

electronic

VOL. 7, NO. 2

JUNE, 1967

service dealer

the official publication of the california state electronics association



"WSBP"

GRAND PRIZE AWARD

**1966's Best Western Business
Publication—May 25th, 1967**

This **Remington** PREMIER PORTABLE TYPEWRITER

FREE



**WHEN YOU BUY THIS RCA WR-64B
COLOR BAR/DOT/CROSSHATCH
GENERATOR...THE ESSENTIAL
COLOR TV TEST INSTRUMENT**

Here's a deal you can't afford to miss! A FREE Remington portable typewriter—yours when you purchase the most essential color-TV test instrument—the RCA WR-64B!

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Plan NOW to take advantage of this BIG offer—a FREE Remington portable typewriter with your purchase of an RCA WR-64B color bar/dot/crosshatch generator.

*Optional Distributor resale price. All prices subject to change without notice.

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electronic service dealer

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LETTERS

Dear Mr. Martin:

On behalf of the staff of the Electronics Department of L. A. Trade-Tech College I would like to thank you for the fine article appearing in the April issue of Electronic Service Dealer. We feel that we offer the best Radio-TV training available anywhere and are happy that your readers have the opportunity to get some idea of what we are doing.

A listing of courses does not indicate the quality of a program. The qualifications and attitude of the instructors, the equipment and facilities available, and the assistance and support given by industry are some of the things important to a successful program.

Because we are a public Junior College our instructors must have a minimum of seven years experience in the trade they are teaching. With this ex-

perience their interest and concern goes quite deep. Our equipment is kept abreast of industrial standards and diversified enough so the student becomes familiar with a wide range of test equipment.

The assistance given us through our advisory committees and our close association with industry is extremely valuable. I would like to report that our Advisory Committee for Radio-TV which met on March 15 of this year consisted of men whose names are well known to many of your readers. The committee members are: Fred Carpenter - RCA, John Carpenter - Sony Corp., Jack Crain - Audio Service Center, Earl Derschan - Sears Roebuck & Co., Carl Huber - Philco, George Jarrett - Craig Electronics, Ralph Jhonnot - CSEA, A. C. Jones - GE, Fred Kros - Kross Electronics, Cyler McAfee - Golds Furniture, Ernest Mixon - Westinghouse, Cal Patton - Packard Bell, Irving Wenger - CSES, Hugh Wilkins - Wilkins TV, Ren Withrow - Withrow Radio TV Service.

One topic of discussion at this year's meeting was that of the service technician shortage and ways of attracting more young people to this occupation. With the shortage of technicians being what it is the entire industry is concerned. Concern without action, however, is not going to provide any solution. The CSEA may be the group that can provide the organization that is needed to start some action that will develop more interest in the service industry.

The demand for well trained technicians is great. We have excellent training available. It is now up to the service industry to make their industry attractive to people preparing to enter the labor market.

Very truly yours,
W. Thompson

Dear Don:

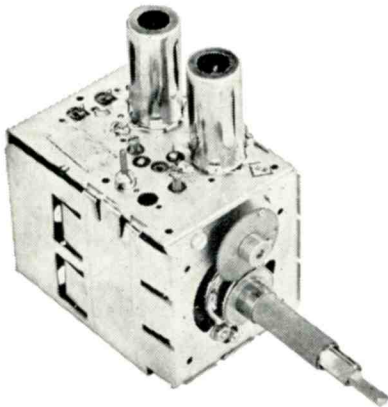
I was recently successful in getting the County of Placer to adopt the anti-monopoly — no TV sales or service by a cable company — ordinance, that was developed by our Association.

It would have been a serious problem for me if the cable company that was applying for a franchise had got it, because they were planning to move in with a big sales and service operation.

This is a good example of the value of belonging to the Association. With the assistance of our secretary, I was able to present the Supervisors with a Model Ordinance, also say that I represented the State Association, rather than just myself.

Yours truly,
Monty Huckle

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.**
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A Tax On Service Bill Introduced

Senate Bill 1140 has been introduced into the State Legislature and is now in committee for consideration. This bill would place a tax on all service work in the same manner as a sales tax on products.

As you know, your customers are now required to pay a sales tax on all parts used in repairing their set and this new proposal would add a similar tax on the "labor" section of the statement.

Now, this is not a special tax for just the TV service business but rather a tax on all service groups. If it passes, you will be finding a sales tax imposed on everything involving service such as your hair cut, shoe repair, appliance repair, and right on down the line. It is worth watching and writing to your representatives in the State Legislature and now.

Union Members Proposed For All Bureaus

Also in the State Legislature is a bill that would add a union member on all advisory boards and other such boards in all State Bureaus. The bill, I believe, is AB 1629 but I have not been able to find out any further information prior to press time.

Need To Educate Judges In Service Costs

A recent letter to me indicated a judgment made in small claims court that had no logical explanation for the arbitration and prices set by a local judge. In this letter, the dealer pointed out that this lack of knowledge on the part of our judges is causing a great deal of harm to small dealers and that something or someone should do something to bring these people up to date on what a reasonable charge for repairs should be. We couldn't be in more agreement.

For some reason, our courts seemed to have pre-convicted every service dealer before he even gets to court. It is not a matter of whether or not he is right or wrong but just how much should be given back to the customer. Many of the decisions are based on the judges own personal experience and very few service dealers have judgments rendered in their behalf.

At the same time, the major problem is just what is a dealers service time worth? It doesn't seem like the courts have any reasonable idea as to costs and it is about time the industry did something to clear this matter up. I do not know whether it will do any good but within the near future we intend to reprint our price survey article that appeared last fall and send a copy of this to every municipal judge in California. I feel that this will at least act as a price guide to reasonable judgments in regards to service prices and costs. We will do this as a public service to our Industry and hope that it will have some effect. It might be a good idea for dealers to re-print this same material and whenever they must appear in court to provide one of these to the court as an aid to settlement. Our thanks to Norman Haws of Active Appliance & Service Co. in Santa Fe Springs for his interest and help.

RCA To Train 2500 New Service Men This Year

In a recent news story, RCA officials were quoted as stating that they will train some 2500 new technicians this year in order to service the great increase in service demand. I don't know how many of you read this article but it makes it very clear that RCA, and I feel other factory service companies, are going to provide greater service to their customers. The die is cast and it should be a red flag to the independent service firms that they are going to have to get on the ball and provide the manpower to service these people themselves or accept the fact that their time is limited. The great success of Sears can be attributed to one simple fact... service of all sales. Actually, Sears sells more appliances than all of the major lines put together and this could happen in TV as well. Needless to say, the major manufacturers of television sets are not going to let them get the same edge in home entertainment products so watch out for more and more factory service.

This week Motorola has introduced a new line of 23-inch solid state color units and it is only the first of things to come. I look for extended warranties on color units to go as high as three years and the service will be restricted to pulling out a section and replacing it with a new one rather than a service call as we know it today.

I look for a full line of bench men to be doing nothing but working over these sections and re-assembling them for re-use. The tube puller is going to be replaced by a card puller and if the independent dealer is going to be in the ball park he is going to have to have the manpower to do the job.

I don't honestly believe that the major manufacturers want to be in the service business but seem to be pushed further and further along the line. The national NEA apprenticeship and CSEA programs are headed in the right direction but they are going to have to move and move now.

RCA plans to open six service centers for training within the near future. These include New York, Philadelphia, Miami, Chicago, Detroit and Los Angeles.

ESD Wins Western Award

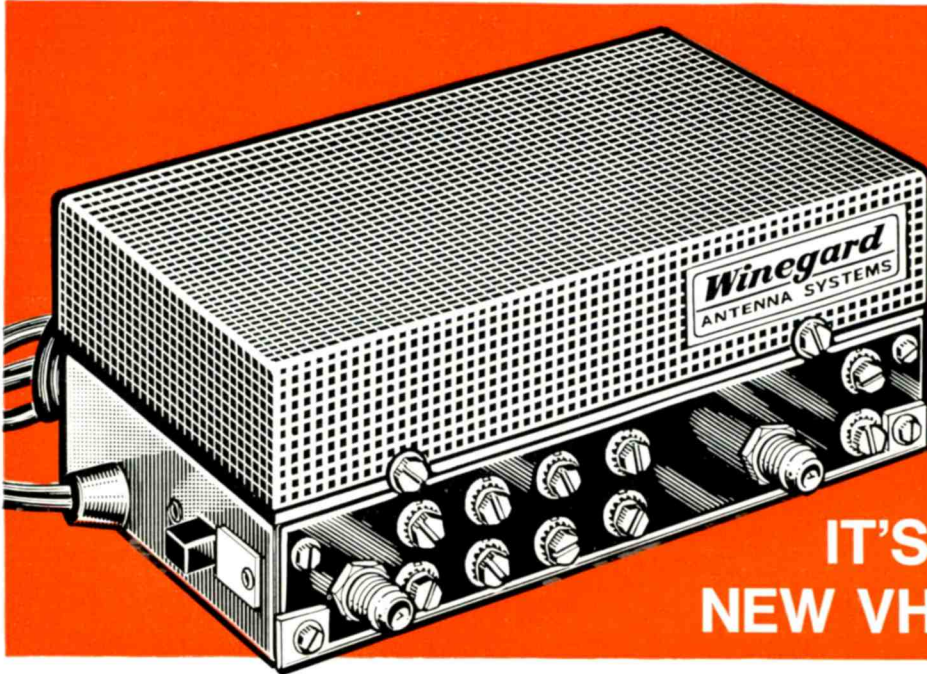
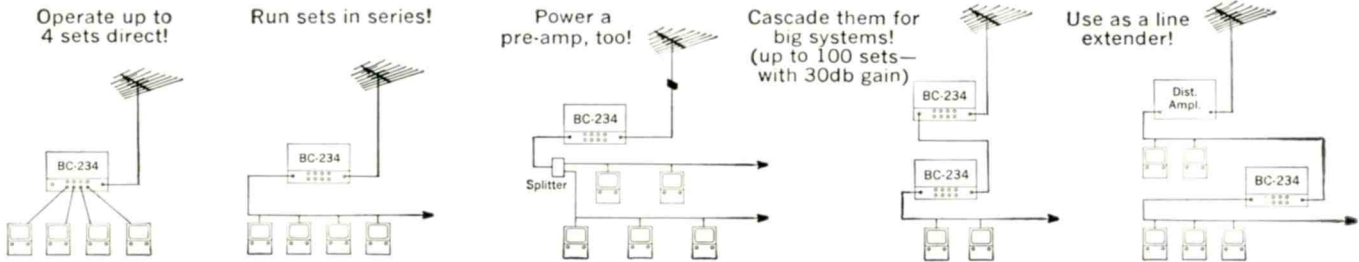
The Electronic Service Dealer was honored last month by the Western Society of Business Publications as the best western trade magazine in the western states in the small publication category. This is the second time in the past four years that the publication has been so recognized by the trade association of western business magazines. In making this award, one of the judges pointed out that our editorial stand on pricing was the key to our receiving this award and that it was the finest piece of industry service editorial he had ever read. We are grateful for the opportunity of presenting that series of editorials and hope that we will have an opportunity of serving California Service Industry for many years to come.

It's a sensational home system TV amplifier!

It's a great amplified 4-set coupler!

It's an amazing amplified splitter!

It's an ingenious line extender!



... the first solid state, high gain COLOR TV Booster/Coupler/Amplifier with complete flexibility and no overload problems!

IT'S WINEGARD'S NEW VHF/FM BC-234

We say there's never been anything like the BC-234. But don't take our word for it. Just try to find another solid state Booster/Coupler/Amplifier capable of producing up to 3,000,000 (3-million) microvolts of signal output—and capable of operating more TV sets than any other home system amplifier on the market.

The sensational BC-234 does it all. And always with exceptionally high gain and *no* overload problems.

Check the features for yourself, including the rugged steel housing (not plastic) that's comparable to housings used on the most expensive commercial amplifiers.

- **Solid State Circuitry**—for long life and the highest gain on each of the four 300 ohm outputs.
- Both 75 ohm and 300 ohm inputs... no switches or transformers needed.
- **Overlay Silicon Transistors**—temperature tested from -60° to 200° C. for positive temperature stability.
- All metal housing construction for positive electrical shielding.
- Four 300 ohm outputs and one 75 ohm output. Extremely high isolation—no interaction between sets—no need to terminate unused output terminals.
- Flat gain response: +15db on every channel—makes the BC-234 perfect for COLOR TV reception.
- Responds to the very weakest fringe area signals, yet *can't* overload.
- Can be used as an antenna booster to reduce snow in fringe areas.
- On-off switch enables power to be

sent up line to operate pre-amplifier for increasing number of sets and cutting snow.

- No-strip malco terminals for all 300 ohm connections.
- F-type jacks with connectors provided.
- Complete with mounting brackets and screws.

Now admit it. That's a lot of Booster/Coupler/Amplifier for any price. And especially for only \$34.95. In fact, there's nothing else like it—anywhere! Better call your Winegard distributor today, or write for Fact-Finder #250 for all the facts about the BC-234 and BC-274, plus complete information about Winegard's sensational new 82-Channel Booster Couplers.

Model BC-274 VHF/FM

All 75 ohm Booster/Coupler/Amplifier with 4 coax outputs, 300 ohm and 75 ohm inputs. Connectors included. \$39.95



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ELECTRONIC SERVICE DEALER

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San Jose
294-0464

**SCHAD ELECTRONIC
SUPPLY, INC.**

499 S. Market St., San Jose
297-5858



**PRESIDENT'S
MESSAGE**

ED FORT, JR.

Elsewhere in this publication you will note the details of our annual convention in Fresno, June 9-11. This affair will, without a doubt, be the finest convention that CSEA has ever conducted. Ralph Johonnot and Don Martin have put together a package that simply cannot be topped. Note, especially, the price — it's cheaper than staying home. But that is only the beginning. The programs and the speakers are from the very top echelon. What you learn from these men will help you earn more when you return home. The planning is such that from arrival to departure there will be something going on — your only problem will be trying to find time to sleep.

In the past our conventions have been designed to further administration of association activities — they consisted principally of board meetings, elections, etc. For this reason past conventions have been important only to those who were personally involved in the administration of the association — the Delegates and Directors. This year, however, the emphasis has shifted. We will still hold the necessary board meetings, but they will be held to a minimum. The major emphasis will be on presenting speakers and programs that are of interest to everyone in our industry — speakers with knowledge that will benefit us all, and programs aimed at ways and

means of upgrading our incomes.

Needless to say, like all conventions this will not all be work. There will also be time to play. The facilities at the Hacienda are exceptional — swimming, dancing, etc. In addition, there will be many hospitality rooms with the appropriate accessories. I do observe, regretfully, that there appears little, or no time available to set up some sort of sporting tournament—but that's life.

Although there were other items I had hoped to bring to your attention in my message this month, I have become so enthused about this convention that I felt compelled to devote most of this article to it. If you miss this one you will be kicking yourself the rest of the year. Remember, the best way to stay on top in any industry is to be better informed than your competitor — when you leave this affair you will be.

As for the day-to-day activities of CSEA: the results of the personnel change in our office have been little short of amazing. The insurance program is shaping up — the "Red Carpet Service" program already has 500 orders for kits — communications have been revitalized — two issues of "Hot Line" have been received — enthusiasm renewed throughout the state — the convention organized — the centralized program set up to begin July 1 — CONGRATULATIONS, RALPH!



BOB RYAN
President

ON BEHALF OF THE
RYAN COMPANY

AND OUR ENTIRE PERSONNEL
I EXTEND EVERY GOOD WISH
FOR

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CSEA NEWS WIRE

A ROUND-UP OF STATE AND LOCAL NEWS OF
THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

NEW COLLECTION SERVICE BEING OFFERED TO MEMBERS

A new collection service is being offered to all members of CSEA to aid them with their problems of collecting bad debts. The service is under the direction of the I. C. Systems, Inc. and their services are being used by over 300 trade associations throughout the United States. It offers a local dealer a nation wide service of collection on such things as bad checks, notes, contracts, judgments, etc. and anywhere in the country. The cost is \$1 in advance for each account plus 25% of the money actually collected. The I.C. handles no money and requires the debtor to pay directly to the member. A complete mailing is being planned and will be sent to all paid up members of CSEA. The service is only offered to members.

ESD ESD ESD

SONOMA COUNTY CHAPTER OFFERS WARRANTY & PRICE CHARTS

The Sonoma County Chapter of CSEA has completed a four page booklet called a "Consumer Fact Sheet" that is being used by members to explain warranty charges to their customers. The chapter has also published a price guide for members use. Both are available at 5c each.

ESD ESD ESD

WARNING TO CSEA MEMBERS

There is only one approved income protection plan and that is being offered by All American Insurance company and is under the direction of the Robert Ryan Company. A plan by a so-called National Association has somehow obtained our membership list and is using it to sell a similar plan for Mutual of Omaha. This matter is now in the hands of our legal counsel since there has been no authorization by CSEA.

ESD ESD ESD

SANTA BARBARA CHAPTER ELECTS DICKERSON

William Dickerson of Central TV has just been elected as the new president of the Santa Barbara Chapter of CSEA. Other officers include John Melton of Meltime as V.P., Frank Heinz of Franks TV as Secretary Treasurer and John Grimes of Balster's TV as CSEA delegate. At the same time, Roy Grybowski of Barbara Sales and Service was named as the Zone E Board of Director's member for 1967-68.

ESD ESD ESD

SAN DIEGO CHAPTER 13 TO START COLOR COURSE NEXT FALL

San Diego Chapter 13 has just announced that their color course will be offered next fall just prior to the start of school. Registration will take place in August and full details will be announced in advance.

ESD ESD ESD

JOHONNOT MEETS WITH CHAPTERS

New Executive Director Ralph Johonnot began a series of special meetings with officers and board members of different chapters throughout the state last month. In a week long trip to the Bay area he met with the San Francisco and ACTRA chapters as well as attending a especially called Zone B meeting. In Southern California he met with Zone F delegates as well as attending special meetings with the Burbank-Glendale, Pasadena, and L.A. chapters. His plans call for an extended trip following the convention to visit every chapter in the State and to establish direct contact with as many members as possible.

ESD ESD ESD

CSEA "RED CARPET" DROP CLOTHS TO BE READY FOR CONVENTION

500 of the new CSEA "Red Carpet" drop cloths have been ordered and will be available at the coming CSEA convention. The initial order is almost sold out at a price of \$2 each and a second order will be placed after the convention. A special CSEA "Red Carpet" service store banner is also being made and samples will be ready at Convention time. Each chapter will receive a "chapter banner" with the number of the chapter on the banner. These can be used at every meeting or social function to announce who the group is.

ESD ESD ESD

RCA AFC DISCUSSED AT GLENDALE-BURBANK CHAPTER MEETING

RCA's Art Davis was the guest speaker at the last meeting of the Glendale-Burbank Chapter of CSEA. Davis discussed the tuner AFC on their color sets and automatic power tuner service and solid state audio circuits. Next on the agenda of technical meetings will be Motorola, according to president Walter Avril.



RCA VICTOR DISTRIBUTING CORP.

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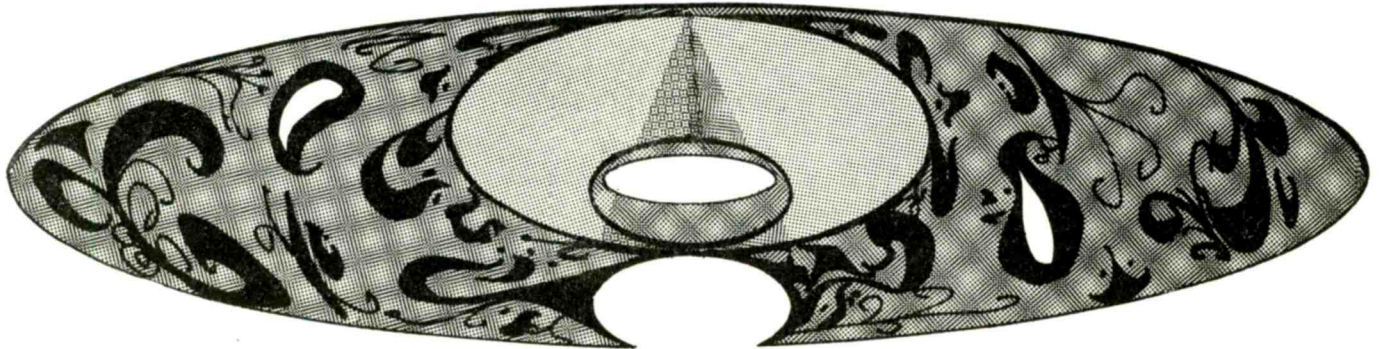
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CALIFORNIA STATE ELECTRONICS ASSOCIATION ANNUAL CONVENTION PROGRAM

JUNE 9, 10 & 11

FRESNO HACIENDA HOTEL

FRIDAY, JUNE 9TH

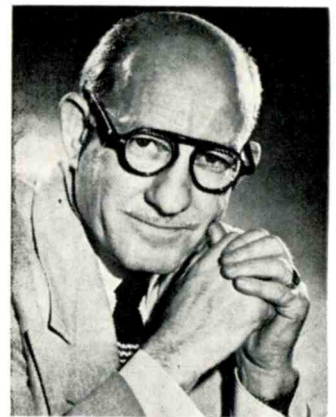
- 9:00 a.m. CSEA Board of Directors Meeting (Delegates Invited & interested parties) (Corral Room)
- 11:00 a.m. Registration Opens: Mrs. Dorothy Schmitt, Mrs. Marge Lawler, co-chairmen
- 12:30 noon Convention Opening Luncheon (sponsored by Raytheon)
MC: Emmett Mefford, Fontana
Host Speaker: Mr. William Posey of the W. W. Posey Company San Francisco.
To be introduced by Darrell Petzwal of Sacramento.
Special Guest Speaker: C. C. Montgomery, Corporation attorney for CSEA.
Guest Speaker: Charles H. Gorrill, Assistant Chief, MDTA/OJT for the State of California.
- 2:30 p.m. General Business Session (Coordinator: Lee Hoy, Marin County)
Richard Glass, NEA Past President and NEA Field Coordinator.
Topic: NEA Apprenticeship & Certification
Miles Sterling, Electro-TV in Garden Grove
Topic: "New Trends In Service Pricing"
Appointment of Nominating Committee, Resolution Committee and other committees. Reports of standing committees, By-Laws, etc.
- 6:00 p.m. SAFARI HOSPITALITY ROOM VISITATION FOR ALL DELEGATES AND WIVES PRIOR TO DINNER
- 7:30 p.m. Get Acquainted Opening Dinner (Sponsored by General Electric Company) (San Joaquin Room)
MC: Everett Pershing, Glendale Burbank
Host Speaker: Mr. Robert Giannini, General Electric Co.
Special Guest Speaker: Mr. George Busman of the Bureau of Electronic Repair Dealer Registration. To be introduced by Ken Mendes of Pasadena.
- 9:30 p.m. SAFARI CONTINUED TO HOSPITALITY ROOMS

SATURDAY, JUNE 10TH

- 8:00 a.m. BREAKFAST (Sponsored by the Winegard Antenna Company) (San Joaquin Room)
MC: Ray Merrill, San Diego
Host Speaker: Mr. Everett L. Harris (No. Calif. Fac. Rep.)
Special Guest Speaker: Mr. Larry Conroy, V.P. & G.M. of Universal TV in Los Angeles. He will be introduced by Al Hartwig of Oakland.

*(All Coffee Breaks Courtesy of Zenith)
Distributed by De Jarnett in Fresno*

- 9:30 a.m. Business Session (Palomino Room)
 Panel Discussion on Serviceability
 Moderator: Ron Kealy, Pasadena
 Panelists: Ralph Singleton, Los Angeles, Vern Hassett, Sonoma, Darrell Petzwal, Sacramento and Monty Huckle, Tahoe City
- 10:30 a.m. Panel Discussion on Extended Warranties
 Moderator: Ken Deedler, San Mateo
 Panelists: Al Hartwig, Oakland, Abe Bowers, Los Angeles, Al Cox, San Rafael, Taco Eno, Gardena
- 11:30 a.m. Panel Discussion: Business Conditions
 Moderator: Ray Murphy, Los Angeles
 Panelists: Duke Bloom, Lancaster, Irv Tjomsland, Hurley Electronics, Inglewood, Hal Baughman, El Cajon and Don Martin, ESD Publisher.
- 12:30 noon LUNCHEON (Sponsored by Sylvania) (Las Vegas I)
 MC: Harry Midkiff, Long Beach
 Host Speaker: Walter Senges, Prod. Sales Mgr. Semiconductor Div.
 Special Guest Speaker: Fred Roerig, President of NEDA Northern California. To be introduced by Ben Leff of Pasadena
- 2:00 p.m. Business Session
 Committee Reports: Ralph Singleton, Resolutions, Virgil Gaither, Bylaws, Nominating Committee Report
ELECTION OF OFFICERS AND ADOPTION OF RESOLUTIONS
- 4:00 p.m. NEA or CSEA Certification Exams (optional)
- 5:30 p.m. Champaign Party (sponsored by CPIC and All-American Insurance Agents)
- 8:00 p.m. DINNER (Las Vegas I)
 MC: Robert Whitmore, Bellflower
 Special Guest Speaker: Mr. M. L. Finneyburgh, Sr. Chairman of the Board of the Finney Company. His topic is "The Future Belongs To Those Who Prepare For It." He will be introduced by Jim Ballard of Santa Clara
- 9:30 p.m. HOSPITALITY ROOM SAFARI



SUNDAY, JUNE 11TH

- 8:00 a.m. BREAKFAST (Sponsored by Major Electronics) (San Joaquin Room)
 MC: Vern Hassett, Sonoma
 Host Speaker: Mr. Steve Tidik
 Special Guest Speaker: Ken Keep, CPIC and Bob Avan, All-American
- 9:30 a.m. Business Session (Palomino Room)
 General Meeting of the Association (Ed Fort, President)
 Delegates adoption of By-Laws, Resolutions, Etc.
 All Other CSEA Business Matters
- 12:30 noon PRESIDENT'S LUNCHEON (Sponsored by Philco Parts Stores)
 MC: Don Martin
 Host Speaker: Carl Huber, District Manager, Parts & Service
 Special Guest Speaker: Mr. John Betz, President of NEA
 Installation of New Officers
 President's Address
- 2:30 p.m. CONVENTION ADJOURNS
 New Board of Directors and Officers hold organizational meeting. Anyone who wishes may attend.



JACK BETZ

ELECTRONIC SERVICE DEALER

ANNOUNCING

A

NEW AND IMPROVED

HEALTH and LIFE PLAN

Offered Jointly Through

California State

Electronics Association



California Physicians'
INSURANCE CORPORATION

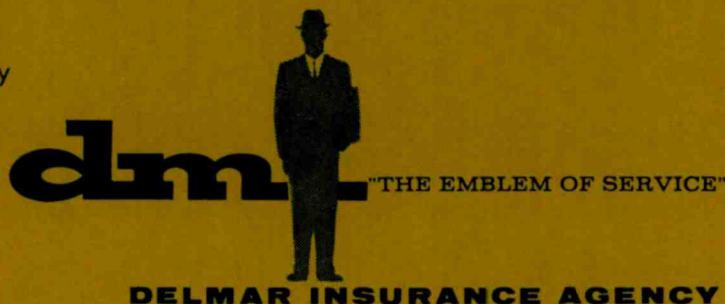


- Increased Daily Room Benefit
- Higher Major Medical Limits
- Additional Hospital Benefits
- Plus Group Life Insurance

ALL initiation fees for NEW members who join CSEA during this open period . . . will be WAIVED

New members will be accepted from June through July 31st, 1967. All pre-existing conditions covered. Coverage commences August 1st, 1967.

Plan Arranged by



10 REASONS WHY

YOU . . . the electronic

Service Dealer

NEED

The California State

Electronic Association

1. CSEA works vigorously to repair damage done to the reputation of your industry by giving full support to lawful measures aimed at curbing shady operators who do that damage.
2. CSEA fights all activities and regulation which tend to undermine the fair competitive status of the honest and competent independent electronic service dealer.
3. CSEA is the only statewide trade association in California speaking for your industry in legislative matters. State officials and consumer representatives know and support our program.
4. CSEA sponsors apprenticeship programs aimed at providing a stable, well-trained work force for the electronic industry; it helps guide existing training facilities toward the practical needs of your industry; it gathers information relative to available personnel.
5. CSEA channels business to the honest, competent service dealers who comprise its membership.
6. CSEA supplies signs, decals and other advertising aids to its member shops to publicize their allegiance to the high business and technical standards of the organization. It also provides forms and instructions to simplify compliance with applicable laws and regulations affecting the industry.
7. CSEA arranges industry-wide meetings, lectures and training courses on subjects of special benefit to shop owners and their employees.
8. CSEA offers group medical hospital and life insurance benefits to its members and their employees.
9. CSEA promotes good fellowship and cooperation among shop owners through Association meetings which shape the program and policies of the organization.
10. CSEA presents articles, editorials and reports of current interest to the industry through special information bulletins and its monthly trade journal, "Modern Electronic Service Dealer."

HEALTH and LIFE BENEFITS

Will be improved for all present members of the
Association plan effective August 1st, 1967

*Booklets and Information on the plan benefits will be available at the
Association Convention June 9th, 10th and 11th in Fresno*

If you wish to receive information on how to enroll your
shop and employees in this plan, complete and mail
the attached card. Enrollment data will be immedi-
ately sent to you.

Yes, I'm interested. Please forward enrollment material immediately.

Name _____

Address _____

Number of employees _____

QUESTIONS AND ANSWERS

Question: Are Pre-Existing Conditions covered?

Answer: Yes—IN FULL *if you enroll during the enrollment period*. If you do not enroll during the enrollment period, then pre-existing conditions will be covered as regards the Base Plan immediately, and as regards the Major Medical portion after 12 months of continuous membership.

Question: How does the CSEA Plan work?

Answer: You receive the generous Base Plan benefits as scheduled—no deductible. Then when you are \$100.00 out of pocket during a calendar year, you are paid 80% of further covered expenses.

Question: The Hospital Room and Board rate under the Base Plan seems quite low. What protection do I have for rising Hospital Rates?

Answer: If you occupy a three-bed or semi-private room, the difference in daily rate between your room and the allowance under the base plan is a covered expense under Major Medical. Therefore, rising hospital room and board rates are tied into the Major Medical plan. The only limitation is a \$25.00 maximum on a private room.

Question: What about employees under Workmen's Compensation insurance?

Answer: A disability covered by Workmen's Compensation will not be covered under the CSEA Plan.

Question: What happens if the \$10,000.00 Major Medical benefit should be used up?

Answer: After benefits of at least \$1,000.00 have been paid, the full maximum may be reinstated upon submission of satisfactory evidence of insurability to CPIC.

Question: What happens if a member or dependent reaches age 65?

Answer: There are two alternatives: 1) The member may remain in the group, but, his benefits will be reduced by the amounts paid under Medicare. 2) The member may enroll in a CPS non-group plan integrated with Medicare. Consult your agent or administrator for details.

PLACE
STAMP
HERE

Ralph Johannott, Executive Secretary

California State Electronic Association

13543 S. Hawthorne Boulevard

Hawthorne, California 90250

WATCH THOSE CHECKS!

by

Ralph Butz

ESD Special Editor

Osgood's secretary placed a check on the desk for his signature. The check was made payable to Bearer and was completed except for the perforation of check protecting machine.

"What's it for?" Osgood asked.

"Postage stamps," she replied.

He didn't see or pay attention to the blank space between the dollar mark and the figures (\$ 20.00). It had been his habit to sign checks and then have the secretary process them in the check protector.

After Osgood signed the check she took it to her desk, inserted the numeral 1 in front of the 20, making it a check for \$120, and this amount was then stamped on the check. She took the check and cashed it at a currency exchange.

Over a period of two years she embezzled more than \$6,000, entirely due to the careless check-handling methods in his office. After the bank called him several times to report that his account had been overdrawn he decided to employ an outside accountant to examine his accounts and recommend a system to prevent annoyances in the future.

When the auditor asked the secretary for the monthly bank statements and the canceled checks, she replied that the statements were destroyed after they checked out correctly; that the checks were placed in the canceled check file. He started to make a list of the checks, and after he had them in consecutive order some of the numbers were missing. He obtained duplicate statements from the bank to determine the amount of the missing checks she had destroyed.

The following morning the secretary called Osgood on the telephone to report that she had taken another job and wouldn't report for work.

Osgood was fortunate in that a few years previous an insurance agent had sold him a fidelity bond to cover his employees. He paid the premium each year but considered it an unnecessary expense. He was confident that he had no dishonest employees.

The bonding company's representative called on the secretary in the presence of her family. He explained that if full restitution would be made there would be no prosecution or publicity. The family agreed to raise the money to avoid criminal action.

Thirty Million Checks Issued Daily

More than thirty million checks are issued every day, representing a total exceeding \$12 billion dollars. With so many checks in circulation it is easy to understand that careless office procedure can be a temptation to the dishonest. There are no adequate controls in a large number of offices and stores, which is an invitation to rogues who see an opportunity to get easy money.

A periodic audit by an outside accountant is a good investment. The employer may be certain that his employees are honest, but there is a chance for honest errors as well as theft that can be uncovered before losses mount to serious proportions.

A businessman in an eastern city always carried a check book in his pocket. He went to various supply houses in person to pay for purchases, using a pencil to write checks.

(Continued on Next Page)

WATCH THOSE CHECKS

(Continued)

He did very little bookkeeping. One month his bank statement indicated a balance of several hundred dollars less than it should have been, according to the figures in his check book. At first he thought the bank had made an error, then he examined the canceled checks. The amounts on some of the checks didn't agree with the amounts on the invoices he paid at one supply house. The pencil writing had been erased and larger amounts inserted on some of the checks. He went to the supply house and asked for the cashier who had accepted his checks. She had been discharged. The manager checked the company's bank deposit and found that she had deposited the correct amount for bills paid during the day, but she had taken from cash the amount by which the checks were raised.

Cashing checks is one of the financial hazards of business. Unknown persons may tender checks in payment for purchases. If a check is a forgery or has a forged endorsement the businessman assumes the loss unless he can recover from the person who passed the check. This seldom happens because the forger has nothing from which to recover. Positive identification is important before accepting a check. Even cashier's checks and certified checks may be forged and identification is just as important as for ordinary checks.

The experienced forger usually has credentials for identification. Such items as credit cards, driver's license, Social Security card, may be forged, faked, filched or found. There are many cases on record proving that professional forgers used identification of this type and obtained large sums of money because people accepted these items as positive identification.

Some firms that cash many checks have photographic devices that photograph the person cashing the check, his identification papers, and the check, all in one picture. The forger doesn't attempt to ply his trade at these places. He doesn't want anyone to produce that kind of evidence.

Outside Audit

The importance of an outside audit as opposed to an inside audit was shown in the case of a bank where an employe was found to be an embezzler. The board of directors appointed four employes to check his accounts. They reported that the defaulter had taken more than \$50,000. Later on the bank found shortages were continuing and outside auditors were engaged. It then developed that the actual shortage had grown to \$150,000 and that two of the employes on the auditing committee had been embezzlers.

In another case a company transferred a man from the home office to manage a new branch office. The branch manager was required to mail the home office a duplicate deposit slip of every deposit made in the local bank, and the slip had to bear the stamp of the local bank.

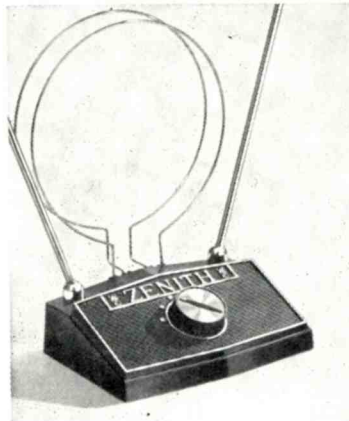
A system as good as this may seem unbeatable but the branch manager devised a method to beat it. If the amount to be deposited totaled \$587.24, the branch manager would write a deposit slip for \$87.24 and deposit it in his personal account in the bank which carried the company's account. He would have the teller stamp a duplicate deposit slip which was not completed except for the amount, \$87.24. He would then complete the duplicate slip, entering the numeral 5 in front of 87.24, fill in the company's name at the top and mail it to the home office.

The bank statements were mailed to the home office by the bank and the deception was discovered at the end of the first month by auditors at the home office. The branch manager might have made a real haul if the home office had permitted the branch office to audit accounts.

Why not sell the best

3 ZENITH WAVEMAGNET® INDOOR TV ANTENNAS built to the quality standards of Zenith original parts

Zenith has designed these Wavemagnet antennas for sensitive reception in color or B/W. Fully adjustable telescopic dipoles. Six-position selector switch for top performance on each channel. Handsome molded base of high-impact styrene. Individually packaged for effective sales display. Order now from your Zenith distributor.



DELUXE
ALL-CHANNEL
Part No. 973-56
Two full-size UHF
loops develop high
front-to-back ratios
equal to many
outdoor antennas.



ECONOMY
ALL-CHANNEL
Part No. 973-55



VHF ONLY
Part No. 973-58

ZENITH®
The quality goes in before the name goes on

TRADE / TALK

CSEA SELECTS INSURANCE AGENCY FOR INCOME PROTECTION PLAN

Your Association is constantly striving to serve the best interests of our members.

The Robert J. Ryan Company has been selected to install your Lifetime Income Program.

President Bob Ryan said that his company would do everything within reason and within its power to serve the best interests of the Association Membership.

The Ryan Company specializes in Association insurance protections. They number among their clientele such associations as the Southern California Golfers Ass'n., Southern California Photographers Ass'n., California Automotive Radiator Ass'n., and other major groups.

The Ryan headquarters is located at 422 So. Western Ave., Los Angeles, California, 90005 - phone (213) 386-8651.

G.E. RECALLS COLOR UNITS TO CHECK FOR X-RAY

Syracuse, N.Y. — General Electric's Major Television Department has announced a program to modify some of its large-screen color TV sets. The program is being carried out on a national basis and should be completed by July 31.

Modification involves replacement of the regulator tube and adjustment of the power supply. Quality control tests indicate that some of the sets produced between June of 1966 and February 1967 may emit soft X-radiation in excess of desirable levels. When present, this emission is directed toward the floor and not toward the viewer. The picture tube is not involved.

WRESCO APPOINTED NO. CALIF. WINEGARD DISTRIBUTOR

San Francisco, California — WRESCO, an electronic supply distributor in San Francisco, has been named as a new Winegard distributor in Northern California. The announcement was made last month by Joseph Ridge, National Sales Manager for Winegard.



FOREST JORDAN NEW W.C. REGIONAL MGR. FOR FINCO

has just been named as the new West Coast Regional Manager for the Finney Company, manufacturers of Finco Antennas.

Jordan, who will headquarter in Tarzana, California, joins the Finney Company following a 15 year career at the distributor level in the electronics business.

The announcement of Jordan's new position was made by M. L. Finneburgh, Sr., Chairman of the Board of the Finney Company.

CHANNEL MASTER ANNOUNCES NEW CO-AXIAL CABLE

Ellenville, New York — The Channel Master Corporation has just introduced what they claim to be the first major improvement in Co-axial cable since the introduction of braided shielding. According to the announcement, it is so unique that its construction (pat pending) literally creates a shielding. It is the lowest loss RG59U type cable ever made and the lowest cost 82 channel co-ax available. The announcement went on to state that "it uses all standard RG59U type fittings and it is being called "Color-Duct 82 cable." It is now available from all Channel Master distributors.

JFD FORMS MATV SYSTEMS DIVISION

Jack Goodman, vice president of JFD Electronics Co., Brooklyn, New York, announced the appointment of Tom Shea as manager of the newly formed JFD Systems Division. Mr. Shea will be responsible for marketing the Divitenna television system and will help guide the Systems Division's engineering and production efforts. The line will be offered through qualified distributors.

Mr. Shea is well known to MATV and closed-circuit TV distributors, dealers. He comes to JFD from Jerrold Electronics where he held the post of Sales Manager, Distributor Sales Division. Mr. Shea's fourteen year record in the T.V. Distributor Systems field included a rise from Sales Engineer to MATV-CCTV product manager at Blonder Tongue Laboratories.

NORTRONICS NAMES W.C. FIELD SALES ENGINEER

Nortronics Company, Inc., Golden Valley, Minn., manufacturer of tape heads for magnetic tape recorders, have announced appointment of Edwin A. Bedell as Field Sales Engineer for the West Coast area.

Bedell was formerly with Ampex Corporation for seven years as a production engineer and development engineer on rotary video heads, and also as a liaison engineering supervisor for design engineering on video and professional audio recorders. Bedell will furnish supplemental engineering assistance for Nortronics representatives, and will be active in developing markets for Nortronics products in video, instrumentation and digital recording.

Bedell and his wife, Glorinda, and two children will make their home in the San Francisco Bay area.

STARCH REPORT SETS AVERAGE COLOR SALE

(New York, New York) The Daniel Starch and Staff, consultants for business research, have released a report that indicated the average color television sale was \$568. The report also indicated that color sales accounted for 64 percent of all unit sales and 87 percent of retail dollar volume.



Are you eligible for the Bright Guy Awards?

It's easy to get them—and to get all the business they'll bring you. New customers. More sales. More money.

The Bright Guy Awards is the big program Sylvania's running this year to boost your sales.

Your Sylvania distributor can put your name and address in up to four



TV Guide ads in your area. The ads call you "the brightest serviceman in town"—and tell people in your town why they should call you.

You'll get into the Yellow Pages, too, under the heading "TV Service and Repairs."

Once again this year you'll be eligible for over



one hundred valuable, interesting SMB-Bright Guy gifts, just for buying the Sylvania TV replacement parts you normally buy anyway.

And you'll get window displays proclaiming you "the brightest"—the TV serviceman everyone's reading about.

You're eligible for the Bright Guy Awards just by buying Sylvania's famous *color bright 85*[®] color picture tube. And our other picture tubes, and our receiving tubes. So see your Sylvania distributor.



Sylvania Electronic Tube Division, Electronic Components Group, Seneca Falls, New York 13148.

SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GTE**

ORIGINAL



FACTORY
REPLACEMENT
PARTS
FOR T.V.
& RADIO

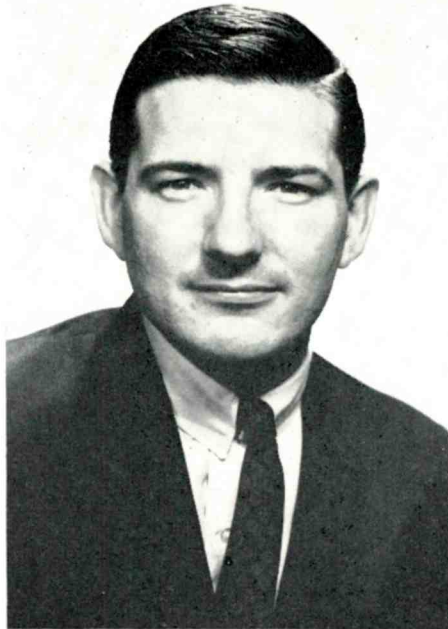
- DELCO AUTO RADIOS
- RCA
- ZENITH
- GENERAL ELECTRIC

PLUS—THE BEST LINES
OF GENERAL
REPLACEMENT PARTS



ANDREWS

ELECTRONICS
1500 W. BURBANK BLVD.
BURBANK, CALIF.
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VI 9-6014



P. B. GARVER PROMOTED TO DIVISION VICE PRESIDENT OF RCA PARTS AND ACCESSORIES

Promotion of Paul B. Garver to the new position of Division Vice President and General Manager, RCA Parts and Accessories, was announced last month by Delbert L. Mills, Executive Vice President.

Mr. Garver, who has served as General Manager of the activity since August, 1964, is responsible for the management of RCA's Distribution Center at Deptford, N.J. It maintains a constant inventory of some 100,000 different replacement items for virtually all RCA's consumer products in use throughout the world.

The Center also operates on a round-the-clock basis to handle emergency orders from broadcasting stations, data processing centers and other users of electronic systems. RCA Parts and Accessories also markets many accessory-type products in the home entertainment field.

UNIVERSAL TV TAKES OVER NIELSON & NEILSON

(Los Angeles, California) Universal Television Company has just acquired the assets of Nielson & Neilson, Inc., well known Southern California service company, according to the firm's General Sales Manager Larry Conroy.

Universal itself was recently acquired by Computing and Soft Ware, Inc. and remains a subsidiary of that firm. Computing and Soft Ware, Inc. is a division of Wakefield Corp.

The sale of Nielson & Neilson, Inc. was effective April 24th although the management change over has just taken place. With the combining of these two major home entertainment

service companies, it makes Universal the nation's largest independent service company with eight locations throughout Los Angeles and Orange Counties. Five of these locations are "carry-in" operations and the other three will provide home and "carry-in" facilities.

BIDWELL AND MARGOLIS NAMED CONFERENCE CO-CHAIRMEN

(Los Angeles, California) The Audio/Distributor Division of the Southern California Chapter of the Electronics Representatives Association today announced selection of Co-Chairmen to head their fourth Manufacturer/Distributor/Representative (MDR) Conference.

The appointment of Russell Bidwell, principal of Osborne-Bidwell, and Robert Margolis, Vice President of Jack Berman Company, was announced by David Muir, Division Chairman. Both men have been active in trade division and chapter activities during recent years.

The Conference, to be held on February 8-11, 1968, will attract over 500 participants including manufacturers from throughout the entire United States.

FIGART'S SELECTS

JERROLD

BEST BUYS IN
ALL CHANNEL ANTENNAS

✓ VU-831 List \$17.95
14 element 300 ohm
including splitter

✓ PXB-48 List \$26.50
15 element 300/75 ohm
less splitter

✓ PXB-65 List \$46.50
36 element 300/75 ohm
less splitter

Area tested for
finest performance!

FIGARTS RADIO SUPPLY

6320 Commodore Sloat Dr.
Los Angeles, Calif. 936-6218

NEWS & VIEWS

NEA Board Meeting Attracts Representatives From 11 States To Discuss Association Program

The regular Board meeting of the National Electronic Associations was held on May 5-7 at the Holiday Inn in Wichita in conjunction with the annual Kansas Electronic Association's annual convention.

NEA Officers and Board members from eleven different states attending the three day convention that climaxed with the regular board meeting on Sunday, May 7th. The KEA program featured special discussions on transistor technical problems and new problems in color servicing. The highlight of the program was an address by M. L. Finneburgh and a Distributor sponsored "get-acquainted" cocktail party on Saturday evening. Additional sponsors of events included the General Electric Company, Winegard Antenna Company and local distributors.

Board Meeting

The Sunday Board meeting began with a full report of all State Association activities and the most encouraging aspect of the reports were the substantial gains in membership from all over the country to NEA.

Committee reports followed with Apprenticeship and Training programs coming under heavy discussion. The progress of various training programs and the current status of each were covered. Also considered by a general board was the coming appointment of one additional NEA/OJT field coordinator. A committee will be named by President Jack Betz and a decision made the early part of June.

Certification was fully covered with reports by states on the number of CET's in each. The number is now reaching over 300 and it seems the momentum is gaining by leaps and bounds.

WSEC Certification Approved

A special resolution was presented to the full board at this meeting concerning the recognition of the Washington State Electronics Council Certification program. After a lengthy discussion, the Board passed a resolution recognizing this program as equal to that of NEA and accepting all of those who now hold WSEC certificates as fully recognized CET's in NEA. Certificates are being prepared and sent to all 55 of those now holding WSEC certificates.

Public Relations Materials

NEA's Public Relations Materials are being well accepted by the membership and the latest booklet on explaining warranties to the customer is particularly popular. These booklets are available at nominal cost and can

be ordered from the national office in Waterloo, Iowa or through Dick Glass in Indianapolis.

Also discussed at great length was the increasing membership in NEA and the recognition of new "at-large" members from Oklahoma and West Virginia.

The meeting was adjourned following a reminder of the NEA annual convention to be held in Des Moines, Iowa, on August 10, 11, 12 and 13.

AMETRON.... IS ON THE MOVE! To New Larger Facilities

Mrings You This

WAREHOUSE CLEARANCE SALE

Partial List of Values

ALL RCA COLOR PICTURE TUBES\$7.50 below dealer net
Plus Free Manhattan Shirt

21YP4A Zenith All New AA Picture Tubes\$10.95
Including Glass

21ZP4A Zenith All New AA Picture Tubes\$10.95
(Including Glass)

SPECIAL: BOTH TUBES FOR \$19.95

(When Purchased Together)

All RCA and Winegard AntennasDealer Net Less 20%

6AX4, 6CG7, 6CB6 and 6AU6 Tung-Sol
Receiving Tubes—55¢ each
(6BQ7's—95¢ each)

AMERICAN ELECTRONIC SUPPLY, INC.

567-69 SO. FAIRFAX, LOS ANGELES, CALIFORNIA 90036
WE 6-5181

FREE DELIVERY ANYWHERE — MAIL ORDERS ACCEPTED

SPECIAL NEA CALENDARS TO BE OFFERED TO MEMBERS STARTING IN LATE JUNE

NEA has signed an agreement with the Shaw-Barton Company for 30,000 special 1968 colorful calendars and they will be offered to NEA members through a June mailing.

The beautiful and comical calendars will carry the dealer's name and message plus a special headline that will read "Professional Electronic Service". They will be offered at a price of 28¢ each in quantities over 500 and will increase to a minimum order of 100 at 36¢ each. The time for ordering will be limited and all orders will be shipped directly to the dealer not later than November 15th.

These same calendars have been used for several years by top dealers throughout the country and their cost was much higher than this bulk price. They also reported excellent use of the calendars by their customers.

Samples and order blanks will be sent to all NEA members around the end of June.

NEA ACCEPTS WSEC'S CERTIFICATION PROGRAM

NEA's Board of Directors has accepted the Washington State Electronics Association's certification program and have issued 55 NEA Certification cer-

BETZ TO REPRESENT NEA AT ALL INDUSTRY MEET

Jack Betz, NEA President, will represent the national organization of service dealers at the June 22nd EIA Service Committee's all-industry conference in Chicago.

Betz was invited to attend by the committee to sit in on a discussion concerning licensing and certification.

NEA-NATESA PROPOSED MEETING DATE PASSES

The dates proposed by NEA to sit down with officers of NATESA in order to talk about common industry problems have come and gone with no word from NATESA.

According to NEA President Jack Betz, "it is indeed a shame that we cannot close ranks on some of the important problems facing us but the same things that forced us apart at the beginning seem to be keeping us apart at the present time."

tificates to those who have passed the WSEC's examination.

CLASSIFIED ADVERTISING

MODERN, SELF-SERVICE, NEWLY DECORATED ELECTRONIC SALES STORE FEATURING PARTS, HI FI, CITIZEN'S BAND EQUIPMENT, RECORDS, TAPES, ETC., PLUS INDUSTRIAL SALES AVAILABLE TO BUY IN AREA OF SANTA MARIA, CALIFORNIA WRITE P.O. BOX 2710, SAN DIEGO, 92112.

WHY FIGHT IT—IT'S BIGGER THAN THE BOTH OF US! Mamma & poppa can't handle it anymore! Too much work for one man. Well established store in Hollywood. 14 years same location. 80% service, 20% sales. Well equipped, major street, large parking lot, good looking store, no junk shop. We do a very good antenna business. Lots of bench space. Very fine clientele includes Hollywood luminaries. Sales could be expanded with little effort. Great situation for two hard young workers or a takeover for a factory branch service outlet. Potential unlimited. Price \$1,000,000. Come and see us, my arthritis might allow me to bend somewhat. Howard Singer (Day & Night TV Service Co.), 7558 Sunset Blvd., Hollywood, Calif. 9046. Day phone 876-0583/Night phone 657-3073.

FOR SALE TV & STEREO STORE
Good Lease in Shopping Center
Carpet in Sales Room
Fully equipped service shop
ZENITH-PHILCO FRANCHISE
1235 West Central, Brea, California.
Phone 691-9515 or AX 3-2446

FOR SALE: TV BUSINESS

Established 5 years—in a hunting and fishing paradise—Main Street location. Property includes store, apt, house and trailer court. Rentals make overhead. \$5,000 down—write or phone ABC TV, Box 936, Burney, Calif.

335-2387

HEALTH PLAN OFFERED

SAVE more than 40% on your Hospitalization Plan. Call J. Wartels—Insurance Counselor to Electric League.

JACK M. WARTELS

CR 8-0543 TR 8-0161

USE OUR WANT ADS

HUNDREDS OF WORKING USED LATE MODEL THIN LINE—PORTABLES

Low shipping costs anywhere

TV brokers WE 1-6622

4920 W. Pico, L.A. 19, California

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CHANNEL MASTER

ANDREWS ELECTRONICS

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TH 5-3536

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1583 Howard St.
San Francisco, HE 1-0212

IN
Palo Alto: DA 3-3173
San Mateo: FI 5-3575
Vallejo: MI 3-4531

HURLEY ELECTRONICS

2101 N. Fairview, Santa Ana, 638-7220

IN
Inglewood: 679-2276
Ontario: YU 6-6538

San Bernardino: TU 5-0721
Long Beach: HE 6-8268
Oxnard: HU 3-0133
Oceanside: SA 2-7694

KIESUB CORP.

311 W. Pacific Coast Hwy.
Long Beach 591-1335 & SP 5-1428

IN
Anaheim: KI 7-3527 & 865-0688
Bakersfield: FA 7-5535
Oxnard: HU 3-9541
San Bernardino: TU 5-6807
Van Nuys: ST 1-3930

MILLER'S ELECTRONICS

530 East 8th Street (94606)
Oakland, 834-9185

IN
Santa Rosa, 542-5423
2076 Armory Drive (95401)
Walnut Creek, 934-3000
1263 Arroyo Way (94596)
San Rafael, 453-1130
134 Jacoby Street (94901)
Hayward, 537-5833
21726 Meekland Avenue (94541)
San Jose, 295-6818
522 So. Bascom Ave. (95128)

NORCAL ELECTRONICS

1115 "R" Street
Sacramento, 442-9041

WESTERN RADIO & TELEVISION SUPPLY CO.

1415 India St., San Diego
BE 9-0361

WESTERN SUPPLY CORP.

4580 East Belmont Ave.
Fresno, California
Fresno, 251-5531

**The first major improvement
in 75 ohm Coaxial Cable since the
introduction of braided shielding**

COLOR-DUCT 82

ULTRA LOW LOSS UHF/VHF RG-59 TYPE COAXIAL CABLE

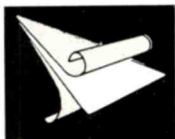
Model
9537

- **LOWEST COST
82 CHANNEL CABLE**
- **LOWEST LOSS**
- **100% SHIELDED**

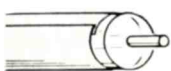
100% SHIELDING literally creates a direct line to color.

Until now, total shielding has been used only on transmission cables in commercial and military communications, radar, and in professional audio and broadcasting installations. Here, where complete shielding from radiation and interference pick-up are critical, the solid tube type of shield has always proven most effective.

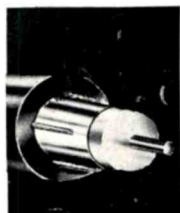
NOW, Channel Master has applied this proven 100% shielded construction... for the first time in TV history... to 75-ohm coaxial cable designed for MATV and home television installation. Yet, it has all the flexibility and handling ease of ordinary coax.



Channel Master's over-all shield is created by laminating aluminum foil to both sides of high tensile strength mylar.



This shield is then totally wrapped and overlapped around the virgin polyethylene dielectric core containing the copper clad center conductor.



Before the black outer jacket is applied, four equally spaced, parallel wires are positioned around the circumference of the shield. In addition to providing extra strength to the cable, these wires maintain electrical conductivity even if a break should occur in the shielding.



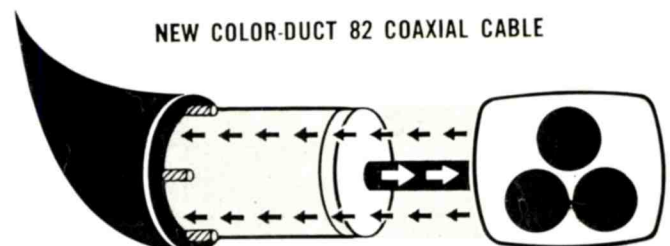
In ordinary braided shielding, air spaces are formed between the wire strands, reducing both the conductivity and the shielding effect from 80 percent in the best qual-

ity coax to as low as 50 percent in lower grade cable where fewer strands have been used in the braid.



ORDINARY RG-59 TYPE CABLE

While current in the center conductor flows in a straight line with minimum resistance, to complete the circuit between set and antenna, return current must traverse individual braid strands in a "maze" pattern that creates a resistance loss. In lower grade standard coax with fewer strands, this loss is even greater.



NEW COLOR-DUCT 82 COAXIAL CABLE

The over-all shield, plus four wires, conducts current through the same low resistance, straight-line path as the center conductor. The result is lower db loss per 100 feet at both VHF and UHF. In fact, at higher UHF frequencies in the average installation, use of Color-Duct 82 instead of ordinary coax is actually the equivalent of adding a 3 db amplifier to the installation! This is a tremendous advantage for UHF color as well as VHF fringe area coaxial installations.

Finally, new Color-Duct 82 is so economical you can now give the owner of any set... UHF, VHF, Color or Black and White... the luxury of a professional coax installation.

Pick up THE DIRECT LINE to UHF/VHF color. Call your Channel Master Distributor or write The House of Color

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