

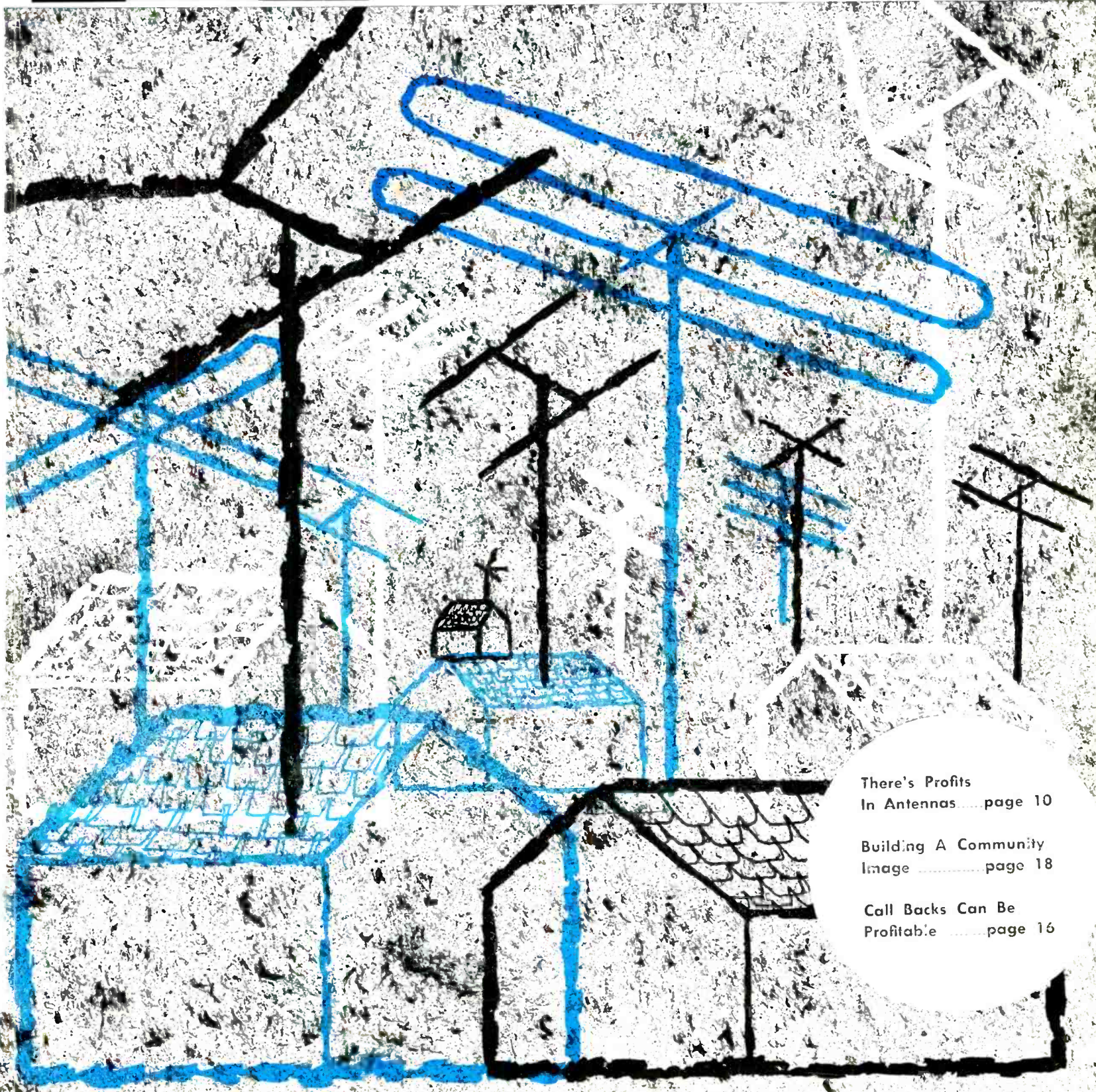
MODERN

# *electronic service dealer*

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 1, NO. 1

MAY, 1961



There's Profits  
In Antennas ..... page 10

Building A Community  
Image ..... page 18

Call Backs Can Be  
Profitable ..... page 16



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LIST

3-Element T-W  
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\$39<sup>25</sup>  
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7-Element T-W  
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\$59<sup>95</sup>  
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Now...

there

are

5

**for every problem...**

**for every area...**

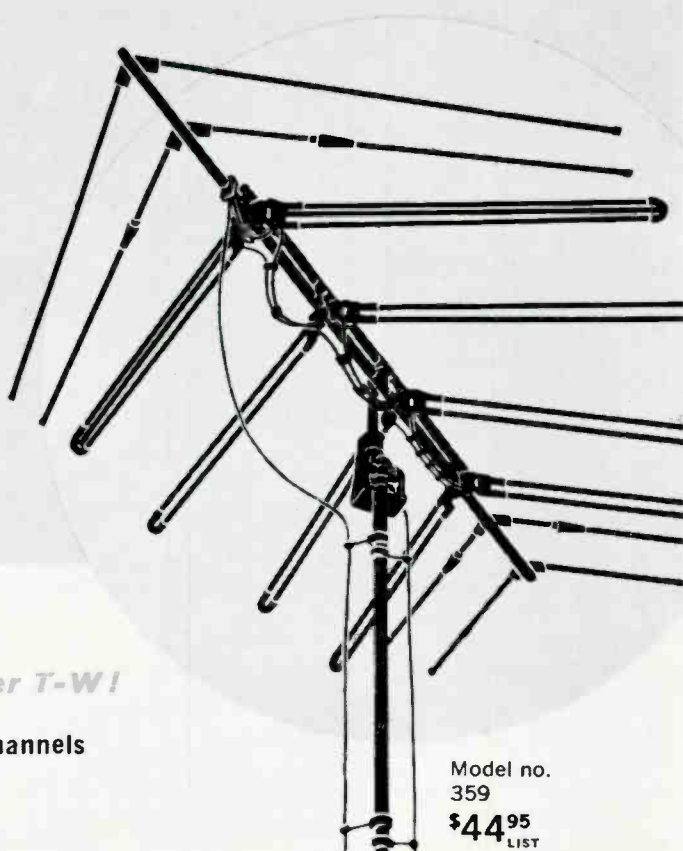
**pick the T-W**

**designed for you!**

*...and introducing*  
*the NEW 8-element*  
**SUPER 8 T-W**  
*a fringe-area powerhouse!*

This 8-element antenna takes its place between the 5-element and the 7-element T-W...both in performance and price. It fills in the T-W line, gives you an opportunity to tailor installations to the specific needs of your customers.

**4 driven elements 4 parasitic elements**



**No other antenna can match the performance of a Channel Master T-W!**

- Reinforces pictures electronically on ALL channels
- Eliminates "snow" and "ghosts"
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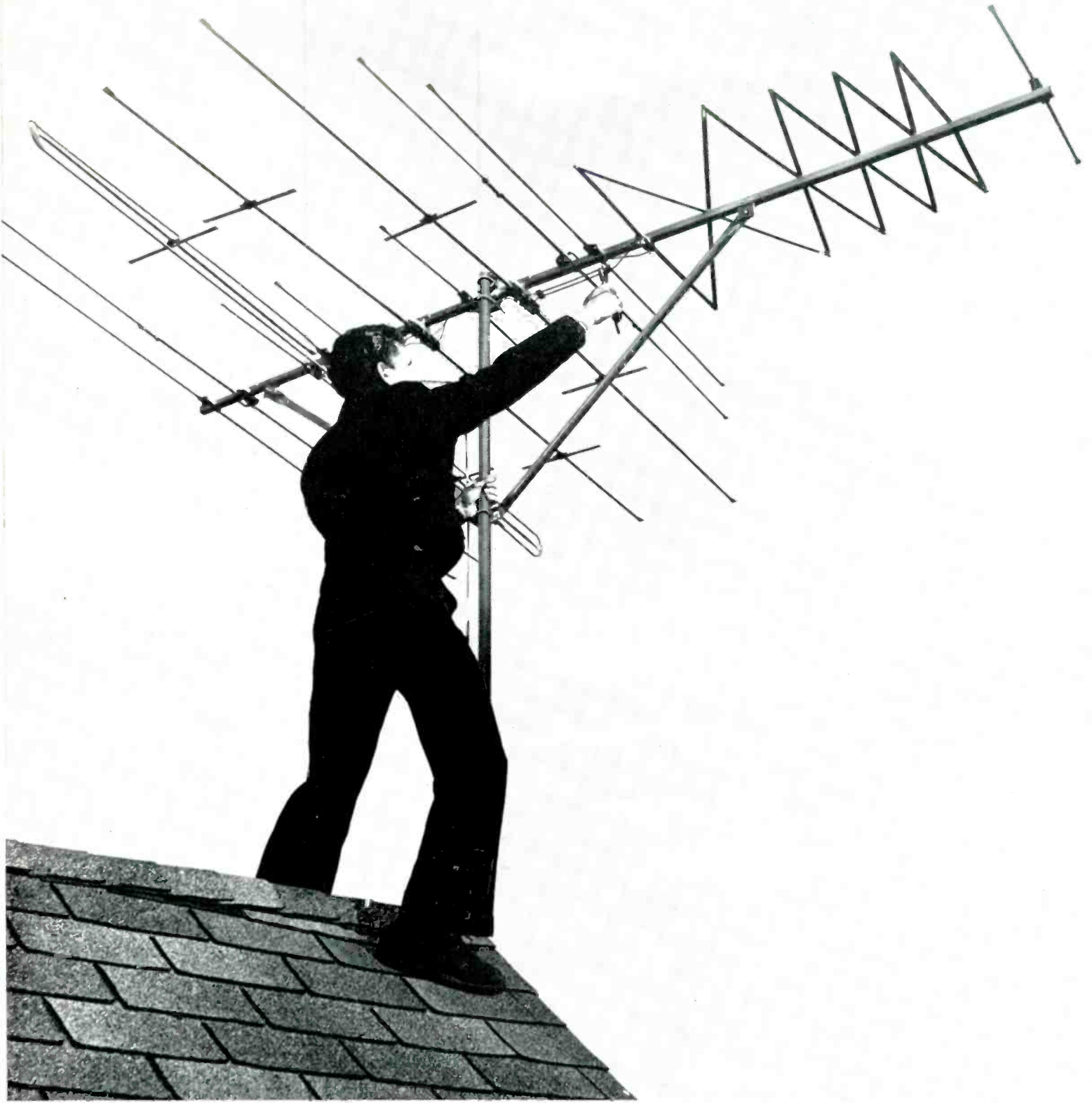
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San Mateo—FI 5-3575  
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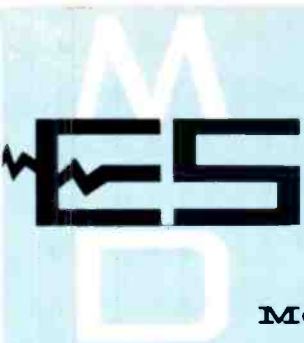


The Businessman in the Service-Technician Suit knows that the service-dealer leaders of tomorrow install JFD Hi-Fi Helix Colortennas today. He relies on JFD for uncompromising performance...quality...durability to build confidence and insure complete customer satisfaction.

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IN COMMAND OF THE MARKET

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# MODERN *electronic service dealer*

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Official Publication

CALIFORNIA STATE  
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1029 E. Belmont, Fresno 1

BAlDwin 9-1702



Modern Electronic Service Dealer is Published Monthly  
at 618 So. Western Avenue, Los Angeles 5, Calif.  
DU 9-3230 by Associated Publications.

MAY, 1961

## MANAGEMENT

- 18 Building A Community Image Through Service
- 20 Advertising . . . For The Small Businessman
- 25 CSEA Wakefield States Association's Stand On Licensing

## BUSINESS BUILDERS

- 10 There's Profits In Antennas  
by Lee Naylor
- 14 TV Antennas Are Here To Stay  
by Robert Fleming
- 16 Call Backs Can Be Profitable

## NEWS OF THE INDUSTRY

- 13 CSEA To "Go It" Alone On Licensing Bill
- 13 CSEA Sets Annual Conference Dates
- 21 NARDA Service Management School May 1-3
- 24 ERA Elects New Officers

## REGULAR FEATURES

- 6 MESD Forum
- 8 Editorially Speaking
- 15 President's Message
- 23 AED News by Jack Wartels

## DEPARTMENTS

- 14 Business Wire
- 22 Letters to the Editor
- 27 News Briefs
- 29 New Products

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Los Angeles, Calif.

### The Question:

## THE "BLANKET" CHARGE VERSUS "ITEMIZING"

The idea of a "blanket" price may be a good one but we believe in only charging for what we do and this kind of a deal would not fit into our operation.

Although the majority of our complete renovations, including the tops in picture tubes as well as receiving tubes, rarely exceeds the customary "blanket" price being charged by some dealers, there are times when these blanket charges would be way out of line.

What we do with our customers is to give them a range of the possible total cost. With this in mind, we never exceed the top estimate and most times are towards the low end of the estimate.

To further the idea of item charging we provide each customer with a check list of every tube, condenser, tuner or what-have-you that goes into the set. In this way, both the customer and we know exactly where the costs can be found and it also acts as a guide in future call backs. We actually make a science of each set we work on and keep case historys. With a complete knowledge of what has been done in the past we are in a much better position to know what has to be done in the future.

I know that there are a lot of dealers that are starting to go in this direction of a blanket deal but I still believe that the per item breakdown is the only sure way in which we can be fair to the customer and to ourselves.

After all, if a set only needs a picture tube, and in many cases the owner has taken the other tubes to a checker before even walks in the door, a dealer can really put his foot in it if he tries to sell a blanket deal.

On the other hand, the promotional aspect of the blanket price is a real good one. I can think of a slogan like "Give Your TV a Spring Tune Up." In this way a dealer could offer a price like \$65.00 that would include a new picture tube and complete overhaul, with a parts guarantee, that would create a lot of attention and possibly build some business that wasn't there before. If this could be followed with some newspaper ads, etc. it may work out real well.

As a general rule, in our business, I would be inclined to go along with the per item price. In this way, you can be sure that you are being fair with both the customer and yourself.

Yes, I am aware that many service dealers are offering the blanket price program but I have always been in favor of the per item price structure.

With a blanket price you always run the risk of over charging and creating a bad reputation and therefore with the per item pricing you can actually show the customer what he has bought and what it has taken to place his TV in proper operating condition.

On the other hand, we offer our customers a service policy much like the captive service manufacturers. When a person buys a new set, we will cover this with all parts and labor under this contract agreement and will continue to do so in the following years at the same price. We have found that the law of averages makes this type of service policy very profitable and eliminates unsatisfied customers. Of course, we do get a certain amount of call backs that are unnecessary but in the long run it has worked out quite well for our entire operation.

In my opinion, any idea that promotes good business and provides a happy satisfied customer meets with my approval.

This idea of a blanket price is not really new and we have used it to a certain degree for a number of years. There is one pitfall that some dealers might fall into and that is where they must charge a high enough price to make sure the job is profitable and thereby creates an unsatisfied customer.

The only way to over come this is with a guarantee that is fair to both sides. In our case we guarantee all parts for 90 days and the picture tube for one year just like a new set. This guarantee is in writing and provides a dual-signature to make it valid. In this contract the customer agrees to pay for all labor and the dealer all parts during this guarantee period. They also agree that the guarantee is void if the customer or any other service man touches the set.

Of course, whenever you provide a blanket coverage for a set price you are going to have a few that will cost you money but in the long run you will make money and provide happy and steady customers. After all, a dealer is only as good as the work he does and the confidence his customers have in his ability.

TUBE QUALITY BY DESIGN



## YOUR CUSTOMERS' CONFIDENCE BEGINS HERE

From a tube design conference like this at RCA comes a stream of innovations that continually improve the quality of RCA receiving tubes you install... which in turn helps build your customers' confidence.

A typical design conference includes design and development engineers, applications engineers, production supervisors, quality-control specialists, chemists and physicists. It takes many skills to make a basic tube improvement.

This group may be discussing a more effective pattern of anti-leakage slots in tube micas; or a sturdier cage structure to minimize microphonics; or a new metal alloy to improve heat dissipation; or new shielding and basing arrangements to minimize shorts and leakage; or a new heater wire coating to improve heater performance and assure longer life.

Whatever the problem, it's attacked with a single goal in mind: to provide you with a tube you can depend on. *Another reason why every RCA tube you install is an investment in customer confidence.* Give yourself the extra advantage of RCA tube dependability. Check with your Authorized RCA Distributor this week. *Electron Tube Division, Harrison, N. J.*



The Most Trusted Name in Electronics  
RADIO CORPORATION OF AMERICA



DON MARTIN

## A NEW MAGAZINE . . . A NEW APPROACH

Gentlemen, you have never seen MODERN ELECTRONIC SERVICE DEALER before and, of course, the success of this new publication is entirely based on whether or not you like it.

It carries the banner of, what I think is one of the finest organizations in the nation, the California State Electronics Association. This organization now extends to over 28 chapters throughout the State of California and represents the dedication and work of many men who are only interested in the advancement of the Service Dealer as a highly trained, qualified and vital link in our nation's economy.

This publication will not be "Technical" in nature but will spotlight the merchandising aspect of the dealer operation.

In the months to come we will feature articles concerning business practices, cost accounting, business builders, public relations and advertising, hints for constructive business procedures, tax problems, etc.

Of course, it will also cover the news of the industry including CSEA chapter news, Distributor News, Representatives News, as well as national articles of value to the western service dealer.

For many years, we have published QUINN'S APPLIANCE & TV DEALER NEWS and have tried to cover the service dealer through this publication. As the industry continued to grow it became more and more apparent that the only way in which we could do an adequate job, in the service dealer field, was to publish a new magazine dedicated to this industry.

As we progress with this new publication we will welcome any comments you might wish to make concerning its editorial, general make-up, or its editors. It is our intention to make this publication one of the most outstanding in the nation and we will always welcome comments that will give us an opportunity to provide you with the material you would like to have as a valuable aid to your business, your community and to your industry.

## CSEA ANNUAL MEETING

The dates for the annual meeting of CSEA has been set for Sunday June 4th at the Town and Country Lodge in Fresno. The board of directors will meet the day before on Saturday in order to present the agenda for the general meeting of the membership.

Needless to say, this annual event is the most important activity of the year. It is the place where all chapter members can sit down together and discuss mutual problems. It is the melting pot of ideas and the value of such a meeting can be turned directly into profits.

Of course, there is a certain amount of expense and time involved in attending but judging from past events the cost factor is far outweighed by the gain factor.

This year, the event is completely business with very little outside activities except for the good fellowship that occurs when businessmen get together. Make your plans now since reservations are limited.



# PHILCO

# FREE OFFERS

## Leisure Living

Philco makes it easy for you to enjoy Sun 'n' Fun!

### Genuine John Hancock Redwood Furniture

America's finest—all quality-crafted from TWO-INCH certified genuine California Redwood! All cushions covered in water-repellent heavy duck! Styled for beauty and comfort!



#### Other Redwood Offers

3-Piece Knotty Rustic Barbecue Set. AD #3847 **FREE** with purchase of 450 Philco tubes  
 Cushioned Club Chair 32" deep; 28" wide. AD #3849 **FREE** with purchase of 350 Philco tubes

#### Adjustable Chaise Lounge

70" long x 25" wide—5" solid wheels.  
**FREE** with your purchase of 450 PHILCO RECEIVING TUBES  
 AD #3846

#### Cushioned Settee

32" deep x 51" wide.  
**FREE** with your purchase of 500 PHILCO RECEIVING TUBES  
 AD #3848



### Powerama 22" Rotary Mower

Super-quality plus deluxe features! One year warranty on 3 H.P. 4-Cycle Briggs and Stratton Engine. Lifetime guarantee on steel housing!

- Safe-T-Wind starter
- Safe Remote Control Starter with Control on handle
- Staggered Wheel Design
- Adjustable Cutting Heights

**FREE** with your purchase of 875 PHILCO receiving tubes

AD #3845



\$16.95  
 RETAIL  
 VALUE

#### Royal Chef Portable Barbecue Grille

Large size 21" firebowl—guaranteed for 5 years against burnout. Grid adjustable to 5 positions. Detachable wind-shield.

**FREE** with purchase of 150 PHILCO receiving tubes

AD #3850



#### Family Size Picnic Basket

\$9.95  
 RETAIL  
 VALUE

- FITTED TO SERVE SIX
- 26 piece ensemble—6 cups, 6 plates, 6 forks, 6 spoons, removable tray
  - All in maple-tone basket with hinged cover. Lined interior.

**FREE** with purchase of 100 PHILCO receiving tubes

AD #3844



AD #3843

#### 3-Tier Suburban Pool

- Strongest inflatable pool
- A full 66" x 10"
- Decorative design
- Large "sit-on" sides

**FREE** with your purchase of 100 PHILCO receiving tubes

**Accumulate your purchases!**  
 You can add orders together for any item. May 31 is final date for starting an "accumulating" order.

## PHILCO DISTRIBUTOR, INC.—LOS ANGELES

Accessory Division—6393 E. Washington Blvd., RA 3-0345, PA 8-8163

# There's Profits in Antennas

Lee Naylor  
District Sales Manager  
Channel Master Corp.

## A TWO-PART ARTICLE

Ever look up to the rooftops while traveling in any given area? Notice the forests of TV receiving antennas, masts, twinlead, rotators, FM antennas? Ever think of the millions of dollars that have been spent by the consumer on these installations. Ever notice that a high percentage of these installations look as if they had come out of a spaghetti factory. Decrepit, broken down, suffering from old age, obsolescence, turned the wrong way. You name it, and you can find it in any area. Ever wonder why some of the homes in these same areas have no antennas and some of them have excellent installations, that obviously cost a good sum of money and certainly give their owners the television picture that they paid for.

Then did you ever think to yourself that here is a tremendous market potential that is really untapped. Yes, it is true, the new and replacement antenna market really is here and it is worth millions of dollars to you the dealers who want to go after it, but, this is not a hit nor miss operation. Like any business which is valuable and which pays off, this one must be well thought out. Remember the old cliché: "No matter how much you pay for your television set, it is still no better than the antenna system that feeds it." This was not culled from science fiction book, this is fact!

As a district salesmanager for Channel Master Corp., whose main business is the manufacture of TV receiving antennas and accessories, I have had the opportunity of speaking with hundreds of dealers, dealer salesmen, installation crews and those directly associated with the antenna business. I am firmly convinced that after all of these years with Chanel Master Corp. that ours and other legitimate antennas manufacturers, major problem is the passing on of selling techniques, merchandising helps and aids so that your job to the consuming public is well on its way. However, many dealers take the attitude that all of this is so much hog-wash, to put it bluntly, so that the manufacturers time and trouble, not to mention the thousands of dollars put into these programs are wasted. Now I don't mean to make snide remarks and infer that the dealer is all at fault and is incompetent. This simply is not so. There are many dealers who have done a tremendous job in this antenna business. Their antenna sales, installation, reinstallations, cleaning up and modernizing old installations have been a source of high revenue to them. On the other hand, many dealers have lost their shirts in this business mainly because of lack of know-

how, inexperience, to name but, a few reasons.

Let's take a for example: A few years ago Channel Master spent a tremendous amount of money in a national advertising campaign. Full page ads were placed in several national magazines and ads placed also on a local basis by our distributors. After the ads broke we were flooded in a deluge of inquiries. This not only amazed us but, it amazed the magazine people and our ad agency. Inquiries are not an unusual thing. Why was everybody surprised? Here's why: because we offered a free booklet, deliberately buried in small inconspicuous type. This unexpected response accomplished three things:

1—It proved that consumers are interested in our products, TV revy antennas, and that our advertising was read thoroughly.

2—Our distributors were able to show dealers that advertising did create local sales for them.

3—The dealers who followed up these inquiries were able to make sales in more than 50% of the cases, an incredible average.

Now bear in mind, that we say the dealers who followed up on these leads. We found many cases where there never was a follow-up on the leads and actual cases where aggressive dealers went to their competitors who had been given leads, asked if they might have the leads (if the dealers did not want to take the time nor trouble to follow up) took these leads and made the sale. If the other dealer had taken only a little time to mail a postcard or make a telephone call the chances are he would have made the sale himself.

In the next installment of this article I would like to show you how this market can be tapped, and I would like also to show you that today's Ant. & Accessory potential is greater than ever before.

One final word: Today's market is a buyers market. Your customer is demanding his money's worth. Incompetence, inexperience, lack of product knowledge and know-how, just won't work in today's market. Remember, that the TV shop down the street is not your real competitor. Your real competitors are the auto salesmen, insurance salesmen, travel agencies, to name a few. They are all after a big slice of the consumers jealously guarded dollar. The question is, How big a slice of that dollar can you carve out for yourself?

*(Continued Next Month)*



# OPEN YOUR MIND!

ONLY IF YOU'RE A SERVICE DEALER interested in the future of your business. You owe it to yourself to inquire about the DU MONT and "Captive Customer" merchandising program, the most effective dealer aid offered by any manufacturer. The success of countless service dealers throughout the Nation has proven that with DU MONT and Picture Tubes, you gain a decided advantage over your competition. Just OPEN YOUR MIND and ask . . . you'll be amazed by how much you can benefit.

LET OUR DISTRIBUTORS SHOW AND PROVE TO YOU HOW YOU CAN AND MUST . . .

- Make faster and easier sales with DU MONT and method.
- Keep from losing customers and gain new, steady customers . . . HAPPY ONES.
- With your "Captive Customers," make more profitable service calls, sell more parts and receiving tubes, thus giving you a larger overall PROFIT.

**DU MONT**  
The Golden Line

**PICTURE TUBES - RECEIVING TUBES**  
with exclusive 2 year warranty plan  
the industry's best warranty

Contact any of the Western distributors listed below for further details, or request that a factory merchandising representative call on you direct to show you how you can further your profits.

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- LONG BEACH
- OXNARD
- VAN NUYS
- SAN BERNARDINO
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- CULVER CITY

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### SHANKS & WRIGHT

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- VALLEJO
- PALO ALTO
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### CARLSON, HATTON & HAY

- EUGENE
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## ARIZONA

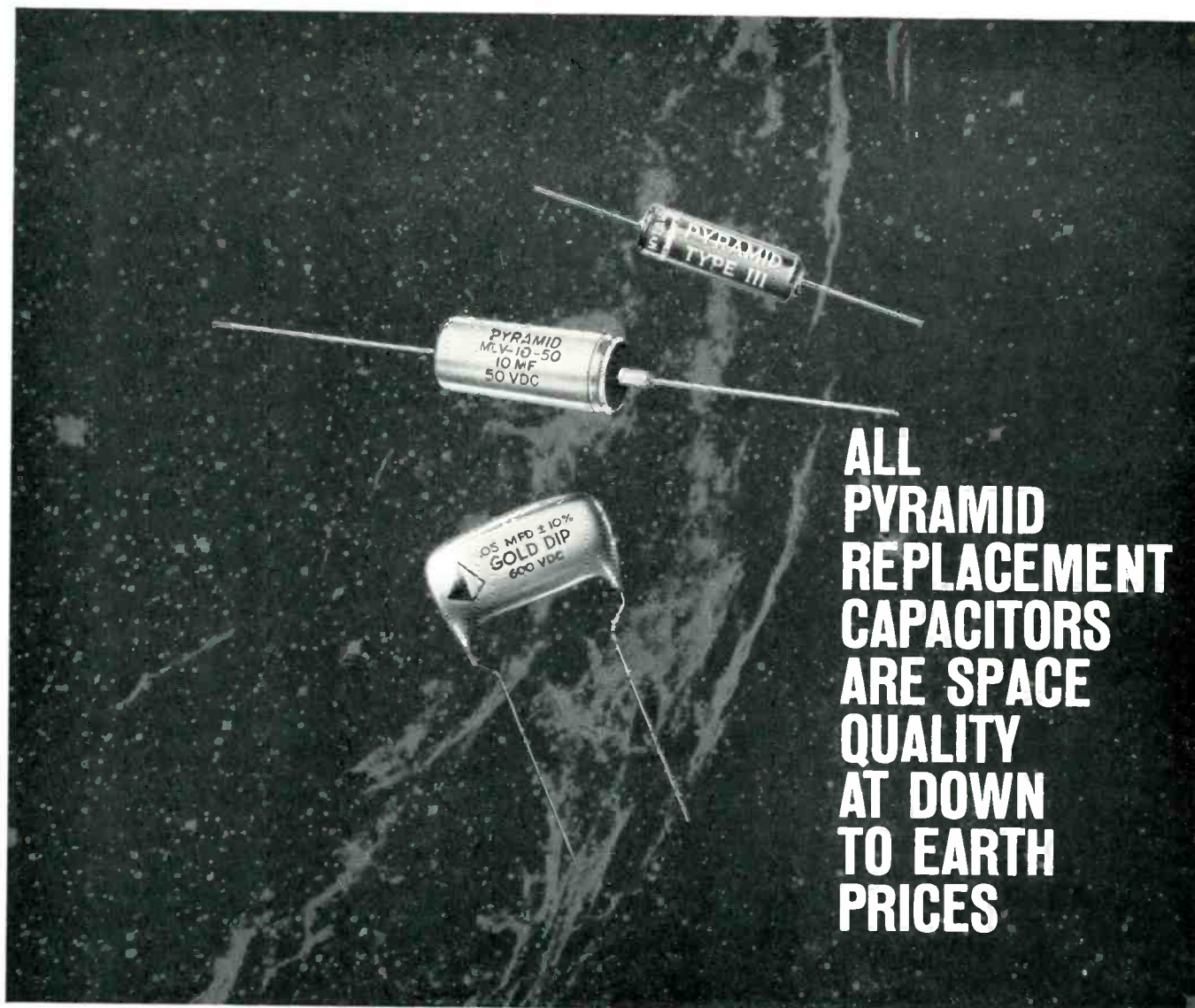
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- PHOENIX

### STANDARD RADIO PARTS

- TUCSON

# THE PROFIT LINE FOR THE "SIXTYS"



**ALL  
PYRAMID  
REPLACEMENT  
CAPACITORS  
ARE SPACE  
QUALITY  
AT DOWN  
TO EARTH  
PRICES**

**SEE THESE NEARBY PYRAMID DISTRIBUTORS  
FOR ALL YOUR CAPACITOR NEEDS**

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**NORTH HOLLYWOOD**  
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**PYRAMID  ELECTRIC**

Darlington, South Carolina



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APA, Joint Sponsors of AB 265, Withdraws

### California State Electronics Assoc. Sets Annual Conference Dates

FRESNO, CALIF. — The annual conference meeting of the California State Electronics Association will be held this year on June 4th in Fresno, California at the Town and Country Lodge.

According to Jim Wakefield, Executive Director of CSEA, "this annual event is the most important meeting of the year and it is hoped that every chapter of CSEA will be represented. At the present time, we have set aside some 75 rooms for delegates and I sincerely suggest that reservations be made early to insure accommodations at the meeting site."

The annual event will be preceded by a Board of Directors meeting to be held Saturday June 3rd. At this time, a report of the nominating committee will be made concerning officers for the next year followed, the next day, by nominations from the floor and the election itself.

CSEA President Robert Whitmore strongly urges all members to make plans to attend this meeting. With so many important things taking place throughout the state it is necessary that every member be well informed.

### CSEA Insurance Contract Renewed With No Increase In Rates

FRESNO, CALIF. — According to announcement, by CSEA executive secretary James Wakefield, the association's outstanding group life insurance and comprehensive accident and major medical expense plan has been renewed with the Woodman Accident and Life Company at no increase in rates.

This plan is by far one of the finest available anywhere in the country and CSEA is privileged to be able to offer it to their members. The insurance program alone is worth membership in the association and all non-members should take the time to investigate the possibility of becoming a member of the country's fastest growing state association.

At the present time, there are 28 chapters of CSEA throughout the state and it is growing larger and stronger each day.

Membership means "being a part of". It means a live and dedicated interest in the profession that you have chosen to follow. It should not be considered a

"duty" but a means by which you can tell your customers, your neighbors, your competitors that you believe in good business practices, integrity and the rights of a small businessman.

### RADIO-TEL TO SPONSOR SENCORE CLINIC

LOS ANGELES, CALIF.—It has just been learned that Radio and Television Supply Co. of Los Angeles will sponsor a special service clinic on May 3rd at the Roger Young Auditorium starting at 7:30 p.m.

The purpose of this clinic is to introduce the new SS105 sweep circuit trouble shooter by Sencore as well as other Sencore time saving products.

All service dealers are invited to attend this Sencore Time Saving Clinic which will be profitable as well as educational.

SACRAMENTO, CALIF. — In an announcement by CSEA President Robert Whitmore. "It looks as if CSEA is going to go it alone in its efforts to obtain licensing for Radio, Television & Electronic servicemen." APA, co-sponsors of the bill, have withdrawn their support and have postponed their industry program to a later date.

The move by CSEA was taken only after a series of board meetings, by different chapters, throughout the state all voted in favor of continuing the program with or without the support of the Appliance Profession Association.

According to APA managing director Gerson Ribnick, the move by APA was the result of their board action in postponing their efforts for licensing until a more favorable time. The APA was being opposed by several of the building and plumbing groups that claimed that there was no clear definition of an appliance and that therefore it would be impossible to regulate the industry.

This point did not apply to the electronic industry since the definition of an electronic device can be clearly understood and regulated.

Another important factor in CSEA's decision to go ahead with AB265 was the assurance, by several governmental bodies, that with the withdrawal of APA they would, in turn, be able to endorse CSEA's position and felt that it could now be legislated into law.

Formal action by APA was taken on April 12th and AB 265 has now been amended to include only the electronic industry.



"GUESS WHAT, ED? THE ELECTRICITY IS OUT ALL OVER TOWN."

Courtesy of Calvideo A&D

## • business flashes •

The sale of picture tubes at the factory rose during the month of February, to figures just released by the Electronic Industry Association which indicates that people are starting to spend money in replacing picture tubes that they have been putting off for several months.

The statistics showed February sales of picture tubes increasing to 728,989 units from a January total of 707,855. Revenue from sales declined even in the face of greater sales. This further indicates the increased competition being generated by leading tube manufacturers throughout the country.

On the other hand, receiving tube sales were down from 26,343,000 units in January to 25,803,000 in February. Sales revenues also dropped in February.

The year to date figures shows that 1961 is some 100,000 units under the same period of last year in picture tubes and some 12,000,000 units in receiving tubes.

The general picture of the service dealer industry in the West is about normal as compared to last year but has been a little slow in starting. The first quarter of the year showed a decided drop in business volume but the first month of this quarter seems to be far ahead of last April for most Service Dealers.

It seems obvious that the service business has paralleled the general consumer sales business in that people were making what that had to until such time as they could replace or service their present units.

Distributor sales in the west, industrially, are ahead of last year with the Service Dealer volume remaining "about normal."

In the retail end of the industry, sales showed large gains over last year, almost without exception, all the way up to Easter. The latest retail figures released by the Federal Reserve Bank indicate that business following Easter has shown a decided decrease since the Holiday.



"IF YOU'RE GOING TO READ WHY DON'T YOU TURN OFF THE TV!"

Courtesy of Calvideo abd

# TV Antennas ... Are Here To Stay

By Robert Fleming, Jr.

Sales Manager, Winegard Television

Accessory Manufacturer

The American consumer has accepted the fact that a TV antenna is a permanent and integral part of his TV system. Because of this, your customers are more critical and more curious about their next TV antenna. They are going to rely on you, their TV serviceman, to give them all the facts about the antennas you sell.

Polar patterns and DB gain charts are of utmost importance to engineers and technicians like yourself, but because your customer usually is not able to understand these technical points he bases his decision to buy on what he can see visually.

For example, the consumer today looks at the finished appearance of the product whether it is standard or the new golden finishes that we have used. He is impressed with quality construction and insists on all elements being straight and even as he wants to be sure that the antenna does not detract from the appearance of his home.

Most people want to buy the very best that they can afford. When shopping for a TV antenna, your customer assumes that you will make the very best product available to him. That is why it is so important for you to let him make up his own mind as to how much money he plans to spend. Many dealers tell us that they display two types of antennas — one a low price economy model, and the other a high profit quality antenna. The consumer is given the selling points on both antennas and the reasons why one product is priced higher than the other. Such things as the appearance of the product, how long it will operate efficiently, construction features... such as our gold anodizing, national advertising, brand name acceptance, packaging, etc. All of these features really mean something to the consumer.

Always remember that most people want the very best and are willing to pay for it. Just recently we introduced a new electronic TV antenna, the Powertron, with a list price of \$104.95. Yes, I can honestly say that thousands of dealers are already selling this antenna, and making more profit off of this one antenna sale than is made off of many TV set sales. I am only pointing this out as an example of how profits can be made by just explaining and making available a higher priced... higher antenna. Most sales are lost by not making sure the customer knows what is available.

Many of these same things hold true for the house call. Quite often a new antenna when properly introduced and sold will produce such outstanding reception results that a regular customer is acquired for years to come. Just through the power of suggestion.

There is a tremendous potential for replacement TV antennas. Be sure to let your customers know that you are in the Antenna business, and offer the very best in quality antenna models, your profits will go up accordingly. Advertise, display and sell. You will then be certain that you are getting your profit share of this tremendous, and very young, antenna market.



## PRESIDENT'S MESSAGE

By Robert N. Whitmore

With the advent of the Modern Electronic Service Dealer magazine, I believe we have at last an official organ of which we can all be proud. This is the type and quality we've been wanting for some time and finally our dreams seem to have come true. I hope you will be pleased with the new format, and I'm sure it will be of benefit to us all. We hope to not only cover association news, but, industry news, business aids, and many more items of interest will be forthcoming.

For the past few months, much of the activity has been centered around our license bill. This is one project on which we are attempting to leave no stone unturned. Many meetings have been held in all parts of the state explaining the proposed bill. Numerous questions have been answered. Many have pledged their support who only a short time ago were against it. We need the help of everyone, member or nonmember in this effort to clean up our industry, and to gain the recognition we so direly need. It is my belief this is our first step toward a goal of being considered ethical businessmen and technicians, instead of tinkers and hobbyists, which unfortunately has been our lot heretofore.

I ask each and everyone of you to get behind the drive for licensing. Men-

tion it not only to others shops, but to distributors, representatives, factories and the public. Get them all to write their assemblyman and ask him to support AB265. Appeal to them also for financial assistance to our Public Affairs Committee so we can continue the program of holding meetings to explain the various phases of the bill. Time is of the essence, as this session of the Legislature ends in June. Your help is needed—NOW.

I would like to take this opportunity to extend a personal invitation to all to attend our convention coming up June 3rd & 4th. This is not only our annual meeting, but also the delegates meeting, the election of officers for the coming year, and the one meeting to which all members are urged to attend. I hope we can have a fine attendance.

The PETS show in Los Angeles was to me an inspiration. The Sunday seminar in my opinion was the finest I've ever had the opportunity to attend. Our distributors throughout the west are to be congratulated for the fine program. The speakers were excellent, and the many subjects covered were extremely interesting. I'm sure we all learned a great deal, and felt it was time well spent. Our thanks to PETS for a job well done.

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in Service &  
Dependability  
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by

Si Nathenson

Every service dealer knows that a certain number of callbacks are inevitable. He also knows that they are a nuisance.

They consume valuable time, bring the service man into contact with a customer who is sometimes angry and upset, and (what is worse, in the minds of many service dealers) the customer cannot be charged for the callback.

Nevertheless, callbacks can be profitable. They can be profitable IF the service dealer can learn to regard them as an excellent opportunity to establish good public relations; that is, to convert possible hostility to friendliness and disappointment to respect.

The service man who goes out on a callback in response to a customer's complaint about the original job must remember to be not only a professional craftsman but a diplomat and public relations man as well.

If he can do this, he will not only keep a customer his firm might otherwise lose, but he will also bring in new business through referrals.

How does he do this? In many ways.

First of all, he must remember that the customer has come to his firm for service, in full confidence that the job would be done right. That confidence has been shaken, usually through no fault of the service man, possibly because of a defective replacement part.

Whatever the reason, it is the job of the service man not only to restore that confidence, but to bolster and solidify it.

It is important that the service man look as though he merits confidence. His work clothes should be neat, his face and hands must be kept as clean as possible, and his attitude should be completely friendly and cooperative.

This callback is no time for impatience or truculence. The service man should listen interestedly to the customer's complaint, respond civilly with his own ideas as to the probable causes of the trouble, and then get to work.

Even in the face of a resentful attitude and language by the customer, he should resist the temptation to answer in kind. "A soft answer turneth away wrath." This is no time to win an argument and lose a customer.

He should remember that he is a guest in the customer's home, a home in which he or she takes pride. It is a good idea to check his shoes for grease before he enters the house. He should always carry a cloth on which to lay out his tools so that they will not soil the furniture or perhaps stain the rug.

Since he is also being a public relations man, it would not be amiss to call his carefulness to the attention of the customer, perhaps by saying casually, "This job may be messy, but I'll be careful not to get any dirt on your floor or furniture." Any housewife will appreciate this attitude.

If the customer wants to watch the service man at work — let him. As a matter of fact, the service man might even try to make it interesting for him. When he locates the source of the trouble, it's a good idea to turn to the customer and make some affable comment, like, "Well, here's your trouble. Good thing we (note that WE) found it. Might have led to a lot more trouble later on."

This friendly attitude should make the customer feel that the service man is on his side and is not trying to take advantage of him.

A cautionary note: this friendship business can be overdone. The service man should not initiate an extended conversation. His time is valuable, and it should be work time.

On the other hand, if the customer shows an inclination to talk, the service man should continue with his work and confine himself to an occasional comment or assent.

He may take this opportunity, too, to do a selling job for his firm. If his honest opinion of the equipment on which he is working is that it is all shot and needs replacing, he should



say so — but make sure that he points out all the reasons for his opinion. At this point he can mention the brand his firm carries, tell about its good points, and offer to find out what sort of trade-in he can arrange for the old set.

This sort of salesmanship is often amazingly effective. Many laymen take a professional salesman's line of talk with a grain of salt, but they are inclined to value the opinion of a service man much more highly.

Many service men have found the callback an ideal time to promote the sale of accessories, too. It isn't always possible to sell accessories on the first call, because the customer is already committed to a pretty fair amount of expense, what with the basic five dollars or more for the service call plus the cost of whatever new parts are needed.

But on the callback, it's a good idea to try to compensate for the free call by selling the customer accessories that he may need, and may even have planned on getting.

One service man makes it a policy to carry with him on such calls a collection of needles for a hi-fi turntable. When he opens his tool kit, he casually takes the roll of needles out and places it on top of the tv set, or a nearby chair ostensibly just to get it out of the way.

When the customer shows some interest, as he is likely to do, the service man mentions that he usually carries a complete supply of these needles because he never knows when a customer may need one. This is the perfect spot to ask how long the customer has had his present needle and whether he would like to have it checked out, because a faulty needle can ruin an expensive record collection. A gratifying number of needle sales results from this procedure.

If the customer has more than one tv set, it is natural for the service man to inquire whether he is trying to run them both on one roof antenna (which can be murder) or whether he is forced to use an indoor antenna on one of the sets, which usually results in inferior reception.

When a service man suggests it might be a good time to trade in some old equipment and recommends, as a service expert, the brand his firm carries, he is quite likely to get results; especially if he carefully points out that he is not a salesman but is offering the service man's viewpoint.

He might add to the customer that he will be glad to recommend the old set for a generous trade-in allowance on a new model carried by his firm.

If either proves to be the case, it is an excellent chance to tell the customer about the convenience of tv couplers and to sell him one, so that he may get the best possible reception on all of his sets.

Or if the service man notices that there is an unyield mess of lead-in wire on the floor under the tv set, or that the lead-in is in some other way inefficient or unattractive, he may call the customer's attention to the fact that wall plate sockets are available to solve that particular problem.

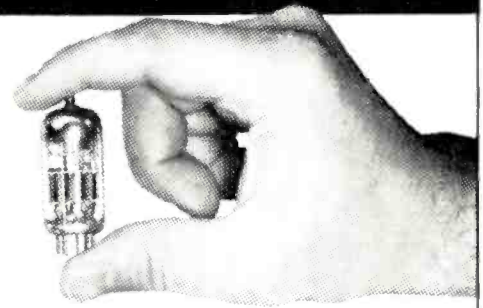
In many cases, not only will the customer buy the accessory but he will be grateful to the service man for the helpful suggestion.

By using good judgment and the proper approach, there are a good many accessories an alert and resourceful service man can sell; probably more than enough to pay for the time and expense of the callback.

But whether he makes a sale or not, if he can leave the customer feeling that he has done his job honestly and well, and that he takes a sincere interest in seeing the customer completely satisfied, and that he does not begrudge the extra call but rather appreciates the opportunity to perform a service, then the service man will have gained for his company a good friend, a good customer, and valuable new referral business.

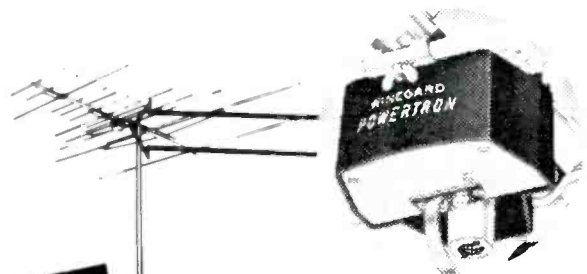
He will have proved that callbacks can be profitable.

**BELIEVE IT OR NOT!**



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**ELECTRONICALLY  
MAGNIFIES TV  
SIGNALS TO:**

1. Clear up snow and interference on weak, faded channels. Makes reception crisp and clear.
2. Give you more distance . . . in many cases, TV channels you've never seen before.
3. Allow you to have TV antenna outlets in every room in your home at low cost.
4. Make possible lower, neater installation on most homes.

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**RADIO PRODUCTS SALES CO., INC.**

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"Distributors of Electronic Parts and Equipment"

*a special business builder*

# Building a Community Image . . . . Through Service

"I'm not a joiner."

"I don't have time for that stuff."

"I never made a nickel out of a membership card."

These are some of the comments made by service dealers when they are approached with the suggestion that they should make some effort to become identified, through membership in a civic or service organization, with the community in which they live and work.

Nevertheless, these dealers may be missing a good bet. The experience of some who did join such organizations as Rotary, Kiwanis, Elks, etc., would seem to indicate that there are opportunities for developing new business in this seldom-explored field.

Most of these organizations, for example, have what might be called a "business analysis" feature of their regular luncheons and meetings.

They call upon each of their members, especially new members, to make a brief talk about his particular business, how the member got started in it, and what particular advantages and problems the business holds.

This is an excellent opportunity for a service dealer to tell about his own establishment, what lines he carries, what types of service he is qualified to perform, and other subjects of interest and importance about his operation.

"I never made a talk before a group in my life before this," confesses one dealer in Southern California. "But I just got up there and spoke for 10 or 15 minutes about myself and my shop. They (it happened to be the Kiwanis) all seemed pretty interested and asked

questions after the luncheon was over. It surprised me—pleasantly—that many of them had electronics problems and were hesitant about where to turn for reliable service. I made some new customers among them and got a lot of word-of-mouth advertising, too."

It is always an attractive bonus when an organization to which a dealer belongs turns out to have potential customers. This situation can more than pay for the cost of initiation fees and dues for the year. But this should be regarded as an extra benefit for joining. The dealer can and should expect to benefit in many other ways.

The major benefit, according to dealers who know from personal experience, is in the image which these memberships create in the minds of the public.

If there is anything the average layman fears, it is being "taken" by a serviceman in a field about which the layman knows very little. Every electronics service man at some time or another has met with suspicion and skepticism when he has inspected a piece of equipment and recommended in all honesty that a good many parts need replacement, or that the equipment needs a thorough overhauling.

On the other hand, if the customer knows that the service man devotes part of his time to community service and has shown evidence of being a responsible member of the business community, he is much more likely to accept the man's recommendations and give him the go-ahead.

In the same way, a customer is a good deal more likely to place confidence in

a dealer who is a member of his local Chamber of Commerce than in a dealer about whom he knows nothing.

The dealer who is interested in creating a good community image, therefore, will not only join the organizations of his choice; he will also participate in as many of their activities as he can. This broadens his circle of acquaintances or contacts and almost certainly leads to a good deal of referral business.

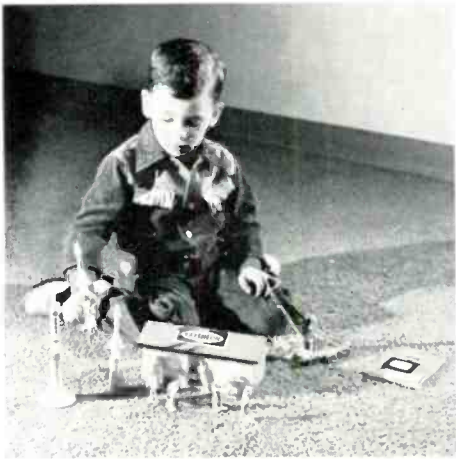
The main purpose of civic and service organizations is to bring members of the business community together to accomplish desirable ends for their particular area. They may sponsor Little League teams, hold Community Fairs or other events designed to promote funds to carry on charitable work.

If an electronics dealer is a part of this worthwhile activity, he inevitably participates in the favorable publicity and becomes identified in the public mind with good service and high purpose.

This is a fine thing in itself, but it becomes a definite business asset as well. It provides free advertising of the best kind. In addition, it makes boosters and friends out of the influential leaders of the community.

It also establishes the dealer himself as one of the community leaders, a man in whom trust and confidence can be placed.

The dealer who can create this image for himself through community service has gone a long way toward decreasing consumer resistance and increasing his business volume.



## Raytheon Announces "Rocket" Promotion

WESTWOOD, MASS. — Raytheon Company has "launched" a campaign to help "rocket" sales for its radio and TV dealers.

A 16-piece toy missile base featuring several missile models that actually "blast-off" at a child's count-down, is offered customers in a new consumer folder, left by dealers during service calls. The folder also informs customers of the high reliability built into Raytheon's tubes, which are used in 23 U. S. missiles.

The durable missiles and missile-firing crew are constructed of pliable plastic and rubber. Two missile sites, a spring-powered firing pad and an elastic-powered launcher, "blast" any of the harmless missiles across a game room, while members of the miniature firing crew stand by the metal command post building and their stations.

Customers can receive the action missile kit by sending the booklet's coupon and one dollar to Raytheon Company's Distributor Products Division, Box 93, Westwood, Mass.

## Int'l Rectifier Appoints Champion to New Dist. Div.

EL SEGUNDO, CALIF. — Mr. E. R. Champion has joined the International Rectifier Corp. as field sales manager of the new commercial productions distributor division.

Mr. Champion has, for the past seven years, been manager of the distributor sales division of Marshank Sales Co., well known Southern California Representative firm.

In his new position he will be assigned the task of initially setting up and appointing commercial products distributors for International Rectifier.

## NEW! CITIZEN'S BAND TRANSMITTER TESTER



### SECO MODEL 510—CHECKS PERCENTAGE OF MODULATION AND R. F. POWER OUTPUT!

#### Boost range and performance! Fast, accurate trouble shooting!

Ideal for alignment and tuneup of Citizens Band and other low power transmitters up to 160 MC. Portable, fast and easy to use . . . large 3" meter calibrated for direct reading of both positive and negative modulation peaks (also connect scope, or headphones for further modulation checks); 0-5 watts RF output; 0-400 ma. RF output. High impedance input for use with Handy Talkies. Excellent for field or laboratory testing, installation checks, routine maintenance—selector switch removes the 50 Ohm load from meter for small RF signal tune-up! Measure losses in transmission lines . . . test coaxial insertion devices such as connectors, switches, relays, filters, tuning stubs and patch cords. Complete with necessary cables and adapters—Attenuator cable available as an accessory for remote RF metering up to 15 feet. "T" pad attenuator available to adapt Model 510 for use with transmitters rated up to 50 watts.

Model 510 . . . Transmitter Tester . . . . . \$46.95 Net

#### HANDY ACCESSORIES FOR YOUR MODEL 510

**ATTENU-LOAD**—Ten db "T" pad attenuator for reducing power levels by ratio of 10 to 1 . . . fully shielded 50 ohm termination for coaxial cable applications!

Model 511A Attenu-Load . . . . . \$21.50 Net

**REMOTE CABLE**—Attenuator cable with all necessary connectors for remote RF metering up to 15 feet. Fits the Seco Model 500 and Model 510.

Model 501A . . . . . \$4.95 Net



#### ANOTHER POPULAR SECO CITIZENS' RADIO TEST SET

Cuts servicing and installation time—compact, portable, use it anywhere! Checks fundamental crystal types at fundamental frequency—5th and 7th overtone types at fundamental frequency—3rd overtone types in 25-30 mc range in special overtone circuit. RF power indicator for direct or remote metering—15 ft. remote cable furnished with unit. Modulated RF crystal-controlled signal generator . . . modulation checker . . . beat frequency demodulator . . . plate milliammeter for RF tuning . . . audio frequency signal generator! Fully transistorized.

Model 500 . . . . . \$29.95 Net

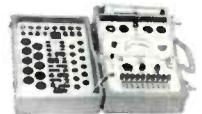
New Seco bulletin "Selling and Installing Citizens Band Equipment" tells how you can make money in this mushrooming market. Write us for your free copy.

## SAVE TIME . . . MAKE MONEY . . . WITH SECO TEST EQUIPMENT



**ONLY GRID CIRCUIT TUBE TESTER WITH FULL TV TUBE COVERAGE!** Test for Grid Emission, Leakage, Shorts and Gas in one operation—indicates results instantly. Two exclusive new tests: 1. Cathode Continuity Check; and 2. Complete Inter-Element Short Test, with shorts identified to pin numbers. Wired and factory tested in sturdy metal case (GCT-9S) or portable carrying case (GCT-9W)—with easy to read tube set-up data and "Piggy-Back" caddy adapter.

Model GCT-9S . . . . . \$32.95 Net  
Model GCT-9W . . . . . \$34.95 Net



**MOST COMPLETE TESTER AVAILABLE! Model 107**—Finest, fastest tester at a popular price—won't be obsolete!—offers every important test you need! Dynamic Mutual Conductance Test on pre-wired chassis. Cathode Emission Test by free point selector system. Nationally accepted Grid Circuit Test patented by Seco—up to 11 simultaneous checks for leakage, shorts and grid emission. In carrying case with handy chart for tube set-up data.

Model 107—Wired and Tested . . . . . \$139.50 Net



Dynamic check on transistors "in" or "out" of circuit!

Fast and easy to use! Dynamic check for "opens", shorts or gain—permits matching of similar transistor types. Wide range. No set-up necessary. MODEL 100 . . . . . \$19.95



Fast, low-cost tester—complete TV tube coverage!

Checks all modern TV tubes and heater type radio tubes. With Seco Grip Circuit Test, Cathode Emission Test. In carrying case. MODEL 78 . . . . . \$69.50 NET

#### WRITE TODAY!

NEW LITERATURE AND SPECIFICATIONS AVAILABLE ON ALL SECO TEST EQUIPMENT.



**SECO ELECTRONICS, INC.**  
5015 Penn Ave. So. • Minneapolis 19, Minn.

EAST CANADA: Daveco Agencies, Ltd., Montreal, Quebec WEST CANADA: Ron Merritt Co., Vancouver 1, B. C.

Patience is a virtue, they say. But the electronics dealer who waits patiently for the public to find out for itself about the excellence of his establishment is likely to wind up a very virtuous bankrupt.

Advertising, in this competitive day and age, is a necessity, not a luxury. The big problem facing every dealer, however, is what form of advertising to adopt, how much to spend, and how to avoid any waste in his advertising budget.

The important thing to remember about advertising is that it should serve one main purpose: to bring customers into your place of business. In order to do this, your advertising must be directed to the right people, at the right time, and in the best possible way.

It is a rare dealer who allows his advertising budget to get above 8% of gross sales, although many dealers who believe in advertising loss leaders in the form of \$2.50 service calls allot as much as 10% of gross sales.

On the other hand, it is unlikely that a budget of one or two percent of gross sales will be sufficient to do the job.

The dealer who over-advertises stands to lose only some money he has spent unnecessarily. But the dealer who advertises too little stands to lose everything he has spent, because his advertising cannot do the job it was intended to do.

The consensus of opinion among dealers who have developed a successful advertising program is that an expenditure of between three and five percent of gross sales is sufficient to create an effective and continuing program that will produce results.

In what media should the dealer spend this money?

One that comes instantly to mind and that cannot and should not be neglected is the Yellow Pages. This is the basic tool of a customer who needs service fast and is undecided where to get it. This is a customer, in other words, whom the dealer can capture as a regular if he can give satisfaction on that first call.

It should be borne in mind that the Yellow Pages will be crammed with the advertising of many dealers, all competing for the same potential customers. It is essential, therefore, that the dealer make sure his ad is distinctive enough to stand out from all the rest.

Sheer size is one way of achieving this distinction. If one dealer's ad is twice as large as anyone else's, it tends to create the impression that his facilities and business volume are proportionately more imposing.

The public usually likes to deal with a firm that is apparently busy and successful, on the theory that if so many other people are served by this company, it must be all right.

Of course, making his ad bigger than anyone else's is an expensive thing for the average dealer. The dealer on a limited budget must find some way to keep the ad within his means and still make it attractive to Yellow Pages shoppers.

This sort of dealer might find it advantageous to take advantage of the ad mats put out by his manufacturer in various sizes. Most manufacturers provide this service, which gives the dealer the advantage of using professional art work and copy in his Yellow Pages advertising.

This sort of ad, of course, will tend to stress the manufacturer's products only, and will establish the dealer as an expert in the servicing of that product. The dealer who carries several lines and wants to solicit service business on all types of television sets, radios, hi-fi equipment, etc., will probably prefer to place an ad which does not restrict him to the servicing of one brand name product.

The telephone company is always willing and ready to put its own art department to work for such a dealer and create an ad that will carry any message he specifies, in an attractive and professional manner.

Direct mail advertising is also used extensively by dealers

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who want to reach a specific public. This type of advertising is especially effective for dealers who make it a practice to offer "specials" throughout the year. A letter, card or brochure which features a package service deal at a special price for a limited time is a proven business-getter.

This type of advertising may also be used to remind the customer that if he hasn't had his equipment checked for some time, he may save himself some money by having it done now, as a preventive maintenance measure.

Whenever direct mail is used, and for whatever purpose, tests have shown that the response is measurably increased when a business reply card is enclosed. The card is an added cost in production of the direct mail, of course, but it pays off in greatly increased returns.

The effectiveness of a dealer's direct mail advertising can be implemented by a little extra effort on his part. Many dealers make sure they get the full name and address of every customer they serve. They make an alphabetized list of these names, including the electronic equipment these customers own. Thereafter, they can send periodic messages to these customers, mentioning their past service and recommending that the customer's equipment will last longer and give better performance if it is given a thorough check — and that the time for this checkup is now.

The importance of a carefully planned effect in these advertising messages cannot be overemphasized. Copy should not be "arty". The serviceman is a competent craftsman, not a best points of your business. Layouts should be planned for lines and illustrations wisely — make sure they feature the best points of your business. Yayouts should be planned for simplicity and readability, with plenty of white space. Prices should be easily understood.

Should a dealer advertise in the newspapers?

It depends largely on his location. If he is located in the center of a large metropolitan area, it will probably pay to advertise in a major daily newspaper, giving his coverage over the entire area.

If he is located in a suburb however, he can save money and probably achieve better results by advertising in a local weekly. The advertisement will be less expensive; he will be able to afford a larger, more striking ad; and he will reach the people most likely to give him their business.

Wherever the dealer decides to advertise, the time element is important. He should schedule his advertising for periods of the year when people are most likely to buy. Service, of course, is a year-round commodity. But if the dealer wants to jack up his product sales volume, he should study business trends for the tipoff to the best times to advertise.

Ordinarily, product advertising brings the best results before Christmas, Father's Day, Mother's Day, etc. When most of the public is looking for the right thing to buy, the wise dealer will make sure they are told what he has to sell. He should plan to spend a large share of his advertising budget during these lucrative times.

One thing the dealer must always remember: his advertising has served its purpose when it brings customers through his doors. The rest is up to him. The best advertising in the world cannot help a dealer whose service is inefficient or discourteous, or whose products and parts are inferior, or whose prices are way out of line.

If he can satisfy and keep the customers his advertising has brought him, then and only then will his advertising expenditures have been justified.

And a satisfied customer is a source of the greatest advertising of all — word of mouth. A recommendation from a pleased customer is the best ad a dealer can get.

What's more, it doesn't cost a cent.

## CHANNEL MASTER ANNOUNCES TRIP TO RIO CONTEST

The Channel Master Corporation has just announced their big "Trip To Rio" Consumer contest with a top notch dealer tie-in that means that some lucky dealer will also have a chance at this vacation trip for two.

No matter who wins the trip, dealers will be able to cash in on some top premiums as part of the deal. For example, a 3-piece set of matching luggage or a 46-piece set of gleaming international silverplate is your choice when you become a part of the promotion by buying a "Going Places Radio Package". This premium is yours for every "package" you buy so you can stock up on luggage and silverplate.

The consumer side of the program will include the winning of a fabulous 2-week holiday in Rio with transportation by Varig Airlines 707 Jetliner and accommodations at a luxurious hotel during their stay there. There is an additional 10 second place prizes that include an all expense-paid 3-day dream weekend for two in New York, Chicago, New Orleans or Las Vegas. The third prize is 100 Channel Master 6-transistor portable radios, complete with accessories.

To win any of these prizes all a customer has to do is to stop in at your store to pick up an entry blank. She fills out this blank by completing in 25 words or less why Channel Master radios make ideal gifts and drops in the box. That is all there is to it.

According to the announcement, dealers are in for additional bonuses by being a part of the "Going Places" program. Each dealer who takes part will be able to vie for a "dealer trip for two to Rio or one of the four second prize "Dream Weekends".

The timing on this program is perfect . . . just in time for Spring and Summer demands for portables. Special days such as Mother's Day and Father's Day also add to the special interest in portables.

Of course, the entire program is backed up by point-of-purchase materials, banners, advertising mats, etc. to help make the program a success on the dealer level.

## LETTERS . . . to the editor

Dear Don & Bill

I certainly want to be the first to congratulate you on starting MODERN ELECTRONIC SERVICE DEALER. As you know, we here at Pioneer have always felt that such a magazine was extremely important and necessary.

As long as I am writing this letter I would like to add some of my own comments to the service dealer trade. I have always felt that if the present trend in the distributor pattern of radio and television parts continues, the self employed serviceman will soon find himself regimented and controlled by City, State and Federal regulations.

How can the distribution of parts affect the dealer? First, let us consider that the T.V. set manufacturers have been forced to build better and longer lasting sets. For example, the life of a picture tube averaged three years, it has now been increased to six years. Better designed T.V. sets allow most receiving tubes to run under their rated values. Longer lasting parts mean fewer sockets available and less service calls.

Parts manufacturers have not cut back their production lines, but have unwisely increased production. Pressure is applied to the parts distributor to buy more and more in the face of a shrinking replacement market. The parts distributor is beset with many problems, contributed to by large inventories, poor paying dealers, and dealers that will not support their distributors. The distributor, confronted with these conditions, will proceed to sell over the counter and to anyone that has the cash price. He must pay his bills or his supplier will shut him down. These cash sales to the consumer cut the income of the service man.

The dealer that builds up a large credit balance with a distributor, then proceeds to buy inferior parts for cash from an unreliable source, helps to destroy his own business.

With labor and material costs up, a smart dealer must know that he cannot purchase quality parts at the prices asked from unreliable sources. The dealer must lose when these parts fail and have to be replaced at his cost, or loss of his time. Time is the only source of his income. In many instances, the source of the poor quality parts has gone broke.

Because the public has been defrauded by the gyp or unqualified service man, the Federal Trade Commission is now beginning to enforce some of its regulations. The "full disclosure regulation" is

## G.E. Compactron Added to "62" Admiral Line

The "Compactron" device, a radically new electronic concept, helps stop picture "flip-flopping" in a 1962 line of TV sets just introduced by Admiral.

Admiral Sales Corporation announced that each of its seven new 19-inch portable models contains a General Electric multi-function "Compactron" device, which is neither tube nor transistor, but can do the job of both.

In typical TV or radio circuits, where seven transistors or five conventional tubes were once needed, now only two "Compactron" devices will do the same job. This space-saving permits design of more compact TV and radio receivers.

The "Compactron" device used in the electronic jobs in a circuit that improves new Admiral portable line does three TV picture stability.

The circuit containing the "Compactron" device muffles outside interference—such as occurs when a plane passes overhead—and keeps the picture from "flip-flopping" or rolling. It also improves picture stability in fringe reception areas by cancelling out interference.

Admiral indicated that it was studying the possibility of using additional types of General Electric's "Compactron" devices in future TV models.

General Electric announced its new "Compactron" concept several months ago. Admiral is the first set manufacturer to announce use of the "Compactron" device.

In addition to the 6K11 "Compactron" device used in Admiral 1962 portables, General Electric has five other types in production and more than 30 in various stages of development. Many of these devices can perform from three to as many as eight different functions.

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one law that is being pursued vigorously. In the case of a television tube manufacturer, the manufacturer must disclose exactly how the tube was manufactured to the distributor, the distributor must disclose to the dealer and the dealer, above all, must disclose to the consumer. The dealer that does not follow this regulation will soon be penalized by the City, State and Federal Government.

Dealers, protect yourselves, support your distributor and he will support you. Your organized support of distributors that carry top quality parts will soon cause the unreliable parts distributors to go into other businesses. The dealers that have a strong organization can eliminate the few crooks and return the service business back to the professional service man, with an income he deserves.

"Z" Goodman  
Pioneer Electronics

## Distributor Notes

### AED News . . .

by Jack Wartels

**IKARD - CURTIS - SPARKMAN BILLS.** This month the board of Directors of AED went on record in full support of these important tax adjustment proposals and urges every distributor to rush off a letter to his Congressman and Senator to get behind these bills. The bill would authorize every business, large or small, incorporated or not to deduct from their taxable income an amount equal to the aggregate increased addition to capital—represented by re-investment in Depreciable Assets, Inventory and Accounts Receivable. The deduction will be limited to 20 per cent of net earnings, or \$30,000, whichever is smaller.

**CHANGE OF MEETING HEAD-QUARTERS.** Effective immediately, the next AED meeting will be held at the Rodger Young Auditorium on Wednesday, May 10, at 6:15 p.m. It was felt that the Rodger Young Auditorium is a more central location for members and that is the reason for the change.

**DEALER - DISTRIBUTOR RELATIONS COMMITTEE.** According to Andy Futchik, chairman of this committee, an effort is being made to set up regular meeting dates with several dealer associations in a similar vein to those now in operation between the association and the Industrial groups, Rep. groups, etc.

**NEW MEMBERS.** This month we are welcoming several new members into AED. These new members include: Howard Richey, Richey Electronics; Phillip W. Hollyfield, Colorvision Electronics Supply Co.; Charles H. Shurtleff, Polar Electronic Supply, Inc. of Fairbanks, Alaska, and Robert K. Bursley, Hurley Electronics of Long Beach.

### PACIFIC RADIO TO ERECT NEW BUILDING

**LOS ANGELES, CALIF.**—Pacific Radio, old time Los Angeles Electronic Distributing firm, has announced the immediate construction of a new 12,000 square foot building at 1347 Cahuenga Blvd. in Hollywood.

Mr. Irv Phillips heads the firm and he anticipates the completion of the building by the middle of August.

## ARIZONA DISTRIBUTOR SELLS OUT TO GROUP

**PHOENIX, ARIZONA**—Radio Parts of Arizona, pioneer electronic parts distributor, has been sold to a group headed by D. G. Bell, formerly with R & R Theatre Chain; M. B. Patterson, who has been active in a number of Texas firms and Dick Wilhelm, Radio Parts of Arizona manager for the past few years.

According to the announcements, no new changes are contemplated in personnel or lines. The new owners will aggressively continue the pattern set by the former owners during their many years of operation concerning the deal-

### ROBERT LLOYD NAMED TO NEW POST AT SYLVANIA LOS ANGELES

**LOS ANGELES, CALIF.**—Mr. Bill Wray, Southern California District Sales Manager for Sylvania Electronic Products, has announced the appointment of Robert L. Lloyd, formerly special sales representative in electronic tube sales, to sales representative.

Mr. Lloyd joined Sylvania in 1958 as a sales trainee and performed administrative activities for the assistant distributor sales manager in New York. He has been a special sales representative since 1959.

er-serviceman concentration as well as to expand into the fast moving industrial electronics industry.

### E.C.I. Purchases

### S. Bay Electronics

**SAN DIEGO, CALIF.**—Abe Sackheim, Chairman of the Board of Electronic Components, Inc. of San Diego, has announced that the company has purchased all of the outstanding common stock of Ceebru, Incorporated, an electronic parts distributor, which does business as "South Bay Electronic" in National City.

Mr. Sackheim stated the acquisition was made for an undisclosed number of common shares and that all personnel of South Bay Electronics would remain in the employ of Electronic Components, Inc. The acquisition gives Electronic Components an outlet in the important industrial area of the South Bay and adds to the management team of Electronic Components, Henry O. Witte, President of Ceebru.

Mr. Sackheim emphasized that it is another move to strengthen and expand Electronic Components, Inc.



**NYSTROM BROTHERS "San Diego Express" arrives at "PETS" (Pacific Electronics Trade Show).** Nystrom Brothers dealers, employees and their families are shown just after their arrival at the Great Western Exhibit Center for the PETS Show. Altogether 52 people enjoyed "chicken" on the bus and Open House at Sylvania's local offices in Los Angeles.

# NARDA Service Management School Slated For May 1-3

San Francisco, Calif. The annual NARDA sponsored school of service management is set to take place on May 1st to 3rd at the San Francisco State College in Francisco.

Last year the school attracted a full limit of 60 students for the full three day program and it is predicted that this year's event will be equally successful.

The following is the program as it has been set:

SCHEDULE FOR 1861 NARDA SCHOOL OF SERVICE MANAGEMENT SAN FRANCISCO	
<b>MONDAY, May 1</b>	
8:00 a.m.	Registration
9:30	Introduction, Director, Downtown Campus, San Francisco State College, Dr. Golden; O. R. Doerr, Vice Pres., Pacific Gas & Elec. Co.
	"The Importance of Service Management and Personnel"
10:00	Fred Weber, Sales Training Manager, RCA, Camden, N. J.
	"Personnel Recruitment and Development"
11:00	Lloyd Goodwin, Amana Refrigeration Co., Amana, Iowa
	"Indoctrination and Training"
12:00	Lunch
1:30	Lee Stoddard, The Maytag Co., Newton.
	"Incentive Plans for Greater Productivity"
2:30	Elbert Merriam, National Service Manager, Sylvania Home Elec. Corp., Batavia, N.Y.
	"Satisfying Customers for Profit"
3:30	W. A. Brown, Mgr. Prod. Serv. Northern Cal. District, General Electric Co., Burlingame, Cal.
	"Conducting Successful Service Meetings"
<b>TUESDAY, May 2</b>	
9:00	Mrs. Marguerite Fenner, Director, Home Economics, Pac. Gas & Elec. Co., San Fran.
	"What the Customer Expects of the

9:30	Service Man"
	"What the Serviceman Expects of the Service Manager
10:00	Lloyd Goodwin, Amana Refrigeration, Amana, Iowa
	"What the Service Manager Expects of the Serviceman
10:30	Harold Witham, Witham's Radio & Appl., NARDA Director, Bakersfield, Cal.
	"What the Dealer Expects of his Service Manager
11:00	"Parts Inventory Control
12:00	Lunch
1:30	Victor P. Joerndt, Joerndt & Ventura, Kenosha, Wis., President of NARDA
2:30	Randall Gifford, Home Appliance Co., Medford, Ore.
	"Service Costs & Analysis"
	"Service Contracts"
3:30	William Creech, Westinghouse Electric Corp., Nat. Service Mgr., Mansfield, O.
	"Customer Relations"
<b>WEDNESDAY, May 3</b>	
9:00	Vernon A. Libby, Better Business Bureau, San Francisco
	"Building a Sound Public Image for Appliance-TV Service Industry"
10:00	Mahlon W. Kehler, Redwood City, Calif.
	"Establishing a Profitable Color TV Service Department"
11:00	James A. Parker, Gen. Mgr., Field Service, Whirlpool Corp., Benton Harbor, Mich.
	"Evaluating Your Service Dept."
	Lunch
12:00	Ernest E. Dutcher, Jr., B & D Electronics, No. Hollywood, Calif.
1:30	"Dispatching Methods and Techniques"
2:30	John Blackwood, Booth's, Bakersfield, Cal.
	"Methods of Increasing Service Income"
3:30	Boyd Lydic, Prod. Serv., Sales & Distr. Dept., Gen Elec. Co., Louisville, Ky.
	"Stimulation of More Sales by a Service Department
6:00	Banquet Speaker—John D. Louth, McKenzie & Co., San Francisco



## ERA ELECTS NEW OFFICERS

LOS ANGELES, CALIF.—The Southern California Chapter of the Electronic Representatives Association recently

elected their new officers for 1961. In close balloting, Edward R. McCarthy (McCarthy Associates) was elected President; Jack Carter (Jack Carter Associates) Vice President; and Henry Feldman (Henry Feldman Co.) Secretary-Treasurer. Shown in photo: L. to R.: Retiring President Jack Berman (Jack Berman Co.) receives a gavel plaque for "a job well-done" from Ed McCarthy, standing by are Henry Feldman, and Jack Carter.

President McCarthy has announced this years Chapter programs will stress the upgrading of the business and selling abilities among the member firms of the ERA.

## EIA Parts Division Elects J. F. Leach

WASHINGTON, D.C.—The election of J. Frank Leach, vice president of the Amphenol-Borg Electronics Corp., to membership on the executive committee of the Electronic Industries Association's Parts Division was announced by EIA President L. Berkley Davis. The committee is the policy-making body of the division which represents about 200 manufacturers of all kinds of electronic components.

Mr. Leach, who also is president of the Amphenol-Borg Connector Division, has been with the company for about five years. He previously spent 23 years in the automobile industry, most of them with the Ford Motor Co.



# CSEA Wakefield States Association's

## Stand On Licensing

FRESNO, CALIF.—Why do we, of the television and appliance service industry want licensing? Licensing, by setting minimum standards of competence would automatically eliminate the completely incompetent. By using loss of license as a punishment for unethical and illegal activities, a strong curb is placed on those activities. That one act will and has drastically altered the sordid mess the TV service industry finds itself in today.

The licensing proposal is being backed by many organizations other than our own CSEA. This is being done to upgrade the standards of our industry so the public can have confidence in all television servicers and so that no one need be victimized either through incompetence or otherwise.

Unfortunately, the bill is too involved to explain fully in a few words; but the law, as now being considered, does not in any way restrict the opportunities of anyone with ability and reasonable ethics; but rather is designed to provide for more and better training and to provide for a continuing number of competent technicians so the consumer may be protected from those incompetent individuals and organizations who are not now prohibited from posing as "experts."

A brief summary of the bill is as follows: It is set up as a division of the Business and Professions Code under the Chapter of Consumer Technical Services. Basically it sets up a seven-man board consisting of three members from the general consuming public; two from the Radio and television industry; two from domestic home appliance trades. The Governor shall appoint a registrar who will be the executive secretary of the board, and shall carry out all of the administrative duties provided for in this chapter and delegated to him by the board. The board shall adopt certain regulations classifying the several kinds of repair, maintenance and servicing activities.

The bill will license a proprietor of a business and will certify technicians who are qualified to repair equipment. The bill sets up minimum standards, the grandfather clause of two years and qualifications for certification of a technician. The fees for this certification and

licensing are set at from \$25 to \$75 for the proprietor and from \$7.50 to \$15 for certification of a technician.

The board may refuse to renew, or may suspend or revoke the license of a proprietor or the certificate of a tech-

nician for any cause as listed in the Chapter, while repairing, servicing or maintaining equipment.

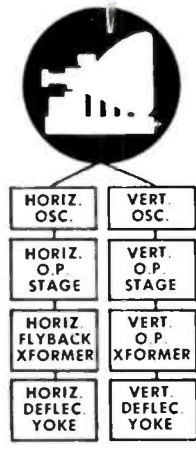
Copies of this Licensing Bill may be secured from the state CSEA office in Fresno.



The missing link in TV service . . .

### SENCORE SS105 SWEEP CIRCUIT TROUBLE SHOOTER

- IT'S A . . . UNIVERSAL HORIZONTAL OSCILLATOR.** For direct substitution. No wires to disconnect in most cases. Traces trouble right down to the defective component. Variable output from 0-200 volts, peak-to-peak. Oscillator will sync to TV sync signal giving check on sync circuits.
  - HORIZONTAL OUTPUT CATHODE CURRENT CHECKER.** A proven method that quickly checks the condition of the horizontal output tube and associated components. Adaptor socket prevents breaking wires. Easily replaceable Roll Chart gives all necessary pin, current and voltage data. New Roll Charts are Free.
  - UNIVERSAL DEFLECTION YOKE.** A new, simple way to determine yoke failure accurately—without removing yoke from picture tube. Merely disconnect one yoke lead and substitute. If high voltage (also bright vertical line) is restored, TV yoke is defective.
  - DYNAMIC FLYBACK TRANSFORMER CHECKER.** Merely flip switch to "Flyback Check" and meter will indicate condition of flyback transformer, in degrees of horizontal deflection. Extremely sensitive and accurate; even shows up one shorted turn on flyback.
  - VOLTMETER.** For testing bootstrap, screen and other voltages. Direct-reading voltmeter, 0-1000 volts.
  - UNIVERSAL VERTICAL OSCILLATOR.** Checks oscillator, output transformer and yoke. Merely touch lead to component and check picture on screen.
- SS105 is completely self-contained, nothing else is needed. New Improved Circuit... DEALER NET 42<sup>95</sup>**



### RADIO TELEVISION SUPPLY CO.

2025 South Figueroa Street, Los Angeles 7, California

You are invited . . . Learn all about the SS105 and other Sencore Time Savers at the Sencore Time Saving Clinic on May 3, 1961, at the Roger Young Auditorium. Sponsored by Radio Television Supply Co.

## Rep's to Hold "62" Conference In Palm Springs

LOS ANGELES, CALIF.—The Southern California Chapter of the Electronic Representatives Association will host the 1962 joint Distributor-Manufacturer Conference in February at Palm Springs, California.

Next year's conference will be held jointly with the Northern California Chapter of ERA with the Southern group acting as hosts for the event.

The 1962 Conference will mark the third annual meeting of the Manufacturer-Distributor-Representative segment of the electronics industry here in the West with all three groups gaining a great deal from the conference.



RICHARD O. AHLFORS

### SECO NAMES AHLFORS NEW NATIONAL SALES REP.

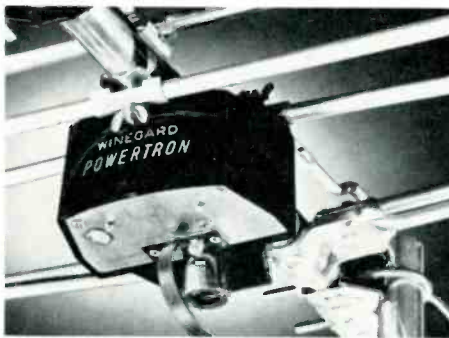
MINN., MINN. — Richard O. Ahlfors, 34, has been appointed national field sales representative for Seco Electronics Inc., Minneapolis-based maker of specialized electronic test equipment. Seco recently became a wholly-owned subsidiary of Di-Acro Corporation of Lake City, Minnesota.

Ahlfors was previously associated with Service Engineers, Inc., a firm which at one time was a part of the organization from which Seco Electronics was formed.

In his new position, Ahlfors will work with Seco sales manager L. Porter Henaman in developing national markets for Seco electronic test equipment. Ahlfors will be available to distributors for technical meetings and instructive seminars.

## WORLD'S FIRST ELECTRONIC TV ANTENNA ANNOUNCED

LOS ANGELES, CALIF.—A major breakthrough in TV antenna design has been announced by the Winegard Company of Burlington, Iowa, according to Walter Corman, Southern California representative for Winegard. It is the development of the world's first TV antenna with a built-in electronic tube—claimed to be the most significant advance in TV antenna power since the innovation of the all-channel "Color 'Ceptor" by Winegard in 1951.



Called the Powertron, this antenna produces up to nine times more signal power than Winegard's best-selling Color 'Ceptor model. This is made possible by the built-in amplifier which incorporates a new type of electronic tube. The tube actually magnifies all TV signals reaching the antenna.

"The kind of picture you get on each TV channel depends almost entirely on how much clear signal your TV antenna delivers to your set," Corman said. "It takes a strong signal to get sharp, clear reception. That is why the Powertron antenna is so important in this general area. It delivers far more signal power than any non-electronic antenna, making it possible to get clear reception even on the weak channels you can't usually watch."

For many people, this means they will receive more TV channels and hence will have a wider selection of programs. The gold anodized Powertron operates on all channels 2 to 13, both black and white and color.

Because of its extreme power, this antenna can operate not only one TV set, but as many as six or more at the same time. If desired, antenna plug-in outlets can be installed in every room in the home—even on porch or patio. This makes it practical to move a portable set from one room to another, and still take advantage of the Powertron antenna.

"One other benefit," Mr. Corman pointed out, "is that in some locations

## Standard Promotes Phillips to Sales Manager

SANTA ANA, CALIF.—Standard Rectifier Corporation, has announced the promotion of Ted Phillips to national sales manager.

Phillips for the past year, was Southern California sales manager at SRC, according to William Crowell, president of the Southern California electronics manufacturer company.

## SYLVANIA ADDS NEW TUBES TO LINE

NEW YORK—Five receiving tubes for television receiver application are among seven additions to the distributor line of Sylvania Electric Products Inc.

Harold H. Rainier, distributor sales manager of Sylvania's Electronic Tube Division, described the new tubes as follows:

Type 4GS8/4BU8—A 9-pin miniature dual pentode used as a sync separator, sync clipper and AGC in series string television receivers.

Type 6DT6A — A 7-pin miniature pentode used as an AM-FM detector, limiter or amplifier.

Type 6HJ8—A 9-pin miniature diode pentode used as an IF amplifier and video detector.

Type 6HS8—A 9-pin miniature twin pentode used as a combined sync-AGC tube in television receivers.

Type 6EW7—A double triode in Sylvania's 9-T9 construction, used as a vertical deflection oscillator and amplifier in television receivers.

Type 12FQ8—A 9-pin miniature twin double plate triode used as a harmonic generator in electronic organs.

Type 14GT8 — A 9-pin miniature duplex diode triode used as an FM detector and AF voltage amplifier in home radios.

a Winegard Powertron can be installed at a lower height than the old antenna—giving a neater appearance on the home and making installation easier."

Powertron antennas are available in three models ranging from \$74.95 to \$104.95 and are sold by local television service dealers.

# news briefs



## Calvideo Expands Sales Force

LOS ANGELES, CALIF.—Gil Sherman, Vice President of Calvideo Electronics Inc. announced the appointment of two District Sales Managers. JOE MILLER, formerly General Parts Manager of Dulaneys Distributing Company in Oklahoma City, will be officed in Denver, Colorado in charge of the Rocky Mountain States. RAY OISHEL, formerly head of purchasing for Cooks Electronics in Inglewood, California, will be based in Seattle, Washington to handle the North Pacific area. Both men have had extensive backgrounds and maintain an excellent reputation in the electronics industry.

Mr. Sherman stated that these appointments are part of Calvideo's 1961 expansion program of which he contemplates a sales increase in excess of \$3,000,000.00 in 1961.

## STANDARD NAMES TROY TO DISTRICT SALES POST

SANTA ANA, CALIF. — Standard Rectifier Corporation have announced the appointment of Fred Troy as West Coast district sales manager, according to Ted Phillips, national sales manager.

Troy, who fills the post recently vacated by Phillips, was with International Rectifier Corporation, El Segundo, Calif. as a sales engineer for the past one and a half years.

Previously he was employed by General Electric Apparatus Division, Schenectady, N.Y., as an applications engineer for seven years.

Troy is an engineering graduate of Virginia Polytechnic Institute, Blacksburg, Va.

## Dist. Rep. Mfg. Conference To Highlight WESCON

SAN FRANCISCO—Enlarged space and increased activity figures in planning for the Distributor-Representative-Manufacturers' Conference in association with the 1961 Western Electronic Show and Convention in San Francisco this August.

This week Elvin Feige, chairman, announced location of the conference at the Jack Tar Hotel for Monday, August 21, and an all-day program starting with breakfast and concluding with a dinner.

Morning and afternoon sessions will provide twenty 15-minute periods of table conferences for distributors to meet with manufacturers and their purchasing and sales agents.

"Enthusiasm for past conferences has led us to increase exposure opportunities," Feige said. "In past years some of the larger companies were asked for by 40 or 50 distributors and to meet this demand we are encouraging manufacturers to have more than one team available for simultaneous sessions."

He said the new arrangement will provide ample room for distributors to reserve more than one table.

### *Allocation of Rooms for Distributors*

WESCON is arranging a priority of available rooms at the Jack Tar for distributors attending the conference. Distributors indicating that they will attend will be pre-registered and furnished complimentary registrations for the trade exhibit at San Francisco's Cow Palace August 22-25, Feige said.

Upon completion of the schedule, representatives will be furnished a run-down on their manufacturers' conferences.

Luncheon and a cocktail hour also figure in plans for the Jack Tar D-R-M Conference.

Feige, who is president of Elmar Electronics at Oakland, California, is being assisted in the planning phase by Vice-Chairman Charles N. Meyer, partner of Meyer & Ross, San Francisco factory representatives, and by Victor N. Zachariah of Zack Electronics, San Francisco distributor, who has been appointed by the WESCON board of directors to coordinate activities for distributors.

## PASADENA CSEA HOLDS INSTALLATION DINNER

Pasadena, Calif.—The Pasadena Chapter of CSEA enjoyed the most successful installation dinner-dance of its history at the Huntington-Sheraton Hotel. A cocktail party in the San Marino room preceded the dinner that was attended by over 135 guests.

Officers installed for 1961-62 were Ken Mendes, President; David Wyman, 1st Vice President; Robert Kealy, 2nd Vice President; Dan Davitt, Secretary, and Chester Sheppard, Treasurer.

Guest speakers were Robert Whitmore, President of CSEA, Dr. Howard Bogue and Mr. Sid Jurin of B and K.

Dancing was to the music of Gene Walsh and his orchestra with numerous door prizes being given away throughout the evening.

Past President Virgil Gaither was Master of Ceremonies.

## ADMIRAL SERVICE MANAGERS TO TOUR MAOR FACILITIES

CHICAGO, ILL.—Admiral service managers from all sections of the country will visit the company's major plants during the next six weeks as part of an educational refresher program, it was announced by Willis Wood, national service manager, Admiral Sales Corporation.

Groups of approximately 12 men will meet in Chicago, then depart for Harvard, Illinois where they will tour Admiral's giant electronics facility. From Harvard they will go to Galesburg to inspect the appliance production facilities. Final stop will be Bloomington, Illinois, location of Admiral's national service and parts divisions.

Field engineers and key personnel from the plants will serve as guides. The refresher program will concentrate on the engineering, production, quality control, and service aspects of all Admiral products. The final group will visit the plants during the week of May 17.

## PICO PARTS EXPANDS OPENS THIRD STORE

LOS ANGELES, CALIF.—Max S. Karp, 30 year L.A. radio and TV veteran, announced the opening of a third PICO PARTS store located at 5916 Whittier Blvd., East Los Angeles. Other PICO PARTS stores; main branch 3660 West Pico Blvd., Los Angeles and 10901-06 Atlantic Blvd., in Lynwood.

A franchised Westinghouse dealer, this unique TV parts operation also owns and operates its own modern picture tube factory and according to the announcement is the only parts house of its kind selling picture tubes direct to the dealer!

PICO PARTS handles all TV parts and accessories plus an extremely large selection of "hard to find parts" from obsolete and discontinued sets that are virtually impossible to find elsewhere.

"As a convenience to dealers and servicemen, PICO PARTS main branch stays open until 8 p.m. during the week and from 10 a.m. to 6 p.m. on Sunday for the last minute parts that are needed in a hurry," stated Ira Kaplan, general manager of the firm.

What are the future plans of PICO PARTS? States Mr. Karp, "We intend opening stores in all sections of the city and bring the dealer and serviceman what he wants . . . good parts at competitive prices."

## ZENER DIODE BULLETIN LATEST IN TECH TIPS SERIES

DANVERS, MASS.—"The Zener Diode," latest bulletin in the popular TECH TIPS series by Bud Tomer, has just been announced by CBS Electronics, the manufacturing division of Columbia Broadcasting System, Inc.

The four-page bulletin covers zener diode theory, characteristics and applications. Typical circuits using zener diodes are shown for: the shunt regulation of both a-c and d-c voltages, the voltage reference element in a transistor controlled regulated power supply, the cathode resistor in vacuum tube amplifiers, the regulation of vacuum tube heaters, and the suppressed zero voltmeter with expanded scale. Advice on the use of zener diodes in series, as well as in parallel, is included.

"The Zener Diode," Bulletin PA-502, may be obtained from distributors of CBS tubes and semiconductors, or by writing to CBS Electronics, Engineering Information Services, 100 Endicott Street, Danvers, Massachusetts.

# CBS ELECTRONICS ANNOUNCES EXPANDED PRODUCT LINES

DANVERS, MASS.—CBS Electronics, the manufacturing division of Columbia Broadcasting System, Inc., announced a variety of new products at its recent national sales meetings held in Danvers and Lowell, Massachusetts.

High point of the meetings was an address by Clarence H. Hopper, President of the division, in which he reviewed its progress during 1960 and charted a vigorous program for a more concentrated effort in the marketing and distribution of its products during 1961. This program will be backed up by an aggressive, concentrated campaign of advertising, promotion, and publicity for the many new products.

Referring to the recently announced program of greatly expanded research and development which is being carried out jointly with CBS Laboratories, Mr. Hopper pointed to the many new products that were being introduced at this meeting as evidence of its success already. He said the division's future efforts, product wise, will be characterized by increased diversification in the field of microelements for the computer industry, and greater concentration in the field of special purpose tubes for military and industrial use. Continued efforts will be directed toward expanding the division's line of audio products, entertainment receiving tubes and custom electronic equipment.

Another feature of the meetings was a visit to the recently completed, five-million dollar semiconductor plant at Lowell. The men were given a guided tour of the ultramodern manufacturing facility which features many completely automatic processes for making high-frequency computer transistors.

Some of the new products introduced at the national sales meetings were as follows: an expanded line of instrument tubes for instrument manufacturers; an increased line of ultra-high resolution cathode ray tubes for military use; specialized read-out tubes for computers; secondary emission tubes for wide-band amplifiers; additional high-frequency transistors designed around the built-in field principle; thin-film microelements

for computer manufacturers; and a number of new audio products, including a new line of high-fidelity microphones; a new stereo turret cartridge; and a new miniaturized reverberation system.



## PROCTOR NEW CALIF. DIST. MGR. FOR RAYTHEON

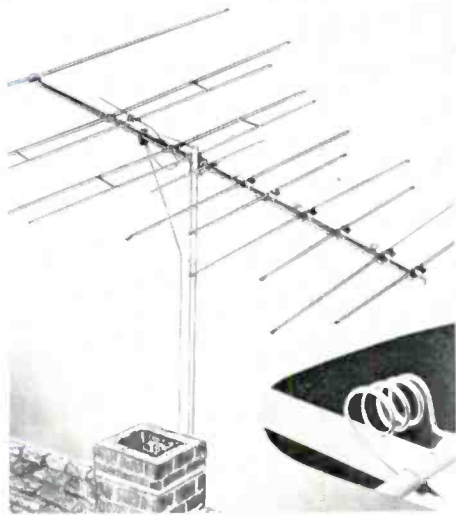
WESTWOOD, MASS.—James W. Proctor, Jr., formerly sales manager of Diamond National Corporation's Wood Products Division, has been appointed California District Manager of Raytheon Company's Distributor Products Division.

In his new post, Proctor will direct sales of Raytheon electron tubes, semiconductors, and industrial electronic equipment in California. He replaces Allen W. Merriam, Jr., who was recently promoted to Western Zone manager.

Prior to joining Diamond National, Proctor was sales manager for Star Marine Engine Works of Berkeley, California, and assistant to the president of Hawaiian Steamship Company in San Francisco.

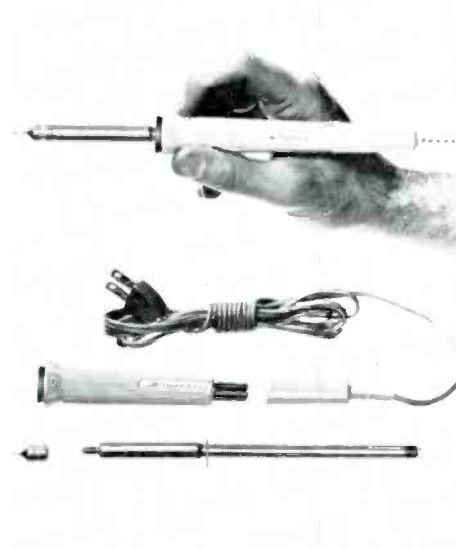
Proctor was graduated from Duke University with a Bachelor of Arts degree in economics. He served in the U. S. Navy during World War II.

**NEW PRODUCTS**



**FROM CHANNEL MASTER**

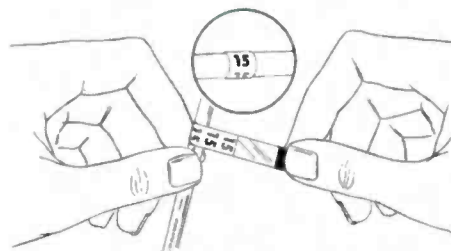
... a brand new GOLDEN SKYBLAZER has just been introduced to the dealer trade. Following the demand for Gold antennas. Channel Master has taken their popular Skyblazer and can now offer it in gold. The Golden Skyblazer features a new 100° Super-Sembled that includes driven elements. It is "powerized" with new Impedance Compensating Inductance Coil for more powerful performance. The coil does not resonate at high band frequencies as some competitive brands do. Channel Master, Elleville, New York.



**FROM UNGAR**

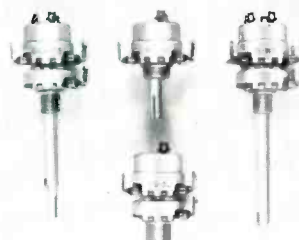
... a new concept in soldering irons, featuring a complete interchangeability of components from cord sets to tips, has just been announced. The IMPERIAL

components, which can all be purchased separately, include: 25, 30 and 40 watt heat cartridges; three pastel color Perma-Cool handles; three types of color-keyed cord sets, grounded three wire NEMA, grounded three wire with stripped end and standard two wire. Also available are a total of 42 mini-tip interchangeable, thread-on soldering tips in iron clad 24 karat gold plated, Armeo iron and tellurium copper providing complete versatility for every soldering job. Ungar Electric Tools.



**FROM WESTLINE**

... is a new system for marking wire with E-Z-Code Self-Laminating Wire Markers. Available from stock in several size lengths, markers offer exceptional resistance to all conventional oils, greases, chemicals, fluids and other foreign matter. Pre-Coded, Crystal-Clear Legibility, each self-adhering, self-laminating marker is partly a pre-coded marker ... and ... partly transparent with a self contained lamination extension. When applying a coded marker around wire, the remaining protective clear portion wraps around itself, causing it to laminate permanently over the coded area thus protecting itself. Westline Products.



**FROM CENTRALAB**

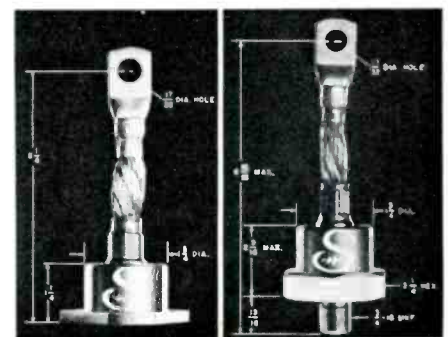
... comes the most complete line of exact replacement auto radio controls with the expansion of five new units by Cen-

tralab. According to Gerry Mills, distributor sales manager of Centralab, the two new exact replacements for Philco and three for Motorola are now available. The addition of these five new units makes a total of 22 new exact replacement controls added to the Centralab line this year. Centralab Corp.



**FROM BEACH**

... is a versatile schematic holder which increases valuable work space and creates greater efficiency for line soldering and assembly work. Designated the Beach Schematic Holder, the unit is designed for operations where reference is made to schematics, charts or blueprints. The holder is fully adjustable over the work area for height, viewing distance and lateral swing. The height adjustment is made with two positive locking telescopic rods. Beach Manufacturing Co.



**FROM STANDARD RECTIFIER**

... comes a new 400 AMP Silicon Rectifier line. The new rectifiers, available in stud mounted and flange mounted configurations, will replace several smaller units up to 400 amperes, the company reported. The new units are hermetically sealed and adaptable for com-

*(Continued next page)*

## NEW PRODUCTS

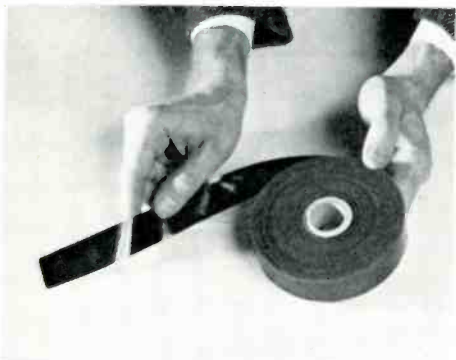
(Continued)

mercial, industrial or military rectifying applications. They feature rugged construction with solid copper bases, leak-free mechanical-electrical connections. All exterior surfaces are protected with high temperature, non corrosive paint or plating. Standard Rectifier Corp.



### 7-TRANSISTOR VEST POCKET

... size radio has just been introduced by Channel Master. Measuring only 4 1/2" x 2 7/8", the miniature portable has unusual pull-in power for a set its size, enabling it to get weak and distant stations with clarity, according to the manufacturer. The radio features a 2 1/2" speaker which reproduces fine tonal quality ... an easy-to-read Vernier fine-tuning dial ... a dual-purpose carrying handle with easel stand ... and a built-in ferrite antenna. The radio has 7 transistors, a diode and a thermistor.



### FROM WESTINGHOUSE

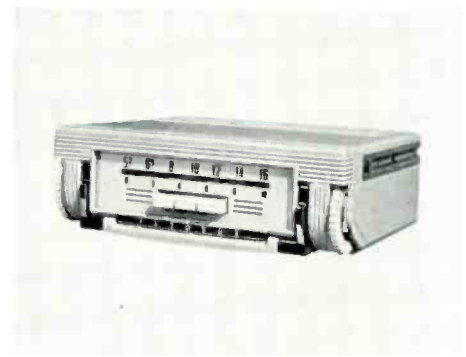
... comes a new high-dielectric strength insulating fabric and tape that affords better flexibility, superior elongation properties, and greater resistance to edge tear that conventional varnished surfaces without need for bias weave

construction and has improved heating characteristics, good slip for tight wrap, and high tensile strength. It will be marketed at price levels prevailing for V.C. material for such suggested uses as coil wrapper, phase, ground barrier, slot and layer insulation. Westinghouse Electric Corp.



### FROM CLAROSTAT

... comes a 150° high reliability potentiometer. The new series of half inch, high reliability potentiometers feature glass-sealed terminals for high temperature operation. The unit is wire-wound, 2.0 watts and is available in resistance up to 100,000 ohms. According to the manufacturer, it is especially suited to applications requiring maximum reliability, compact size and beyond-the-usual-rotational service. Clarostat Mfg. Co., Inc.



### TRANSMOBILE 2

... a new conventional car radio that slips out and becomes a portable radio, with a new dealer net price, has just been announced by the local distributor, Kiesub Corp. for Autovox Corporation of America.

This unit has 8 transistors and receives standard broadcast and international (49m) bands. It can be used in car or boat, it simply slides into a sleeve installed in a few minutes. It is then powered by the engine battery, 6 or 12 volts, negative or positive polarity and operates on a standard car or boat antenna. A safety lock prevents theft. When removed from the sleeve, it becomes a very attractive and powerful transistor portable.

### FROM SEAELECTRO

... comes a new pressfit distributor catalog showing the entire line of units available from Seaelectro distributors. The Press-Fit distributor line includes a wide choice of subminiature standoffs, subminiature feed-through, probes and plugs, miniature standoffs, miniature feed-throughs, connectors and test jacks. In addition, inertion tools for installation of Press-Fit units are listed in the catalog and are available through local Seaelectro distributors. Seaelectro Corp.

## ANNOUNCING

# PICO Electronic PARTS

"Unique Self-Service TV Parts Stores catering to the TV Dealer & Serviceman"

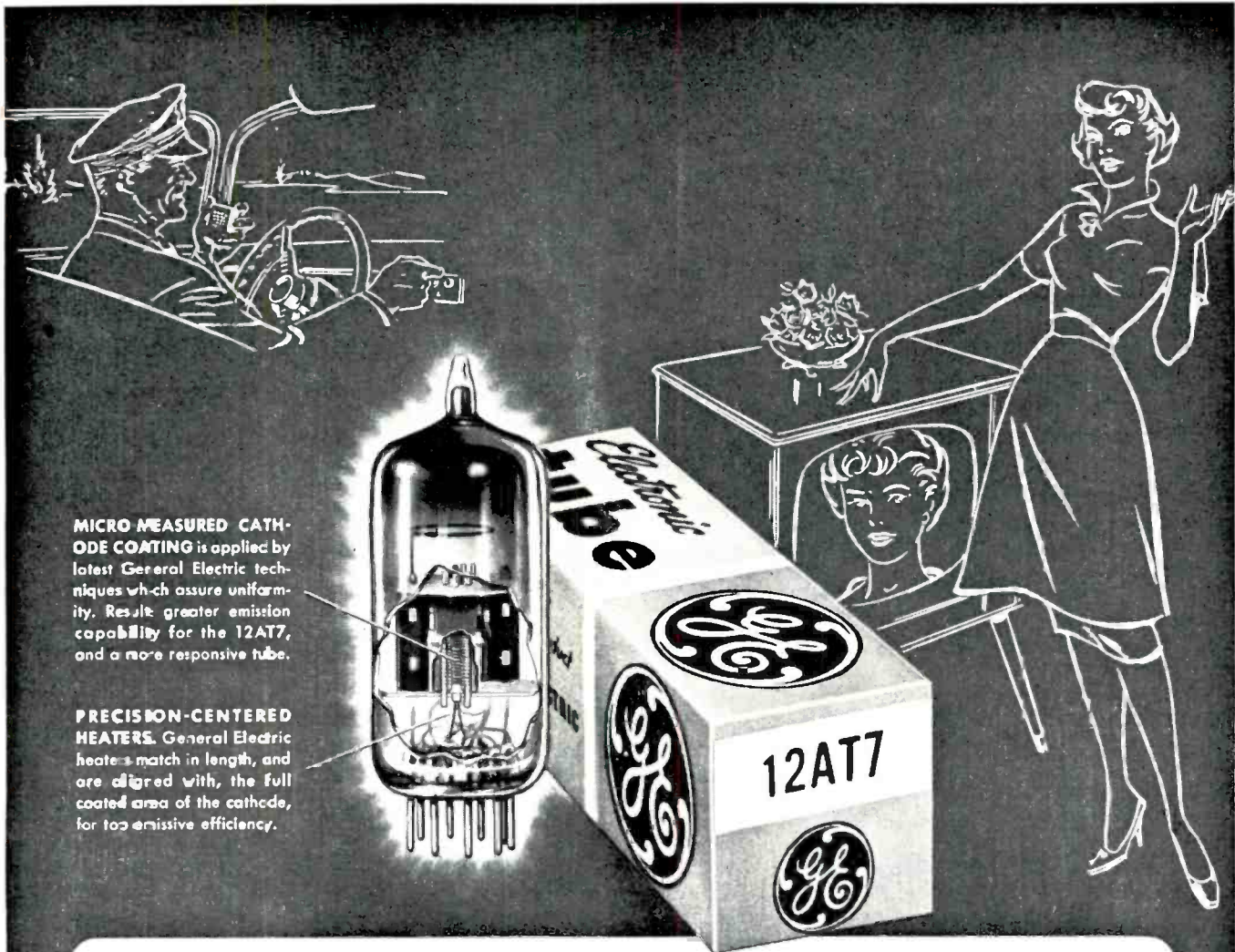
- Authorized Westinghouse Distributor
- Hard to Find TV Parts • TV Parts & Accessories
  - HI-FI and TV Cabinets

WE MANUFACTURE, DISTRIBUTE & GUARANTEE OUR OWN TOP QUALITY PICTURE TUBES

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

LYNWOOD  
10906 Atlantic  
NE 9-6248

EAST LOS ANGELES  
5916 Whittier Blvd.  
PA 1-2907



**MICRO MEASURED CATHODE COATING** is applied by latest General Electric techniques which assure uniformity. Result: greater emission capability for the 12AT7, and a more responsive tube.

**PRECISION-CENTERED HEATERS.** General Electric heaters match in length, and are aligned with, the full coated area of the cathode, for top emissive efficiency.

## TWO big markets await super-sensitive G-E 12AT7!

Superior mobile reception, more dependable home TV:  
now you can provide both...profitably!

Highest sensitivity of any 12AT7, especially at low voltages! Puts General Electric's twin triode in a class by itself. You can offer improved reception to police, ambulance, other FM mobile-radio users with a battery or generator power source. Also, you can install the tube to help set owners ward off faulty home-television performance when line voltages drop.

Plenty of sockets for the Service-Designed 12AT7! Make new friends with this fine tube...make money, too! With its close inter-element spacings, Type 12AT7 must be built *right*—as General Electric builds it. Get the full quality story from your G-E tube distributor! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

311-304

Modern Electronic Service Dealer  
618 So. Western Ave.  
Los Angeles 5, Calif.  
Form 3547 Requested

Bulk Rate  
U.S. POSTAGE  
PAID  
Los Angeles, Calif.  
Permit No. 23055

# PROFITS GOING UP IN "SMOKE" OVER TUNER TUBE "BURNOUTS"?

Sylvania 6BZ7 and 6BQ7A  
"douse" the major cause  
of tuner tube failures.

There's nothing that takes a bigger chunk out of your hard-earned servicing dollars than unnecessary call-backs. And here's how Sylvania has improved the 6BZ7 and 6BQ7A to give you the kind of dependability profits are made from.

- Gold-plated grid wire and an oxygenated heater wire reduce runaway and burnouts.
- The famous Sylvania Sarong cathode eliminates hot spots, assures uniform temperature and emission over the entire cathode surface.
- Unique getter support — a Sylvania exclusive — extends from top to bottom micas, provides rigid support to eliminate noise of getter vibration.

More, too — every tube is tested for continuity, filament current, gas, plate current, plate current cutoff, mutual transconductance and heater-cathode leakage. That's why the Sylvania 6BZ7 and 6BQ7A are your best replacement buys. Over ten years of Sylvania production (more than 3 million produced with the Sarong cathode) gives you extra profit assurance.

So, if you want to stop "burning" profits, make sure you specify Sylvania next time you're out of 6BZ7's and 6BQ7A's. The tubes with the built-in profit protection.

Electronic Tubes Division, Sylvania Electric Products Inc., Dept. MD 1740 Broadway, New York 19, New York.



# SYLVANIA

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