

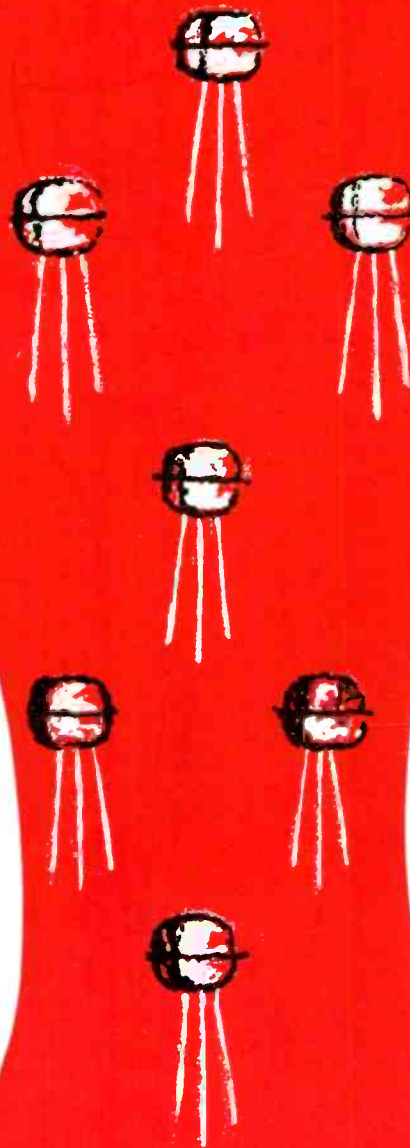
MODERN

electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

VOL. 1, NO. 6

OCTOBER, 1961



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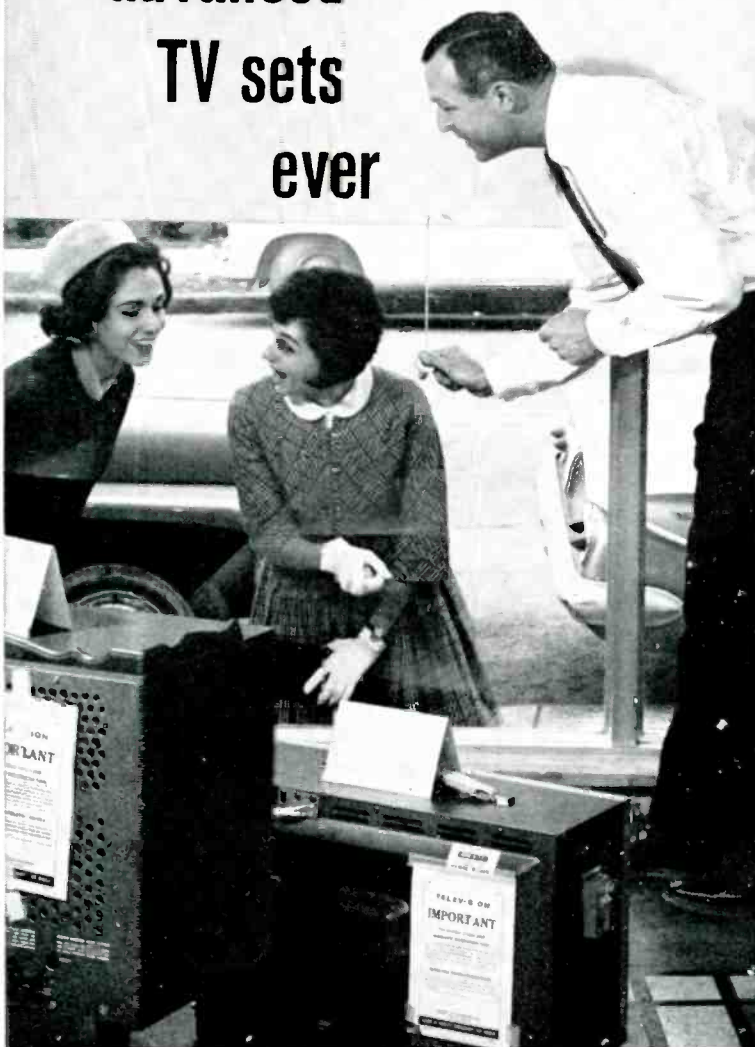
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WILL
THE
TRANSISTOR
REPLACE
THE
RECEIVING
TUBE?

PAGE 14

?

Up
goes the
showroom curtain
on new
COMPACTRON
devices
in the most
advanced
TV sets
ever



COMPACTRON.* General Electric's revolutionary new multi-function vacuum device. It's here today—and you'll be seeing more—in entertainment equipment, industrial control, instrumentation, communications. **COMPACTRON.** Here's what it means to you in...

CIRCUITRY. COMPACTRON devices package a combination of functions into a single miniature envelope. The result: fewer components, less space per function, more compact circuitry than is possible with miniature tubes—and higher power output, greater sensitivity than transistors.

SERVICE. As more and more equipment with COMPACTRON devices comes on the market, you're the man who will need the answers to your customers' service and replacement needs. Equipment with COMPACTRONS offers the appeal of miniaturization plus the advantages of vacuum device reliability. Compatible functions in one envelope mean fewer components and plug-in replacement with no time-consuming hand selection of replacements.

SALES. You have a stake in COMPACTRON devices because your future replacement sales will include these revolutionary new multi-function devices. Six COMPACTRON types are now in production. Nine other types are committed to production and approximately 40 more are being developed now.

For more information about America's newest electronic marvel, contact your G-E tube distributor. Distributor Sales, Electronic Components Division, General Electric Company, Room 7240, Owensboro, Ky.

*T. M. General Electric Co.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



Average \$2.85 more profit on every 21" tube

Turn the page to find out how . . .



Average \$2.85 more profit on every 21" tube

Sell the Admiral Ensign—the top-quality picture tubes with the biggest profit margin in the industry!

Now Admiral's vast purchasing power and national distribution give you the *one* picture tube line with everything: Finest quality workmanship and performance, backed by a 1-Year Guarantee . . . famous brand-name acceptance . . . list prices that appeal to your most economy-minded

customers . . . peak dependability.

And you pocket an average of \$2.85 *more profit* on a 21" Admiral Ensign than on other brands. (Comparably higher margin on all other tube sizes.)

Get the facts! Compare the Ensign line with your present replacement tubes. Compare quality, performance, prices and profits! Discover for yourself why dollar-wise servicemen are switching to the Admiral Ensign.

Call your nearby Admiral Distributor! Start earning more now!

Arizona

Arizona Hardware Co.
P. O. Box 2110
Phoenix, Arizona
ALpine 8-5331

Arkansas

Orgill Bros. Arkansas Co.
301 Rector Street
Little Rock, Arkansas
FRanklin 2-5292

California

Don Anderson, Inc.
2500 California
Fresno 21, Calif.
AM 6-0401

Admiral Sales Corporation
P. O. Box 2092 Terminal Annex
Los Angeles 54, California
RAYmond 3-6451

Admiral Sales Corporation
P. O. Box 1270
San Diego, California
BElmont 9-0231

Admiral Sales Corporation
495 Beach Street
San Francisco 11, Calif.
TUxedo 5-6000

Colorado

Griffin Distributing Co.
1140 West 5th Avenue
Denver 4, Colorado
KEystone 4-6274

Louisiana

Orgill Brothers Louisiana Co.
1571 Texas Avenue
Shreveport, Louisiana
Phone: 425-4271

Montana

The Treasure State Gas &
Electric Co.
827 South Montana Street
P. O. Box 866
Butte, Montana
Phone: 2-2400

Nevada

Osborne & Dermody, Inc.
500 Evans Avenue
Reno, Nevada
FAirview 2-6957

New Mexico

Cunningham Distributing, Inc.
615 Haines, N.W.
Albuquerque, New Mexico
Phone: 7-8838

Oklahoma

Appliance Distributors, Inc.
700 North Pennsylvania
Oklahoma City, Okla.
CEntral 6-8308

Oregon

Seaport Appliance, Inc.
3055 N. W. Yeon Avenue
Portland 10, Oregon
CApital 6-6595

Texas

Price Supply Co.
P. O. Box 86
Amarillo, Texas
DRake 2-6730

Lone Star Wholesalers
8000 Ambassador Row
Dallas, Texas
Fleetwood 7-1885

Cunningham Distributing, Inc.
2225 Mills Street
El Paso, Texas
Phone: KE 2-6994

Covington Distributing Corp.
34 North Hamilton St.
Houston 2, Texas
CApital 2-0326

Price Supply Company

3104 Avenue A
P. O. Box 1601
Lubbock, Texas
SHerwood 4-1431

Covington Distributing Corp.
P. O. Box 906
San Antonio 6, Texas
CApital 7-7547

Utah

Westward Distributors, Inc.
204 W. Fourth South
Salt Lake City, Utah
ELgin 5-7556

Washington

John E. Amberg Co.
757 Harrison Street
Seattle 9, Washington
MUtual 2-5566

John E. Amberg Co.
N. 210 Ralph Street
Spokane, Washington
KEystone 5-1794

NOTICE: All materials and parts used in the manufacturing of Admiral Ensign tubes are *new*, except for the envelope, which prior to re-use, was carefully inspected to meet the standards of the original new envelope.

ADMIRAL ENSIGN Picture Tubes



MODERN

electronic Service Dealer

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OCTOBER, 1961

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An article that answers the questions: Is the Transistor about to Torpedo the Tube? What pattern will they take in the future? Have new Tube developments opened new markets for it?

30 New Sacramento Broadcast Antenna Ready For Fall TV

Combined network program to be a boon to over 4,000,000 viewers in the Sacramento Area.

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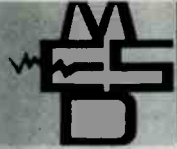
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DON MARTIN

CSEA Board Meeting

It was my pleasure to attend the CSEA Board Meeting held at the Thunderbird Hotel in El Segundo, California recently and I never seem to leave any of these meetings without being impressed by the dedication of the group. As you travel throughout the country and talk with different Manufacturers and Distributors you realize that they really don't know the Independent Service Dealer. Of course, they think they know him and sometimes these thoughts are not the best. Here we have a group of men, realizing different degrees of success but all working together in an intelligent approach to the problems of the Industry.

I have heard people say that Licensing is nothing more than a program to establish a profitable rate for services rendered, and that it is not going to solve the problems of the clip artist, etc. It is difficult to understand this form of rationalization when reports clearly state that, for example, in the Los Angeles area there are about 2,000 dealers. Of these 2,000 dealers 8 account for over 80% of all the BBB complaints, 12 more account for another 10% with the balance of a miscellaneous nature. These figures show that 20 firms account for better than 90% of the complaints or, in other words, about 1% of the total number of dealers operating in Los Angeles.

Licensing would do one thing if nothing else . . . put the fear of losing this license in those using unethical practices.

No matter who we are or what we are there will be a certain amount of complaints. Whether these are based on fact or not is immaterial but it is gratifying to know that in an area as large as Los Angeles that less than 1% of the total dealers are working the "clip" game. Licensing may not be the whole answer but it will go a long way in the right direction.

The Association may or may not ever gain licensing but I can assure you that it will not be for lack of trying.

Other Notes of the Meeting

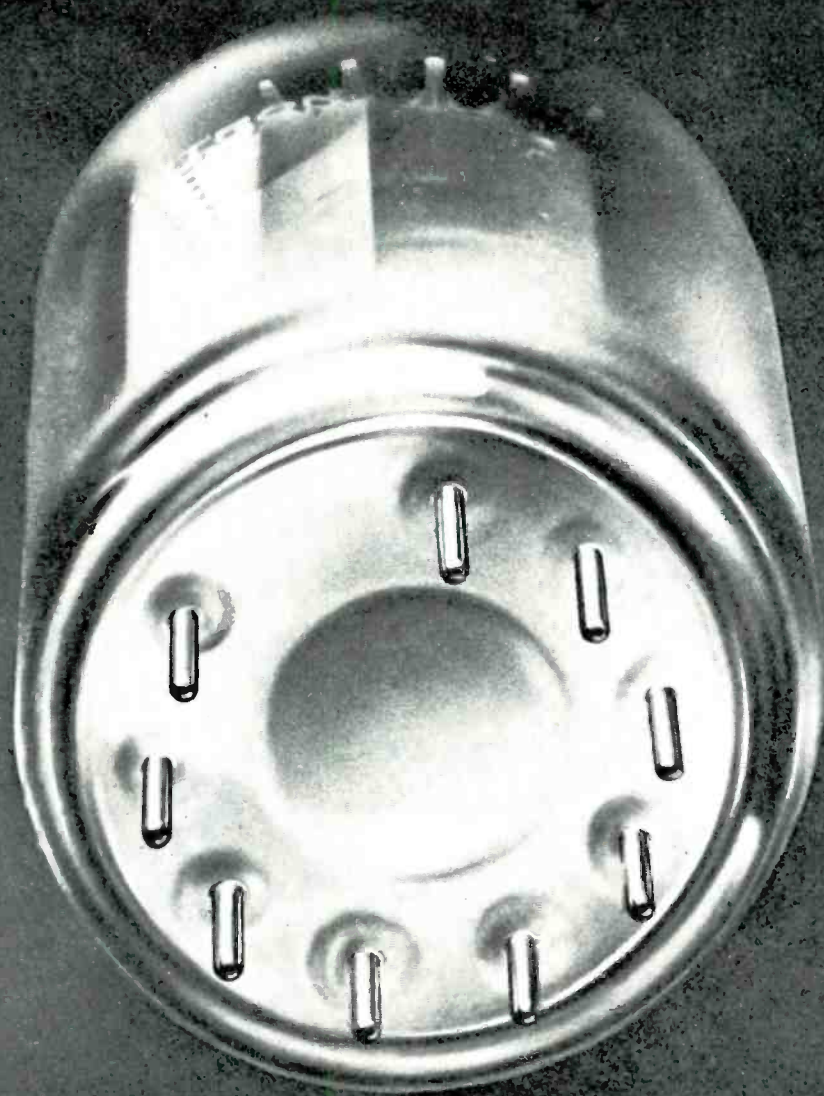
During the two days of meetings several other important things came up that will be reported in other sections of this issue or next month. A new insurance plan, a Civil Defense program, and many other important developments took place that will aid the individual Service Dealer in the months to come.

Ken Preston New CSEA Secretary

Ken Preston, well known CSEA former Vice President, was named secretary by the board of directors to replace Howard Bogue who resigned recently. Last month we stated that Howard Singer had been named to replace Mr. Bogue and this he did but not as secretary.

"World Series TV Tune Up"

As most of you know, General Electric's "World Series Week is TV Tune Up Week" is slated for the first week of this month to coincide with the beginning of the World Series on Oct. 4th. This promotion is by far one of the most important business builders, for the independent Service Dealer, ever attempted on a National scale. With an expected 48% of the total population and 52% of the total homes in the United States ready to view the Series the idea of a "Tune up" to avoid missing a second of this outstanding sports event makes good logical sense and GE is to be congratulated. In the November Issue of MESD we will make a spot check of dealers throughout the area to evaluate the success of the promotion but regardless of the outcome it was a step in the right direction for the Independent Service Dealer.



“BUSINESS END” of a NOVAR tube

You're looking at the base of one of RCA's remarkable new novar tubes... the first in a new family of tubes that will mean better business for you through reduced call backs.

This new base—with 9 widely-spaced, heavy-gauge pins—characterizes novar, RCA's line of large all-glass integral base tubes designed to do the work of conventional tubes with molded bases. Because novars *outperform* these con-



ventional types, they are being selected for use in more and more radio and TV receivers as well as hi-fi equipment. From present indications, novar should become the standard of the industry.

Look for novar, RCA's latest contribution to electron tube design. Your Authorized RCA Electron Tube Distributor now has RCA-7868 novar and will soon have many other types to support your servicing business.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.



The Most Trusted Name in Electronics



PHILCO[®] PARTNERSHIP BONUS PARADE



FREE OFFERS

We are celebrating 31 years of cooperation between Philco and the Independent Service Dealer with even better FREE OFFERS than ever before. Remember . . . Philco offers you these free gifts with your total purchase . . . Parts, and Accessories!

Once in a Lifetime Offer! Imported White Cashmere Sweater with Genuine MINK Shawl Collar

Extravagantly trimmed with wide shawl collar of light Autumn Haze, dark Autumn Haze or white Ranch Mink! 100% full fashioned cashmere cardigan. Rhinestone button on front, cuffs. Sizes 34 to 40.

FREE

with your purchase of \$1200 worth of Philco Parts, Accessories



AD #3923

HALLMARK

or Plain
(AD #3934)



With Initial
(AD #3935)

Men's Genuine Jet Black ONYX 10K Solid Gold Ring

A most elegant style that every man would be proud to wear. Plain top or initial in gold.

FREE

with your purchase of \$250 worth of Philco Parts, Accessories



AD #3920

Men's Zipper Jacket

32" length, water repellent, quilt lined. Knit collar, cuffs, pocket welts. "Natural" color, 34 to 46.

FREE

with purchase of \$200 worth of Philco Parts, Accessories



AD #3931

Men's HELBROS Calendar Watch

FREE

 with your purchase of \$300 worth of Philco Parts, Accessories

AD #3922

LOOK! Sterling Silver Base TABLE LIGHTER

FREE

 with purchase of \$60 worth of Philco Parts, Accessories

ALL OFFERS GOOD UNTIL DECEMBER 15th!
SEE YOUR PHILCO DISTRIBUTOR

* dates

* programs

* dealer news

CSEA PRESENTED WITH CIVIL DEFENSE PLAN

The CSEA Board of Directors was presented with a plan by which our Industry can become a vital part of the Civil Defense program.

Under the State of California, a program of Relief Wagons is being developed. This corp. will be set up to go into immediate action following any atomic attack and will be equipped with all types of medical supplies. The state has assigned one full time paid attendant and are in the process of assigning volunteer Doctors to each Wagon. The one link to this chain that has not been resolved is the acquiring of qualified electronic personal to use the electronic equipment that will be a part of the wagon.

Mr. Keith Kirstein, Executive Secretary of CSEA has been contacted in an effort to learn whether or not our group or any other interested service dealer or organization would be interested in aiding this program through individual volunteers. Anyone interested in the program should contact Mr. Kirstein at the Sacramento headquarters of CSEA.

KIRSTEIN NAMED NEW CSEA EXECUTIVE SECRETARY

Keith Kirstein has been selected as Executive Secretary of the California State Electronics Association, and CSEA headquarters have been transferred from Fresno to 3300 Watt Avenue, Sacramento 21. Association bills will be paid out of the new office and all dues and other money due the association should be sent there.

"I have been hired full time and will devote all of my time to CSEA activities, so don't hesitate to call on me if I can be of any help," Mr. Kirstein said. "I have always had a great deal of faith in the future of CSEA and I think this latest move on my part proves it more than anything else. Your cooperation will be greatly appreciated in the many projects I have planned for the future."

"Mr. Kirstein has had extensive experience in the practical management aspects of electronic service, having run his own business for years and his heroic fight for the licensing bill AB 265 in Sacramento won him the admiration of the entire CSEA membership," "President Bob Whitmore commented on the new appointment.

For the present, the insurance program will continue to be handled in Fresno, by Jim Wakefield, who resigned the Executive Secretary post at the recent Board meeting in San Francisco. "Jim Wakefield should be commended for the excellent job he has done in the past couple of years," Mr. Kirstein said. "He plans on developing his own electronic service business, and very definitely plans to continue his interest and backing of CSEA both in his own area in Fresno and at the state level."

POLICE WARN DEALERS OF "CADDY" THIEVES

An outbreak of tube caddy thefts which has victimized 26 Southern California shops since late January of this year has caused law enforcement officers to call on the entire service fraternity in attempting to catch the thieves.

The 26 shops robbed of tube caddies are situated in Los Angeles, Riverside, San Bernardino and Orange Counties. Losses sustained by victims of the thefts is approximately \$15,000, according to Harold R. Richardson, Chief of Police of Orange, California.

Chief Richardson asks that members of the trade be on the lookout for anyone attempting to sell at a very reduced price TV and radio tubes and other equipment usually carried in the caddies. He suggests you do the following, if approached:

1. Obtain the name of the person if at all possible.
2. Obtain a description of the person.
3. Obtain a description of the vehicle used and the correct license number.

Should you have any suspicion, clues or evidence, send it to Harold R. Richardson, Chief of Police, Orange, California, through the mails or phone him at KEllogg 8-3511, Exts. 21, 22 or 23.

Los Angeles Times Refers TV Dealer Ads To BBB For Screening

LOS ANGELES — Better Business Bureau clearance of all television and radio service advertising that is to appear in the *Los Angeles Times* was requested in a memorandum to the BBB from the Times dated August 22.

Effective date of the new requirement was September 4. Robert Sample, vice up the office through which all advertising of the Los Angeles BBB, heads inq must be cleared.

Service advertisers desiring to use the Times are first directed to Mr. Sample, who will investigate their practices and claims. They may advertise only if the investigation show their firms to be reputable. Firms not meeting the Times

standards are ruled unacceptable and their advertisements are rejected.

This edict stems from complaints by many readers that advertisers of TV service who had previously been permitted to use the Times as an ad medium included some who were dishonest.

The CSEA has worked for this type of protection for some time and organization executives hope that other newspapers will adopt similar high standards.

STATE ASSOCIATION TO EXPAND INSURANCE PROGRAM

At the present time Mr. Keith Kirstein, Executive Secretary of CSEA has been instructed to investigate the possibility of additional Insurance programs for members of the Association.

The additions being investigated are 1. Life Insurance on a individual basis with a group cost benefit and 2. Loss of Income Insurance on the same basis.

A report will be made to the membership as soon as it is available.

Federal Reserve Bank COMPARATIVE SALES INDEX of Department Store Volume

Percentages of changes in the value of Department Store sales for the periods shown are comparisons with the corresponding periods a year ago. Figures are taken from the weekly reports of the Federal Reserve Bank . . . Statistics being what they are, we remind our readers that in interpreting these figures the significance may sometimes be affected by an unusual situation of one or two years previously: by special holiday selling periods which may not coincide one year with another; and other pitfalls to the analyst. With this caution in mind, this monthly chart is an excellent weather vane of the retail sales trends.

Metropolitan Area, Center or FRB district	% CHANGE FROM SAME PERIOD LAST YEAR		
	4 weeks ending Sept. 9	One week ending Aug. 19	Cumulative from Jan. 7, Sept. 9
LOS ANGELES-LONG BEACH AREA	+ 2	- 4	- 1
DOWNTOWN L.A.	- 5	-15	- 6
WESTSIDE L.A.	+ 4	0	0
SAN DIEGO AREA	+19	+12	+10
SAN FRANCISCO-OAKLAND AREA	+ 3	+ 7	+ 3
SAN FRANCISCO	+ 1	+ 7	+ 1
OAKLAND	+ 4	+ 4	+ 4
SACRAMENTO AREA	+11	+21	+ 7
SAN JOSE AREA	+ 1	+ 3	+ 4
PORTLAND AREA	+14	- 7	+ 1
SEATTLE AREA	+ 4	- 9	+ 1
TACOMA AREA	+13	- 1	0
SPOKANE AREA	+ 9	+14	+ 4
SALT LAKE CITY AREA	+10	+ 3	+ 4
TWELFTH DISTRICT	+ 4	0	+ 1
UNITED STATES	- 1	+ 3	+ 1

C S E A Members in . . . SOUTHERN CALIFORNIA

for

GROUP LIFE INSURANCE

and

COMPREHENSIVE MAJOR MEDICAL EXPENSE BENEFITS

contact

E. E. Rash or John Smoot

5148 N. Palm Ave. — Baldwin 2-7247

Fresno, California

**Woodmen Accident
and Life Company**

Lincoln, Nebraska



*The
Protecting
Hand*

A MUTUAL LEGAL RESERVE COMPANY • ESTABLISHED 1890



PRESIDENT'S MESSAGE



ROBERT WHITMORE

I have just taken a look at the new telephone directory published by General Telephone Company for 1961. This, in my opinion, is without doubt the poorest screening of advertising ever thrust upon the subscribers of this company in this area. It is literally filled with free, no fix no pay, and all the other forms of bait advertising that it is possible to employ.

I hope we, as a state association, can bring it to the attention of Assemblymen, Senators and other top officials of our state government in order to show them that as long as this type advertising exists, complaints about the unethical practices in our industry are just beginning.

In my opinion, the public has been misled and misinformed as to the costs of television repairs. Many sales organizations, fearful of losing a sale to a competitor, have fostered the belief in the public's mind that their products would require little or no service. They also imply, if trouble does develop, it is probably just a tube and can easily be repaired by the do-it-yourselfer. This has played right into the hands of the unethical and made bait advertising so effective.

It is time that all segments of our industry, manufacturers, dealers, and servicemen make an active effort to educate the public that electronic equipment needs periodic service and by competent servicemen schooled in its complexities. A television set, is without doubt, the most complicated piece of equipment that goes into the average home. A good technician has had many hours in school and a great deal of time in apprenticeship to become proficient. To keep up with the rapid changes in electronics he must also continue to study and attend refresher courses year after year. Should he be expected to get less money for his time than a ditch digger or a grocery clerk? I think not. However, a good many are working for far less. Wages, almost without exception, in other fields have risen substantially during the past ten years. The public at the same time expects the television technician to perform his service for less than ever. How can he when all his costs have risen proportionately? Based on sound business practices it is impossible. He must, if he is to survive, charge more.

I feel we have a big job in education when a public utility, operating within the auspices of our state government allows bait advertising in their publication. These people surely should understand the cost of doing business and should have some idea of the technical problems faced by the service technician. It is sad to reflect that a company protected by a people's government feels no moral obligation to protect its subscribers.

CSEA Chapter News Roundup

SAN DIEGO

**Last Tuesday of Each Month
Place to be Announced
Pres.: Eugene H. O'Brien
Sec.: G. S. Lowell**

SAN DIEGO—An 18-hour complete course on servicing color TV is being conducted jointly by CSEA Chapters 13 and 18 starting Tuesday, Sept. 26, at 8 p.m. This is the first of a series of courses on new electronic products and servicing techniques. The color course will cover both theory and practical applications.

Instructor will be Charles Parker of the San Diego Unified School District and the course will be given at Studio 2 of KOGO-TV, Channel 10, Highway 94 and 47th Street. It will be presented on the last Tuesday of every month for nine months.

No charge will be made to members or their employes for this course. Non-members may participate for a fee of \$2 per evening. Upon the completion of the course, letters certifying attendance will be issued qualifying participants. Those wishing to enroll may do so by calling the chapter office, BRowning 8-1109, between 8 a.m. and noon or by writing to CSEA Chapter 13 at 3614 Mt. Alvarez Ave., San Diego 11.

Eugene H. O'Brien is President of Chapter 13 and G. S. Lowell is Secretary.

—Harold Baldwin

SACRAMENTO

**2nd Tuesday of Each Month
Pres.: Vic Manley
V. Pres.: John Crote**

SACRAMENTO—Effect of the new 1,500-foot transmitting antenna tower, from which three Sacramento-Stockton TV stations will broadcast on local installations, was the subject of the last meeting of Sacramento Chapter No. 1 held at Dick & Eddy Restaurant.

Speakers included Herb Hartman of KCRA, Channel 3; Don Ferguson of KXTV, Channel 10; T. Anderson of KVOR-TV, Channel 13, and Jim McDonald of KSEFM radio.

Better reception and expanded coverage for the area will result from the new transmitter site, but it will be necessary to reorient most of the antennas in the communities served, the speakers said. Another benefit will be a reduction or the elimination of ghost problems of double pictures caused by reflection, they felt. The speakers reported the cost and time involved in the erection of the tower and showed films and slides of the tower which is being built 30 miles southwest of Sacramento. Signals will therefore come from the same direction as those of the Bay City, an important consideration since viewers like to get channels from the Bay area.

Meetings of Sacramento Chapter No. 1 are held on the second Tuesday of each month

at noon or 7:30 p.m., the time being set at each previous meeting. Vic Manley presided at the meeting and John Grote served as secretary.

—Joseph Rodriguez

LOS ANGELES

**Third Thursday of Each Month
Rodger Young Auditorium
936 W. Washington Blvd., 8 p.m.
Pres.: Norman Shannon
Sec.: Abe Bowers**

LOS ANGELES—Cooperation between the CSEA and the Better Business Bureau to acquaint the public with the unscrupulous practices of dishonest shops in Southern California was requested by Bob Mott, of the Technical Trades Department of the BBB at the Zone F Council meeting Aug. 21. The speaker outlined a plan of action which the Bureau expects to put into effect in the near future. Mr. Mott reported that complaints about television service were more numerous than those about any other field at the BBB.

Howard Singer was elected to the Board of Directors of CSEA to fill the unexpired term of Dr. Howard Bogue, who resigned from the Board. Mr. Singer promised the Council a vigorous effort toward the fulfillment of CSEA goals.

Reports were also heard from the chairmen of the Membership, Advertising and Publicity committees.

The meeting was held at Kelley's Restaurant at Atlantic and Washington Boulevards, Los Angeles.

ACTRA

OAKLAND—A two-hour session on what service dealers must know about transistor TV was held by Alameda County Television & Radio Association, Inc., at the Driftwood, Alameda, on Tuesday, Sept. 12, at 9 p.m., following an 8 p.m. steak dinner. Speakers were Tom Aaron, Service Manager of W. J. Lancaster Co., and Don Perry, Motorola Factory Service Representative. Their topic was "Transistor Theory and Application of Transistors to Television Circuitry."

Next meeting is slated for October 3 when B. J. Giblin, Assistant Manager of Yellow Page Advertising for Pacific Telephone and Telegraph, will discuss his medium, legal requirements, helpful hints on how to use the pages, coverage and other phases of the subject. He also will receive suggestions from the service dealers on how the yellow page service can be made more useful to the service field.

ACTRA is planning soon to introduce a new service for members to supplement the present "Warn-A-Gram" phone service covering the members to warn them when a robbery, bad check passing or other crime is committed in the area so that every member can be reached within a half hour. Details of the new service were not available

at press time, but credit for it is given to Forrest Schwabe of Idora Electronics.

SANTA CLARA

SAN JOSE—Yellow Page advertising in classified telephone directories was the subject of the last meeting conducted by the Santa Clara Valley and Santa Cruz County Chapter of CSEA Wednesday, Sept. 13. Guest speaker was John Coie, District Manager of the phone operations here.

At the previous meeting the general membership participated in a discussion on an institutional ad program for independent service dealers in Zone B.

M. L. Peterson is President of the Chapter and Chet Spink is Secretary. The local organization meets on the second Wednesday of each month and Board meetings are held on the first Wednesday. No permanent meeting place is used, but Chapter Headquarters are at 467A Porter Building, San Jose 13.

PASADENA

**2nd & 4th Wed. of Each Month
Westward Ho Restaurant
Pasadena
Pres.: Ken Mender
Sec.: Dan Davitt**

PASADENA—This month our chapter was visited by Jim Wakefield, Bob Whitmore, Ralph Johnson and Howard Singer of the state office and they brought us up to date concerning the present state problems, future goals and explained more about operation Touchdown.

Our next meeting will be our annual outing to Catalina Island. More about this, and some pictures I hope, next month.

Editor's Note: The Pasadena Chapter is doing something that we believe all members and chapters will be interested in reading about. The chapter, in October of 1960, set up a service program for charity organizations. At the present time they are servicing La Casa de San Gabriel, Boys and Girls Aid Society and the Optimist Home for Boys. Each chapter member is on a rotating basis and as their name comes up they service that particular call. To date, over \$500 worth of work has been done for these three homes at no charge. This is the type of thing that builds good will towards our Industry.

POMONA

POMONA — A special meeting of the Pomona Chapter of CSEA was held at 8:00 p.m. September 27 at the Orange Hotel in Ontario. The program was presented by President Felix Hunt, instructor in Electronics at the California Institute for Men and concerned the high voltage troubles in TV. Instructions were also given for using the new B and K Analyst.

(Continued Page 36)

The Question:

**WHAT METHODS HAVE YOU FOUND MOST EFFECTIVE IN
CUTTING DOWN DELINQUENCIES IN CREDIT
SERVICE BUSINESS?**

**Phil Soto,
Lucky, TV,
La Puente**

We minimize the granting of credit and keep it as much on a cash basis as we can. If the customer insists on credit, we take a credit application and have the customer sign a note. It is very carefully explained to the customer that if he defaults on this note we have the right to take his set. His awareness of this threat helps reduce our losses. Most collections are little trouble.

We do have a follow-up procedure we use if an account is not paid in 30 days, though. This consists of three form letters sent out a week apart, then we phone "to make arrangements to pick up the set." This usually at least brings them in to rewrite the note. It's important to take these follow-up steps promptly and not let the delinquency go.

**Ron M. Kealey,
Kealey's Radio & TV,
Pasadena**

We have a sign prominently displayed in the shop stating that ours is strictly a cash business, and, as far as possible, we stick with this. Most customers who phone in for service expect to pay cash or by check anyway. If it's a shop job, we hold the merchandise until the customer is ready to pay for the service work. We phone ahead before delivering it, asking if our delivery man should bring change or if they will be paying by check. They usually get the message.

For difficult cases, who aren't established customers we know are prompt pay, we have them fill out a credit form, use their Bankamerica Card or other credit card, or they have us keep the merchandise until their check arrives at the shop. Or, since we are members of the Pasadena Merchants' Credit Association, we can call and check on the credit standing of the customer if, for example, the customer isn't at home and only the maid is there to receive the set.

**Jimmy Scarborough,
Scarborough TV,
Glendale**

We're luckier than most service shops in that the people in our community are generally good-paying, so we often extend credit unless we know we're dealing with a bad risk. We have very few credit losses. Helping keep them low is our practice of billing customers promptly when the service is rendered. Some psychological measures help, too. For example, if the customer asks if it's alright to pay, let's say, on the 10th of the month when he calls in for service, he's practically certain to do so.

We try to be human about it. If a customer works for a plant that is shut down or had some other extenuating circumstances, we don't press him, just bill him and wait. But when we have a customer we know should be paying and isn't, we don't hesitate, after a reasonable wait, to take the case to Small Claims Court.

**Hal Young,
South Gate Radio & TV,
South Gate**

We explain to every customer that we simply do not operate a credit business and that our books are not set up to handle any sort of charge accounts. By stating it positively and ignoring any threats to take their business elsewhere unless we grant credit, we practically eliminate credit losses.

If, among those rare exceptions we make, there is a slow-paying customer, we phone as soon as the payment is overdue so that the account doesn't have time to age. A phone call is friendlier and more likely to get results than a letter. We do have form printed material available to send any difficult accounts, though, should the phone call not get immediate results.



Hard At Work during the recent CSA Board of Directors meeting held in Los Angeles are: (standing left to right) Claire Lanam, Berkeley; Ed Fort, San Diego; Ken Preston, Stockton; Ralph Johonott, Burbank; Darrell Petzwall, Sacramento, and Howard Singer, Los Angeles. Seated in front are: (l. to r.) Bob Whitmore, CSEA President, Bellflower, and Keith Kirstein the new CSEA Executive Secretary from Sacramento.



Mr. Keith Kirstein, recently appointed Executive Secretary of CSEA is shown going over some last minute details before the afternoon session of the CSEA Board of Directors. With the appointment of Mr. Kirstein, the Executive Headquarters has been moved to Sacramento.

... Pix We Pick



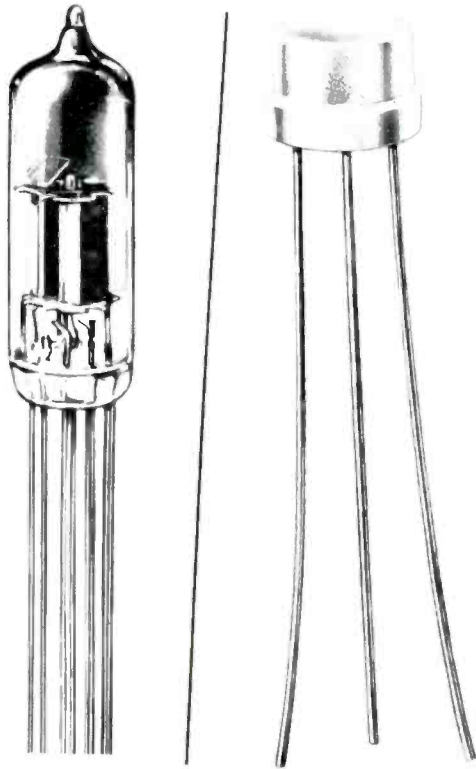
Mr. Mel Benjamin, Merchandising Director of Calvideo Electronics, Inc., and DuMont ABD, is shown here telling a group of over 200 dealers in San Francisco that the TV Picture Tube fraud is a million dollar business in California and that the Federal Trade Commission is beginning to enforce the laws requiring the correct labeling of CRT's.

The meeting, sponsored by Edisco's Bert Tappe and Fred Rohig, was designed to inform and guide dealers in the purchase and installation of picture tubes and their responsibilities to the public.



Mr. Mel Benjamin is shown here making a point by using the latest issue of MESD.

WILL THE TRANSISTOR REPLACE THE RECEIVING TUBE?



**IS THE TRANSISTOR ABOUT TO TORPEDO
THE TUBE?**

**HAVE NEW TUBE DEVELOPMENTS OPENED
NEW MARKETS FOR IT?**

**WHAT PATTERNS WILL THEIR USES TAKE
IN THE FUTURE?**

The Electron Tube Information Council has done a manful job of trying to be objective in its comparative study on *Tubes and Transistors*. The result is a mass of information which gives us even deeper respect for the technological progress made by manufacturers in both fields.

The discussion is limited to high vacuum receiving tubes and equivalent transistors, the type of merchandise the service dealer is likely to be handling in home and industrial work.

The glamor of miniaturization captured the industry's imagination when, in 1948, the transistor was first introduced. In fact, it proved difficult to separate the future of solid state physics from its actual, on-hand attainments. Electron tubes, meanwhile, were reduced in size, made more reliable, lowered in price and given new performance capabilities.

It's difficult to compare the reliability of the two devices but we have enough field experience with both to know that neither is impervious to breakdown in time, transistors from changes in basic parameters and interelectrode leakage, tubes from interelectrode leakage, changes in characteristics and breakdown of the heater-cathode system. Yet each, properly manufactured and correctly applied in equipment, can exhibit outstanding reliability.

There's no serious problem with either type of equipment if the temperature stays within the range of human comfort, but there's a big difference that shows up when temperature is high or it varies suddenly. Here the electron tube has the edge, glass ones operating with a high degree of predictability at 200°C and ceramic ones standing up well at more than 400°C. Solid state devices, however, are limited by the

temperature of the junction. Most transistors have a 100°C junction temperature as their highest for useful output and even the best silicon transistors are disabled somewhat above 150°C. The result of this handicap is the need for additional transistors and associated circuitry in design or the placing of lessened demands on transistorized equipment. Tubes also stand up well under prolonged storage that might cause transistors to deteriorate.

Both stand up well under vibration, shock and spin but gamma ray and neutron radiation exposure tends to throw the solid state molecular structure out of order. This means more shielding is necessary for transistors used near nuclear engines or reactors. Tubes also seem able to recover more fully from such exposure.

Because of the difficulty of holding a highly ordered crystalline structure through manufacturing, transistors' major electrical characteristics have wider tolerances than do tubes' and are more difficult to interchange.

Again, in power-handling capabilities, tubes have the edge. The tube is basically a voltage controlling device; the transistor controls current. In high voltage applications, particularly where high impedance is involved, tubes have the edge. But for low-voltage inputs with low impedance, transistors are generally superior.

Transistors' freedom from the need for heater power makes them preferable for portable devices or where low power requirements are important.

For amplifying voltage, tubes are normally superior. Less driving power, freedom from the need for drift compensation, higher characteristic gain and more usable character-

istics at higher frequencies account for this. Tubes are generally more linear over a wider range of signal power while transistors are nonlinear, especially as temperature and load impedance vary. Tubes also provide higher power and gain at higher frequencies than do transistors.

The slower speed of movement of electrons through solids than through vacuums affects noise but transistor circuits with relatively lower noise levels can be designed if transistors are specially selected. They also perform well in low-level preamp stages where hum and microphonics are critical. Tubes are usually less noisy in the mid-frequency range above audio and below around 500 kc. It leaves tubes unchallenged in the uhf applications, and they generally have the edge in low-level signal applications where a minimum noise level is desired.

Wherever miniaturization, size and weight are primary considerations, transistors deserve first exploration. Main deterrents to their use are those instances where heat sensitivity must be counteracted or equivalent electrical performance must be provided.

Tubes rate first call when cost is a primary factor, their cost being about half that of transistors. A specific example, based on prices prevailing to manufacturers Sept. 30, 1959, showed the following:

Transistor complement: 2N374 (converter), 2N373 (IF amplifier), 2N406 (driver), two 2N408 (power output) and 1N295 (rectifier) cost a total of \$4.39.

Tube complement: 12BE6 (converter), 12BA6 (IF amplifier), 12AV6 (detector amplifier AVC), 50C5 (power output) and 35W4 (rectifier) cost a total of \$2.31.

Tubes Are Available

The proponents of tubes really unload their big guns when it comes to the matter of logistics, or availability of equivalent equipment from a number of suppliers, both to keep production lines moving and to have replacements available for servicing. Here they say that almost all types of tubes are available from two or more sources while less than 12 per cent of all types of transistors are available from two or more suppliers.

Then they emphasize the interchangeability and uniformity of tube specifications, most applications being stock items, while effective standardization of transistors is still in an early stage and interchangeability is limited because of divergence in controlled parameters.

Maintenance of tube equipments is comparatively simple, the manufacturers report, because tubes are generally removed easily for testing and are not readily damaged from inadvertent applications of external voltages or leakage currents. Transistors, on the other hand, cause servicing difficulty because they are generally wired into compact circuits. They are also prone to heat damage from soldering irons and electrical damage from test equipment or leakage currents.

Even the most loyal stalwarts in the tube camp do not contend, however, that these circumstances of today will apply in the future to either tubes or transistors. They see major changes for tomorrow.

They predict multi-function devices, new emitters, parametric amplifiers, micromodules and heaterless designs for the tubes of the future. And for transistors they anticipate new materials, parametric amplifiers, micromodules and negative resistance devices.

"Today, we know that neither tubes nor transistors will take over the market this year, or even five years from now," the publication reports. "Each has too many exclusive advantages. But what about ten years from now? Or even twenty-five?"

"Progress usually moves in parallel paths. The development of tubes and transistors is not likely to provide an exception to that rule. New designs, new materials, new

manufacturing techniques come forth with increasing frequency; yet the ultimate development of these electronic devices is still far out of sight."

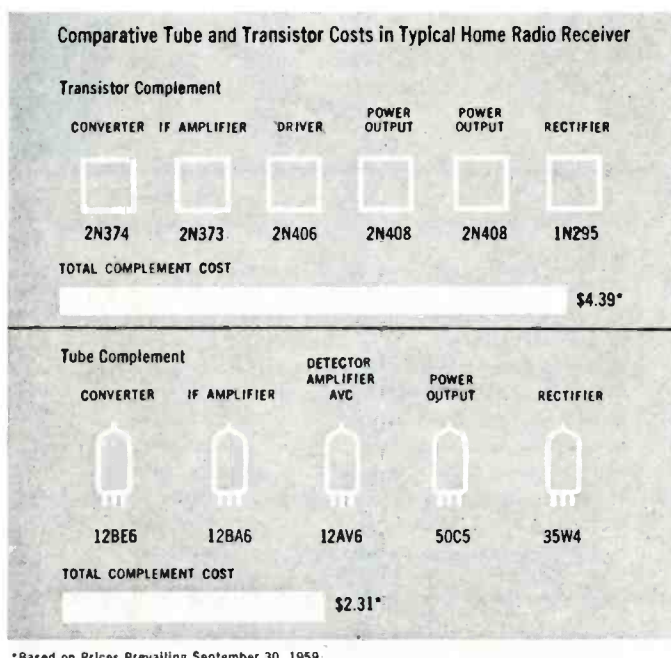
To validate this, they cite such tube developments as increased circuit capabilities and increased environmental tolerance and reliability. Greater capabilities take such form as exceptionally high frequencies, higher power efficiency, notably higher transconductance, and smaller size.

New Design Advances

In the new tube designs able to withstand thermal stresses far greater than the limits of safe operation just a couple of years ago there are such advances as frame-grid construction, planar and cylindrical designs, ceramics-spaced structures, metal-to-glass seals and metal-to-ceramic seals. There are the nuvistor and other new subminiature designs which promise new levels of heater efficiency and unprecedented resistance to shock, vibration and temperature extremes. Tub ruggedizing and new manufacturing techniques, advances in glass technology and new materials such as synthetic micas, three- and five-layer composite anode metals, self-letting coatings and structural materials and ceramic envelopes, all bode well for progress continuing in the tube industry.

Similarly, transistor performance levels have been markedly improved, thermal properties have been enhanced and new heat sinks developed, diffused-base, high-frequency transistors that operate at around 200 megacycles and prospects of the range going into UHF, silicon-carbide units and such new materials as gallium arsenide may further extend the temperature range of transistors. Better processing techniques involving pure graphite parts, pressure brazing, vacuum deposition, automatic testing and further micro-miniaturization all show that the transistor manufacturers are working diligently to overcome the handicaps of products.

It's still anybody's ball game, but one thing is certain: the electronics world will show advancement and progress, greater range and wider service to society due substantially to the work being done to improve our tubes and transistors.





Here it is... the EASY WAY
to Transistor Servicing!



Replace with

8 ALL AMERICAN 8 TRANSISTORS

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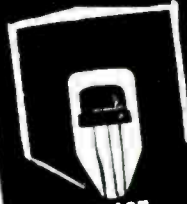
REPLACEMENT
GUIDE
WITH EVERY
ALL-AMERICAN 8
KIT



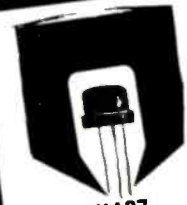
2N405
LOW COST



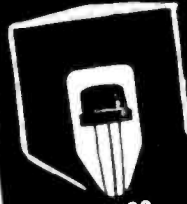
2N406
LOW COST



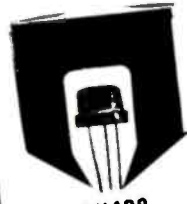
2N407
LOW COST



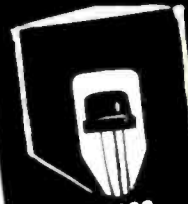
2N407
LOW COST



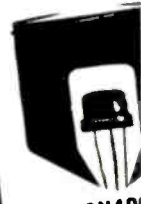
2N408
LOW COST



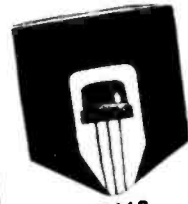
2N408
LOW COST



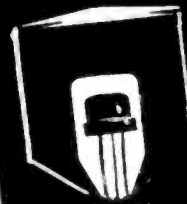
2N409
LOW COST



2N409
LOW COST



2N410
LOW COST



2N411
LOW COST



2N411
LOW COST

FEATURES OF THE RCA ALL-AMERICAN 8

- Direct replacement—no circuit changes—no guesswork—no additional labor.
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- Covers over 450 different radio models.
- Covers nearly 2,000 sockets.
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How To Take Advantage of

TRAINING AIDS

Distributor-Manufacturer Seminars Can Be Your Most Important Source Of Profitable Ideas And Know How.

There are all kinds of ways to learn new techniques, and to learn which techniques to apply to new problems. In the electronics service field, as in many others, the best way to learn has been to actually work at the problem under the supervision of a man who knows his onions.

This practice has become standard with many manufacturers of tv sets and electronic components. In order to assure themselves that their service dealers are fully familiar with the intricacies and special problems of new models and new pieces of equipment, they gave set up service training meetings, usually in their own plant or at their showrooms in different parts of the country.

At these meetings, face-to-face discussions are held dealing with service problems the dealers will have to know and contend with during the coming seasons. No other means of communication has been found which can duplicate the effect of these personalized meetings under the leadership of crack-jack technicians supplied by the manufacturer.

The knowledge gained at these sessions filters down through the attending dealer to the various servicemen he has under his direction. In this way, the dealer does his best to make sure that any service problems that come up will be handled by his men competently and with a sure knowledge of the subject rather than guesswork and prayer.

Electronic Service Only

The industry's good experience with this type of training meeting can be adapted and adopted by the service man who does not sell tv sets or other fully assembled products but rather confines himself to straight servicing of electronic equipment.

If he is running a one-man shop, he

has no problem, other than that he has to be sure to keep up with the latest trends, techniques and products so that he can handle any eventuality.

But if he runs an operation where he has two or three or more men working for him regularly and putting in a full day's work—or part time, for that matter—making service calls, then he has an instructional problem on his hands. He has to devise some system to keep his men acquainted with the latest products, their idiosyncracies, and the particular types of equipment or servicing techniques necessary to do a fast, thorough and efficient job.

The service training meeting, originated by the manufacturers, can and probably should be a "must" for this latter type of operator.

Staff Meetings

Some shrewd service dealers make it a point to allocate one early morning each week for a staff meeting. During this get-together the dealer invites each man to discuss some of the problems he has come up with during the preceding week and how he handled the situation.

It's surprising how a discussion of this sort can give rise to ingenious thinking on the part of the men; they usually come with a number of different solutions to a problem and may well arrive at an ideal solution which each one of them can use in a similar situation.

This sort of brainstorming is very good in itself. It keeps all the men on their toes and thinking constructively about improving the brand of service they have to offer.

But in addition, it provides the perfect opportunity for the dealer to bring up the subject of new products on the market (a subject on which he should take care to be very well informed indeed) and to analyze with his employees

the possible implications of that product to their daily operation.

It is a good idea to have charts and diagrams available to illustrate the subject, but in most organizations, the personnel know each other well enough so that they can communicate readily in speech alone. Particularly, if they know their onions to begin with—and a meeting of this sort is one very good way to determine if a man does know his onions or not.

The dealer should have as many training aids as possible at the meeting. The ideal thing would be to have an actual model of the piece of equipment under discussion. To tear it down and put it together again will give the staff a knowledge of the equipment which no amount of discussion can match.

But this is seldom possible, especially on brand-new models of tv sets of a brand not carried by the service dealer. In this case the dealer can often request and get from the manufacturer charts, circuit demonstration panels, and other visual aids.

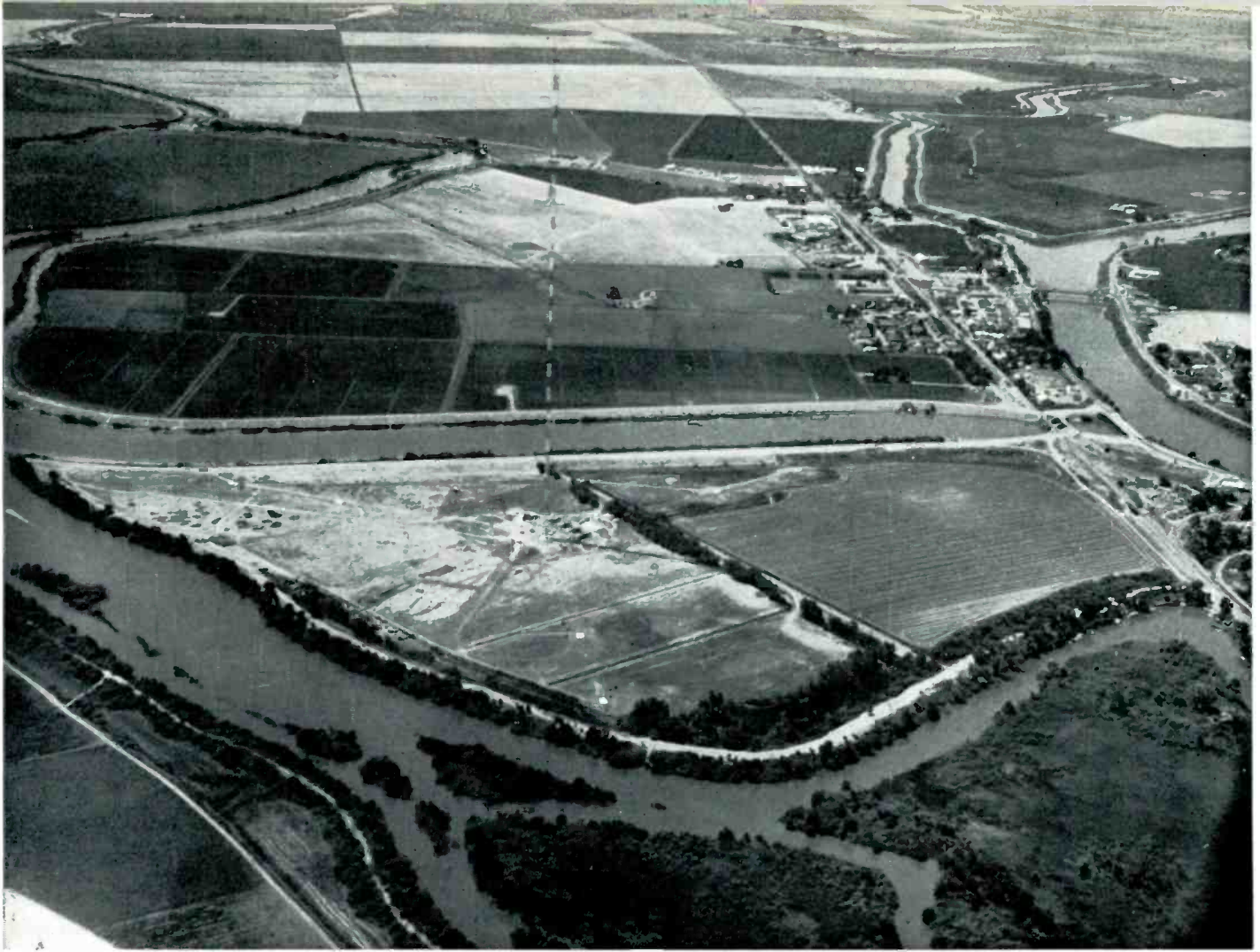
One thing the service dealer *can* do for his employees: see that they are supplied with all the free literature and illustrative material the manufacturer has to offer. Some of the stuff can be pretty enlightening. A subscription to the best trade publications in the field should be a matter of course.

Training Meetings

Training meetings of the sort described herein can serve many purposes. They are a refresher course on material every man should know. They are a morale-booster which gives every service man the feeling of being part of a group dedicated to increased efficiency and better relations with the public. They are an eye-opener and a mind-opener, leading to the development of new and better techniques and methods of handling specific problems.

They can serve as safety valves, allowing each man to sound off on matters of particular bother to him—and getting other opinions on it. And, of course, they serve as a constant reminder that in the electronics service profession, as in most others, the process of learning is a continuing thing, and that the competent service man today may be outdated tomorrow unless he stays up with the latest thinking and knowledge.

All too often, a service dealer running a multi-employee shop will be inclined to relax so long as customers' complaints aren't coming thick and fast. A weekly meeting with his men is a good insurance policy to have against any such unpleasant situation.



NEW ANTENNA STANDS OVER 1500 FEET

New Sacramento Broadcast Antenna Ready For Fall TV

**Combined Network Project To
Be A Boon To Over 4,000,000
Viewers In Sacramento Area**

A platform the size of a city lot is being erected 229 feet higher than a quarter-mile in the air to serve the television industry around Sacramento. This will be the highest man-made structure in the West. It will extend coverage of the three Sacramento-Stockton television stations which will share this facility to approximately 4,000,000 Californians!

The three stations — KRCA-TV, Channel 3 (NBC); KXTV, Channel 10 (CBS), and KOVR, Channel 13 (ABC) — each will have a non-directional broadcast antenna at one corner of the giant triangular platform which measures 105 feet from point to point.

The tops of their antennas will be 1,549 feet above the delta lands of the Sacramento River.

Prime contractor for the \$1,500,000 project is RCA. Tower fabrication is by the Dresser IDECO Co. and the erection is being done by the MACCO Corp. Ground was broken in November of last year and the stations expect to begin operation from the new site late this fall.

The location was chosen by finding the approximate geometric center of the population of the large inland Valley. Nearest community is the sleepy (no longer!) little river town of Walnut Grove, resting against the levees of the Sacramento River. The ground at the tower base is only one foot above sea level, seemingly a very illogical place from which to attempt to broadcast. It was because of the necessity to locate at the center of the populated areas and with no nearby hills available, that it was justifiable to build this man-made mountain out of steel.

The tower and its associated attachments provide a formidable array of statistics. The shipping weight of the steel is approximately $3\frac{1}{2}$ million pounds. The rated wind load of the tower is 50 pounds per square foot of exposed area, corresponding to approximately 136 mph wind velocity. The maximum thrust against the center pier is 2,795,000 pounds maximum, and is designed for a moment of 6,011,000 pounds.

The outer piers are located 1,025 feet from the base and it takes $8\frac{1}{2}$ miles of bridge cable to guy the structure, the longest of which is one-third of a mile in length. The total weight of the guy wires is approximately 300,000 pounds and the project takes up about 60 acres of land.

Maintenance technicians will have access to the platform on top by means of a two man elevator which will travel up the center of the tower. The elevator will be remote controlled from the cab by radio, and is to be equipped with all the safety features of a conventional office building elevator. Also located on the platform will be some of the microwave receiving dishes and equipment to relay programs from the downtown studios. Heavy electrical circuits are carried to the top in large conduit to power sleet-melting devices on the antennas, if necessary.

The tower is banded alternately aviation red and white in 40 foot stripes, and is illuminated at 11 different levels with red flashing beacons or obstruction lights.

The transmitters will be located in a large building at the tower base and the energy is sent up the tower to the antennas through huge co-axial transmission lines $6\frac{1}{8}$ inches in diameter.

Promote Antennas

Television Dealers and servicemen in the Sacramento-Stockton Valley areas and surrounding communities beyond are quite interested in the impact on their business. Of principal importance is the effect on antenna installations, and orientation problems. The station engineers feel most orientation problems now existing will be licked due to the common location of all three stations, and few, if any, new problems of this type are apt to appear. Equally strong is their conviction that this project will not mean the death knell of future antenna sales. On the contrary, it should stimulate new sales and many customers can now be persuaded to put up an ultimate type of antenna on a modest rooftop mast and forget their receiving problems.

With elimination of crossover networks and multiple feeds and arrays, the customer can be assured of good reception at a better signal to noise ratio than ever.

The tower is located equi-distance from Sacramento and Stockton and all three stations will put city grade coverage beyond both cities. With equivalent signal strength from the three stations at all locations, no longer will it be necessary to critically adjust receiver age systems to accommodate all channels. Frequently in the past, one signal would overload the set at an adjustment that would permit sufficient signal from other stations.

Dealers To Feel Impact

Although more people than ever will be in a "rabbit ear range" of the stations, the broadcasting station engineers discourage the use of rabbit ears, favoring even the most simple outside type instead. Rotor sales should spurt in areas that before have had reception possible only from the Bay Area stations. Enterprising dealers should begin now to see how they may profit through promotion of antenna work in these areas.

Thousands upon thousands of rooftop masts are in dangerous condition, having ridden out nearly a decade of winter storms, and are due for failure in the first fall storm this year. This would be an excellent time to convince the customer of the advantages of reducing the height of the mast, substituting a more modern antenna, possibly with rotor, and a complete new feedline system and new guy

Engineer Al Kivisto motions to the hoist operator.



anchor fastenings. Many of these antennas are in imminent danger of falling into power company high voltage primary lines. A prompt service call prior to the fall storm season may even save some customers' lives.

The stations are daily being questioned about the exact date of the switchover to the "big stick". At present, the date is indeterminant, but it is expected to be sometime about the latter part of October. In any event, the stations are doing everything possible to make the date as early as possible and will attempt to keep the dealers informed of progress.



The workers need no tranquilizers to ease tensions of high living. Lots of fresh air up here.



How to

SAVE MONEY

on Freight

Shop owners, unlike many business executives who have a large accounting staff to keep an eye on short cuts to save money, must do the job themselves and because they have so very many things to attend to opportunities to effect worthwhile savings may often be overlooked.

One source of savings can be in freight costs. Here are some methods to save money on those freight costs.

Know Rate Schedules—Each of the mediums of freight transportation has its own rate schedule which is complicated, but in many cases shipments can be made more economically by one form of transportation than another. Such rate schedule are generally filed with the state corporation commission or its equivalent and are open for public inspection. In almost every instance company agents will volunteer them. Where the shop owner buys regularly from a fixed source it pays to look into such rate savings possibilities.

Keep Shipments Above the Minimum—Every form of major transportation of freight has a minimum charge. One hundred pounds of shipment can be secured for the same price that will be charged for 50 pounds. Careful planning for purchase orders eliminates this extra charge. Ordinarily high transportation costs are paid on small light-weight shipments—it pays to consolidate shipments whenever possible to do so. Freight charges mount where orders are delivered in a number of separate shipments rather than in one.

Specify Freight Handlers—Different companies deliver with varying degrees of efficiency in every area. Any supplier will ship whatever medium the shop owner specifies. It pays in the long run to give business to the line offering greatest service, which delivers with maximum safety and minimum damage.

Damages Are Never Profitable—No shop owner suffers anything but a loss when damaged goods are delivered and claim settlement has to be made. Avoid damages by avoiding "damage happy" handlers. Even though 100% settlement is received no claim can compensate the loss through inconvenience caused by

the unavailability of the damaged items for use in the business.

Fight for Freight Allowances—As business becomes more competitive suppliers will seek advantages in securing business. Freight allowances offer one such concession which is a positive saving. Whenever such concessions are obtained they should be stipulated on the order so that they can be charged back against the vendor.

Don't Absorb Freight Charges—Where charges are set in accordance with cost of supplies, freight charges should always be considered as part of the costs involved not part of the profit allowance.

Always Use Speediest, Safest, Most Efficient Means—How can we do this and still actually save money when rates are the same or perhaps more favorable via less desirable shipping channels? We do not need to store and warehouse in large quantities when we can be assured that such goods may be obtained in a minimum of time. Many a firm through study of this problem, has reduced its storage from 30 to 15 days supply which means less strain on capital.

Use Parcel Post on Small Items—Ordinarily suppliers will ship orders on routine through customary channels. Some small rush orders can be more economically delivered by parcel post.

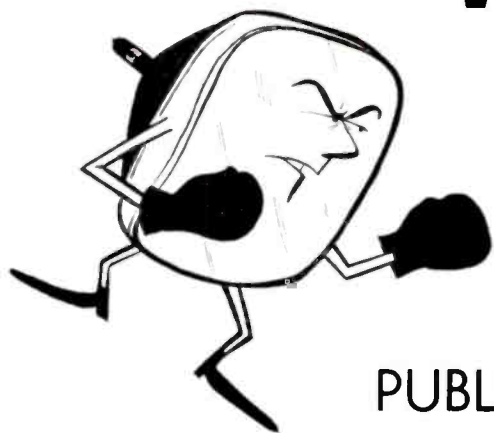
Look For Short Cuts—For example one shop owner made an out-of-routine purchase at a distant point. He checked locally to see if any transfer companies had shipments to that area and faced return to his city "dead-head" or without a payload. He found one and was able to get a very reasonable rate. Truckers generally are more than satisfied if they can make expenses on an otherwise "dead-head" trip.

Check Freight Invoices Carefully—Shipping clerks are not infallible and mistakes are made in figuring class of freight, in assigning rate and in multiplication of figures involved. If a shop owner will check his freight bills he will undoubtedly discover one or more worthwhile savings he could have made by discovering such errors in time.

**WHY?
HAS
THIS CHALLENGE
NOT
BEEN MET
BY
ANY
INDEPENDENT
CRT
MANUFACTURER?**

It is quite obvious
to the industry
that the reason
this challenge has not
been met is simply because
**CALVIDEO ELECTRONICS,
INC.** is the only Independent
firm that can back
these standards with the
facilities, engineers
and **PRODUCT!!!**

WE CHALLENGE



ALL INDEPENDENT
REPLACEMENT PICTURE
TUBE MANUFACTURERS TO
PUBLICLY MATCH THESE STATEMENTS

1. Calvideo Electronics Inc. states that each and every tube leaving its plant contains **100% NEW PHOSPHOR SCREENS, ALUMINIZATION, CONDUCTIVE COATING, AND QUALITY** (fine grid aperture) **ELECTRON GUNS**. The only re-used portion is the envelope which is carefully inspected to meet the standards of the new envelope. In other words, these are all new except for the glass envelope.

2. Calvideo Electronics Inc. is the largest independent picture tube manufacturer, supplying the replacement field, in the world. In its 50,000 sq. ft. (soon to be expanded) plant, Calvideo employs the most modern, automated equipment to manufacture entertainment and industrial cathode ray tubes.

PUBLIC NOTICE!!

It is unfortunate that dealers, distributors and consumers are unaware of the difference in picture tubes. Many assume that they are purchasing tubes with all new parts except for the glass envelope . . . BUT THEY ARE NOT! They are paying close to Calvideo prices and many cases higher for almost a totally used piece of merchandise.

CALVIDEO IS PLEASED TO SEE AN AGENCY OF THE FEDERAL GOVERNMENT BECOMING VERY ACTIVE IN THE PICTURE TUBE INDUSTRY IN AN EFFORT TO PROTECT ALL SEGMENTS OF THE INDUSTRY AND THE CONSUMING PUBLIC FROM FRAUDULENT MISREPRESENTATION. DEALER . . . ARE YOU IN VIOLATION ???

QUALITY + ECONOMY = PROFIT



TELEVISION
PICTURE TUBES

Mr. Management

**Off The Cuff Suggestions
That May Help You In
Building A Better Business**

That's you. The man who had the courage to venture into electronic service with eyes clear, head high, sanity suspected only by the wife's relatives and finances at best subject to intermittents.

In this new feature, Mr. Management, we want mainly to talk to you, sometimes for you. Listen to us! Here you will find ideas that will spark ideas in you that may change the entire pattern of your business future—maybe even make you successful and rich!

For years garages would take in your car, send away for a muffler, put it in, taking about three days, and charge you a fairly stiff fee. Then along came the Midas Muffler idea. You bring your car in. They have all sorts of mufflers there. They take one out of stock, put it right in your car while you wait, charge you possibly less, certainly no more, than you paid the less convenient garage mechanic. Get the idea? Think of Rayco, too, with convertible tops and seatcovers.

Picture the ad: "A good, reprocessed picture tube put in your set while you wait. Flat fees are—"and then the various picture tube sizes and their prices, no extras but the sales tax. The customer brings the set to the shop. Can you do anything with that one, Mr. Management?

Tie-Ins

Tie-ins are good business. If you know a fellow repairing electrical housewares or major appliances and not doing electronic work, and if you don't repair their kinds of items, why not make a deal with them? You can reciprocate by either (1) taking in jobs for each other, (2) accepting phone business, or at least (3) distribute each other's cards—and both be the stronger for it.

If you have an exclusive arrangement to do service for a non-servicing retailer, are you giving him all the help you can? Is there a big poster with pictures of your shop, your equipment looking complicated and expensive, your parts inventory big and rangy, your men neat, capable and professional? The salesman can use your service as a clincher of many an order if you'll help him in this way . . . And when it costs more to repair a set than it's worth, do you tip the retailer off on that prospect? A commission for bird-dogging business is in order here and it sure builds good will between you.

A certain big department store chain doesn't sell used goods very heavily, just as an accommodation or for special sales. Nor does it do any servicing. Their deal with their service firm: Pay for reconditioning is in other sets needing reconditioning. Only stipulation: That the service firm not sell its reconditioned sets in the area that would make the reconditioner a competitor of the department store.

Floor Care

Floors are easier to keep free of parts dropped if they're covered wall-to-wall with vinyl tile or linoleum and if the front legs of the benches angle back to the wall rather than go down to the floor . . . Off-white or eggshell paint makes a place look cheerier, brighter than battleship gray . . . An airhose turned onto a chassis before it's brought into the shop promotes cleanliness.

Are you keeping up with the full, diversified patterns the electronics field is taking so that you're alert to phases of the business you may fit into your operation? Might be worth your while to subscribe to *Electronics News*, 7 East

12th Street, New York 3; *Western Electronic News*, 10373 West Pico Boulevard, Los Angeles 61; *Electronic Industries*, Chestnut and 56th Streets, Philadelphia 39; *Electronics*, 330 West 42nd Street, New York 36, or *Electronic Design*, 830 Third Avenue, New York 22.

Don't "Baby Sit" Your Shop

One of the most dangerous ailments that can affect a service dealer is that of being shop-bound. Get out and pay visits to the other fellow and bring him ideas that you've tried in your shop that worked—to get more business, to beef up productivity, to cut operating costs, to increase profits. Look for ideas you can use along these lines. You'll be impressed by the ingenuity of some of the fellows. And while you're there, invite them into CSEA if they're not already members. It may cement a life-long friendship.

Premium Rates

Some fellows are proud of giving immediate service—that same day. If you do this, though, have the courage to charge a premium rate. You're operating far more efficiently if you give next-day service instead. That way your men can get their eight to ten calls organized for efficient routing before the service truck leaves the shop and you make more money . . . Also schedule the first call early. That pre-first-call coffee session is money out of your pocket.

Don't let it be a source of pride for your men to repair every set in the home, unless you have a mobile shop that makes this make sense. If the repair job is going to take more than, say, 45 minutes, instruct your men to make it a shop job. Remember, the longer he hangs around the house tinkering, the dumber he looks to the customer!

Far too many service dealers are awkward and self-conscious when confronted with their business records. This can be biggest mistake you, as a businessman, could make. Work out arrangements to get a monthly financial statement. Ask questions of your bookkeeper, your accountant or your wife—whoever keeps the books—until you know just what this means in terms of your operational efficiency. It may be necessary to cut personnel, to expand your selling effort, to raise your rates. Have the courage to make the changes your books call for. Never budget in the red. Look on your books as you would the scoreboard of an exciting football game you're quarterbacking. And call the signals with courage and authority.

How far would those big store executives have gone if they still thought of themselves as the humble stock boys they may have been when they first started with the firm? How much of a business executive can you be if you still think of yourself as the kid you once were repairing the neighbors radio and operating that hard-come-by ham set? Recognition of new and larger responsibilities is a mark of maturity to be proud of. Set goals for yourself and your firm and then work to attain them. *You can be bigger and more successful!* All it takes is resolve and belief in yourself.

Look To The Future

There are many thousands of new electronic home instruments being sold every week. All this business of ours can do is grow. Know that you are part of a great industry, the key man on whom its continuing success rests. You have the potential and the opportunity for greatness. Go on, attain it. You CAN, Mr. Management!



DUMONT
A B D

PICTURE TUBES
TELEVISION

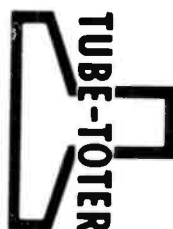
FIRST AGAIN

FIRST TO USE THE NEW REVOLUTIONARY

TUBE TOTER PICTURE TUBE CARTON

- SAVE 40-50% IN SHIPPING
- 38% SAVING OF FLOOR SPACE
- EASIER HANDLING
- STRONGER
- NO MESSY FILLERS

*the biggest break thru in packaging
since the inception of the Picture Tube*



PATENT PENDING

CSEA CHAPTER NEWS

(Continued from Page 11)

BURBANK-GLENDALE

P.O. Box 4012, N. Glendale Sta.
Pres.: Everett Pershing
Sec.: Ralph Singleton
Chapter Meets 2nd Thursday
Gene's Rest. Burbank

Mr. Al Jones of the General Electric Company offered our chapter a tremendous technical contribution when he enlightened us on Stereo, P.M. Multiflexing, its installation and problems. Mr. Jones always has a well prepared lecture and keeps the eyes and ears at attention. A big thanks to Al for his fine presentation.

Membership, operation cleanup, and the new CSEA office in Sacramento were discussed by President Pershing, Bob Young and Ralph Johonott.

Next month we will have an extra special meeting. Mr. Charles Wack from RCA has planned a very elaborate color lecture and demonstration. His plans call for a 6 hour preliminart set-up of equipment so lets turn out in force October 12th.

Ralph Johonott

RIVERSIDE

P.O. Box 7431
Pres.: Emmett Mefford
Sec. Al Barber
Chapter Meets 2nd and 4th
Thursdays at Cooters
Furniture, 9571 Magnolia,
Arlington, Calif.

This month the chapter members were guests of P.V. Electronics of San Bernardino who sponsored a field trip to the Pioneer Electronics Picture Tube plant in West Los Angeles. The group was transported by Bus, with refreshments being served and then toured the plant. A most informative and educational trip was the general comment of those attending. Next month's meeting will be the continued program by Mr. Dinnis Nagle of a course in "business practices and procedures."

Jim Williamson

DIABLO VALLEY

Pres.: Wesley C. Keys
Chapter Meets: 1st Tues.
of every Month

Last month our chapter had as it's guest speaker Mr. R. H. Rush from Retailers Credit Assoc. who presented a credit report plan to the group. Under this plan all "bad risk" customers will be

reported to a central location and this information published and sent to every shop that is participating. The cost of this operation would be nothing for the first two months and from then on 30¢ per report in any designated area. All in all, the reaction was excellent and it was referred to a committee for evaluation and recommendation. Next month our guest speaker will be Mr. Don Johnson, Service Manager of Westinghouse.

Wesley C. Keys

SOUTH BAY Hermosa Beach

Pres.: Lloyd Brown
Sec.: Harry Kiyomura
2nd and 4th Wed. 8:30 p.m.
Ravon Cafe, Redondo Beach

Last month we held a joint meeting between South Bay, Long Beach, San Antonio and Los Certios Chapters of RTTA & CSEA. Our guest speaker for the evening was Mr. Don Paulin, Field Engineer for Emerson-Dumont who gave a very enlightening presentation on Multiplexing and Transistor Circuits. We certainly want to thank Mr. Paulin who taking the time to address our group.

Next month we will again hold a joint meeting this time sponsored by the Long Beach chapter RTTA-CSEA. The meeting will be held at Hody's Restaurant in Lakewood at 7:30 for Dinner and 8:30 for the meeting.

Willard E. Gravel

KEN PRESTON NAMED SECRETARY OF CSEA

During the executive session of the California State Electronics Association Board of Directors meeting held September 23rd Mr. Ken Preston of Stockton, California was named secretary of the Association filling the vacancy left by the resignation of Howard Bogue.

Mr. Preston is now serving on the Board of Directors of the Association and assumed his new position as officer following the election by the Board. He is a past Vice President of the State-Wide organization and past member of the Board of Delegates.

Last month we reported that Howard Singer had replaced Mr. Bogue on the Board of Directors and this was true but he did not assume the position of Secretary.

TELEPHONE SALES TIPS

Jack Schwartz, Author,
"How to Get More Business by Telephone"

I believe a smiling voice, the right mental attitude, the will to believe in yourself are the necessary ingredients in developing a pleasing telephone sales approach.

Everything you say must portray to the customer that the call was made with his interests in mind.

Who is your first customer? Why the first customer the salesman meets everyday is himself. By the time he steps out of the door into his activity of the day he has sold himself on the kind of day he is going to have. There are days when all of us wake up in a fog of indolence and low energy. On such days we have to take ourselves in hand as deftly as a sailor takes a rudder and turns a ship around, but we can do it.

COMPLAINT STATISTICS

It is interesting to note that recent figures released by the BETTER BUSINESS BUREAU in Los Angeles shows that:

80% of all complaints received name only 8 firms.

10% of all complaints received name only 12 additional firms.

This clearly indicates that over 90% of all TV Service Complaints registered in the Los Angeles area by the Better Business Bureau can be attributed to only 20 firms. Recent figures also show that there now exists close to 2,000 service dealers in the area . . .

1% of all the Service Dealers in the Los Angeles area account for over 90% of all the complaints.

Editor's Note: We suggest that you clip this and place it somewhere in your shop so that the public can see it. Another suggestion is that it be reprinted on possibly business card size paper and given away freely to the general public.

NEW PRODUCTS



SENCORE TRANSISTOR . . .

Model TR-110. This unit completely tests all transistors and transistor circuits. It tests transistors both in-circuit and out of circuit. Both design and maintenance engineers will find the TR-110 a valuable test instrument not only for trouble shooting but design work as well.

With the TR-110 you can:

1. Test all transistors in-circuit with a new unique AC Gain check.
2. Test all transistors out of circuit with the AC Gain check or with a more accurate DC current gain and leakage check.
3. Read current gain (beta) direct for experimental, engineering work or for matching transistors.
4. Check diodes simply and accurately with a forward to backward ratio check.
5. Signal traces from speaker to antenna with a special low impedance generator.
6. Check batteries under operating condition. (Special clip fits between batteries for current check.)
7. Monitor current drawn by the entire transistor circuit by an individual stage plan with an 0 to 50 MA current scale.
8. Automatically determine NPN or PNP.

The Transi-Master is housed in an attractive steel cabinet, complete with carrying handle, mirror in cover for viewing underside of printed board and special transi-probe for making in-circuit checks. Set up booklet also lists Japanese equivalents.

The dealer net price of the TR-110 is \$49.50 and is sold at all leading parts distributors or by writing factory client, Sencore, Addison, Illinois.

AFTER EXTENSIVE STUDY . . .

and experimentation, JFD engineers have succeeded in developing and making practical the production of a transistorized antenna-amplifier-distribution

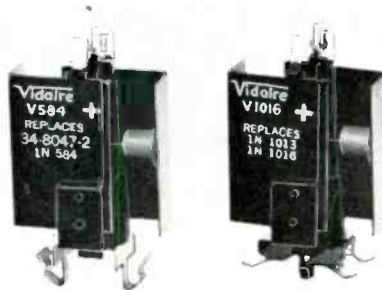
system well within the budget of most moderate income families.

WHAT IT DOES

By virtue of its high gain, the Transis-tenna drives up to 4 television and/or FM receivers simultaneously, giving stronger, clearer reception. It enables the metropolitan and suburban TV owner to install a second or third receiver, yet save the cost of an additional antenna installation. The Transis-tenna also allows for up to 4 different indoor or outdoor locations in the home where the TV owner can connect his TV or FM receiver and enjoy superior reception.

The high sensitivity of the Transis-tenna improves the signal-to-noise ratio, resulting in noise-free color reception. This assures the elimination of impure hues and the reception of truly reproduced color pictures.

The transistorized amplifier is mounted directly at the antenna terminals, amplifying the signal before additional noise, snow, or other unwanted signals are picked up by the downlead. This innovation also eliminates the loss of signal that might result from accidental inclusion of quarter wave lines between amplifier and antenna. The amplification is as effective on the FM band as on the video channels, giving louder, drift-free reception of weak FM stations.

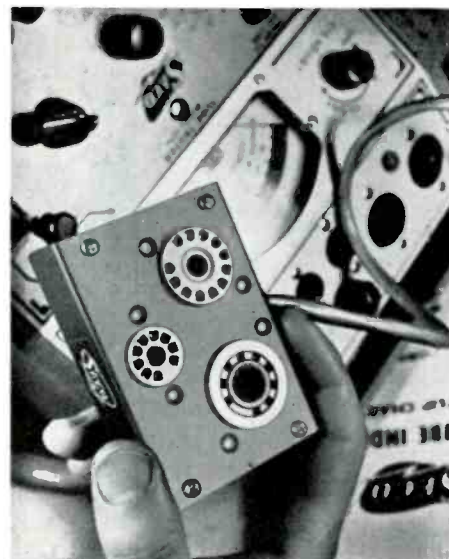


TWO MODELS OF SILICON . . .

rectifier voltage double stacks as exact replacements in late model TV sets.

Pt. No. V-584 replaces the voltage doubler stacks in Philco and Dumont TV sets. This number corresponds to Philco #34-8047-2 & EIA IN584. Pt. No. V-1016 replaces voltage doubler stacks in G.E., Hotpoint, and Sylvania TV sets. This model also corresponds to EIA 1N1013 & 1N1016.

Both models are individually packaged in plastic see-thru boxes with full technical instruction and are packed twelve to an attractive yellow and blue counter display box. Vidaire Electronics.



A NEW ADAPTOR . . .

that accommodates three new tube bases . . . the 9-pin Novar . . . the 12-pin Compactron . . . and the new 10-pin tube base . . . is announced by Seco Electronics Inc. of Minneapolis. Designated adaptor No. 1171, it is designed for installation in Seco's Model 107 tube tester.

The size of the adaptor is 3 1/2 inches long by 2 3/8 inches wide by 3/4 inch high. It fits neatly into the cord compartment of the Model 107 tube tester.

Price of the 107 adaptor is \$4.95 dealer net.

The 107 adaptor comes complete with 22 inch 12-wire cable ready for simple quick installation. Full instructions for installation are provided. Set-up data on new tubes is also included.



PIN STRAIGHTENER . . .

for 12 pin miniature tubes, from Colman Electronic Products, Amarillo, Texas, is manufactured from tough steel stock and Cadmium plated, so that it will last a lifetime.

The straightener is engineered to accept badly bent pins and straighten them to close tolerances.

(Continued Next Page)

NEW PRODUCTS

(Continued from Page 25)



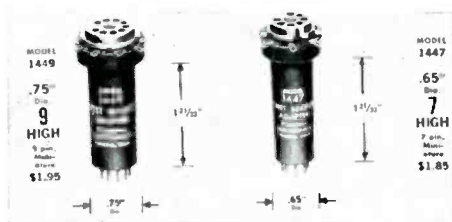
A NEW CONCEPT . . .

in a simplified direct-reading DYNAMATIC 375 VTVM automatic vacuum-tube voltmeter that provides quick, direct, error-free readings without multiplying, is announced by B&K Manufacturing Co., Chicago.

This unique instrument makes it easier, faster than ever to read the exact answer accurately on the correct scale, without any reading difficulty, calculation, or chance of error. Simplifies true reading of peak-to-peak voltages of complex wave forms in video, sync, and deflection circuits, pulse circuits, radar systems, etc. Includes DC current ranges, too.

In the DYNAMATIC 375 there is an individual wide-view scale for each range, and all scales are direct reading. Every scale is the same full size and only one scale is visible at any one time. Once you set the range switch properly, it is impossible to read the wrong scale.

Utilizes a single DC-AC ohms probe, anti-parallax mirror, and other features. Includes a swivel stand which permits tilting the instrument to any desired viewing angle, or swings up as a convenient carry-handle.



2 MODELS 7 AND 9 HIGH . . .

Tuner TV Test Socket Tube Adapters. For use with tuners having captive or telescoping tube shields.

1. Peco's New 7 and 9-HIGH Test Socket Adapters solve problems created by captive or telescoping tube shields interfering with voltage or resistance testing at tuner tube socket contacts.
2. The New 7 and 9-HIGH adapter

rises above the shields and eliminates removal of tube shields or tuner covers while testing tube-pins for voltages or resistance and places testing in the open. The TALL and SLIM features insure an easy, sure fit in the tuner socket. The test tabs of the adapter clear the tops of captive or telescoping tube shields.

3. All construction is the highest quality. Interelement distributed capacity is approximately 1.5 micro-micro farad. Voltage breakdown elements exceed 1800 volts AC or DC. The insulation resistance exceeds 5×10^5 megohms at 40% R. H. at 24° C.
4. Available through local Radio TV Parts Distributors, or Contact Sales Manager Carl Musarra, at Pomona Factory, NATIONAL 9-9549.



A NEW LINE . . .

of electronic chemicals and finishes in 16.4 oz. aerosol spray cans has been introduced by The Sargent-Gerke Co., Indianapolis.

Known as the Sargent line, it features a red insulator, tuner cleaner, and gear and parts cleaner developed in cooperation with leading electronics laboratories. In addition, the line includes a degreaser, clear acrylic plastic, penetrating oil, squeak stopper, enamels, lacquers, metallics, engine enamels, stop rust and specialties. A removable plastic extension tube is included with each cleaner for pin-point applications.

All products are produced and packaged by Sargent-Gerke, a pioneer in the aerosol chemical field.

The line is sold through electronic parts distributors.

FIVE F.M. STEREO . . .

Multiplex Inductors are available by the J. W. Miller Company, Los Angeles 3, California. These shielded inductors with dimensions of 3/4" sq. x 1-7/32" high are a series required to construct a complete Multiplex unit.

Supplied with each inductor is literature that offers valuable information on the theory of Stereo Multiplex including a diagram with a parts list for easy construction.

Literature is available by writing J. W. Miller Company, 5917 South Main Street, Los Angeles 3, California.

AN ELECTRIC CURRENT . . .

rectifying device, 50 per cent smaller than its predecessor because of new super thin cells stacked like pennies in a paper bank wrapper, has been developed by General Electric and priced 15 per cent lower.

H. W. Gebhardt, western region manager for the Company's rectifier component products, said the miniature selenium rectifier called Vac U Sel*, basically an electronic device that changes alternating to direct current, will accommodate as much as 15,000 volts and block reverse voltage of 31,500 volts.

The smaller dimensions combined with voltage capacity equal to that of the previous line, according to Gebhardt, makes the new development particularly desirable for applications such as motor controls, radar power supplies, and (ion) generators where reliability is also important.

A new paper-base, phenolic housing for the thin cells has nearly twice the dielectric strength of glass melamine used before, the G-E manager said. The new cells will operate at 130 degrees C and have the ability to recover from voltage transients. They are made of .010-inch thin aluminum stock.

*Registered trade-mark General Electric Co.

NEW POLE-LAMP TV ANTENNA . . .

by Snyder Manufacturing Company, 22nd and Ontario Street, Philadelphia 40, Pennsylvania, is newest indoor TV antenna to be introduced since Snyder introduced its patented "Directronic" system of selection for each station. The new antenna has at least four times the gain of any other indoor antenna, and includes the "Directronic" system of selecting position for each channel.

The Pol.ampTenna stands firmly between floor and ceiling, and an extension is available for higher ceilings. It also can be moved easily with a portable set from room to room. Priced to sell for \$19.95.

CURRENT LITERATURE AVAILABLE

FROM ROBINS

A new tape recording replacement head guide listing replacement heads for tape recorders made by 38 U.S. manufacturers. The guide makes available for the first time a listing of replacement heads for Revere and Wollensak recorders. It sells for 50¢. The guide is free to service-technicians and industrials.

The 16-page reference guide has three sections:

A cross reference listing the new Robins M/M replacement and conversion heads for models of older Michigan Magnetic heads and the heads of other manufacturers.

FROM PRENTICE-HALL . . .

Walter Burns, well known to R.T.A. & C.S.E.A. groups through his talks on pricing during the past 10 years, has just published a *completely original* book on service selling. Prentice-Hall, Inc., the publisher, expects it to revolutionize selling concepts that have remained unchallenged for the past half century.

Burns has an unusually interesting theme. He suggests that the same principals apply to service selling as apply to making love. Further he feels that most salesmen zig where their competitors zig—when they should really be zagging.

(How Six Selling Secrets Jumped My Income From \$85 To \$1100 A Week; Prentice-Hall, Inc., Englewood Cliffs, New Jersey—\$5.95)

There are few men in electronic service and sales who will not benefit from this exciting book.

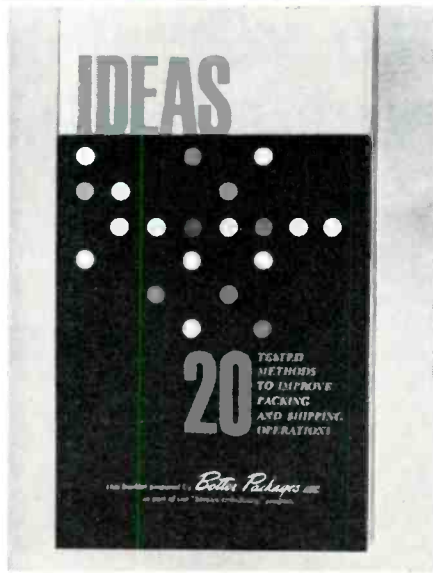
Burns is scheduled to address the Association of Electronic Distributors at the Rodger Young Auditorium, the evening of September 13 and the National Electronic Representatives Association's annual convention at Miami next January 24.

FROM LANSING . . .

comes a 30-page pocket-size brochure on its JBL loudspeakers and loudspeaker systems, publication SC 509.

The first part is devoted to extend ranger speakers, low frequency drivers, high frequency drivers and horns and dividing networks.

The second half of the catalog is given over to JBL loudspeaker enclosures, starting with the class featured Paragon and Metregon stereo reproducers and more than a dozen smaller sizes, each of which is available with or without its own complete sound system.



FROM BETTER PACKAGES . . .

An "idea" booklet, geared to help management increase efficiency and cut costs of its packing and shipping operations, has been published.

"20 Tested Methods to Improve Packing and Shipping Operations" is a 16-page illustrated booklet containing tips, ideas and suggestions for shippers. The publication includes chapters on safety, savings, product protection, proper maintenance of equipment and lists, as well, several new techniques in packing and shipping developed by Better Packages, Inc.

The booklet has been developed and made available to management as part of Better Packages' "Service to Industry" program. It may be obtained on written request to Better Packages, Inc., Shelton, Conn. or obtained through the company's Regional Distributors.

FROM HARMAN-KARDON

An illustrated catalog describing the new COMMANDER SERIES of public address amplifiers and systems is now available.

The catalog details the features and applications of 12, 35 and 100 watt amplifiers; a phonograph top common to all units; locking panel covers; and a combination mixer/preamplifier. The catalog also includes list price for each unit.

Write to: Commercial Sound Division, Harman-Kardon, Inc., Plainview, N.Y.

Catalogs will also be available at the New York High Fidelity Music Show, September 13, when the public address units will be previewed by dealers and distributors.

FROM SYLVANIA . . .

A new catalog which lists the mechanical and electrical characteristics of a variety of ferrite devices including a dc-block, tee circulators and waveguide and coaxial isolators, has been announced.

R. A. Stonesifer, product sales manager of Sylvania's Microwave Device Division, said the new catalog contains the model numbers, frequencies, isolation and insertion loss, VSWR, power levels, dimensions and prices of more than 50 ferrite units.

Included in the catalog is information on devices that operate in the 1-Gc to 21-Gc frequency range, according to Mr. Stonesifer. Isolation as high as 80 db, and insertion loss as low as 0.2 db are reported, he added.

Copies of the ferrite device catalog are available from Sylvania Electric Products Inc., 1100 Main Street, Buffalo 9, N.Y.

FROM CENTRALAB . . .

Catalog 100, Centralab's latest catalog of components for the service and distributor markets, is now available.

The 16-page illustrated booklet gives detailed specifications and prices for some 40 lines of Centralab's controls, switches, ceramic capacitors, and PEC® packaged circuits. Also included is a full range of control, switch, capacitor, and packaged circuit kits. All items are indexed inside the front cover of the catalog.

For quick reference, two control taper charts are provided, one showing standard resistance curves, the other, standard tapped resistance curves.

For copies of this new catalog, write to Centralab, The Electronics Division of Globe-Union Inc.

FROM EIA . . .

comes "A New World of Broadcast Sound—The Facts about FM Stereo Reception."

The booklet was prepared under the sponsorship of the EIA Consumer Products Division as part of a program to minimize possible confusion about FM stereo among dealers, broadcasters, and listeners. Booklets can be obtained from EIA at 1721 De Sales St., N.W., Washington D.C.

FROM GE . . .

Tubed and transistorized VHF two-way radios in powers of 100 watts and less are featured in a new publication, ECR-904, available from Section P, General Electric Communication Products Department, P.O. Box 4197, Lynchburg, Va.

INDUSTRY NOTES



Pictured here are ERA Palm Springs Conference Committee Members. Standing, left to right are: Wes Alderson, Rules & Regulations; Bert Moore, Room Assignments; Norm Marshank, Finance; and R. L. Stone, Attendance. Sitting, left to right: Jack Carter, Conference Chairman; Ellard Strassner, Scheduling; and Mark Markman, Facilities.

ERA CONFERENCE RESERVATIONS EXCEED EXPECTATIONS

The list of electronic manufacturers who have already signed-up for the 2nd Bi-Annual Palm Springs Conference sponsored by the Southern California Chapter of E.R.A. is considerably larger than anticipated as of this date, according to Jack Carter, chairman of the event.

"If the present rate of sign-up continues," said Carter, "there is little question that total attendance will be in the neighborhood of 500 manufacturers, distributors, and representatives." Carter estimated that he expected approximately 100 manufacturers to participate, and urged all manufacturers who had not yet submitted their reservations to do so not later than Sept. 25. Invitations to Distributors will be mailed approximately October 1.

The event, featuring business sessions and a social program, will be held at the Riviera Hotel in Palm Springs, February 3-6, 1962. The conference will kick off "Western Electronic Week" and will be immediately followed by the Pacific Electronic Trade Show in Los Angeles. Manufacturers exhibiting at the PETS Show will be invited to participate in the conference as guests.

MESD TO PUBLISH DIRECTORY OF ASSOCIATION MEMBERS

Modern Electronic Service Dealer was given the authority to publish the first complete Directory of the membership by the CSEA Board of Directors.

This Directory will be pocket size, for ease in use, and will contain information concerning every chapter, its officers and member shops. These Directories will be distributed to every

TWO MORE STATES ENACT TV TUBE LABELING LAW

Ohio and Pennsylvania have joined New York in enacting laws for the proper labeling of TV tubes and their cartons.

Following on the heels of New York's enactment of a law which protects TV owners against misrepresentation of TV picture tubes, the Ohio and Pennsylvania laws make essentially the same requirements:

- (1) No tube other than one using all new parts and new glass can be represented directly or indirectly as a "new" tube.
- (2) The picture tube and its carton must be labeled to show the true quality or condition of the tube.
- (3) The marking on the tube may only be removed by the purchaser after the tube has been purchased.
- (4) Television servicemen must furnish a written statement to the customer stating the true quality or condition of the tube furnished to the customer, even though the tube is marked as required by law.

The three states represent 21 per cent of the total U. S. population and purchase 23 per cent of all the replacement TV tubes in the nation.

"The new laws will be of benefit to both the legitimate technician and the consumer," said Wayne Prather, president. The Federation of Television Radio Service Association of Pennsylvania.

Vern La Plante, president of the Television Electronic Service Associations of Ohio, added, "This should definitely improve customer-serviceman relations by giving the technician an easily identifiable source of creditability so his customer can see he is getting exactly what he is paying for."

In New York where the law has been in effect for almost a year, Robert Larsen, executive director of the Radio and Television Guild of Long Island and past president of the state organization of TV technicians, commented, "A sur-

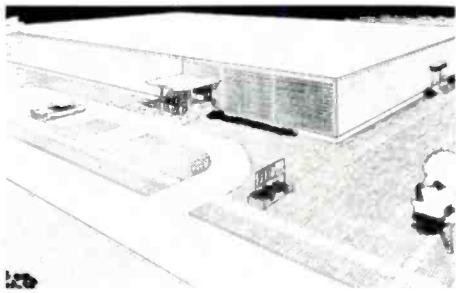
dealer in the state, whether they are a member of CSEA or not, and will act as a reference and referral guide as well as a handy useful roster.

Complete information will be compiled over the next three months by the Executive Secretary with the book being published right after the first of the year.

prisingly large number of people are aware of the law and are quick to recognize that it is being adhered to by our association members."

H. B. Nelson, Manager, Trade Relations, for G-E's Electronic Components Division sent out a set of promotional suggestions for radio-TV service associations to create service business and upgrade the independent TV serviceman's image in the eyes of the public. These are in conjunction with the "Operation Test Pattern" TV Tune-Up Week campaign G-E is backing. Among his suggestions for promotional activities which could be programmed for the first week in October are:

1. Offer association assistance to children's hospital, old folks' homes, etc., by providing free tune-up during September 30 to October 7. Have mayor or civic officials endorse this activity.
2. In markets beset by foreign competition have civic-minded association officials proclaim "Baseball Tune-up Week" as a true American activity.
3. Consider a baseball parade. Independently or combined with county fairs.
4. Enlist cooperation from TV and radio stations in carrying a message of free community service to churches, hospitals and other non-profit organizations.
5. Organize a municipal clinic as central marshalling point for collecting old radios and TV's for people on relief.
6. Get an official from children's hospital or old folks' home to state publicly his appreciation for the association's activity in repairing, no-charge, sets for these institutions.



Pictured here is an artist's rendering of the new JFD plant.

JFD OPENS NEW PLANT IN OXFORD, N.C.

Albert Finkel, president of JFD Electronics Corporation, announced that his company has completed plans for the construction of an antenna manufacturing plant in Oxford, county seat of Granville County.

The 25,000 square foot office and manufacturing plant will contain complete engineering and production operations for the company's world-famous line of indoor and exact replacement portable television antennas. All manufacturing of these products, formerly situated in Brooklyn, N.Y., will be consolidated in the new plant. The new building will be located on a 10 acre site in Oxford, Granville County, 17 miles northwest of Durham and 23 miles north of Raleigh.

JFD-Southern, Inc., is the first in a series of nation-wide expansion moves undertaken by the parent company, JFD Electronics Corporation, to provide their distributors and dealers with more efficient service in today's increasingly complex marketing operations. The adequate availability and proximity of necessary manpower and moderate climate conditions will insure high, uninterrupted year 'round production, JFD management officials stated.



(L to R) Harvey Finkel, vice-president, production, JFD Electronics Corp.; Morris Goldberg, plant manager, JFD-Southern, Inc.; Albert Finkel, president, JFD; Edward Kinkel, vice-president, sales, JFD; and Jerry Berger, manager, contract division, JFD, reviews plans for JFD-Southern, 25,000 square foot TV antenna plant in Oxford, N.C.

RAYTHEON COMPLETES PURCHASE OF CBS FACILITIES

LOWELL, MASS.—Raytheon and CBS Electronics have agreed on the essential terms for the purchase by Raytheon of the real estate, physical facilities, and certain inventories here from CBS Electronics, it was jointly announced by Richard E. Krafve, president of Raytheon Company and Clarence H. Hopper, president of CBS Electronics.

The agreement was reached following CBS Electronics' decision to discontinue its semiconductor operations.

CBS Electronics has established a special personnel unit to assist its employees in finding new positions when manufacturing operations at the Lowell plant are terminated within a few days. Raytheon also has agreed to assist CBS

Electronics' employees in finding jobs at existing nearby Raytheon plants.

No date can be fixed for the start of any Raytheon operations at the Lowell facilities until after the purchase has been consummated. This is not expected until mid-October.

The modern 200,000-square-foot plant is located here on a 15 acre site.

TIPS
for the ELECTRONIC TECHNICIAN

Now! The TV-Radio-Audio Replacement of the Future!

THE MARK VII SILICON RECTIFIER

replaces all existing types.

750 mil minimum
50 amp surge

*type no. 5A4-95

ACTUAL SIZE

NOW! FROM SPACE AGE TECHNOLOGY. An important development brings you a single rectifier that replaces all other rectifier types. This development is as significant as the introduction 4 years ago of silicon rectifiers, which have come to be almost universally used in TV-Radio-Audio circuits.

NOW! HIGHER RATING—SMALLER SIZE. The IR "Mark VII" is rated at 750 mil minimum and has a surge capacity of 50 amps. Looks like and is no larger than a half watt resistor. Insulated, completely safe; can't short to chassis.

NOW! CARRY ONLY 1 RECTIFIER. For every replacement, the Mark VII fits anywhere selenium or silicon rectifiers were originally used. Long lasting, easy to solder due to pure silver leads, fully guaranteed. Sets a new break-through in reliability, and in price.

SPECIAL INTRODUCTORY "MONEY BACK GUARANTEE!"

2 FREE
RECTIFIERS
with purchase
of 5 Pack
ONLY \$5.60

Buy 5 Mark VII Rectifiers—get 2 free! Use the 2, and if they do not meet all the specifications that we state, return the 5 and receive the full purchase price.

INTERNATIONAL RECTIFIER

233 KANSAS STREET • EL SEGUNDO, CALIFORNIA

PICO PARTS

PICTURE TUBE SAVINGS

**WHOLESALE ONLY!
DIRECT MANUFACTURER TO
THE DEALER ON
TOP QUALITY — FIRST LINE TUBES
ALL SIZES — ONE YEAR GUARANTEE**



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

LYNWOOD
10906 Atlantic
NE 9-6248

EAST LOS ANGELES
5916 Whittier Blvd.
PA 1-2907

TELEPHONE SALES TIPS

*Jack Schwartz, Author,
"How to Get More Business by Telephone"*

Make your telephone presentation your own.

In spite of the proved efficiency of the standard presentation, it must always be remembered that it is the individual person who is to deliver this presentation, not a mechanical robot. There a little, but not radical alteration of the standard presentation to fit the salesman's personality, is the best advice.

It should easily be apparent that the way Arthur Godfrey would make a presentation, should and would genuinely differ from a presentation by Spencer Tracy.



CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

BUSINESS OPPORTUNITIES •

RADIO & TV SALES & SERVICE, estab. 7 years. Illness forces sale. 2 yr. lease. Invent. approx. \$3,800. Sac. \$4,000 cash. (L.A. area). DI 0-3770.

RETIRING DUE TO HEALTH Selling one man TV business. Annual \$17,000 net. Crime-free loc. in cool ba area. Retiring in June. 4138 Abel Ave., Palo Alto.

HOW TO USE WANT AD PAGE

TO PLACE AN AD:

BY PHONE: In Los Angeles call AXminster 2-0287. (This is the number of the Classified Dept. only) ask for NANCY BROOKS.

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

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

• RATES •

95c PER LINE, one time.
MINIMUM: 5 lines.
CONTRACTS: Apply for rates at AXminster 2-0287.

BOX NO.: Add 50c service charge; and allow 2 lines for reply address.

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

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

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

HELP WANTED •

SALEMEN

Sell to major space age companies. T.V. repair salesmen with proven sales ability have become successful VALOR salesmen, selling advanced electronic products. Excellent future and opportunities. Age about 30.

Call Walter Burns at CR 4-6771
Valor Instruments Inc., Los Angeles.

POSITIONS OFFERED •

T.V. TECHNICIAN

for leading T.V. mfg. Requires strong background in T.V. work or good knowledge of circuitry.

Pacific Mercury Electronics
8345 Hayvenhurst
Sepulveda, Calif.

FOR SALE •

* USED—TV'S *

AS IS
WHOLESALE TO
DEALERS
100's OF SETS TO CHOOSE
FROM
LOW SHIPPING COSTS
ANYWHERE
TV BROKERS
4920 W. PICO, L.A. 19
WE 1-6622

SERVICES •

TV TUNERS
REBUILT OR EXCHANGED
ALL MAKES — ALL MODELS
\$9.95
L.A. TUNER EXCHANGE
4611 W. Jefferson
Los Angeles 16, California
RE 3-9189

BUSINESS OPPORTUNITIES •

MAJOR Electronics Co., mfg. Citizen's Band radio, accepting applications from established communication Service Centers for Sales-Service Franchise. F.C.C. Class 11 License & adequate test equipment required. Apply in writing, stating qualifications. Box 15 Q 19, 4041 Marlton Ave., L.A. 8, Calif.

WRITE YOUR OWN WANT AD

Blind Box No.? _____ Run for _____ times.

How large do you want ad? _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Signature _____

Clip Out and Mail to NANCY BROOKS, 4041 Marlton Ave., L. A. 8, Calif.

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

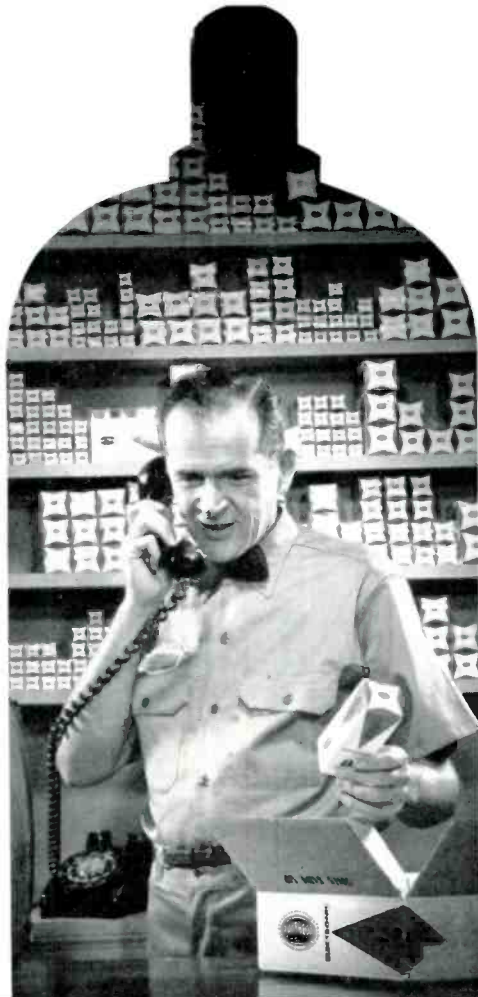
RATES: \$.95 Per Line. Minimum five lines.

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

BLIND BOX NO'S: Add 50c.

POSITIONS WANTED: Less 15% cash with order.

NANCY BROOKS
Classified Ad Manager
Phone (Los Angeles)
AXminster 2-0287



**THE "FIRST IN QUALITY"
CLEARLY PRINTED ON ALL
RAYTHEON UNILINE TUBES
GUARDS AGAINST CALL-
BACK LOSS... ASSURES
ALL YOUR CUSTOMERS OF
HIGHEST QUALITY SERVICE**

RAYTHEON COMPANY



DISTRIBUTOR PRODUCTS DIVISION

DISTRIBUTED BY

Crest Electronics Suppliers
2001B Harbor Boulevard
Costa Mesa, California

Dow Radio Company
1759 East Colorado
Pasadena, California

Radio Parts Company
2060 India Street
San Diego, California

Santa Ana Electronics
832 East 4th Street
Santa Ana, California

U. R. E. Electronics
122 South Pomona Avenue
Fullerton, California

Cook Electronics Company
210 E. Hardy Street
Inglewood, California

Elliott Electronics
12189 Front Street
Norwalk, California

Ford Electronics
8431 Commonwealth
Buena Park, California

G & M Wholesale Electronics
5651 N. Rosemead Blvd.
Temple City, California

The Henderson Company
628-30 N. Alvarado Street
Los Angeles, California

Jan Electronics
803 E. Rosecrans Boulevard
Compton, California

Logan's Electronics
937 N. Pacific Avenue
Glendale 2, California

Mid-State Wholesale Electronic Supply Company
467 Hill Street
San Luis Obispo, Calif.

Orvac Electronics
112-B East Orangethorpe
Anaheim, California

Sampson Electronic Services
843 Colton Avenue
San Bernardino, Calif.

Tag's Radio & Television Supply
14530 Calvert Street
Van Nuys, California

Valley Radio Supply
1134 33rd Street
Bakersfield, California

Video Suppliers
14526 Crenshaw Boulevard
Gardena, California

West Covina Wholesale Electronics
610 South Sunset
West Covina, California

Wholesale Electronic Specialists
482 Broadway
P.O. Box DD
Cathedral City, California

Lee's Electronic Supply Co.
1111 E. Belmont Avenue
Fresno, California

Military Electronics Supply
1988 Fremont Street
Seaside, California

Pennisula Electronic Supply
656 South First Street
San Jose, California

UNITED RADIO & TV SUPPLY
1403 W. San Carlos Street
San Jose, California

Radio Television Products Company
2012 19th Street
Sacramento 18, Calif.

Radio Television Products Company
W. 6th Street at Orange
Chico, California

Radio Television Products Company
3943 S. Market Street
Redding, California

Sacramento Electronic Supply Company
1219 "S" Street
Sacramento 14, Calif.

Styles & Engleman
2255 Bancroft Avenue
San Leandro, California

Affiliated Electronics & TV Supply
1550 Howard Street
San Francisco, California

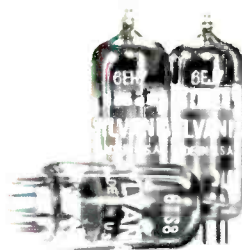
Dealers Electronic Supply
800 Broadway Street
Eureka, California

NORTHERN CALIFORNIA
466 El Camino Real, Redwood City
EM 9-5566

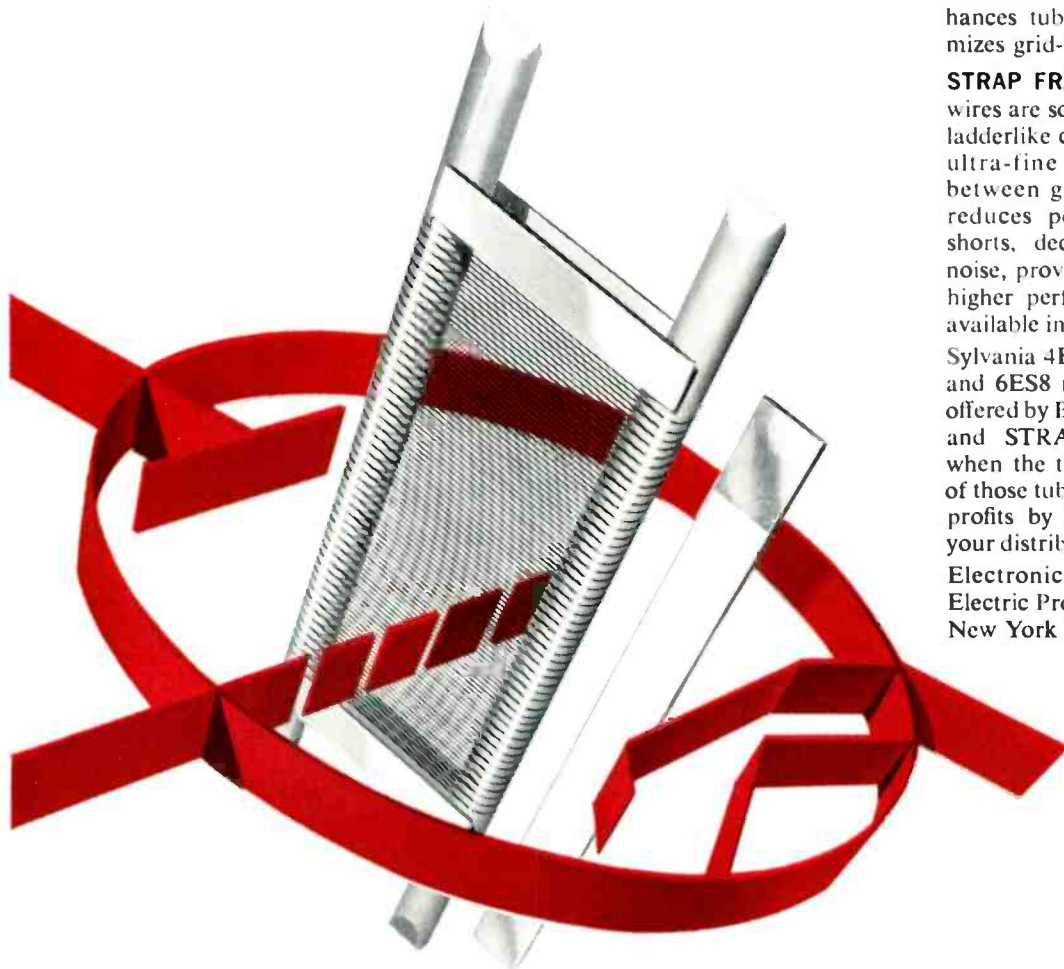
SOUTHERN CALIFORNIA
225 No. Van Ness Blvd., Hawthorne
PL 7-4186

California Regional Offices

"STRIP" and "STRAP"



...your 2 key words to profit protection



"Strip" is the new BIKINI CATHODE construction. "Strap" is the new FRAME GRID design. Both . . . developed by Sylvania . . . are creating new excitement, bringing new performance standards to TV sets.

BIKINI CATHODE—a precast film-strip of active materials is bonded, by a special Sylvania technique, *only* to the 2 flat surfaces of the cathode sleeve. Results: eliminates stray emission from the sides of the cathode for improved cutoff and noise characteristics, enhances tube-to-tube uniformity, minimizes grid-to-cathode arcing.

STRAP FRAME GRID—grid lateral wires are solidly supported by a sturdy, ladderlike construction enabling use of ultra-fine wire and tight spacing between grid and cathode. Results: reduces possibility of grid-cathode shorts, decreases microphonism and noise, provides unusually high Gm . . . higher performance than ever before available in tubes for TV sets.

Sylvania 4EH7 and 4EJ7, 6EH7, 6EJ7 and 6ES8 now feature the advantages offered by BIKINI "strip" CATHODES and STRAP FRAME GRIDS. So, when the time comes for replacement of those tube types, protect your service profits by installing SYLVANIA. At your distributor's now!

Electronic Tubes Division, Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.



SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS



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