

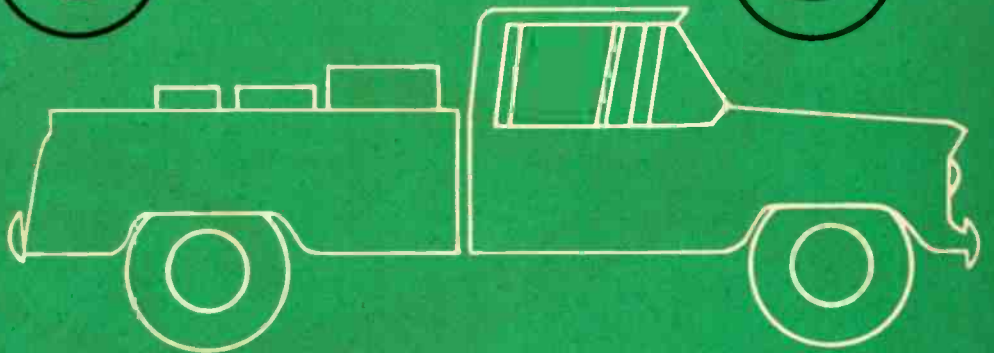
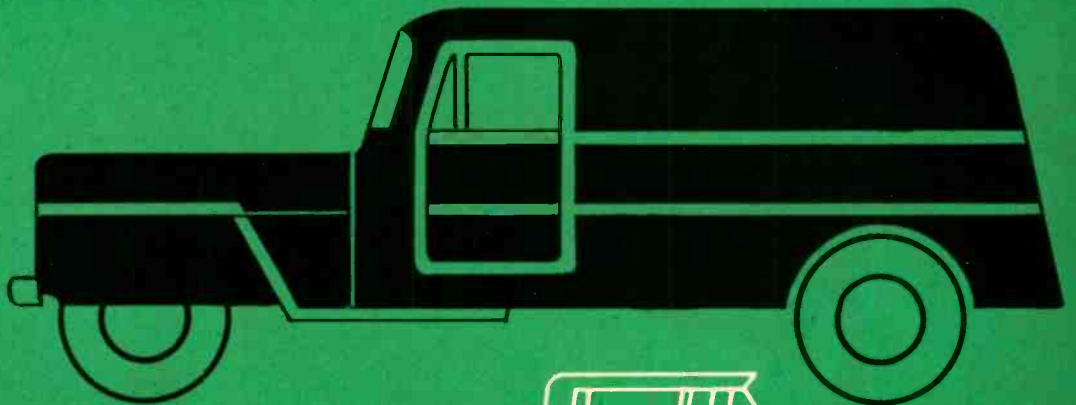
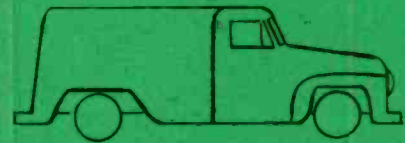
MODERN

electronic service dealer

THE OFFICIAL PUBLICATION OF THE CALIFORNIA STATE ELECTRONICS ASSOCIATION

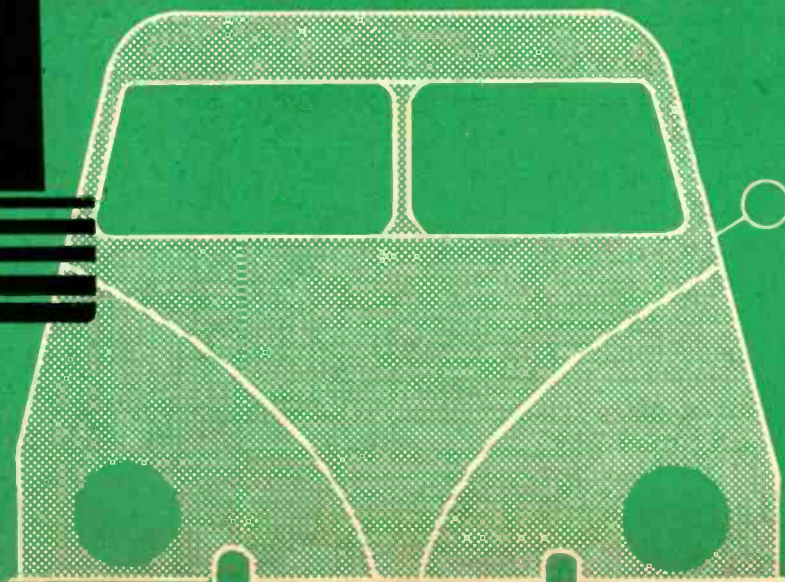
VOL. 1, NO. 7

NOVEMBER, 1961



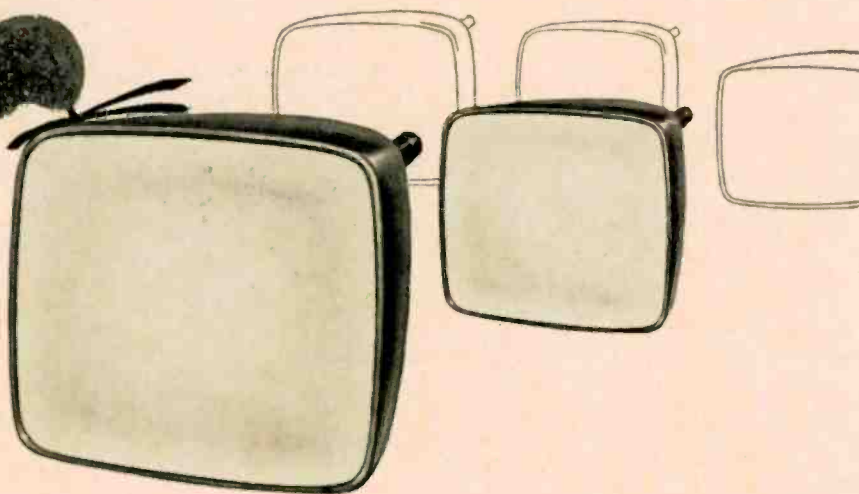
**YOUR
SERVICE TRUCKS**

page 12





30-second story on the WISE BUY in picture tubes



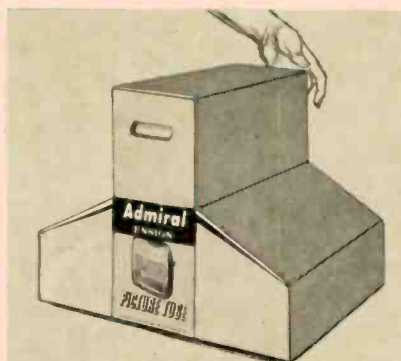
Make \$2⁸⁵ to \$16⁰⁰ more profit on a 21" Admiral Ensign

Now Admiral's vast purchasing power and national distribution give you the one picture tube line with everything: Finest quality workmanship and material... famous brand-name acceptance... attractive list prices... plus the biggest profit margin in the industry.

You can actually pocket from \$2.85 to \$16.00 more profit on a 21"

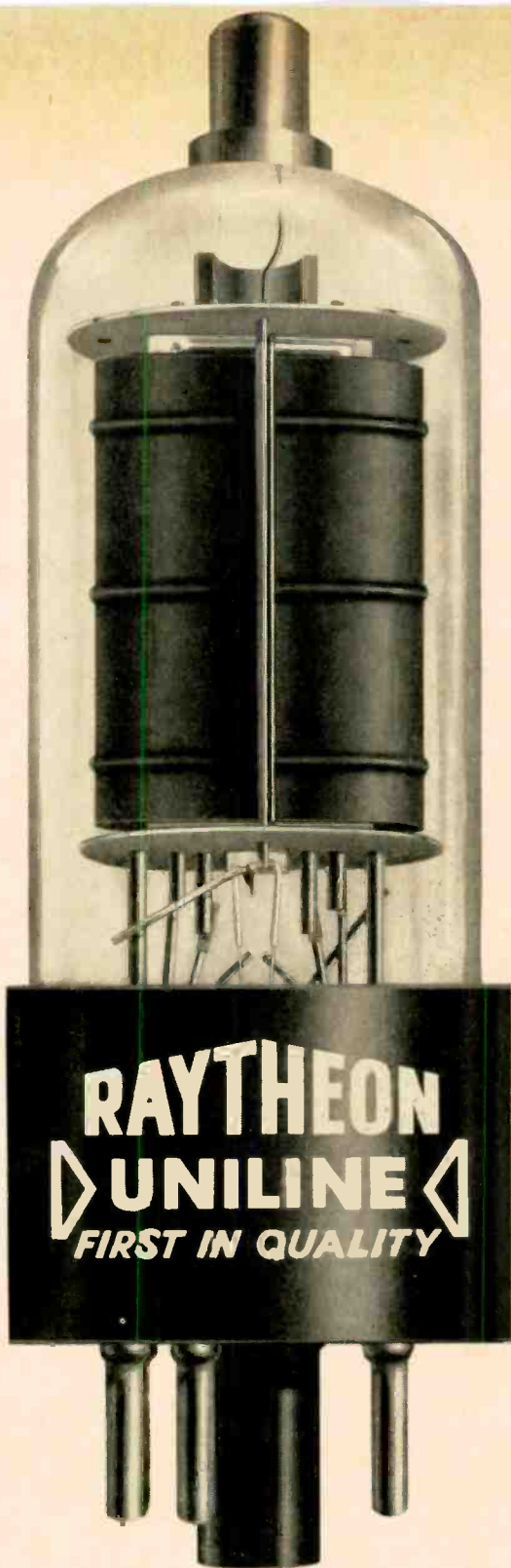
Admiral Ensign than on other brands. (Comparably higher margin on all other tube sizes.) Get the facts! Compare Ensign quality, performance, prices and profits. Discover for yourself why dollar-wise servicemen are switching to the Admiral Ensign. Call your nearby Admiral Distributor today! Start earning more right now!

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.



NEW Admiral Tube Carton
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ADMIRAL® ENSIGN Picture Tubes



**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

RAYTHEON

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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.

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Men's Zipper Jacket

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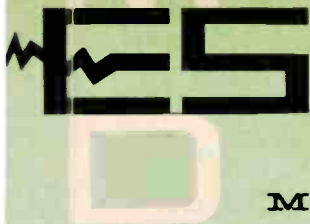
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MODERN

electronic service dealer

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NOVEMBER, 1961

FEATURE ARTICLES

12 You and Your Trucks

A comprehensive article that discusses the position of Rent or Buy, How to Choose, Makes and Features, Maintenance service, Service and Delivery and Advertisement on Wheels.

15 City of Detroit Has Licensing Program That Has Worked For Over Five Years

This is the first article, to our knowledge, that has ever appeared concerning the licensing program developed by the City of Detroit, with the aid of the local Service Dealer Organization, some five years ago. It is hoped that it will act as a guide to Cities as well as States throughout the West.

17 FTC Files First Case Against TV Picture Tube Fraud

The first action by the FTC against an electronic distributor is reviewed along with the other action being taken throughout the country concerning rebuilt picture tubes.

20 Distributor of the Month: KieSub Electronics Corporation.

BUSINESS BUILDERS

18 Community Problems May Be Solved Through Youth Technical Training Program

This article by H. B. Nelson of General Electric points out how a program of training teenagers in electronics can both solve a growing problem and also supply the technicians of the future.

NEWS OF THE INDUSTRY

9 CSEA News Wire

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The Question:

HOW CAN THE SERVICE DEALER INCREASE THE EFFICIENCY OF HIS STAFF AND GET IT TO HANDLE A LARGER NUMBER OF SERVICE CALLS A DAY—SATISFACTORILY?

**Harry Kiyomura,
Harry's Service Co.,
Gardena**

When a man doubles in both shop and field work, it is a good idea for him to do his shop work in the morning and early afternoon if necessary, when he's fresh and there is still time during the day to get any special parts or components needed. Most customers seem to prefer house calls in late afternoon and evening anyway. A major advantage here is the chance to show customers how to tune sets properly and eliminate at least that cause for callbacks.

Training men to determine quickly whether it will be necessary to pull the chassis and bring it to the shop also increases the number of calls they can handle in a day.

**Norman G. Shannon,
Tel-Radio Service,
Los Angeles**

It's dangerous for the service dealer to let his emphasis shift from quality to quantity but some step-up can be gained by careful routing of the men dividing the day's assignments according to their section of town.

If the man can do a good job in the home, so that the set will stay fixed, he's encouraged to do that, rather than waste travel time in bringing chassis to and from the shop.

We discourage working on intermittents or color, save for minor adjustments, in the home because of the better and more careful check-up we're equipped to give a chassis in the shop. Also, in the shop, the men are less likely to need as much time to learn the features of a new circuit or chassis.

**George Donald Campbell,
Television Engineers,
Upland**

By setting up an arrangement so that all the men in the organization are participating in the profits, a sense of teamwork is established that's hard to beat by any other system of incentives.

Having the same man follow a set all the way through, both in the shop and outside gives him background on a particular set and lessens the need for time being wasted in multiple diagnoses.

Another efficiency-improver is to have whoever takes the call ask many questions before the man goes out. If he knows the nature of the trouble, the make, year, model and description of the set, his chances of having the right materials for its repair with him are far better.

**Ralph H. Johonnot,
Tri-Color TV,
Burbank**

There are many methods we've found helpful:

1. Two-way radio that costs around \$200 per unit can often result in an extra call a day.

2. An incentive plan, giving the men a \$1 bonus on any job over \$17.50 and a \$1 fine on any recall that is the serviceman's fault.

3. Doing a little better consumer education job, letting them know that a shop job means a more thorough, less patch-up type of set repair. And having the service technician recognize a shop job early on the call so waste time is minimized. For example a smoking set, dirty tuner or tearing picture is almost always a shop job.

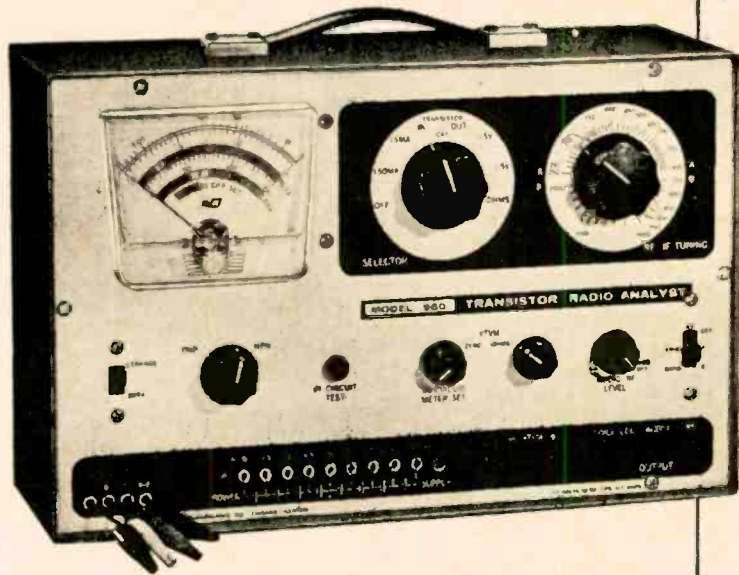
4. Getting the men in ten minutes early for coffee and putting in a time clock so they can clock in at nine and in and out for lunch. This way they know they have either an hour or a half-hour for lunch (their choice) and they'll be less likely to extend it.

5. Using work cards with serviceman's name, customer's name, address and phone, amount charged, whether it's to be financed, and other information. At the end of the day a glance at the cards shows mileage, number of calls, type handled and other information. This helps us get as many as ten calls a day sometimes.

6. Routing of each truck so that it stays in one general direction each half of the day helps greatly, too.

New TRANSISTOR RADIO ANALYST

makes it Easy and Profitable to Service all Transistor Radios



B&K

Model 960

TRANSISTOR RADIO ANALYST

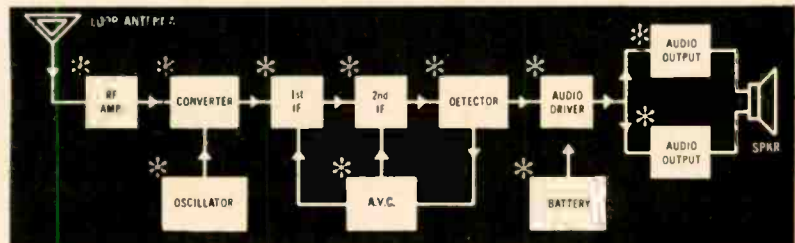
with Exclusive DYNA-TRACE
Single-Point Probe—and Built-in
Metered Power Supply and VTVM

Complete Transistor Radio
Service Shop in One Instrument

Signal-Generator, Power Supply,
Milliammeter, VTVM, Battery Tester,
Ohmmeter, and Both In-Circuit and
Out-of-Circuit Transistor Tester—
All in One

Check all circuits - Pinpoint any trouble ... in minutes

Now you can profit from transistor radio servicing! This amazing new B&K "960" ANALYST gives you *everything* in one complete easy-to-use instrument. Makes transistor radio servicing *quick and easy*. Nothing else is needed except the transistor radios themselves waiting to be serviced. Brings you new customers for service, parts, and batteries. Makes this new business *yours*.



EASILY TROUBLE-SHOOT ANY STAGE BY UNIQUE POINT-TO-POINT SIGNAL INJECTION

The ANALYST gives you a complete signal-generating source for point-to-point signal injection. Easily enables you to trouble-shoot any transistor radio—check all circuits stage-by-stage—isolate and pinpoint the exact trouble in minutes.

Supplies modulated signals, with adjustable control, to check r.f., i.f., converter, and detector. Supplies audio signal to check audio driver and audio output. Provides unmodulated signal to test local oscillator. Provides separate audio low-impedance output for signal injection into loudspeaker voice coils to check speaker performance.

BUILT-IN METERED POWER SUPPLY FOR EASY SERVICING

Makes it easy to operate radio under test, while you inject your own signals. Provides from 1 to 12 volts in 1½ volt steps. Supplies all bias taps that may be required.

SIMPLIFIES IN-CIRCUIT TRANSISTOR TEST WITH NEW DYNA-TRACE SINGLE-POINT PROBE

Unique single-point probe needs only the one contact to transistor under test. No longer are three wires required to connect to emitter, base, and collector. Gives fast, positive meter indication. Saves time. Makes trouble-shooting simple and easy.

BUILT-IN VTVM

Includes high-input-impedance vacuum-tube voltmeter, which is so necessary for transistor radio servicing.

TESTS ALL TRANSISTORS OUT-OF-CIRCUIT

Meter has "Good-Bad" scale for *both* leakage and beta. Also has direct-reading Beta scale, calibrated 0-150. Assures quick, accurate test. Also automatically determines whether transistor is NPN or PNP. Meter is protected against accidental overload and burn-out.

Model 960. Net, \$99⁹⁵

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with a Modern B&K Service Shop. See Your
B&K Distributor or Write for Catalog AP18-R



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Export: Empire Exporters, 277 Broadway, New York 7, U.S.A.

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Walnut Creek, Stockton, Modesto, Merced, and Fresno

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RADIO PRODUCTS SALES INC.

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RI 8-1271

HURLEY ELECTRONICS

Main Store: 1429 S. Sycamore
Santa Ana

Stores in: Oxnard, Long Beach, San Bernardino, Ontario, Oceanside

LETTERS TO THE EDITOR

PHILCO-SERVICE-BUSINESSMAN

Dear Mr. Martin:

Thank you for your interest in our publication, "Philco Service-Businessman." We have taken steps to have your name added to our mailing list. In the meantime, however, we are enclosing a copy of our current issue for your use.

Thank you for adding us to your mailing list and we will look forward to seeing copies of your publication.

If we can be of further service in any way, please let us know.

Very truly yours,
Richard A. Phillips, Editor,
"Philco Service-Businessman"

Editor's Note: We hope that our service dealer friends all take advantage of your excellent publication and also, if you'll pardon the expression, those of your competitors. It's a shame how many dealers practically literally throw out dollars by failing to use the money-making, cost-cutting, business-bettering suggestions manufacturers provide.

BEST WISHES

Dear Sir:

We appreciate your interest in our local chapter of CSEA, and we are enjoying your new magazine.

This chapter extends its best wishes for success in your new publication.

Sincerely,
William F. Ollinger, Secretary
Los Cerritos Chapter CSEA

Editor's Note: I've been privileged to work with many groups in my day, but never as dedicated and fine a lot of men as those it's been my pleasure to meet in CSEA. With leadership such as you fellows have, it's inevitable that you will be the greatest single force serving the interests of independent service ever to have blessed this industry.

WHERE'S WESTLINE?

Gentlemen:

You ran an item on new products in the September *Modern Electronic Service Dealer* and we would like the address of this concern.

Westline advertises a self-laminating

Wire-On Wire Markers and we would like their address for more information.

L. V. Erickson,
United Electronics Wholesale
Twin Falls, Idaho

Editor's Note: Westline Products Division is associated with Western Lithography Co., 600 East 2nd Street, P.O. Box 2980, Terminal Annex, Los Angeles 54, Calif. Happy to be of service.

ABREAST OF EVERYTHING

Gentlemen:

Please accept the sincere gratitude of everyone at Fidelitone for the space you gave our Counter Merchandiser in the September issue of MODERN ELECTRONIC SERVICE DEALER.

The value of such publicity is very great indeed, especially in a magazine such as yours which is published for the purpose of keeping service merchants abreast of everything new in the electronics world.

Again, thank you, and our very best wishes for your continued success.

Cordially yours,
FIDELITONE MICROWAVE, INC.
W. R. Anton, Vice President

Editor's Note: We regard it a basic responsibility to bring to our readers significant new products and merchandising aids in our editorial pages. These can play as important a part in their over-all business betterment as tips on service work or management counsel. To have the new products available and merchandised attractively is integral with good business performance.

STIFLE THE SMALL INDEPENDENT THROUGH LICENSE?

My dear Mr. Martin:

My heart bleeds for the poor service operators who couldn't get their lifetime annuities through the California legislature and have to fight the hungry young firms just starting out in business!

Many of your stronger advocates of license protection began in business in exactly the same way as those firms you hope to stifle by licensing and you call "night riders," "moonlighters," "night crawlers" and things like that.

How do you account for this change in attitudes? Isn't it being pretty much that of the dog in the manger?

P. R. K., Los Angeles

Editor's Note: Tsk, tsk. Name-calling in these hallowed pages! There was a time when a young-

ster could repair his neighbors' radios in the basement and make out all right, both as a businessman and a technician. But we have since made electronics a far more intricate and complicated thing. There's color TV, multiplex FM, tape recorders, multi-speed phonos. Investments in instruments are far greater, and so are voltages. It calls for a substantial array of test equipment and considerable technical training, no field for the amateur today!

Then, too, our service dealers have been subjected to a merciless barrage of unfavorable criticism, public scandals that have tarred their entire industry. Much of this has harmed clean service dealers who didn't deserve such abuse just because some unwholesome elements got into our industry.

CSEA and other forward-looking organizations interested in serving the public honorably and creating a more attractive and more accurate image have decided that licensing is the best way to accomplish that and therefore are working selflessly for it.

Be grateful to them for their efforts whether you're of the industry or a consumer!

Dear Don:

I just completed a trip through Northern California and talked with some 800 top Service Dealers and I am sorry to say that only about 10% of them knew your magazine. As you know, I have been a firm believer in your approach to publishing but must say that it is difficult to justify advertising expenditure under such conditions.

Sincerely,
Ed Flaxman, Sencore

Editor's Note: Ed, I cannot understand this type of reception from the dealers you talked with but I'm certainly investigating the report. As you know, our list was compiled by CSEA members throughout the state plus the addition of the mailing lists of seven outstanding dealer distributing houses in all sections of the state. All the reports I have had to date indicated outstanding coverage and I have enclosed a copy of our circulation breakdown as well as the postal receipts for the October Issue. I know that you are not questioning the mailing but felt you would feel better with the postage verification of mailing.

Cablevision Exploits Captive Service

"The most outstanding example of 'captive service' is Cablevision," stated Executive Secretary Kieth Kirstein as he returned from the Monterey area where the system is now in operation. He went on to state, "Monterey is battling to keep cablevision out and Salinas is assisting them but already in Santa Cruz the system there has been purchased by Teleprompter, and it looks as if this company is going to go all out to put it in and control it throughout the state. The surest way," he went on, "to be forced out of the service business is to let this form of cablevision work its way into your area."

APPRENTICESHIP MEETING POSTPONED

The Apprenticeship Meeting for October was postponed until November 19th due to difficulties beyond the Association's control.

At the preliminary meeting it was discussed and felt that the first phase of the apprenticeship setup would be to certify present technicians, that have been in the industry five years, and make them senior technicians.

CSEA Group Hospital Plan Offers Outstanding Coverage

CSEA has available for you a very generous Group Hospitalization Plan. We have had two years' experience now with Woodmen Accident and Life Company and it has proven very satisfactory. We urge that all members and their employees take advantage of this opportunity for good, low-cost medical protection. You can't afford to be without this insurance. If you do not have a Woodmen Accident and Life Insurance Company representative in your area, please contact the State Office for your nearest representative. CSEA also offers compensation insurance. The growing list of satisfied members who have had the

CSEA BOARD OF DIRECTORS TO MEET NOV. 18

The Board of Directors of the California State Electronics Association will meet November 18th and 19th at the International Inn, Bayshore Freeway at Airport Boulevard, in South San Francisco, it has been announced by Executive Secretary Kieth Kirstein.

It has been suggested that anyone wishing to have a specific subject discussed should contact the executive office by mail 10 days prior to the meeting in order to have it placed on the agenda. The board meeting, as usual, is open to any member wishing to attend.

One of the main topics to be discussed are proposed changes in the by-laws, current work in the legislature, operation clean-up, etc.

Anyone making plans to attend should also take care of their own reservations with the Hotel direct. The first meeting begins at 9:00 p.m., Saturday, November 18th.

A full report should be available immediately after the November 19th meeting and has been evaluated by the Board of Directors.

TWO SO. CALIF. CHAPTERS TO HOLD JOINT DINNER MEETING

The Riverside and San Gabriel chapters of CSEA will hold a joint dinner meeting at the Sycamore Inn in Upland at 7:00 p.m. on Wednesday November 8th according to Emmet Medford.

The highlight of the evening will be the presentation of certificates, that indicate the completion of the transistor course that has been held during the past few months, by CSEA president Robert Whitmore.

All members of these chapters are urged to attend and all other interested CSEA members will be welcome.

NEW MEXICO DEALERS FORM STATE ASSOCIATION

ALBUQUERQUE, N.M.—Some 24 members of the newly-formed Television Electronic Service Association of New Mexico, meeting Sept. 17 at Cole Hotel here, decided to seek legislation requiring licensing of TV shops and technicians.

The meeting was the first annual convention of the group which will hold its 1962 convention in Las Cruces, it was reported.

Pat Barr of Albuquerque, president, said a licensing bill will be drawn up next year, after a detailed study, and will be submitted to the state Legislature in 1963.

Delegates also heard Thomas W. Hall of the Bureau of Training and Apprenticeship of the U.S. Department of Labor.

Based partially on Hall's remarks, a plan was adopted by delegates requiring potential members of the association to complete a two-year apprenticeship by correspondence or direct training.

Others elected to lead the group this first year were Alen Pickel of Las Cruces, southern district vice president; Roy Manas, northern district vice president; Norma Heck, Albuquerque, secretary-treasurer; E. G. Ellis, Albuquerque, and Gray Smith, Silver City, trustees for three years; Bennie Herrera, Grants, two-year trustee; and Dick Gerard, one-year trustee.

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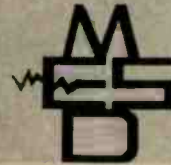
The
Protecting
Hand

A MUTUAL LEGAL RESERVE COMPANY • ESTABLISHED 1890

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.

THE PACIFIC AREA (12th district)	% CHANGE FROM SAME PERIOD LAST YEAR		
	4 weeks ending Sept. 9	One week ending Aug. 19	Cumulative from Jan. 7, Sept. 9
Metropolitan Area, Center or FRB district			
LOS ANGELES-LONG BEACH AREA	+ 9	+ 7	0
DOWNTOWN L.A.	+ 4		- 6
WESTSIDE L.A.	+ 8	+ 7	+ 1
SAN DIEGO AREA	+25	+22	+11
SAN FRANCISCO-OAKLAND AREA	+ 5	+ 5	+ 3
SAN FRANCISCO	+ 4	+ 5	+ 1
OAKLAND	+ 7	+ 4	+ 5
SACRAMENTO AREA	+15	+15	+ 8
SAN JOSE AREA	+ 9	+ 6	+ 5
PORTLAND AREA	- 5	+ 2	+ 1
SEATTLE AREA	+ 9	+ 4	+ 1
TACOMA AREA	+ 7	+ 5	0
SPOKANE AREA	+13	+13	+ 5
SALT LAKE CITY AREA	+23	+13	+ 5
TWELFTH DISTRICT	+ 9	+ 7	+ 2
UNITED STATES			



MODERN
electronic
service dealer

PRESIDENT'S MESSAGE



ROBERT WHITMORE

Perhaps many people by now have forgotten all about licensing. I will assure you however we on the Board of Directors have just begun the fight. It is my firm belief, that we can never gain the recognition we so desperately need, until we are accepted as an industry. The first step toward this recognition I think is to get good legislation for the protection of the public.

Let's consider for a moment the attitude of the public toward most electronics service people as to their respective fields. First we'll take the electronic technician who works for a missile manufacturer, or an aircraft company. He is considered to be an expert in his field. Why? Simply because he is performing his duties for a concern which is recognized. Take the TV technician on the other hand, who may be doing a similar job in electronics, analyzing and repairing, but he is considered to be a tinkerer, a hobbyist, etc. Why? He is working at a trade which is not even recognized as an industry.

Why does this condition exist? The answers to that one are many. I believe one of our greatest problems is the education of the people in the service business, so they will know whether or not their business is growing, and if it is progressing in a healthy manner. What to do about it if not, and improvements that might be made if it is. Your association is planning many aids, to help in bookkeeping, invoicing, collections, insurance, and many other facets which go to make up a successful operation. We have some good heads among us, and have the support of many of our suppliers and factories, who I'm sure will be giving talks and information to help us become better business men. If we become better business men, I feel sure more and more people will realize the need for organization.

Many of our problems cannot be solved by the association, as they are individual problems. How nice it is though to talk to someone else who perhaps at some stage of his business development, has had a similar one. We learn many things by association, and I feel sure that most of us are becoming not only better business men, but better technicians as well.

We're still working on Operation Cleanup, with the cooperation of the many BBB groups throughout the state. We hope a great deal of good is going to come from this project, and feel certain it will be a tremendous aid in our obtaining the legislation we so direly need. If anyone would like more information on Operation Cleanup, please drop a card to the office and you will be informed as to how you can participate, and help make ours a better industry for all.

CSEA SAN DIEGO AREA NEWS

VOL. 1, NO. 1

NOVEMBER, 1961

CSEA MEMBERS!

Your Association is here to help you. Remember, you are not alone.

- When you need a technician,
- When you have a legal question,
- When you have a technical problem,
- When you need printed forms,
- parts bags, shirt patches, etc.

CALL YOUR CHAPTER OFFICE

We may not have the answer immediately, but we will try our best to get it for you. You may be struggling with a problem, that another member has already solved. Why not let them help you??

Printed Bags Now Available

It has been learned that the plastic printed CSEA used parts bags are now available through the State office in Sacramento. These bags carry the CSEA seal and a message that indicates that these are the parts that have been replaced in a set being serviced. It assures the customer of top quality replacements and also indicates that sometimes a tube will test good but not work in the set itself.

This type of service will add greatly to the promotion of the Association as well as build good will between you and the customer. These bags cost about 1¢ each and may be ordered at this time.

TV Service Industry Getting Ready To Service Color Television

When California State Electronics Association Chapter 13, San Diego, and Chapter 18, North County, planned an 18-hour course on color TV servicing for their members with an expected attendance of approximately 40 people, little did they dream of drawing a capacity crowd of 88. Yet, this was the number of TV technicians and independent service dealers from all areas of San Diego County, including three representatives of companies in Tijuana, who attended the first of nine sessions at KOGO-TV, Channel 10, on Tuesday, September 26.

The course, with Mr. Charles Parker of the San Diego Unified School District as instructor, will cover all phases of servicing color television, with both theory and practical applications. It is free to members of CSEA and their employees. Non-members are welcome to attend at a charge of \$2.00 per evening.

The next meeting will be on Tuesday, November 28, 1961, beginning at 8:00 p.m. at KOGO-TV, Channel 10, Studio 2, Highway 94 and 47th Street.

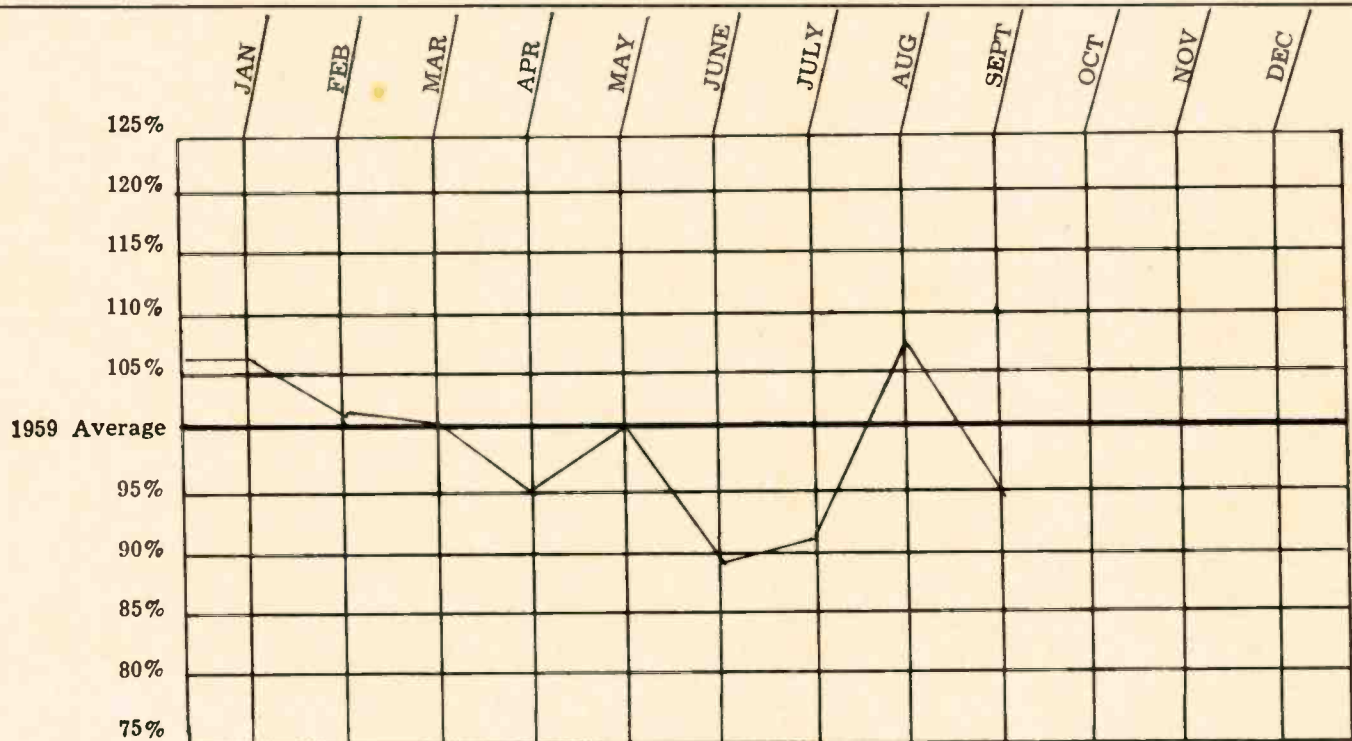
The interest in this course, and the

record attendance at the opening session are proof of the TV service industry's belief that this time color is here to stay. It is also proof of their desire to be ready and qualified when they are called upon to service color television receivers.

Modern Electronic Service is now the official publication of the California State Electronic Association and has shown by the first four issues that it will serve us extremely well. This is a magazine we in the association can certainly be proud of. And it's one deserving of our complete support.

Remember!! Look for the San Diego page for all local news and meeting dates.

If you are not now receiving your copy of *Modern Electronic Service Dealer* please write or call our office and we will be sure that you are put on the mailing list immediately. The publication is free.



This is a Business Average compiled of combined averages of a 1 Man Shop—2 Man Shop—3 Man Shop—6 Man Shop

YOUR SERVICE TRUCKS

-
-
-
- **Rent or buy?**
How to choose?
Makes and Features?
Maintenance service?
Service and delivery?
Advertisement on wheels?

They represent a substantial part of your capital investment. Without them, you can't get to the field job with the equipment you need nor can chassis be brought in. They're moving ads for your firm when properly painted up, bringing your advertising message to the entire area you serve. They are a big part of your bread and butter.

Yet how much do you really know about your service trucks? Have you costed out their operations? Given yourself a definite set of standards to determine when to trade the trucks in? Looked at the current vehicles available to you and pre-selected the one best suited to your needs? Evolved a clear cut program of maintenance and service for all of your vehicles to make certain they remain in acceptable operating condition?

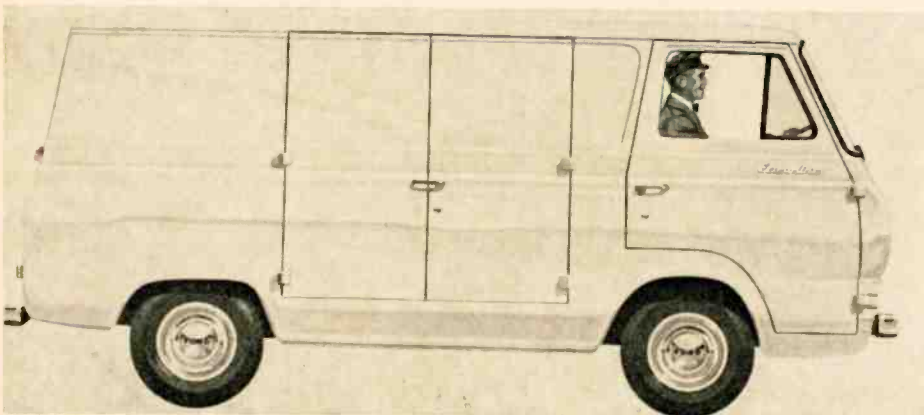
If not, there's no time like the present to start. We'll begin triggering your thinking in this article and you can take it from there.

"My principal concern when I get a new truck is not so much what is its initial cost nor how many miles can I get per gallon, but will it do the job? one dealer said. Asked to explain, he said, "If it doesn't have the space I need, or can't pack the weight or has the access so difficult that only

part of the interior is really useful to me, then I have an unsatisfactory truck. If the exterior is so divided and shaped that it's not suitable for decoration with signs that let the people know I'm in the service business and do a good, fair-priced job for them, it's no bargain even if I get 30 miles per gallon from it."

Another service dealer protested, "There's really no such thing as a service truck for television servicemen. All we have available to us today is station wagons or vans that can, with ingenuity and enough free shelving earned from the purchase of huge quantities of tubes, be adapted to our needs. I question whether there's a single 100 percent satisfactory TV service truck made today."

"He's either lazy or crazy," another service dealer said when this message was played back to him. "Naturally a truck's going to need shelves and perhaps an antenna mounted on it and some special hardware for anchoring things to. Does he think a manufacturer of bodies could have the audacity to try and standardize on what should go into a service truck when we have so much trouble even remotely agreeing on it among ourselves? We just pick the one that comes closest to what we want and then use our own



NEW FORD
ECONOLINE VAN

imagination and labor to bring it the rest of the way!"

"In the past we used to have our choice between a pick-up or a panel truck," a veteran service operator mused, "and it really wasn't that much of a choice. Things got stolen off pick-ups and the panel trucks rode far too high for loading the heavy chassis of those days in the field. The selection has never been as good as it is today."

Later we'll go into some of those selections available. But right now let's look at a possible alternative to purchasing the truck: leasing.

Lease Plan

There are many who feel very strongly that leasing of service trucks is less expensive than owning them. Among these are operators of the larger fleets handling TV service, including manufacturers. The larger the fleet, the better the leasing deal you can swing. And you can take off 100 percent of your cost on a truck when you lease it; there's no arguing about its being all business expense.

In contrast, though, you may be able to knock off as much as a third to even two-thirds of the cost of a truck as depreciation when negotiating taxes! It's something worth exploring with your auditor.

But, assuming you're just an ordinary service operator with only, say, three trucks, not an army of them. What does it cost to lease a truck?

Well, a half-ton panel truck will cost you around \$90 a month. This will apply to the Econoline, Corvan or Volkswagen. In addition to this you can either agree to maintain it or have the rental agency maintain it for you for about \$15 a month. The rental fee includes the cost of license and tax. It doesn't include insurance, though. P.L. & P.D. (public liability and property damage) will cost you \$7 a month extra.

You can't buy this at these rates by the month, though. The rate applies to a two-year lease on the same vehicle. You pay the first and last month in advance on these deals and it's okay to have your signs painted on the trucks.

This is the charge cited by National Car Rentals, one of the larger firms in this business. Similar arrangements may be worked out with any of many other firms.

For shorter term renting, a program to fill in during heavy emergency periods that last just a day or so, you may be interested in arranging for one of the Budget Rent-A-Trucks. The rate is higher on a per-day basis but you don't have to go into a two-year contract with them.

Should a number of members of a CSEA chapter arrange for a collective lease, they could justify a more favorable fleet leasing rate and arrange to pay a leasing agency separately. These rates are not inflexible and are subject to negotiation.

Make Your Own Decision

Don't be too willing to base your selection on the other fellow's experience. Too often his concerns an older model or a driver who refused to carry out his orders properly. For example one service dealer sold off all of his Volkswagens because he was tired of having their transmissions being torn out all the time. The trouble was traced eventually to a single driver who did not use the clutch properly and refused to use his toe on the clutch. A competitive dealer, by the way, had to track down the culprit for him; he, too, had once employed the same serviceman! Now the VWs have increased their horsepower 10 percent, but that's only from 36 to 40, way less than the Fords, Chevrolets or International Harvesters.

(Continued Next Page)

CHEVROLET
HALF-TON
PANEL



CHEVROLET
CORVAIR 95

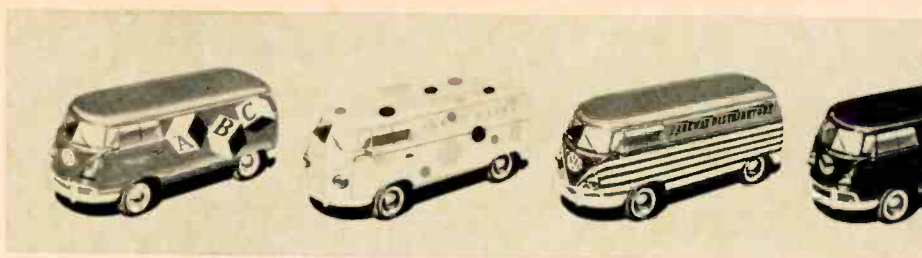
CHEVROLET
MODEL C1405



VOLKSWAGEN



Make sure that you take care in painting your trucks since they are on the front lines and tell a story all their own. A snappy paint job with signs of care can mean plus business. Everyone likes to do business with a success . . . your trucks can make this difference.



"Maybe they don't have a lot of horsepower," one VW advocate says, "but they've wonderful accessibility from both sides and more usable space than anything else I've ever looked at."

More serious is the matter of replacement parts. If you're in an area where there is no good, reliable Volkswagen dealer and service agency available, you might be better off with one of the popular domestic makes. They all—including the VW—have done a pretty fair job of setting up local franchised agencies, though.

There are some firms that prefer station wagons such as Rambler's American wagon with 64 cubic feet of cargo space. And others will favor the pick-up body when they use the vehicle for delivery of consoles and possibly major appliances as well as service trucks. For these people, there are special bodies that can be set on the pick-up trucks to convert them to better service vehicles. Check around locally for these or your car dealer may look one up in Hildy's Blue Book.

One of the dangers confronting the service dealer is a prejudice against this year's line based on an unhappy experience with a brand that may have dated back to 1952 or 1954. In the automotive world, changes are as frequent and as comprehensive as in the television one and we all know the folly of comparing this year chassis of almost any make with the ones they produced as recently as five years ago. Maybe better or worse but certainly different.

1962 Chevrolets

Look at the 1962 Chevrolets and you'll see they've introduced diesel power in medium- and heavy-duty models, have two new larger displacement engines, lower hood lines for improved driver visibility, and many other features in a line of 198 different models!

The Corvair 95 line now has an automatic choke, optional limited-slip differential, redesigned double side-door locking mechanisms in panel models, and an optional single passenger seat which folds forward for easier access to the panel load compartment. It's well worth your while to look at all of their step-van and panel trucks. Panels come in 7½ and 10-foot body lengths, step-vans from 7 to 12 feet. Cubic capacity of panels is 175¼ for the 7½ foot long one or 230¼ for the 10-foot length. The Corvair 95 Corvan looks like the model that will be most popular of all Chevvy's with service folks, but also look at the Suburban Carryall that doubles as a station wagon. Many consider the station wagon the better vehicle because of its ease of handling.

Ford Trucks

The 1962 Ford trucks have an Econoline Van with a suggested list of \$1895 that demands investigation by the prospective service truck customer. There's both a side door and a rear one big enough to be really useful, and more loadspace than in the conventional half-ton panel (it hauls over ¾-tone), a full 204 cubic feet. The over-all length is 14 feet on a 90-inch wheelbase. The factory also points to

4,000 miles between oil changes. And they talk about "up to four foot smaller turning diameter than the regular half-ton panels." The load area is 54 inches high and 65 inches wide at the maximum point, 48.2 inches between wheel-housings. Floor length is 89.3 inches from rear of engine compartment to rear doors and 106 from rear of seat and 149 from firewall. It has a 85 hp Economy Six motor. One service shop running some of these says they get 22 to 26 miles per gallon.

Volkswagen

The Volkswagen Kombi (\$2,215, West Coast) is the vehicle one Florida service dealer uses as his complete auto radio shop. He's now operating out of his home and saves \$450 a month rent and says he saves \$30 a month on gas alone. An Illinois electrical contractor averages 26 mpg with three VW panel trucks and says his license fees are only \$11 each compared with \$27 to \$30 for others.

Among arguments advanced by Volkswagen for their panel delivery truck are 170 cubic feet of clear loading space, payload of 1,830 pounds, driver up front and engine in rear aiding weight distribution, double doors on both sides, maneuverability and ease of using as mobile billboard for shops. Warranty covers a full year or 12,000 miles, whichever comes first.

Experience In Rentals

One very large service organization told of its experience in rentals and maintenance. Rates go down on older rented vehicles but maintenance offsets this unless preventive maintenance is employed. Therefore the firm has three maintenance cycles, called A, B and C. These are coordinated with the miles the vehicle is driven.

The A-cycle, at each 1,000 miles except when a higher cycle is reached, includes greasing, oil change, check for wheel balance, light alignment and other ordinary care.

B-Cycle, at each 10,000 miles, includes the lube job and other features of A but also a complete check on the brakes, fuel pump, and other features of the truck.

At 25,000 miles the truck is given the full treatment which means wheels off and check the brake lining, new plugs (in contrast to the cleaning they get at B), points, condenser, check universal joint, repack front wheel bearings, check tires carefully for recapping or replacement and everything else required to keep it on the road smoothly, safely and dependably.

There are also some service dealers who let their men use their own vehicles, often station wagons, and pay them nine cents a mile and \$3.50 a month upholstery replacement.

Why not review your service truck situation now? Chances are you'll find such an investigation will result in at least one of the following: (a) Economies, (b) Happier servicemen, (c) Better or more dependable vehicles or (d) Greater awareness of one very important phase of your operation than you had before you focussed your attention on it.

CITY OF DETROIT HAS

LICENSING PROGRAM THAT HAS WORKED FOR OVER FIVE YEARS

The Common Council of the City of Detroit enacted an ordinance (No. 110-F) in April, 1956, which licenses technicians and service shops. It has now had five years of application in the field. The results have been consistently praised by everyone concerned, the public, policing agencies, members of the industry at every level and municipal officials.

For example, E. L. Novak, Chief Examiner of the City of Detroit Department of Buildings and Safety Engineering, recently wrote in a letter approved by H. B. Love, Chief of the Electrical Bureau: "I can definitely state that it has been beneficial to both the public and to the dealer. The reasons are both numerous and lengthy in explanation, but can be substantiated by the Better Business Bureau records and many of the conscientious dealers who have had the opportunity to work in Detroit prior

to April 12, 1956, when the Ordinance became effective . . ."

Because this measure in some ways serves the ends of the state licensing efforts California State Electronics Association has put forth, and, because, should it ever prove necessary to seek out an alternative way to protect the public in California from unscrupulous operators who threaten the good name of the service fraternity here, MODERN ELECTRONIC SERVICE DEALER, is publishing this report on the ordinance and supplementary materials that Detroit service people use in conjunction with it.

This includes a summary of the highlights of the ordinance, a Code of Ethics, Advertising Standards for Television Service and other supplementary materials.

Chapter 135, Ordinance No. 110-F covers Television License. It is "An ord-

inance to regulate the business of installing and servicing television equipment in the City of Detroit; to provide for the administration and enforcement of this ordinance; to provide for a Board of Examiners and its powers and duties; and to provide a penalty for the violation of the terms thereof."

This measure defines a service dealer as "A person engaged in the business of servicing receiving equipment, having an established location for the performance of such service, and maintaining books of accounts and records incident to the business, including records of Michigan Sales Tax." The effect of this definition is obvious in eliminating operators working with inadequate facilities and not showing suitable records.

"It shall be unlawful for any person to engage in the business of installing, servicing, maintaining or repairing receiving equipment in the City without a license as a service dealer as hereinafter provided," the ordinance reads. It is also unlawful "to offer by advertisement, telephone or any other manner to install, service, maintain or repair" sets without a license. Similarly to contract for such work.

"It shall be unlawful . . . to engage in the occupation or trade of a certified technician without a license" too, exceptions being people working under the direction of a certified technician or an apprentice and their identification as provided in the Ordinance.

To be a service dealer, one must either be a certified technician or regularly employ one. Should the owner not be one, if the certified technician leaves the firm's employ, a replacement must be hired or the firm is unlicensed and operating unlawfully.

Applicants for certified technician must be at least 21, have either four or more years experience servicing sets or a combination "of technical training at a university, college, correspondence or trade school and practical experience

A R E S O L U T I O N

WHEREAS, the Television Board Examiners of the City of Detroit has reviewed results of a recent shopping survey of low-price TV service advertisers conducted by the Better Business Bureau of Detroit, and

WHEREAS, in the opinion of the Board, price advertising of TV service is deceptive, per se, inasmuch as the advertiser cannot afford to offer one flat price for repairing any and all TV sets varying widely in amount of service required, and

WHEREAS, the Better Business Bureau survey has established that low-price advertising of TV service is a "bait" device unfair to the public,

NOW, THEREFORE, BE IT RESOLVED that the Board request immediate elimination of price advertising by TV service license applicants, and prohibit price advertising of TV service by future licensees, and

BE IT FURTHER RESOLVED that in this public protective campaign, the Board request cooperation of the Better Business Bureau in seeking prosecution of "bait" advertisers.

TELEVISION BOARD OF EXAMINERS
City of Detroit

equivalent to two years with a minimum of one year of practical experience."

Details of the ownership must be spelled out in the application for a license, including all information about partners or, if incorporated, officers, and if it operates under a trade or assumed name, the real name must show on the application.

Board of Examiners

The Mayor appoints a seven-member Board of Examiners including three service dealers who are also certified technicians, one from the staff of a television school licensed by the Department of Public Instruction of Michigan and who is a member of IRE, and one from the Communications Division of the Department of Police. They are three year terms, staggered so that there are at least two terms expiring each year. The police representative serves as chairman. Four members constitute a quorum.

Duties of the Board of Examiners include: investigate applicants, examine them for licensing, prepare examinations, conduct hearing to determine if licensees comply with the ordinance, keep records of proceedings and licensees and make any rules necessary to make the provisions of the ordinance effective.

The Mayor is empowered to grant, revoke or suspend licenses for good cause.

Fee for the Service Dealer is \$25 annually and for the Certified Technician \$10, but if the service dealer is also a certified technician he pays just one \$25 fee.

Charges

Charges for installing, servicing, maintaining or repairing any television equipment in Detroit must be made out in duplicate bill form and show date the work is performed, make, model and serial number of the set, name and registration number of the licensee, name and address of the customer and computation of the charge. This must specify the nature of the work for which the charge is made, the amount charged for labor and for each part or replacement. The customer gets one copy and the owner licensee must keep the other, and have it open to inspection, for two years.

Licensees from other cities may operate in Detroit providing that a reciprocal agreement allows Detroit licensees to operate in those cities. This is also contingent on the licenses being somewhat similar in charges and requirements.

Penalties for violation are not more than \$500 or imprisonment in the House of Correction for not more than 60 days or both.

NOTE:

Licensing can work and is working in Detroit. We have obtained the following information, for what it is worth, as a guide to dealer groups throughout the cities and states of the West. It is the first time, to our knowledge, that the Detroit program has been reported and we sincerely hope it will be of value to our readers.

Detroit Television Board of Examiners CODE OF ETHICS for TELEVISION INSTALLATION AND SERVICE

In the public interest, we, the undersigned, pledge consistent observance to the following Code of Ethics which has been approved by the Television Board of Examiners of the City of Detroit.

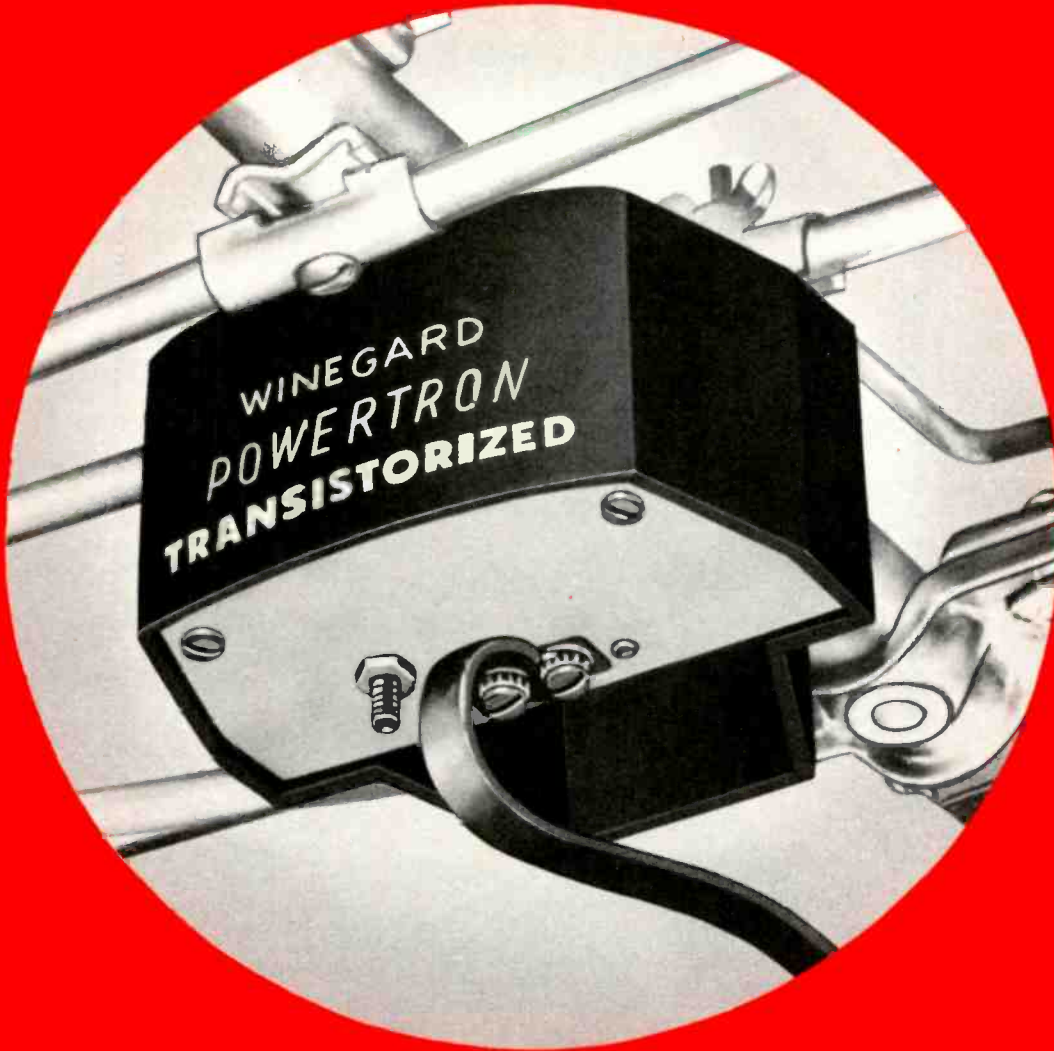
WE AGREE . . .

1. To have all work performed by qualified employees or licensed technicians; to perform only such work as is needed and authorized by the customer; to return all replaced non-warranty parts and tubes (except picture tube) to the customer; and to make a sincere effort to satisfy justified customer complaints.
2. To carry sufficient insurance to protect the customer and his equipment while in our possession.
3. To purchase and maintain adequate test equipment in keeping with good service standards.
4. To make all outside antenna installations in a safe and workmanlike fashion and to utilize materials of good quality.
5. To specify in writing to the customer exactly what is covered in any service and parts guarantee.
6. To guarantee for a 90-day period parts sold which are not covered by a warranty contract.
7. To honor parts warranties subject to replacement of defective parts by distributors of customers' sets.
8. To invoice to the customer the cost of all repairs, showing itemization of labor performed and parts by description or part number and cost.
9. To handle prepaid funds covering a television service and/or parts contract in such a fashion as to safeguard the unearned portion of said contract to protect the public investment. This shall be done by an escrow fund to be drawn upon as portions of contract are earned.
10. To refrain from price advertising of television service, in compliance with a resolution of the Detroit Television Board of Examiners branding price advertising deceptive. And in the public interest, we agree to cooperate with the Television Board of Examiners, Better Business Bureau, and advertising media in keeping all of our advertising clear and free from deception.

Detroit Television Board of Examiners ADVERTISING STANDARDS for TELEVISION SERVICE

1. Advertisers must be licensed Service Dealers.
2. Advertiser must include his Service Dealer's license number, name, address and (community, if not Detroit) in all display advertising.
3. Advertisers may not advertise under any other name or address than is stated on his Service Dealer's license.
4. Advertisers may not use the word "authorized" or "approved" unless substantiated by him, by means of an official letter from the authorizing or approving organization.
5. The use of "Price" for Television Service in any form of Advertising is prohibited.
6. If the terms: bonded, engineers, credit, radio dispatched, factory trained, factory service, insured, licensed, locations, discount, experienced, specialists, etc., are used, the Service Dealer must be able to produce proof upon request by the Board.
7. If the word "guaranteed" when not defined in the advertisement, is used, it shall mean that complete satisfaction is assured the customer,—and the customer to be the sole judge.
8. All advertising claims, headings and layouts shall be clear and free from deception and misleading claims.
9. Reference to promptness of hours of service shall not be exaggerated.
10. Use of the word "new" in reference to all television receiving equipment shall comply with the "Federal Trade Commission—Trade Practice Rules for the Radio and Television Industry," Promulgated—June 28, 1955.
11. Use of the name of the Detroit Board of Examiners is prohibited, Service Dealers may state, "Licensed by the City of Detroit."
12. The use of misleading terms such as "wholesale" shall not be used.
13. The Service Dealer must promptly furnish proof of any advertisement claims at the Board's request and immediately eliminate any claim that cannot be substantiated.

World's most **Powerful** TV Antennas



WINEGARD
ELECTRONIC
POWERTRONS

Transistorized or Tube Models!

Why the WINEGARD ELECTRONIC MOST EFFECTIVE TV ANTENNA...

**DESIGNED TOGETHER
TO WORK TOGETHER... WINEGARD
POWERTRON ANTENNA AND
BUILT-IN AMPLIFIER!**





TRANSISTORIZED!





MODEL SP-55X

"By FAR world's most powerful all-channel antenna"

WHY? BECAUSE...

-  **IT CAPTURES MORE SIGNAL** than any other all-channel antenna ever made. Patented design, electro-lens director system, dual "TAPERED T" driven elements, 30 precision-tuned elements in all.
-  **IT'S THE ONLY TRUE ELECTRONIC ANTENNA.** Only the Winegard Powertron is built with the amplifier as part of the driven element—not an "add-on" attachment.
-  **IT ELIMINATES ALL SIGNAL LOSS** that normally occurs between the driven element and the amplifier due to transmission and coupling mis-match.
-  **IT BOOSTS WEAK SIGNALS UP OUT OF THE SNOW** far better than any other antenna or antenna-amplifier combination made.

 **FOR VIVID COLOR, HIGH DEFINITION BLACK AND WHITE AND LONG DISTANCE RECEPTION,** nothing can compare to the Super Powertron. Thousands have been installed all over the country and our files are full of testimonials from grateful TV viewers and Service-Technicians alike.

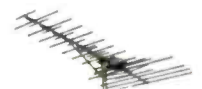
 **WINEGARD IS THE ONLY MANUFACTURER THAT MAKES BOTH ANTENNAS AND RF AMPLIFIERS.** Because of this you can feel confident of getting the very best. But don't take our word for it—let your eyes and ears and field strength meter tell the story.



MODEL P-55
Powertron — transistorized, 14 elements.



MODEL P-55X
Powertron with Pack — Transistorized, 21 elements.



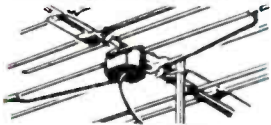
MODEL SP-55X
Super Powertron — transistorized, 30 elements.

POWERTRON is by far WORLD'S

Not 60%...Not 70%...but over 95% efficient

OUTFEATURES — OUTPERFORMS ORDINARY ANTENNAS WITH "ADD-ON" TYPE SIGNAL BOOSTERS!

THIS IS BETTER —

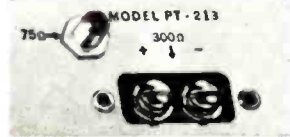


Exclusive amplified "Tapered T" driven element for perfect match and lowest possible signal-to-noise ratio. Only Powertron has it.

THAN THIS —



Not an after-thought "add on" signal booster hung on an ordinary antenna — not an old fashioned mast mounted booster.



ONLY POWERTRON HAS BOTH 300 OHM TWIN LEAD OR 75 OHM COAX TERMINALS ON BUILT-IN AMPLIFIER.

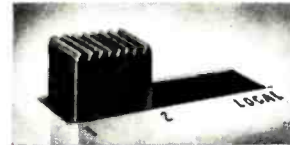


ONLY POWERTRON GIVES YOU YOUR CHOICE OF TRANSISTORS OR TUBES (TUBE MODELS 300 OHM ONLY).

POWERTRON HAS COMPLETELY AC POWER SUPPLY



Transistorized Model has rectifier and filter in power supply — not in amplifier, where servicing is difficult. No batteries. Costs 27c to operate for full year. Battery types require \$5 to \$9 in batteries a year to operate continuously at maximum efficiency.



ONLY POWERTRON HAS RANGE CONTROL SWITCH TO PREVENT OVER-DRIVING TV SETS ON EXTRA STRONG CHANNELS.

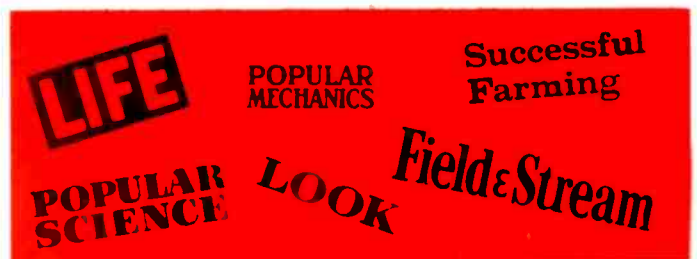


ONLY POWERTRON HAS AC PLUG-IN OUTLET FOR TV SET BUILT INTO THE POWER SUPPLY

POWERTRON IS 100% CORROSION-PROOFED — ANTENNA IS GOLD ANODIZED, ALL HARDWARE IRRIDIZED, AMPLIFIER HOUSING OF HIGH IMPACT PLASTIC.

ONLY THE POWERTRON CAN DO ALL THIS!

- 1.** Powertron will drive up to 10 TV sets and each set will have a better picture than an ordinary antenna will deliver to one set.
- 2.** Powertron will drive a TV signal through one-half mile of lead-in with signal to spare—permits you unprecedented flexibility for remote installations.
- 3.** Powertron will virtually eliminate snow and interference even on an old TV set.
- 4.** Powertron will deliver superlative color reception far better than a non-electronic antenna.
- 5.** Powertron brings in stations beyond the reach of non-electronic antennas—delivers greatest reception distance.



AND WINEGARD POWERTRON is the only antenna presold to your customers—nationally advertised in the biggest consumer advertising campaign yet! So stock up now—take advantage of the demand Winegard is building for you.



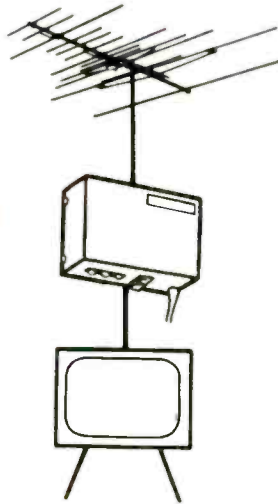
Winegard

ANTENNA SYSTEMS

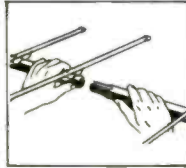
Winegard Co., 3000 Kirkwood, Burlington, Iowa

POWERTRON ANTENNA IS AS SIMPLE TO INSTALL AS CONVENTIONAL ANTENNAS

Power Goes Up the Twin Lead— Greatly Amplified Signal Comes Down Same Lead-in Wire. Simple— Easy— Un-complicated.



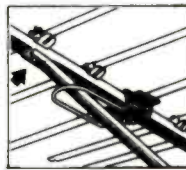
Powertron... Distinctive, Trim, Streamlined— Built for Years of Trouble-Free Service. POWERTRON HAS GREATEST CONSTRUCTION FEATURES YET!



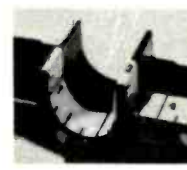
EXTRA ELEMENTS on P-55X Powertron plug-in and lock in place automatically.



POWERTRON uses new type wrap-around mast clamp with steel inserts, 4 pairs of locking jaws, giant wing nuts.

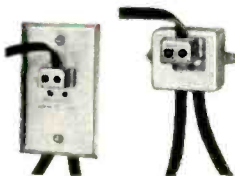


BOOM BRACES also slip into place without removing nuts or bolts. Boom is of special, high tensile seamless tubing.



INSULATORS have large, dual moisture barriers to insure Powertron's superior performance, rain or shine.

Use Winegard 300-ohm line taps (surface mount or flush mount) to hook up six sets or more to your Powertron

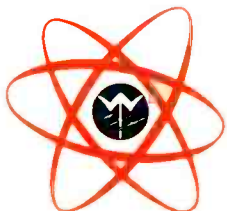


OTHER POWERTRON AND TELETRON FEATURES:

1. Winegard patented Electro-Lens with high Q loading coil.
2. New Tapered T driven elements.
3. Sharp uni-lobe yagi directivity.
4. Completely gold anodized aluminum.
5. 1/4" seamless air-spaced phasing lines.
6. Completely preassembled—all elements lock in place—all line up perfectly.
7. All nuts, bolts, mast clamp, etc. triple thick cadmium plated with dichromate iridite finish.
8. No-strip lead-in terminals to connect down lead.

WINEGARD MANUFACTURES A COMPLETE LINE OF TV and FM ANTENNAS, AMPLIFIERS, DISTRIBUTION ACCESSORIES

- Electronic TV Antennas
- Electronic FM Antennas
- Non-electronic TV Antennas
- Non-electronic FM Antennas
- Regular UHF Antennas
- Translator UHF Antennas
- Home System Amplifiers
- Antenna Amplifiers
- Distribution Amplifiers
- Multi-set Couplers
- Antenna Couplers
- Matching Transformers
- Line Tap Wall Outlets
- 300-ohm Disconnect Outlets
- Line Splitters
- Fixed Attenuators
- And other Accessories



Winegard

ANTENNA SYSTEMS

Winegard Co., 3000 Kirkwood St., Burlington, Iowa

DISTRIBUTED BY

Danger that service dealers who sell rebuilt or reprocessed picture tubes to the public without fully identifying them as such will become subject to Federal investigation, is pointed up by a number of recent developments which have taken place within the industry.

In Akron, Olson Radio Corporation has already been docketed by the Federal Trade Commission for failure to fully describe picture tubes they offer the public as rebuilt. The literature issued by the defendant said simply "General Electronic Tubes Guaranteed for 12 months . . . Aluminized Picture Tubes Factory Sealed 1 Year Guarantee. Fully guaranteed top quality picture tubes in factory sealed cartons including warranty."

In the FTC complaint against Olson was the statement that the "respondents represented, directly and by implication . . . that the electronic tubes described in the advertisement are guaranteed for 12 months in every respect and that the television picture tubes described in the advertisement are new in their entirety."

The complaint further states "Respondents do not guarantee the articles of merchandise described in the advertisement in every respect. The terms, conditions and extent to which such guarantee applies, and the manner in which guarantor will perform thereunder are not disclosed in the advertisement."

"The television picture tube described in the advertisement are not new but are rebuilt tubes containing used parts."

"All, or certain, of the television picture tubes advertised and sold by respondents are rebuilt and contain used parts. Respondents do not disclose on the tubes or on the cartons in which they are packed, on the invoices or in their advertising that they are rebuilt containing used parts."

"When television picture tubes are rebuilt, containing used parts, in the absence of a disclosure to the contrary, such tubes are understood to be and are readily accepted by the public as new tubes."

"By failing to disclose the facts (about tubes being reprocessed and containing used parts), respondents place in the hands of uniformed or inscrupulous dealers means and instrumentalities whereby they may mislead and deceive the public as to the nature of their said television picture tubes."

Oklahoma Retailer

In Oklahoma, the "Oklahoma Retailer" also reported the practice of used or rebuilt tubes being sold as new and counseled businessmen that "A simple way for a service dealer or distributor to protect himself (against FTC investigation and action) is to get a written confirmation from the manufacturer

FTC FILES FIRST CASE AGAINST

TV PICTURE TUBE FRAUD

Ohio Distributor Cited for Failure to Fully Describe Picture Tubes Being Sold to Public as Rebuilt

as to what is used in his particular tube. This, posted in the dealer's place of business, serves as protection, at least to a good degree, it was felt."

BBB Action

Again in "Inland Cities Items," the publication of the Better Business Bureau of Inland Cities, Inc., San Bernardino, September issue, appeared the warning "Beware of Picture Tube Fraud."

The article reads, in part, "Unfortunately, many picture tubes are misrepresented as containing all new parts and materials except for the glass, when actually they contain used phosphor viewing screens, used conductive coating and used aluminization. By reusing these important elements, the quality of the tube is reduced. . . . The important phosphor viewing screen, after average use loses its efficiency and it becomes necessary, in remanufacturing, to employ the use of an electron that emits more light but makes good focus impossible . . ."

"Your service dealer is not to blame. In most cases he is being used in the deception by the unethical manufacturer. In some cases the distributor is partially aware of the situation but feels he is forced to handle this merchandise in order to meet price competition."

The article then cautioned the consumer to protect himself by calling a reputable dealer or serviceman "in business to serve you—not to gyp you."

It defined "New" as meaning new glass and new parts; "New picture tube—reused glass" as meaning all parts except glass are new; "Rebuilt" as a tube

altered in any other way than the aforementioned one. "Used" as a second hand tube which has not been altered in any way.

Picture tube manufacturers are endeavoring to get the information about the FTC position on rebuilds out to their dealers. Sylvania reprinted an article from TV Guide on "The Truth about Rebuilds" which is issued to service dealers through tube distributors for the dealers to imprint and give out to their customers and Calvideo warned dealers that they are in violation if they describe as all new except the glass tubes containing used phosphor screens, used conductive coating and use aluminization. "The dealer must make a full and truthful disclosure, on his invoice to his customer, of exactly what is used in the picture tube he is selling," their literature warns.

Pointing up the whole program is the publicity surrounding the dynamic new chairman of the Federal Trade Commission, Paul Rand Dixon. He has inaugurated major changes in the FTC to facilitate faster processing of complaints and to speed investigations. He began in the FTC as a trial attorney in the '30s, served as staff director of the Senate Antitrust and Monopoly Sub-Committee for six years and then returned to the commission. His forte has been investigations of administered pricing.

The commission's streamlined program has been approved by Congress and its budget has been increased, the staff enlarged and the investigations more far-reaching.

It's a good time for all business to be scrupulously honest in its dealings with the public!

Community Problems May Be Solved Through

Youth Technical Training Programs

By H. B. NELSON

General Electric Co.

How many times, of late, have your eyes been caught by a newspaper headline reading something like this:

"COMMUNITY DELINQUENCY ON THE RISE"

And other news and magazine articles headed:

"RUSSIANS LEAD U.S. IN TRAINING OF SCIENTISTS AND TECHNICIANS"

These headlines point up two problems which concern us all: teen-age . . . and the fact that this country seems to be coming out second-best in turning out technically trained people.

What can be done about these problems?

Well, there's certainly something that independent service dealers can do to help. Through training and experience you're well-equipped to perform a much-needed service: The guiding of community youth in the study of electronics.

Through teaching electronics you can help keep youngsters out of trouble by giving them something *constructive* to do with their spare time. At the same time—and, perhaps, equally as important—you can provide them with the foundation of a technical education.

How do you get started in such a project? Well, it may be that already youngsters drop in to see you when they hit a snag putting together a radio kit. Oh, perhaps they stop in to ask your advice on a project they've been assigned as part of a school science course. And maybe Boy Scouts consult you on merit badge work.

If you know several such youngsters you might suggest to them that they get together and organize an electronics club to meet at your shop or home one night a week. At the weekly meetings—which should be kept informal—they can work on kits and projects with pointers on soldering, learning the color code, testing voltages. To keep up the interest of youngsters, it's important

that they learn by doing. Give them hints on techniques and trouble-shooting . . . but let them try to use their ingenuity to figure a way out of problems.

For those youngsters who are interested but who have no definite project in mind, suggest something fairly easy for a start: putting together a "razor-blade radio", for example, or building a simple receiver.

Perhaps you've got some old six-volt car radios lying around the shop. Since they aren't doing anybody much good these radios can provide parts for club members to use in their projects. The kids will benefit two ways: by taking the radios apart and finding out how they're made . . . then, by putting the parts back together to form new electronic components.

Although adolescents are more apt to be interested in "do-it" work—the fine art of handling a soldering iron for example—it's surprising how many of them will respond to instructions on simple theory. They'll get a kick out of learning how to follow a schematic diagram . . . or trace out simple circuitry . . . or find out what Ohm's law is all about. It might be helpful, too if you set aside some of your technical library for loan to club members.

Once the club gets rolling, you may want to have a "Parents' Night" so that proud mamas and papas—your customers, we hope—can see with delight and amazement what Junior has been up to.

Surely one of the great rewards in getting youngsters interested and enthusiastic in electronics, is the almost certain knowledge that many of them will choose the field for their life's work and go on to further study. Others will be encouraged to study and engineering in college.

It's something to think about: The boy you teach to read a schematic today may be a leading scientist tomorrow.

WHY?

HAS

THIS CHALLENGE

NOT

BEEN MET

BY

ANY

INDEPENDENT

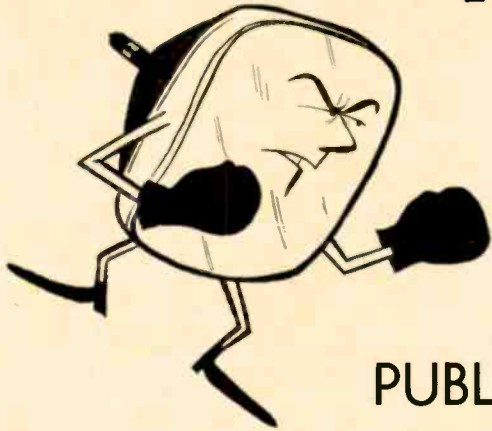
CRT

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.

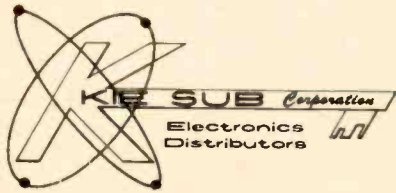
CALVIDEO IS PLEASED TO SEE AN AGENCY OF THE FEDERAL GOVERNMENT BECOMING VERY ACTIVE IN THE PICTURE TUBE INDUSTRY IN AN EFFORT TO PROTECT ALL SEGMENTS OF THE INDUSTRY AND THE CONSUMING PUBLIC FROM FRAUDULENT MISREPRESENTATION. DEALER . . . ARE YOU IN VIOLATION ???

!QUALITY + ECONOMY = PROFIT!



TELEVISION
PICTURE TUBES

DISTRIBUTOR OF THE MONTH



KIE SUB ELECTRONICS CORPORATION



DICK WESENBERG

When, two years ago, eleven former employees of Kierulff Corporation pooled their resources and purchased some of that organization's parts distributing subsidiaries, their first major decision was "On what foundation will we build our business?"

They reasoned that it was economically sound to deal only with wholesale purchasers of parts and supplies and to completely reject the time-consuming, costly-to-serve consumer looking for bargain components at discounts to which he wasn't entitled.

So that became the keystone of the business philosophy of Kiesub (Kierulff Subsidiaries, get it?) Corp.

Did it work?

Today, two years after the young organization was formed, it is doing a handsome \$2 million a year volume and is rated by folks who look into these things as one of the two largest parts jobbing houses in Southern California!

Top administrative genius behind this impressive performance is 51-year-old Dick Wesenberg. It would have been difficult to deliberately plan an executive development program to do a better job of preparing a man for the job than that Dick underwent during the course of his business career.

As a youngster, he worked for Kierulff when the firm was still aligned with Ravenscroft. Then he had a year stint with National Union Tube in San Francisco before returning to Kierulff in Los Angeles where he remained for over 26 years.

Even before the opportunity to acquire all of the branches had arisen, Mr. Wesenberg, a Vice President of the Kierulff organization, held substantial interests in some of them. When the chance for complete acquisition came, he put together an organization of 11 stockholders and they created a closed corporation which permits stockholders only to sell back any stock they own to the other participants. All the owners are working members of the Kiesub team and, in fact, represent a third of the entire Kiesub staff!

Their branches do an excellent job of blanketing a goodly part of Southern California. Locations include Long Beach, Oxnard, Van Nuys, San Bernardino and Bakersfield and

Kiesub is exploring the possibility of additional expansion, possibly into Santa Ana and San Diego.

It takes a substantial team of administrators and workers to keep as wide-spread an empire as this hitting on all cylinders and Dick Wesenberg readily credits the others in the organization for having made primary contributions to its success. He is reluctant to single out just a few people "because all have worked so hard and done such splendid jobs, "but, among the outstanding personalities in the organization are:

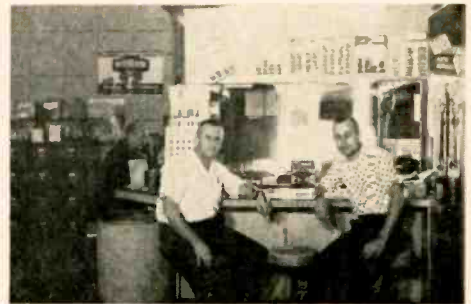
Clark Sackman, Vice President, supervising activities in San Bernardino and Orange County; Frank Beane, Vice President handling the Valley; George Perry, Assistant to Mr. Wessenberg; Morry Westbrook, Controller, and Del White, veteran sales representative working out of the Oxnard branch.

Kiesub maintains the same close kind of relationship with their suppliers that they encourage customers to have with the parts jobbing house. In two years they have risen to the point of the fifth ranking Channel Master outlet in the country, a signal record. Similarly they are proud of their role in the area they serve for G-E tubes. They stock a



Pictured here in front of the Bakersfield store are store manager Rod Kimball and sales manager Art Easton.

The main headquarters of the Kiesub Corp. is here in the Long Beach store.



Taking a short break are George Perry on the left and Mike Burnworth. In the background, on the phone, is Dick Wesenberg.

Manager Lloyd Hardin of the Van Nuys store is shown checking over a dealer order.



The attractive Van Nuys store continues to be one of Kiesub's top installations.

In San Bernardino business continues to prosper and the S. B. Kiesub store is no exception.



Manager Mike Rabito, behind the counter, is shown here writing up an order for some San Bernardino dealer.

Oxnard Manager Guy Travis along with Dave Cribbs are shown here answering dealer questions.



Here is an exterior shot of the new Oxnard store. Only a few months old, it has already become a success.

broad inventory of electronic parts and components and plan later to expand into other business fields, some of which are only remotely related to their present ones.

Regardless of what new directions Kiesub takes, though, Mr. Wesenberg is adamant in the organization's resolve to stick to certain policies and practices. These have never been actually spee'd out as any sort of creed in writing, but a check of Kiesub's customers validates the elements of the list anyway:

1. Deal only with those firms having a sales tax number and a place of business. All other business is firmly turned away.

2. Conduct frequent, meaningful, helpful meetings for service dealers and servicemen. A goodly share of these is entirely education and at such meetings no requests for purchases are made. Even at line showings and product presentations, however, considerable educational material is intermingled with the hospitality and the merchandising. Result: at the last meeting Kiesub called—a series, one in each area, to show new channel master merchandise—Master merchandise—500 turned out! There were 87 in Bakersfield alone!

We see our typical customer as a conscientious, hard-working businessman, constantly interested in improving his own performance and working for the betterment of his industry." Dick says, "and we slant our programs accordingly. We try to provide service information, to be educational. Typical was our recent series of meetings on transistor service. No ballyhoo, all work, and they were well accepted by our service dealer friends. Also we try to line up really expert speakers for them and almost always succeed."

3. Be fair in all cooperative ad programs and make them as effective for the participating service dealers as possible.

4. Keep prices at a competitive level so that Kiesub customers will never be at a disadvantage in comparison to service dealers buying elsewhere. And prices are the same

to everybody!

5. Cooperate with customers in regard to warranty replacements. These are issued immediately upon request, handled by the distributor in many instances, and issued in advance on telephone request, the salesman or the delivery truck sometimes bringing in the replaced part on the next trip.

6. Prompt filling of orders and next-day delivery for firms requesting delivery. To serve the majority, those preferring to pick up their supplies at the nearest Kiesub outlet, inventories are carefully geared to customer needs and it's a cause for immediate corrective measures whenever anything but an extremely rare or outdated type of merchandise service dealers request is not in stock.

7. Finally, the distributor's concern with helping service dealers become better and more efficient businessmen, is of serious importance to the entire organization and they are trained to help as much as possible in this.

Kiesub people reason that the best way to teach is by example, so Controller Westbrook accomplishes an efficient handling of the firm's paper work with a staff of six people whereas the former Kiesub set-up required 50 for the same task.

Also they're mighty proud of the fact that they have never failed to discount a bill with their suppliers!

"We feel that only part of a parts jobber's function is served in handling his own organization skillfully and in rendering good service to his customers," Dick Wesenberg says. "They should also do everything in their power to help their customers help themselves. By this I mean back such organizations as CSEA and other constructive service groups and encourage service dealers to not only join but actively participate so that it's a whole group pulling together rather than a handful carrying the whole load. They and we should get out and work together for the good of organizational activity that benefits us all."

ALL NEW PREMIUM PICTURE TUBES

.... AVAILABLE IN MOST POPULAR
SIZES. WE INVITE YOU TO
COMPARE PRICES WITH ANY
OTHER NATIONALLY ADVERTISED
PICTURE TUBE, EVEN THOSE
THAT ARE NOT ALL
NEW MATERIALS.

For your convenience, Zenith parts and tubes, in or out of warranty, are available from the following parts distributors.

HURLEY ELECTRONICS
1429 South Sycamore
Santa Ana, California

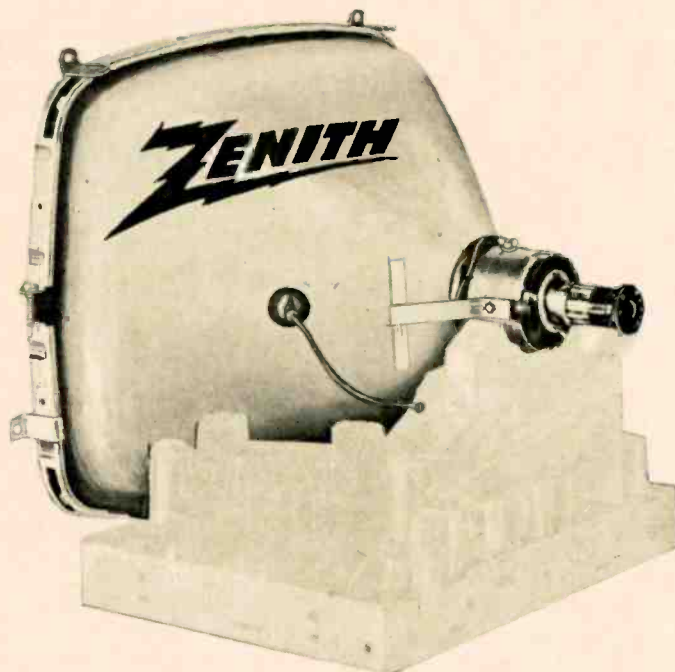
GROSSMAN & REYNOLDS
1900 West Valley Boulevard
Alhambra, California

HURLEY ELECTRONICS
1501 Magnolia
Long Beach, California

ANDREWS ELECTRONICS
1500 West Burbank Boulevard
Burbank, California

HURLEY ELECTRONICS
501 East Date Street
Oxnard

ELECTRONIC SUPPLY CORP
2483 - 3rd Street
Riverside, California



SUES, YOUNG & BROWN, INCORPORATED

CSEA Chapter News Roundup

ACTRA

(Alameda County Television & Radio Assn., Inc.)
5585 Thomas Ave., Oakland 18
(Ph. OLYmpic 5-9046)

First Tuesday of Each Month
Driftwood Restaurant
1313 Park St., Alameda
7:30 p.m. dinner;
8:30 business session
Pres.: Stephen L. Strong
Sec.: Fred W. Rock

OAKLAND—Yellow Page advertising was the topic of the last meeting of ACTRA. Among points brought up for discussion by the membership were: (a) Positions of advertisements in the TV service section; (b) The large number of categorical breakdowns for the service industry to cover; (c) Promises of Yellow Page field salesmen that are not always fulfilled; (d) "Unnecessary" requirements of Pacific Telephone & Telegraph that Yellow Page listings absolutely correspond with white page listings, even for old, established advertisers; (e) That all display advertisements (and all others) should carry the address of the advertiser, and (f) That no advertisement carry "price" for anything.

Our guest speaker was Jack Morrison, Assistant Sales Manager of Pacific Telephone and Telegraph Directory Advertising, who stated that all the aforementioned subjects would be "looked over seriously" at a very early date and that salesmen would be more strongly oriented as to promises and other subjects brought up.

He explained some of the rules that have been in effect up to this time. These included display ads being placed on a seniority basis, not an alphabetical one. If an advertiser cut the size of his ads, he loses his seniority in regard to his former larger ad and his new, smaller ad comes toward the end of the advertisers with seniority in this small ad group. Then, if he reinstates his former, larger ad, it is positioned toward or at the end of the advertisers using this size, even should his previous smaller ads be equivalent in total cost to his previous large ad. In other words, he must re-build his former seniority of position.

It was stated that "salesmen cannot sell (preferred) positions" and that this was an automatic thing with the printer of yellow pages for whom each advertiser, new or old, is given a code number and accorded position based on it.

The ACTRA membership questioned the soundness and fairness of many of these rules, indicating a feeling that several of them militated against the "little service dealer," even though he be a long-time advertiser. Some of them, the members felt, were not in a position to take a full quarter-page ad.

The organization felt that all of these points brought up by the members were heard courteously and with understanding by the PT&T representative and that full cooperation would be given their views soon.

Accompanying Mr. Morrison and participating in the conversations was George Kosick, supervisor of our local area in Yellow Page advertising.

—Philip M. Fisher, Executive Secretary

SACRAMENTO

1801 Jay Street, Sacramento
Second Tuesday of Each Month
Pres.: Vic Manley
Sec.: John Grote

SACRAMENTO—Chapter No. 1 discussed a system whereby the association can provide Sunday and holiday service to the public at its last meeting. Our objective is to give the public confidence that it can call one phone assigned to the association and contact a reliable firm that can be trusted. It is the plan of the organization to advertise this program extensively.

Arrangements for it will be along the lines of two dealers being assigned on each holiday or Sunday, one from the north and the other from the south. Members of the chapter feel this should serve to stimulate non-members' desire to join CSEA even beyond the present high level; several new dealers have phoned and requested information on how to join lately.

The board of directors has acted favorably on the suggestion that questionnaires be sent to all members of our local organization so that we can have a central file of information on dealers which will facilitate the organization's answering inquiries or handling customer complaints.

—Joseph Rodrigues

SAN BERNARDINO

872 D Street, San Bernardino
November 2
(Organizational meeting)
California Hotel
Pres. Pro Tem: Jess Adams

SAN BERNARDINO—Discussion at the last meeting was centered around what it would take to improve and strengthen our chapter and improve attendance at the meetings.

Virgil McDonald, sales representative of General Electric, was our guest speaker. Among points made were that, in order to hold a successful meeting, you have to have at least three reasons for it so that chances of having something to appeal to everyone are improved.

Mr. McDonald has agreed to conduct the next meeting also and to provide the organization with his services in stimulating attendance. His topic at the next meeting will be: "The Importance of an Organization and What It Means to the TV Service Dealer."

—Jack Wade

SOUTH BAY

2002 Springfield, Hermosa Beach
Second and Fourth Wednesday
of Each Month
Pres.: Lloyd Brown
Sec.: Harry Kiyomura

HERMOSA BEACH — South Bay RTA-CSEA held a joint meeting with Long Beach,

San Antonio and Los Cerritos Chapters at the Hot 'n' Tot Cafe in Huntington Park at which service representatives from Slyvania showed and described their 1962 TV chassis.

Members of the Chapter are now attending a transistor course in cooperation with the San Antonio Chapter so the only regular meetings of the group during the next three months will be Board meetings.

The organization is planning a Halloween party at the home of President Lloyd Brown, 2002 Springfield, Hermosa Beach, on October 28, to which all members and their wives are invited.

LONG BEACH

P. O. Box 485, Long Beach 4
Second and Fourth Wednesday
of Each Month
Pres.: Ray Boswell
Sec.: Fred Abrams

LONG BEACH—The decision was made that only the first of the customary two meetings a month of the Long Beach Radio Technicians Association be held in December because of the proximity to the Christmas holiday.

At the last meeting of the chapter the annual Ladies Night activity was held and there was, herefore, no business discussion.

LOS CERRITOS

P. O. Box 129, Bellflower
Second and Fourth Wednesday
of Each Month
Bertha's Grill
Clark and Compton, Bellflower
Pres.: Harold T. Huffman
Sec.: William F. Ollinger

BELLFLOWER—The telephone as a business tool and classified advertising as a sales stimulant were the topics of the last meeting of the Los Cerritos chapter of CSEA.

Yellow page advertising and how to clean it up were discussed in detail and also some of the methods service dealers have found for getting larger returns from their classified pages ad investments.

An answering device to permit the phone to develop business for the shop even during hours it's normally closed was discussed and demonstrated at the meeting. This is the Ansaphone, and information on it was presented by Hank Klumb and Sam Lawhorn of Ansaphone Corp.

Upon the conclusion of the demonstration, Los Cerritos members were in general agreement that the Ansaphone has many distinct advantages as a telephone answering instrument over answering services of the telephone company.

No speaker is scheduled for the next meeting of the Chapter. This will be a business meeting, also at Bertha's Grill.

—Walt Rundquist

(Continued on Next Page)

CSEA CHAPTER NEWS

(Continued)

SAN DIEGO

3614 Mt. Alvarez Ave., San Diego
3614 Mt. Alvarez Ave.
San Diego 11
Last Tuesday of Each Month
KOGO TV, Channel 10, Studio 2,
Highway 94 and 47th St.
San Diego
Pres.: Eugene H. O'Brien
Sec.: G. S. Lowell

SAN DIEGO—When California State Electronics Association Chapter 13, San Diego, and Chapter 18, North County, planned an 18-hour course on color TV servicing for their members with an expected attendance of approximately 40 people, little did they dream of drawing a capacity crowd of 88! Yet this was the number of TV technicians and independent service dealers from all areas of San Diego County, including three representatives of companies in Tijuana, who attended the first of nine sessions at KOGO TV Channel 10 on Tuesday, September 26.

The course, with Mr. Charles Parker of the San Diego Unified School District as instructor, will cover all phases of servicing color television, with both theory and practical applications. It is free to members of CSEA and their employees. Non-members are welcome to attend at a charge of \$2 per evening.

The next meeting will be on Tuesday, October 31, 1961, beginning at 8:00 p.m. at KOGO TV Channel 10, Studio 2, Highway 94 and 47th Street.

The interest in this course, and the record attendance at the opening session are proof of the TV service industry's belief that this time color is here to stay. It is also proof of their desire to be ready and qualified when they are called upon to service color television sets.

—Harold Baldwin

SAN MATEO

18 Second Ave., Suite 210
San Mateo
Third Monday of the Month
McDowell's Restaurant, San Mateo
Pres.: Lloyd Williams
Sec.: Francis McCarthy

SAN MATEO—Raymond E. Morris was appointed Executive Director of the Television Service Dealers of San Mateo County at the last meeting of this organization. Mr. Morris operates an organization rendering services to trade associations. His responsibilities to TSDA will include the development and execution of an advertising and public relations program for the association as well as coordinating its activities.

Don Johnson, District Training Supervisor for television and high fidelity, Westinghouse Appliance Sales, was our guest speaker. With the aid of slides, Mr. Johnson discussed the features of the Westinghouse line, with special emphasis on (1) instant-on; (2) mobile

sound, and (3) FM multiplexing.

Guest speakers for the next meeting will be LeRoy Conyers and Frank Hufford of H. R. Basford Co., San Francisco distributors for Zenith. Their topic will be FM Multiplex.

—Raymond E. Morris

SAN GABRIEL

P. O. Box 514, West Covina
First and Third Wednesday
of Each Month at 7:30 p.m.
Brotherhood Baptist Church
135 E. San Bernardino Rd., Covina
Pres.: Eddie McCoy
Sec.: Bill Mandel

COVINA—Emmett Mefford, President of the Riverside CSEA Chapter conducted Transistor Lessons Nos. 9 and 10, at the last meeting of San Gabriel Valley CSEA.

Early in November, all of the participants who completed the course satisfactorily will meet to receive diplomas. This will be followed by an open house and potluck dinner, the service dealers' and servicemen's wives serving as hostesses.

On Wednesday, October 4, the 1961-62 officers were elected and announcement of the outcome will be made next month.

—Bill Mandel

TRADE TIP

Countless hours are wasted by service dealers each year by their failure to make proper use of service orders.

Even before the serviceman begins to repair a set, it is vital that he fill in the model, make and serial number. Sometimes their interest in getting down to the job is so great that this basic consideration is overlooked.

If your invoice is properly worded so that the customer's failure to make payments causes title on the repaired item to revert to you, you have a powerful collection aide.

Whenever a customer asks that he be charged for a repair bill, be sure you fill in the due date, any terms, date the invoice given him at the time the job is completed, and have him sign it in the proper place. In this manner you gain a legal contract.

Time your billing with the due date; don't automatically make it the first of the month unless that is the due date. Some service dealers deliberately wait a week or ten days after this date before phoning customers to remind them of the due date and ask if they wish a statement mailed to them.

Remind the customer of his contract and ask if he wishes you to pick up the set in your own truck to avoid embarrassment (the neighbors will think it's being brought in for repair), or would he prefer you to use your legal right of replevin.

It gets results!

BURBANK-GLENDALE

North Glendale Station
P. O. Box 4012
Meets the 2nd Thursday
of Each Month
at 1420 West Olive, Burbank
Pres.: Everett Pershing
Sec.: Ralph Singleton

Zenith Corporation and Sues, Young & Brown will be holding a special color seminar for non-Zenith dealers, November 9. This lecture will be to acquaint the service technicians with the new Zenith color products. Lew Bender of Sues, Young & Brown, states "We had no plans to give such service information as most Zenith service dealers have been through our color school. However we are very pleased that so many dealers have shown so much interest in our new product and we offer this more general course gladly. We plan this color seminar to cover the Los Angeles area for the balance of the year."

The Burbank-Glendale chapter invites all technicians to come to this meeting. A much larger hall has been secured at the Five Horsemen Inn, 921 Riverside Drive, and the social activities will begin at 6:30 p.m., dinner at 7 and the meeting at 8 p.m. sharp.

At our Thursday, Sept. 12, meeting we had our chapter's peak attendance for the year with over 150 people at a very informative lecture by Charles Wack, RCA Field Service Engineer from Indianapolis accompanied by Walter Pasner, Manager of Parts and Tube Sales. Mr. Wack gave a two-hour color lecture with slides and followed this with an excellent question and answer period.

—Ralph Johnnot

PASADENA

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

Last month was a big one for the Pasadena chapter since it marked the annual social outing to Catalina. This year over 30 members and their wives attended the affair and enjoyed the sightseeing and leisure living.

The Pasadena chapter has also just initiated an advertising program that includes 13 weeks of daily advertising in the Pasadena News with six shops participating. The program, a co-op with Sylvania, lists all six shops and carries the CSEA sig banner. The Sunday paper will carry a 12" ad and it is hoped that the idea will spread to other communities and chapters throughout the state. This type of action will not only create extra sales and prestige for the individual shop but will also help to promote CSEA and its objectives.

INDUSTRY NOTES



Gough Industries Names Stimson

LOS ANGELES—Jack Stimson has been named Sales Manager of Gough Industries' electronics department, according to appliance division manager Clint Gage.

Stimson was formerly branch manager of Columbia Phonograph distributors, and before that sales manager of the Craig Corporation's electronic division.

At Gough, Stimson will develop and direct greatly expanded sales programs for V-M, Symphonic, Estey and Arvin products.

Dealer showings on all the products are scheduled for Los Angeles and at Gough's four Southern California and Arizona branches.

Nystrom "Silver Screen" Derby Promotion Hailed By Dealers

SAN DIEGO, CALIF.—Nystrom Brothers Company, San Diego parts distributor, "Silver Screen Derby" promotion has been hailed by dealers as one of the best in recent years.

The "Derby" was based on the race track idea with prizes being awarded for "win, place and show" winners. This is how the promotion worked: First of all, Nystrom Brothers brought in a complete truck load of Sylvania Picture Tubes and only Mr. Nelson Chase of the San Diego Trust & Savings Bank knew how many tubes were aboard. Each dealer who attended had a chance to guess the number of tubes and the winners won a beautiful Sylvania Radio for the "win," an 8YP4 Test CRT tube for "place" and a Sylvania big 9 transistor kit for "show."

To top off the promotion the Sylvania factory packed into these tube boxes some win, place and show tickets that can be redeemed for cash awards, so everyone buying a new Sylvania picture tube has the additional chance of winning a bonus.

All in all the promotion has been a lot of fun and dealers are still looking for those lucky tickets.

This move is in keeping with the firm's extensive sales program that has been announced recently and the introduction of many new "Science-Fiction" accessories.

NEDA SEMINAR PLANS SET FOR WEST. ELECTRONIC WEEK

"A Good Old Fashioned Sales Revival" featuring the world's selling masters, Dr. Herb True (Mr. Creativity) and Fred Klemp (Mr. Practicality), will be a highlight of the 25th NEDA Regional Seminar during Western Electronic Week, February 3-11, and the second Pacific Electronic Trade Show, February 9-11, in Shrine Exposition Hall, Los Angeles.

Dr. True, who authored the book, "The Care and Feeding of Ideas," has spellbound audiences from coast to coast. He is Vice-President of Visual Research, Inc. Klemp is President of The Fred Klemp Organization, producers of dynamic sales meetings.

Gene Rothman, Hollywood Radio and Electronics, who is PETS President, revealed there has been an enthusiastic early response on applications for booth space in the important exhibit.

Western Electronics Week will be kicked off February 3 when the Electronic Representatives Association and local distributors stage a three-day conference in Palm Springs.

The National Electronic Distributors Association will hold its seminar and its board of directors meeting at the Statler Hilton Hotel, Los Angeles, February 6-7.

On February 6, the Chicago business consultant firm, Kielty, Dechert & Hampe, Inc., will conduct a sales clinic from 7:30 to 10:30 p.m.

On February 7, a management conference limited to owners and top executive personnel will be held from noon to 5 p.m. Other activities this day will include an address by Jack Hughes, Executive Vice-President, Littelfuse, Inc., on "Sales Is A Serious Thing," and "The Gold Old Fashioned Sales Revival."

GRAYBAR TAKES OVER AS EXCLUSIVE DISTRIBUTOR OF PHONO TRIX IN S. C.

According to an announcement from Marshank Sales Co., Southern California representatives of the Matthew Stuart & Co.'s "Phono Trix" line, Graybar Electric Company of Los Angeles has been named as the exclusive distributor in Southern California and Southern Nevada.

CLIP AND SAVE THIS

Complete Western Electronic Week and PETS Calendar

- February 3, Palm Springs—Distributor/Rep Registration Day
- February 4-5, Palm Springs—El Mirador Hotel—NEDA Board Meetings
- February 4-5, Palm Springs—Riviera Hotel—ERA/Management Conference
- February 6, Palm Springs—Noon Banquet and Check-out in Palm Springs
- February 6, P.M., Los Angeles, Statler Hotel—NEDA Sales Supervisory Seminar, Part I.
- February 7, P.M., Los Angeles, NEDA Sales Supervisory Seminar, Part II.
- February 8, P.M., Los Angeles, Statler Hotel—All Industry Cocktail Party
- February 9, P.M., Los Angeles, Shrine Exposition Hall, Pacific Electronics Trade Show
- February 10, P.M., Los Angeles, Shrine Exposition Hall, Pacific Electronics Trade Show
- February 11, P.M., Los Angeles, Shrine Exposition Hall, Pacific Electronics Trade Show

Kiesub to Distribute Hoffman Parts

The Kiesub Corporation, electronic distributors, has been named as the exclusive distributor in the Los Angeles, Long Beach, Van Nuys, Oxnard, San Bernardino and Bakersfield areas of Hoffman replacement parts, receiver tubes and picture tubes.

According to the announcement, the Kiesub Corporation has been chosen because of its extensive coverage in these areas and it now makes Hoffman parts available to dealers throughout the immediate vicinity, saving time and expense.

It was also announced that Kiesub and Hoffman Consumer Products Parts Departments located at 426 West College Street and 2101 Atlantic in Long Beach, will be the sole distributors and warranty stations for Hoffman parts and tubes in these areas.

CRT MANUFACTURING EXECUTIVE ADDRESSES BBB STATE CONFERENCE

FRESNO, CALIF.—Mr. Mel Benjamin, Director of Advertising and Merchandising for Calvideo Electronics, Inc. and DuMont ABD Picture Tubes spoke before the western conference of Better Business Bureau Managers last month.

Mr. Benjamin's speech pointed out the fraudulent misrepresentation of television picture tubes as well as suggesting a concrete method for combating the problem. He stated, "a large scale plan, utilizing radio, television, newspapers and BBB Bulletins is under way to inform and educate the public on how to protect themselves from the fraud." He went on to say, "that all of the BBB sessions he had the pleasure of attending were most interesting and informative and recommended that every reputable manufacturer and dealer should join and support their local BBB. I honestly feel that the industry's 100% support of the Association would go a long way to upgrade and control unethical activities of the TV industry as a whole."



Levy Wins G. S. Promotion Contest

Dan Levy (The Winnah!!) just back from a whirlwind air trip to Las Vegas where he wined and dined his wife at the Hacienda Hotel, had a free chuckwagon dinner, saw the show at the Dunes Hotel, and played golf—all at no cost to himself—is also reportedly pretty happy over the profits which have rolled in from the sale of the six GS-400 record changers he took to enter the contest.

The contest was Irv Stern's idea. He's with I. R. Stern and Co., Burbank, California sales representative—and put this proposition to his dealers during a recent swing through the west: "Buy six Glaser-Steers record changers and get a chance at a free all expense paid weekend for two in Las Vegas." To make the matter more enticing, he limited the offer to only 25 dealers. Mr. Stern notes that "this promotion was so successful that others are planned to break-the-ice for new Glaser-Steers products as they become available, and to promote well established G-S products in new sales areas."

Jerrold Electronics Acquires Technical Appliance Corporation

NEW YORK—Jerrold Electronics Corporation has acquired Technical Appliance Corporation (Taco) through purchase of its assets, it was announced by Sidney Harman, Jerrold president.

Taco, located in Sherburne, N.Y., is a manufacturer of radio and television antennas for consumer, industrial and military use. Its sales in 1960 were approximately \$3 million.

The purchase was made for \$2,700,000.

This is Jerrold's second acquisition this year. In February, Jerrold acquired Harman-Kardon, Inc. For the fiscal year ended February 28, 1961, Jerrold reported gross income of approximately \$12 million.

Taco was founded in 1934 and during its history has never failed to report a profit. The company manufactures UHF and VHF antennas for outdoor installation.

In the commercial markets Taco's microwave antennas are used to transmit voices, teleprinted messages, facsimile, or closed circuit television signals in areas where it is difficult, or impractical to use cable.

Present management of Taco will

remain intact, Mr. Harman said. Principal management of Taco is under the direction of Herbert Brown, president, and Tore Lundahl, executive vice president, both founders of the company.

"Because Jerrold's products are so closely related to Taco's and because Jerrold has an extremely aggressive organization to sell these products," Brown said, "we felt that merging our company's fortunes with Jerrold's continuing progress was a wise business move."

Taco recently introduced an "electronic" consumer TV antenna—The Electra—which utilizes a Jerrold manufactured transistor amplifier. Also Taco now adds a third complete line of electronic products to that of Jerrold and Harman-Kardon which was marketed through nationwide networks of electronic distributors.

A Round-up Of Products We Feel Will Be Of Interest And Benefit To The Electronic Service Dealer



**SENCORE TV SWEEP
CIRCUIT ANALYZER . . .**

is Sencore's answer to the servicemen's need for the fast pin pointing of TV sweep, sync and high voltage troubles. These circuits represent over 60 per cent of the entire TV set and up to 90 per cent of all tough-dog troubles. H. Bowden, president of Sencore, reveals that the new SS117 utilizes tried and proven signal injection plus direct component substitution for testing circuits dynamically with the TV set turned on. All important checks can be made from the top of the TV chassis without removal from cabinet. The SS117 checks Horizontal Oscillator, Horizontal Output, Horizontal Deflection Yoke, Horizontal Output Transformer, Vertical Deflection Yoke and Second Anode Voltage. External Circuit Measurements provided are: 0 to 300 and 0 to 1000 volts DC for checking B plus and boost volts; 0 to 300 and 0 to 1000 volts P to P for checking sync and oscillator outputs; 0 to 300 DC milliamps for checking horizontal fuse current.

Other features are: Large 0 to 300 microamp meter for minimum circuit loading, all steel carrying case with full mirror in removable cover, and two 115 volt AC outlets in cable compartment.

The SS117 Sweep Circuit Analyzer is available at all authorized Sencore distributors at a Dealer Net Price of \$89.50.



RADAR SENTRY . . .

is an ingenious miniature electronic "safe driving" device that gives motorists advance warning of radar controlled speed and danger zones within

a 1/2 mile range. Now being produced with a new dual-band circuit, it will detect all commonly used police radar speed meters and traffic control units.

Clipped on sunvisor or set on dashboard, the Radar Sentry emits an audible warning whenever it intercepts a radar beam. This instantly alerts the driver to check his speed before entering radar-timed speed zones or dangerous areas protected by radar-operated signal lights.

Radar Sentry is miniaturized and completely transistorized . . . requires no wires or antenna. It operates on a 1000-hour, self-testing battery — the equivalent of 35,000 miles of driving at an average speed of 35 mph.

The small, compact unit measures approximately 3.5/8" wide x 2-1/4" high x 3-1/4" deep . . . will not obstruct driver's vision. It weights only 13 ounces. The case is of modern design to conform to deluxe car interiors. Three colors are available: Beige, sapphire blue, and emerald green. The unit is furnished with a clip for sunvisor mounting and a magnetic base for dashboard use.



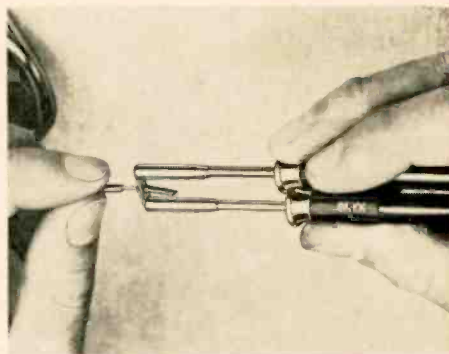
A UNIQUE NEW . . .

Transistor Radio Analyst that now makes it easy and profitable to service all makes of transistor radios is announced by Carl Korn, president of B&K Manufacturing Co., Chicago, manufacturers of professional test equipment.

Featuring the exclusive new B&K Dyna-Trace Single-Point Probe, this new Model 960 Transistor Radio Analyst is a complete transistor radio service shop in one instrument—includes signal generator, power supply, VTVM, milliammeter, ohmmeter, and both in-circuit and out-of-circuit transistor tester all-in-one.

By point-to-point signal injection, it is quick and easy to troubleshoot any transistor radio, check all circuits stage-by-stage, isolate and pinpoint the exact trouble in minutes.

For further information, write for Catalog AP18 to B&K Manufacturing Co., 1801 W. Belle Plaine, Chicago 13, Illinois.



A NEW TWEEZER-LIKE . . .

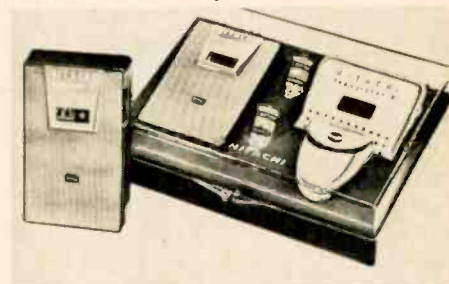
thermal wire stripper, usable with a variety of insulating materials and with widely varying wire sizes, has been announced by Oryx Co. of Sherman Oaks, California.

The new stripper, designed model ST-6, incorporates separate heating elements in each arm and durable stainless steel stripping heads which have an operating temperature of 480°F. The new tool measures six inches in length and weighs two ounces. Compact size and light weight make it particularly effective for modifications and repairs in tight places where the conventional bench-type stripper cannot be used.

The tool has been designed to operate efficiently on all common medium temperature wire insulation including thermoplastics, PVC, nylon, and rubber.

The thermal stripper tweezer allows the operator to vary pressure and control without damage to conductors. Since the ST-6 requires only a 6-volt, 3-amp AC or DC power supply, shock hazard is virtually eliminated. Power consumption is 12 watts. Compact 6-volt transformers are also available from Oryx.

The Oryx ST-6 miniature thermal stripper is priced at \$14.95. Deliveries from stock are available through distributors nationally.



HITACHI'S NEW . . .

portable, transistor radio, the TH-660, shown with its highly fashioned transparent Personal Gift Presentation Case. The TH-660 has the exclusive "Quick-Action" battery release which with the turn of a button, makes it easy to drop the two penlite batteries into the palm of your hand and replace them without ever opening the back of the cabinet.

CURRENT LITERATURE AVAILABLE

FROM BLONDER-TONGUE . . .

. . . a specially designed converter-amplifier for low power translator and MPATI areas which use UHF channels 70-83. The MPATI area is one in which educational TV programs are being transmitted via Stratovision to six mid-western states.

Called the BT-70 Ampliverter, it is expected to be a boon to TV set owners who wish to convert VHF channels 5 or 6 into UHF channels 70-83.

Too, the BT-70 is continuously tunable through the full range of the tuner, (which here only covers about 20% of the entire UHF channel range). This results in the ability to obtain critical ("fine") tuning. Critical tuning coupled with the feature of amplification will insure wide acceptance of the Ampliverter in difficult reception areas.

FROM INT. RECTIFIER . . .

An 8-page publication RECTIFIER NEWS published by International Rectifier Corporation, El Segundo, California, contains a technical article "How to Produce Repetitive High Current Pulses with a Silicon Controlled Rectifier Oscillator," as well as application data on various rectifier types.

A 6-page catalog on glass zener diodes published by International Rectifier Corporation provides ratings, characteristics, applications and power dissipation data on over 270 JEDEC and IR "High Spec" diode types. 250 & 400 milliwatt types span the voltage range from 2.6 to 33 volts, including MIL Spec and 5%, 10% and 20% tolerance types. Request SR-265.

A 6-page catalog on selenium rectifier stacks published by International Rectifier Corporation covers thousands of possible stack variations, including standard and high voltage types and new double and triple density cell types . . . complete with design data and performance characteristics on all stack types. Specify SR-170.

FROM SAMS . . .

TUBE SUBSTITUTION HANDBOOK, VOLUME 3, by the Howard W. Sams engineering staff, represents the most complete, up-to-date listing of DIRECT tube substitutions available. Within its covers are 5,234 recommended substitutes—808 more than in Volume 2, and 1,450 more than in Volume 1.

The directory of receiving tubes has

been expanded to 1,687 types, with over 2,750 substitutions. Three more sections list 224 industrial and 602 European substitutes for American receiving tubes; and 573 American receiving-tube substitutions for European types. The picture-tube section shows 465 types, with recommendations for 1,136 direct substitutions.

Accompanying each individual section are instructions to guide the reader in making proper tube substitutions, in addition to suggesting how to cross-reference between sections for other substitutes.

Invaluable as a reference and working guidebook for anyone who uses electron tubes, TUBE SUBSTITUTION HANDBOOK, VOLUME 3, is available from electronics parts distributors and bookstores throughout the country, or from Howard W. Sams & Co., Inc., Indianapolis 6, Indiana.

TUBE SUBSTITUTION HANDBOOK, VOLUME 3, Catalog No. TUB-3. Size: 96 pages, 5½"x8½". List price: \$1.50.

FROM STANCOR . . .

A handy wall chart, showing EIA color codes for transformers is available from Stancor Electronics, Inc. It was announced by Jack D. Hall, vice president, marketing.

The chart shows color codes for power audio, output and I. F. transformers, as well as connection codings for loudspeaker leads and plugs. The chart measure 8½"x11" and is printed on index paper stock.

Copies may be obtained without charge by writing to Stancor Electronics, Inc., 3501 Addison Street, Chicago 18, Illinois.

FROM SYLVANIA . . .

A new microwave diode product guide has been made available by Sylvania Electric Products, Inc., a subsidiary of General Telephone & Electronics Corporation.

John Spitzer, advertising-merchandising manager of Sylvania's Semiconductor Division, said the 26-page illustrated brochure contains the electrical characteristics and performance ratings of a wide range of microwave mixer, detector, varactor, tunnel, and switching diodes. It also features a 4-page replacement guide insert, complete listing of mechanical and environmental test procedures, and more than six pages

of microwave diode applications notes, he added.

Designed for quick reference and easy readability, the new product guide is available from Sylvania franchised semiconductor distributors and from Sylvania Electric Products, Inc., 100 Sylvan Road, Woburn, Mass.

FROM MALLORY . . .

The Mallory Semiconductor Company, a division of P. R. Mallory & Co., Inc., has introduced a full-wave bridge silicon rectifier circuit which is expected to find applications in home instruments and commercial and industrial equipment. The Type FW silicon rectifier circuit package has 50% fewer lead connections to solder and can thus reduce assembly costs for users. Its initial cost is, of course, less than that of four single rectifiers, and inventory is simplified because there are 75% fewer units to stock.

Unit price of the new Mallory packaged circuit is \$1.30 to \$2 each in lots of 1,000 to 4,999, depending on voltage rating; shipment is from the Mallory Semiconductor Company plant in Du Quoin, Illinois.

Because of cost, size and circuit complications, bridge circuits were formerly limited to commercial and industrial applications. With the new lower-cost Mallory packaged circuit, home instrument manufacturers can use the low voltage bridge in high fidelity systems for DC filament supply, in battery charges, and low ripple supplies for transistor circuits.

FROM CRAIG . . .

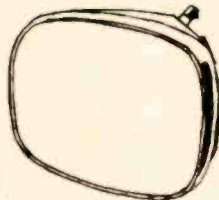
Compilation of a new Electronics catalog has just been completed by Craig Corporation. Catalog includes a variety of Tape Recorders and Tape, both raw and pre-recorded, Air Purifiers, Craig FM-AM Radios, Speakers, Batteries and Califone Phonographs. The Tape Recorders represented are Roberts, Pentron, Craig TR103, Bell Futura, Califone. The Roberts and Califone lines are franchised. Requests for catalogs may be sent to Craig Corporation, Advertising Dept., 3410 La Cienega Blvd., Los Angeles 16, California. Craig also has warehouses in San Francisco, Seattle and Honolulu.

Electronics dealers in Southern California may also obtain catalogs from Craig's subsidiary, Craig Electronics, 6303 E. Corsair, Los Angeles.

PICO Electronic 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"

Direct mail, with a follow up of a telephone call is an ideal combination to increase sales. Together they make a team that is hard to beat for keeping a salesman or a saleswoman supplied with places to go and people to meet and call on, because he has promised to call on them at a specified time.



CLASSIFIED ADS

BUY, SELL, TRADE, HIRE HERE

BUSINESS OPPORTUNITIES •

BUSINESS OPPORTUNITY

Nationally known Closed-Circuit Television and Two-Way Radio Distributorship for sale. For information write Box 5Q320, 4041 Marlon Ave., Los Angeles 8, Calif.

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 Marlon 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 Marlon 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.

MISCELLANEOUS •

SAVE on all your printing needs
BUSINESS CARDS
are your best salesmen
Priced sensationally low!
1000 at \$3.99

Embossed, black or blue ink. Postpaid plus tax. Cash with order. Write for free samples and style chart.
THE HANDISHOP
248 Church St. San Francisco

FOR SALE EQUIP. •

PRECISION TEST Equipment Model
E20 dot gen. ES550 Scope with 4 Probes. E400 Sweep Gen. E200C Marker. 88 Vom. 1 thru 532 Sams Folders/with filing cabinets. Rider manuals/.226. Delta Radio. 1513 Firestone Blvd., Los Angeles 1, Cal. LU 9-0754.

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

POSITIONS OFFERED •

WISH TO BETTER YOUR POSITION IN LIFE??

If you are a sales type, and know radio-TV parts, you may qualify for a good sales position. Large wholesale distributor has excellent opportunity for a sales representative to call on dealers in Metropolitan L.A. Area. Sell electronic parts, radios, phonos and Hi-Fi. Possible \$7,000 to \$10,000-per-year earnings for hardworker. Call RI 8-7131 (L.A.).

ELECTRONIC ENGINEER

With experience in radio interference reduction & filter design.

HOPKINS ENGINEERING CO.

EM 1-8691 (L.A. area)

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 Marlon 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



DON MARTIN

CSEA SAN DIEGO CHAPTERS

Last month CSEA Chapter 13 and 18 in San Diego voted to cease publication of their monthly bulletin and endorse MODERN ELECTRONIC SERVICE DEALER Magazine through its support both editorially and advertising. It was the opinion of these two groups that the over-all picture was bigger than just a localized program and that this move would be in the best interests of CSEA as a whole.

Needless to say, this was a big move for this organization since, at least in a small part, they took another step towards losing the local identification of their chapters in favor of the state wide organization.

These San Diego Chapters have always been two of the stronger groups of CSEA and have always been in the front with new ideas that would benefit the independent dealer. They have always been progressive in their thinking and the first to right a wrong or to bring it to the attention of the state officers.

I commend these men for having the vision of looking at a whole and not a portion. I say this not because of the affect it may have on our publication but rather as another positive move towards a stronger more unified state association.

COLOR OBSERVATIONS

All of a sudden it looks as if the colored panic button has been pushed judging from the demand for color seminars by dealers throughout the state. All indications are that this year's Christmas sales of color sets will exceed the combined totals of the past three years and some dealers are finally waking up to the fact that color has arrived. Of course the entrance of almost every major manufacturer into the color program has helped the overall sales picture but only the dealers that capitalize on this upsurge of interest by merchandising color SALES as well as service will be in a position to really do a job. I am sure I don't have to tell you what an important spot you're in to sell color sets. The foot is in the door when a set needs work. Color has been developed to a point where it will not need a lot of adjustments and they can be serviced. Let's make that sale . . . remember there is still a profit in color sets.

CHANGING TIMES

Only a few years ago a dealer, if he wanted some parts, made a list and then a trip to his local distributor. He had some type of system that had the form of an inventory control and it worked out quite well. Needless to say, it ain't that way today. The word inventory control has less meaning than it had then and it has been replaced by a series of time consuming high cost distributor salesmen that will take an order for a nickle capacitor. It seems to me that a lot more would be accomplished if the old and new system could be combined. The dealer still has to run for the distributor when he needs something, basically because he is always waiting for another salesman. Maybe the old grocery list on the kitchen blackboard approach would do it but I would rather see a dealer actually set up some form of inventory control that would give him some idea as to what he needs now, what he could use tomorrow and what he has used in the past. The service dealer is a businessman and he shouldn't have to run to the store if he misses the bread wagon.



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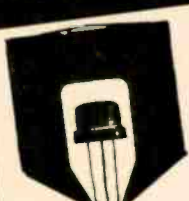
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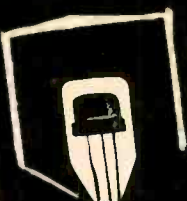
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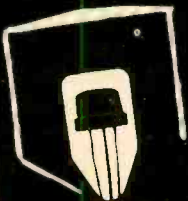
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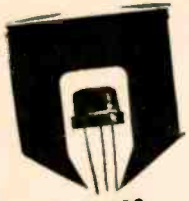
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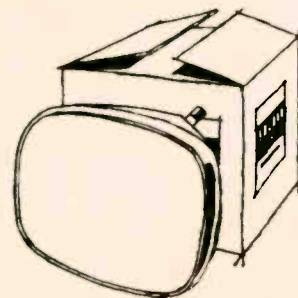
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