | Yes       | 18     |
|   | No        | 27     |
| Small Shop?.....  | Yes       | 18     |
|   | No        | 26     |
| 3. Are you complying with the law in giving estimates on                | All Jobs  | Yes 38 |
| repair jobs requiring shop work? .....                                  | Some Jobs | Yes 26 |
|   | None      | Yes 3  |
| 4. If you are not complying with the law, is it because:                |           |        |
| Too much trouble? .....   | Yes       | 9      |
| Outside man not qualified to give firm estimate?.....                   | Yes       | 10     |
| Feel that true estimate can not be made until set has been              |           |        |
| checked in shop?.....   | Yes       | 35     |
| Unfair because of non-compliance by competition?.....                   | Yes       | 15     |
| 5. Do you feel that AB-1359 has raised the overall repair               | Yes       | 31     |
| prices to the consumer?.....  | No        | 34     |
| 6. Do you feel that AB-1359 has bettered your                           | Yes       | 31     |
| customer relations? .....   | No        | 39     |
| 7. Do you feel that some of the points in AB-1359 could be              |           |        |
| incorporated in 5B-1292 for the good of the consumer                    | Yes       | 33     |
| and the servicing dealers?.....   | No        | 12     |

\* \* \* \* \*

In addition to the questions above, remarks were asked for and they had a varied range from "get rid of both bills," "not enough time yet to know results," "very poor bill to all concerned," etc. However, several stated that the bill had not had enough publicity and that the consumers do not know about it!



WHEN  
YOU NEED  
A

**CERTAIN HARD  
TO GET PART  
CALL US FIRST**

FOR ORIGINAL  
SERVICE PARTS FOR  
T.V. AND RADIO

- RCA
- ZENITH
- GENERAL ELECTRIC
- DELCO AUTO RADIOS

PLUS—THE BEST LINES  
OF GENERAL  
REPLACEMENT PARTS

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ELECTRONICS**

1500 W. BURBANK BLVD.  
BURBANK, CALIF.

TH 5-3536  
ST 1-3120  
VI 9-6014

**FAST ▶ FAST ▶ FAST ▶ FAST ▶**

**IF YOU NEED  
A PHILCO PART  
YOU CAN GET IT  
FAST!**

**THERE'S A FULLY STOCKED  
PHILCO PARTS CENTER NEAR YOU**

Whatever you need . . .  
just dial your Philco Parts Distributor

1. A nationwide network of Parts Distributors.
2. Backed by Parts Warehouses with millions of dollars in parts.
3. Parts for new models shipped automatically!
4. Orders handled by experienced parts specialists.
5. Emergency orders transmitted fast . . . processed within 24 hours.

PARTS & SERVICE OPERATIONS  
**PHILCO**  
A SUBSIDIARY OF *Ford Motor Company*

**FAST ▶ FAST ▶ FAST ▶ FAST ▶**

**LETTERS**  
*(Continued from Page 8)*

Dear Don:

Many thanks for sending me my copy of the September issue of Modern Electronic Service Dealer along with the additional copies of the address which I delivered before the Georgia Association of Broadcasters. I am genuinely grateful at the treatment which you gave this piece. As you can imagine, a considerable amount of thought and work went into it and I am flattered that it prompted you to treat it as you did. It is my firm feeling at this phase, that the dissemination of information concerning CATV (and pay-TV) performs an invaluable service to the readership of any magazine.

The original address contained one slight typographical error which may possibly be brought to your attention. In the second paragraph of page 3, a reference is made to "Section 214 of the Communications Act." This particular section concerns the limitations of a "common carrier" with regard to the extension of service. As such Section 214 does not apply to the broadcaster and the actual sentence should have read as follows, "The Communications Act specifically presents a broadcaster from such extension of services with Commission approval." This is a very mild typographical error and should not even come to the attention of any unless they are attorneys practicing before the FCC!

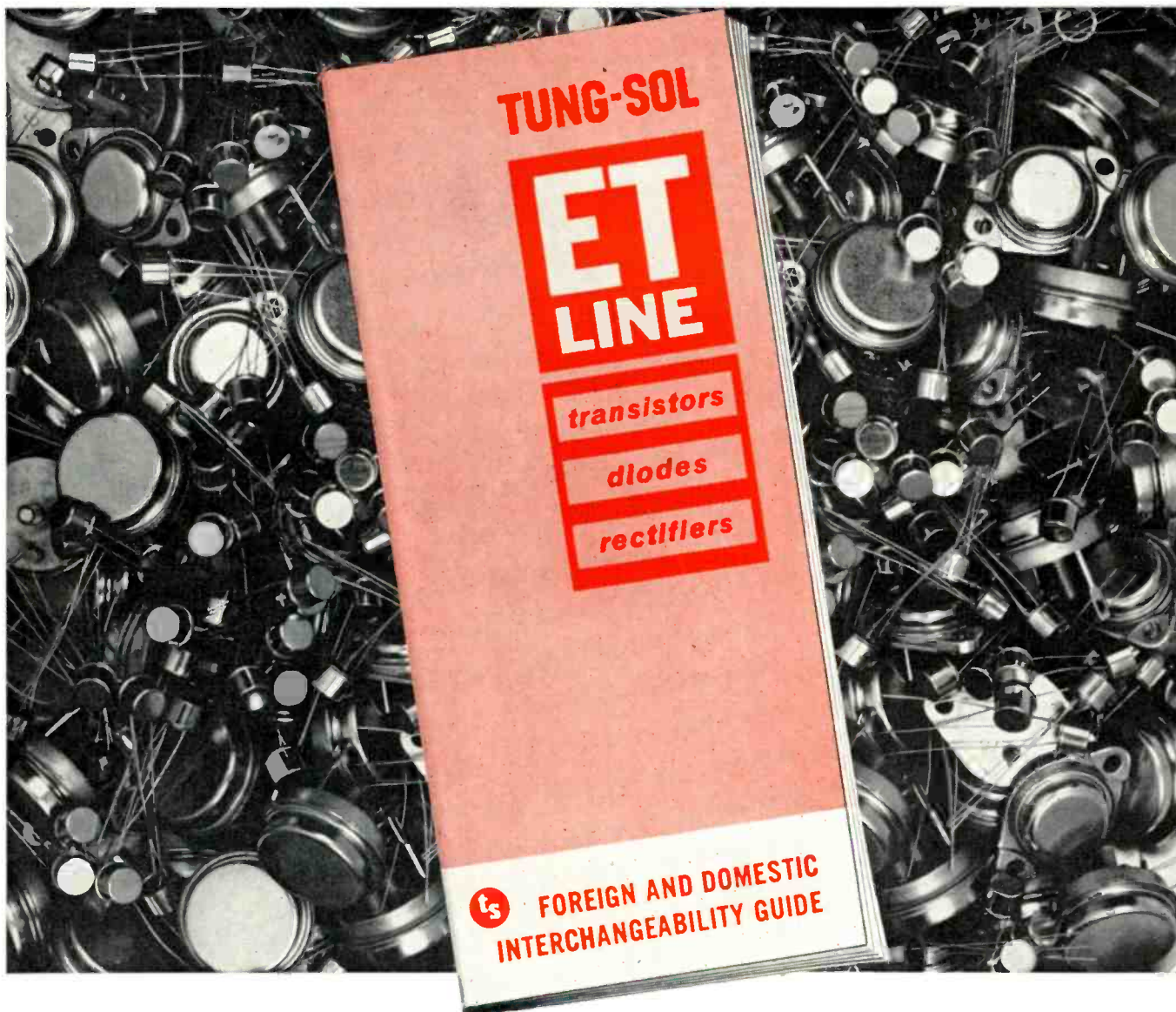
Again my many thanks and kindest regards,  
Morton Leslie

*Ed: Hereby corrected Mort.*

**1964 REPLACEMENT TUBE CODE—EXPIRATION DATES FOR 1964**

Expires	Standard	Tung-Sol	RCA	Sylvania	Raytheon
JAN. 31	63-04	NV	NA	KB	M - 24
FEB. 29	63-09	NX	NB	KC	M - 22
MAR. 31	63-13	NY	NC	KD	M - 20
APR. 30	63-17	NZ	ND	KE	M - 18
MAY 31	63-22	PA	NE	KF	M - 16
JUNE 30	63-26	PB	NF	KG	M - 14
JULY 31	63-30	PC	NG	KH	M - 12
AUG. 31	63-35	PD	NH	KJ	M - 10
SEPT. 30	63-39	PE	NI	KK	M - 08
OCT. 31	63-43	PF	NJ	KL	M - 06
NOV. 30	63-48	PH	NK	KM	M - 04
DEC. 31	63-52	PK	NL	LA	M - 02

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



HERE ARE 20 PAGES OF REPLACEMENTS YOU CAN MAKE WITH THE TUNG-SOL ET LINE OF TRANSISTORS • DIODES • RECTIFIERS



More than 1800 domestic and foreign components are listed in this interchangeability guide and for each one the Tung-Sol ET line provides a replacement. All Tung-Sol distributors can supply this guide. Tung-Sol Electric Inc., Newark, N.J. 07104.

**ts** **TUNG-SOL** CENTER LINE  
**ET LINE** QUALITY  
 TRANSISTORS • DIODES • RECTIFIERS

## DISTRIBUTOR ADVERTISING INDEX

### SAN FRANCISCO-OAKLAND

Associated Radio Distributors, 1583 Howard St., S.F. HE 1-0212  
 Calextron Corp. of Calif., 33 Gough St., S.F. 621-3400  
 Edisco, Inc., 5901 Mission St., San Francisco UN 6-7087  
 Miller's Radio & TV Supply, 530 East 8th St., Oakland TE 4-9185  
 Styles & Engleman, Inc., 25354 Cypress Ave., Hayward 352-1933

### SACRAMENTO-CENTRAL CALIF.

Dunlap Electronics, 1800 18th St., Sacramento GL 2-3171  
 Norcal Electronics, 1115 "R" Street, Sacramento 442-9041  
 Quement Electronics, 1000 So. Bascom Ave., San Jose CY 4-0464

### LOS ANGELES, LONG BEACH, SO. CALIF.

Andrews Electronics, 1500 W. Burbank Blvd., Burbank TH 5-3536  
 Dean's Electronics, 2310 Long Beach Blvd., Long Beach GA 7-0955  
 Electronic Supply Riverside, 2486 Third St., Riverside OV 3-8110  
 Figarts Radio Supply, 6320 Commodore Sloat Dr., L.A. WE 6-6218  
 Hurley Electronics, 1429 S. Sycamore Ave., Santa Ana KI 3-9236  
 Hurley Electronics of Inglewood, 1210 E. Hardy St., Inglewood OR 8-7644  
 Kiesub Corp., 311 W. Pacific Coast Highway, Long Beach HE 6-9697  
 Philco Corp., 6393 E. Washington Blvd., L.A. RA 3-0345  
 RCA Victor Dist. Corp., Inc., 6051 Telegraph Rd., L.A. RA 3-6661  
 Western Electronic Supply Corp., 229 S. Orange, Glendale CH 5-4764  
 Wholesale Electronic Supply, 265 S. Laurel, Ventura MI 8-3163

### SAN DIEGO

Radio Parts Company, 2060 India St., San Diego 232-8951  
 RCA Victor Dist. Corp., Inc., 820 West "F" St., San Diego 234-6316  
 Southland Electronics, 3610 University, San Diego AT 3-3941

**2 YEAR  
WARRANTY**

**ALL NEW**  
*Rauland*  
**PICTURE TUBES**



Rauland Quality, Performance and Completely New Construction has made it possible for us to offer dealers a full two-year, full value warranty.

**THE CHOICE IS YOURS—WHY  
NOT SELL THE FINEST?**  
MFG. BY THE RAULAND CORP.  
A subsidiary of Zenith Radio Corporation

**Deans, Electronics**  
*Long Beach*

**2310 LONG BEACH BLVD.  
GA 7-0955 TE 5-0256 VA 7-5660**



## CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

### WRITE YOUR OWN WANT AD

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Blind Box No.? \_\_\_\_\_ Run for \_\_\_\_\_ times.

How large do you want ad? \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Signature \_\_\_\_\_

Clip Out and Mail to GRAYCE KENNEDY, 4041 Marlton Ave., L. A. 8, Calif.

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

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

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

**BLIND BOX NO'S:** Add 50c.

**POSITIONS WANTED:** Less 15% cash with order.

**GRAYCE KENNEDY**  
Classified Ad Manager  
Phone (Los Angeles)  
AXminster 2-0287

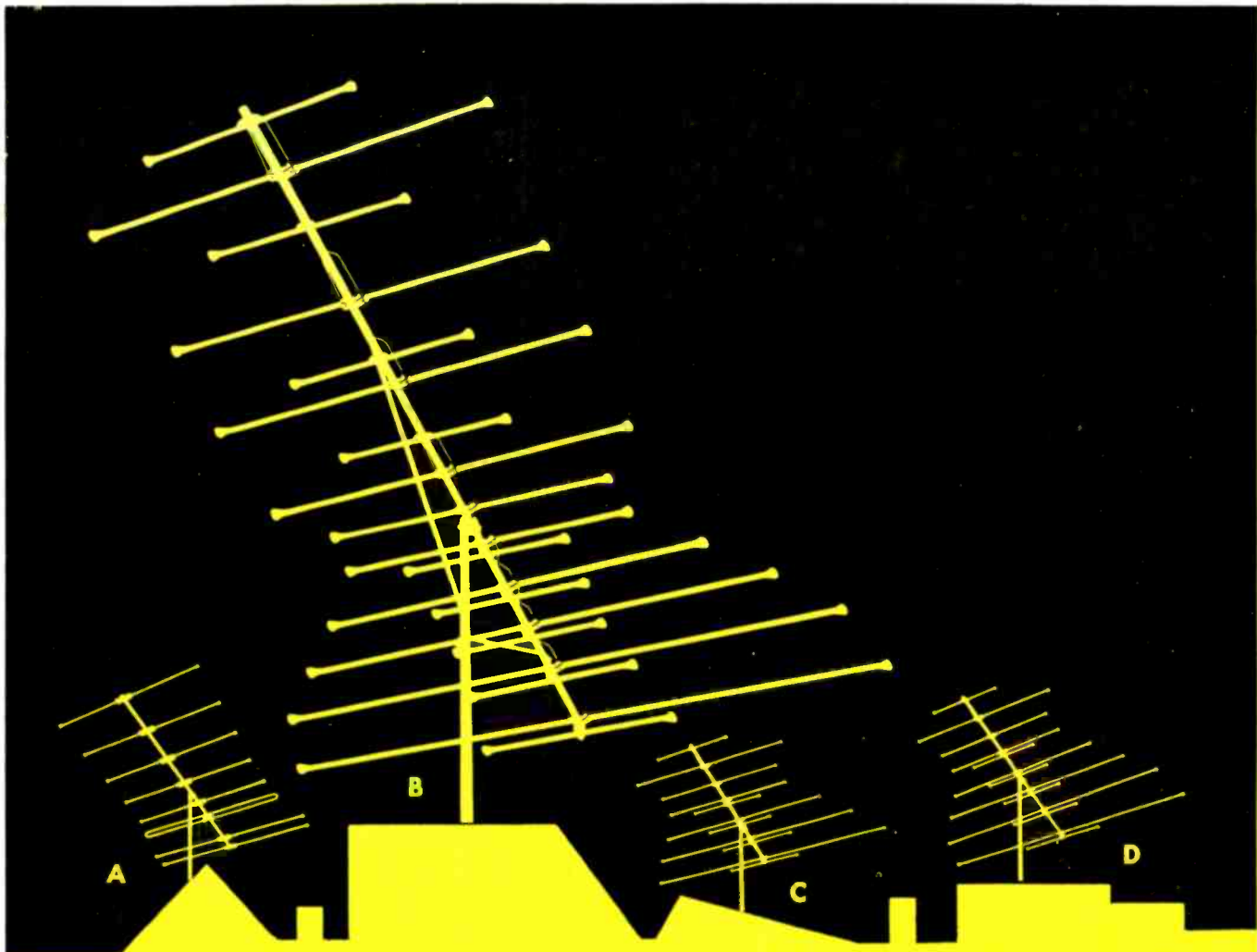
#### POSITION OFFERED

**T.V. SERVICEMEN**  
EXPERIENCED ONLY  
**RCA SERVICE CO.**  
2834 No. Naomi, Burbank  
TH 2-5181  
An equal opportunity employer

#### USED TV'S FOR SALE

**USED TV'S**  
WORKING—  
LATE MODEL  
THIN LINE  
PORTABLES  
LOW SHIPPING COSTS  
TV BROKERS—WE 1-6622  
4920 W. Pico, L.A. 19, Calif.

**USE YOUR  
WANT-AD  
SECTION**



# RCA OUTDOOR ANTENNAS

the name...the features...the line that sells

Now you can select the best model for your customer's location from this new RCA outdoor antenna line that combines all-channel yagi and multiple cross-driven types. Satisfy them with the sharpest color and black-and-white pictures.

Explain the RCA *exclusive* feature in customer language. Only RCA antennas feed energy directly into the transmission line from low band driven elements. These are capacitively coupled, positioned directly above high band driven elements. RCA, of course, phases low and high band directors for best high band performance.



**CAPACITIVELY COUPLED**

In addition, RCA's electro-lens director system absorbs maximum incoming signal power, gives extremely high gain across the VHF band, offers excellent forward gain on the front end.

More customer interest! A gold anodized finish protects every RCA antenna from weather corrosion. Wrap-around mast clamp aligns antenna on mast, prevents boom crushing.

Just call your RCA Victor distributor. Look at and learn about RCA 200, 300, 400 antennas... from the color TV pioneer! From there on... sell!

A. RCA 500 FM antenna. Eight-element yagi. Acute directivity. 88 to 108 MC. VSWR 1.25:1. Average eight db gain.

B. RCA 400 antenna. 19 elements, for fringe area or distant reception.

C. RCA 200 antenna. 11 elements, for local reception.

D. RCA 300 antenna. 13 elements, for suburban and near fringe area locations.

RCA PARTS AND ACCESSORIES, CAMDEN, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS

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DISTRIBUTING CORP.**

820 WEST "F" STREET, SAN DIEGO  
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**CALECTRON CORP.  
OF CALIF.**

33 GOUGH STREET, SAN FRANCISCO  
MA 1-3400

**RCA VICTOR  
DISTRIBUTING CORP.**

6051 TELEGRAPH ROAD, LOS ANGELES  
781-6501, RA 3-6661, 521-6960

Now,

**JERROLD's**

great new

line of

**12 POWERMATES**

gives you a transistor amplifier for every job



Leave it to Jerrold! We've expanded our fast-selling line of Powermate transistorized antenna amplifiers and indoor amplified couplers to give you a Powermate tailored to every VHF, UHF, and FM stereo reception problem you're likely to run into, from deepest fringe to suburban and

metropolitan areas . . . for every need and every budget. For complete information on the indoor and outdoor Powermates described below, ask your Jerrold distributor or write Jerrold Electronics, Distributor Sales Division, Philadelphia, Pa. 19132.

### INDOOR POWERMATES



**Model TA-24**  
List price \$24.95

**Two-transistor four-set VHF coupling**—original Indoor Super Powermate offers highest gain/overload capability, low noise.

**Model TA-66**  
List price \$34.95

**NEW!**

**Two-set VHF, suburban to fringe**—economical Indoor Powermate Special amplified TV/FM coupler.

**Model TA-12**  
List price \$17.95  
Available November

**NEW!**

**Four-set VHF coupling, suburban to fringe**—economical one-transistor Indoor Powermate for TV and FM.



**Model SRX**  
List price \$29.95

**NEW!**

**FM stereo indoor amplification**—new Stereo Range Extender brings in distant FM stations, splits signal from TV on same antenna.

**NEW!**

**UHF two-set indoor coupling**—UHF Indoor Powermate Special amplifies and isolates signals to two UHF sets from same UHF antenna.

**Model TAU-12**  
List price \$29.95  
Available October



DISTRIBUTOR SALES DIVISION, Philadelphia, Pa. 19132

A subsidiary of THE JERROLD CORPORATION

**CONTACT ANY OF THESE JERROLD DISTRIBUTORS:**

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TM 5-3536

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

**MILLER'S RADIO & TV SUPPLY, INC.**  
530 East 8th St., Oakland  
TE 4-9185

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

**DUNLAP ELECTRONICS**  
Serving Central California

**WESTERN ELECTRONIC SUPPLY CORP.**  
229 S. Orange, Glendale  
CH 5-4764

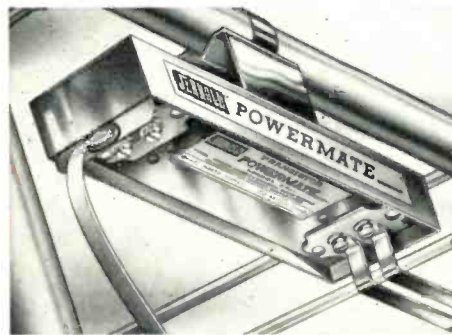
**QUEMENT ELECTRONICS**  
1000 So. Bascom Ave., San Jose  
CY 4-0464

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

**ASSOCIATED RADIO DIST. INC.**  
1583 Howard St., San Francisco  
HE 1-0212

**DEAN'S ELECTRONICS**  
2310 Long Beach Blvd., Long Beach  
GA 7-0955

### OUTDOOR POWERMATES



**VHF TV and FM amplification where overload is no problem**—original popular Powermate with exceptional gain throughout VHF and FM band. Dual outputs.

**Model APM-102**  
List price \$39.95

**High gain (VHF) without local-signal overload**—famous Super Powermate, with industry's best gain/overload capability.

**Model SPM-102**  
List price \$44.95

**NEW!**

**Best color and b&w reception**—Super Powermate Coaxial eliminates ghosts, color smear, ignition pickup, and other problems caused by the download.

**Model SPC-103**  
List price \$47.95

**NEW!**

**"De-Snow" power for deepest fringe areas**—mightiest of all VHF Powermates works where all other amplifiers fail. Ideal for small public buildings as well as homes.

**Model SPC-132**  
List price \$97.75  
Available October

**NEW!**

**Low-cost VHF TV and FM in no-overload areas**—Powermate Special delivers plenty of good clean signal, even from distant stations.

**Model LPM-102**  
List price \$29.95

**NEW!**

**UHF reception in "difficult" fringe areas**—twin-transistor UHF Powermate with super-high gain makes UHF reception a reality in deepest fringe.

**Model UPM-104**  
List price \$49.95

**NEW!**

**Low-cost UHF reception in medium-to-fringe areas**—single-transistor UHF Powermate Special pulls weak UHF signals in out of the snow.

**Model ULP-104**  
List price \$34.95